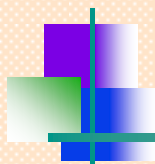# Incredible !ndia

Tourism Survey for Puducherry (Jan- Dec 2014)

Final Report

Ministry of Tourism
(Market Research Division)
Government of India

By

Nielsen India Pvt. Ltd

ACKNOWLEDGEMENT

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Executive Summary

E.1 Tourism in Puducherry

The Union Territory of Puducherry comprises of four coastal regions viz-Puducherry, Karaikal, Mahe and Yanam. Puducherry and Karaikal are situated on the East Coasts in Tamil Nadu, Yanam in Andra Pradesh and Mahe on the West Coast in Kerala. Puducherry is the Capital of this Union Territory. It is on the east coast about 162 kms south of Chennai (Madras) located on the Coromandel Coast of the Bay of Bengal. There are no hills or forests in this region. The main soil types in this region are red ferrallitic, black clay and coastal alluvial.

The unmistakable French connection, the tree lined boulevards, the quaint colonial heritage buildings, the spiritual scene, the endless stretches of unspoilt virgin beaches, backwater, a surprising choice of restaurants serving a mélange of cuisines, provide a heady mix that draw travellers from near and far Puducherry has a special ambience, not felt anywhere else in India. It is a blend of spiritual aura, French colonial heritage, Tamil culture and the cosmopolitan flair of many nationalities in a small but varied town Puducherry has a wealth of heritage buildings of both French and Tamil architectural styles. The grid patterned layout of town divides the town into two distinct settlements. The French section is on the east of the canal that bisects the town while the Tamil section is essentially on the western side. Being a small laid back place, Puducherry is pleasant to explore

A remarkable degree of French influence in Pondicherry exists to this date. Pondicherry was designed based on the French (originally Dutch) grid pattern and features neat sectors and perpendicular streets. The town is divided into two sections: the French Quarter (Ville Blanche or 'White town') and the Indian quarter (Ville Noire or 'Black Town'). Many streets still retain their French names, and French style villas are a common sight. In the French quarter, the buildings are typically colonial style with long compounds and stately walls. The Indian quarter consists of houses lined with verandas and houses with large doors and grills. These French and Indian style houses are identified and their architecture

preserved from destruction by an organization named INTACH. The use of the French language can be still seen in Pondicherry.

Pondicherry is also famous for Sri Aurobindo ashram and Auriville. Auroville is an experimental township which is situated 8 km north-west of Pondicherry in East Coast Road. It was founded in 1968 by Mira Richard (also known as The Mother), the spiritual collaborator of Sri Aurobindo. Auroville was designed by the French architect Roger Anger. Auroville is meant to be a universal town where men and women of all countries are able to live in peace and progressive harmony, above all creeds, all politics and all nationalities. The purpose of Auroville is to realize human unity. During the inauguration ceremony of Auroville on 28 February 1968, soil from 124 countries was placed in a lotus-shaped urn and mixed to symbolize universal oneness. The Government of India and UNESCO has endorsed the project. Besides these top attractions, Pondicherry is home to many museums, churches and temples.

E.2 Research Aim

The aim of the proposed research was to collect relevant tourist related statistics, from Puducherry, which would enable analyzing subtle trends as well as preparation of month wise and annual estimates separately for foreign and domestic visitors –with a break –up of overnight tourists & same day visitors for the selected tourist destinations.

E.3 Research Objective

To achieve the aim of the study, the objectives for the proposed research, was as follows:-

a. To enlist prime tourist locations in the union territories and available accommodation facility thereof.

b. To generate details about available infrastructural facility at the prime tourist spots in the union territories.

c. To collate month wise information about domestic as well as foreign tourists availing accommodation in all facilities in those locations

d. To collate month wise expenditures made by the Union Government for development of tourism and its potential earnings

e. To accrue information on employment in the accommodation units, estimate direct employment generated in accommodation units at district & territory level.

The field survey in a union territory was conducted for a period of 12 months in all districts of the union territory. The survey was used to obtain the following month-wise information for each district:

a. Estimated number of visits

(i) Visits by overnight visitors- staying at accommodation units;

- staying with friends and relatives

- Others, such as those staying in tented accommodations provided by Union Govt. or by any other charitable organizations, etc.

(ii) Visits by same-day visitors

b. Profile of visitors, their expenditure pattern, purpose of visits, etc.

c. Occupancy rates and direct employment in accommodation units.

E.4 Terms of Reference

The terms of reference of the study as indicated are as under

- *Prepare a frame /list of all important places in the State*

- *As per the methodology developed by Ministry of Tourism for preparation of month wise & annual estimates, prepare the following estimate, separately for foreign and domestic visitors (with break-up of overnight tourists and same day visitors) for the selected tourist places, at district level and at State level.*

  ▪ Total no: of tourists (overnight)

  ▪ Total number of same day visitors

  ▪ Total number of tourists staying with friends /relatives

  ▪ Expenditure incurred by tourists (overnight)

  ▪ Expenditure incurred by same day visitors

  ▪ Expenditure incurred by tourists staying with friends / relatives

  ▪ Profiling the tourists /visitors at district and state level in respect of age, sex, occupation, purpose of visit, state /UT of

residence or country of origin, duration of stay, mode of journey, use of package tour etc.

- As per the methodology prepare month wise and annual estimates of occupancy rate of accommodation units at district and State levels.

- Conduct one-day Inception workshop for the officers of the State to be surveyed and a few other States and organizations. Total number of participants would be about 30. Details of the exercise and the proposed methodology to be adopted for estimating the number of tourists and other parameters mentioned in other paras of TOR will be explained by the consultants in the workshop. Also organize a workshop in each state at the end of the survey to discuss the report of the survey.

- Prepare a frame/list of tourist place-wise all accommodation units, like Hotels, Dharamshallas, Guest houses, etc. for conduction State level survey on tourism, Update this frame/list on quarterly basis; and accordingly revise the coverage, This frame should include information on rooms, beds and employment, etc. Also conduct survey of selected tourists staying in accommodation units to identify the purpose of their visits.

- Based on the methodology collect, compile data about domestic and foreign tourists to provide information as mentioned at S. No. (ii) Above.

- Based on the information on employment in the accommodation units in the sampling frame, estimate direct employment generated in accommodation units at district and State levels.

- Collect information on the annual expenditure incurred by State Government at the selected tourist places, at district level and at the State level for development of tourism.

E.5 Research Methodology

However, to briefly define the methodology, the various steps of the operational methodology are given below:-

    a. This study was conducted in 7 islands of Puducherry and at 7 destinations of tourist interest

b. **Selection of Tourist Destinations and Locations:** Important destinations of tourist attraction and their location in the district were selected in consultation with the State Tourism Department

c. **Survey Period:** The field survey was conducted for a period of 12 months (January 2014 till December 2014) at selected destinations. In a particular month at a particular destination the survey was done for 7 days covering two specified weeks. The details are available at Annexure-1

d. **Survey Instruments:** The survey instruments or questionnaires given at Annexure - 3 covers three types of survey, namely, survey at destinations (Short Survey), survey at exit point(s) (Exit Point Survey) and survey at accommodation units (AUs) specified briefly below.

e. In total of 4 surveys were conducted for this study. They were:

   ➢ **The Counting Survey:** In this survey, head counts were taken at each tourist destination in the state. This survey was conducted every month from January 2014 till December 2014

   ➢ **The Short Survey:** In this survey, 600 tourists per district were interviewed at each tourist location and information regarding tourists' duration of visit, place of stay, frequency of visit, nationality/residence state, etc. was collected. This survey was conducted every month from January 2014 till December 2014

   ➢ **The Accommodation Survey:** In this survey, accommodation units in the district were visited and information regarding number of domestic and foreign guests staying, number of bed nights spent, employee details and residency state/ country of guests was collected. This survey was done every month from January 2014 till December 2014

   ➢ **The Exit Survey:** In this survey, information regarding, background of tourists, their expenditure, their place of stay, mode of traveling, etc. were collected. This survey was conducted on a quarterly basis and 400 tourists or visitors were interviewed per district each quarter in this survey.

f. Data from all the above surveys were used to calculate the number of tourists or visitors to the districts and hence to the state of Puducherry.

E.6 Tourist Destinations Covered

The destinations which were included in the study are given below. These destinations were included, based on secondary research and after discussions with officials from MR division of Ministry of Tourism, Government of India and officials from Puducherry Tourism Ministry.

Districts	Destination
Puducherry	Sri Aurobindo Ashram
	Plage Paradise
	Serenity
	Promenade
	Auroville
	Manakula Vinayagar Koil / Varadaraja Perumal Temple / Vedhapureeswarar Temple / Kanniga Parameswari Temple / Kamatchiamman temple / Sri Thirukameshwara temple
	Sacred Heart of Jesus / Church of Capuchins / Notre Dame de' / The Notre Dame des Anges / Church of Assumption / Church of Lady of Lourdes / Church of Good Health
	Paradise Beach
	Chunnambar sports complex
Karaikal	Jamai Mosque / Meeran mosque / Kuthbha Mosque / Mulla Mohammed Mosque
	Karaikal Sandy Beach
	Karaikal Ammaiyar Temple
	Lord Saneeswara Temple
Mahe	Basilica of Velankanni Madha Temple
	Bekal Fort
	Wynad
	Peruvannamuzhi / Pazhassi Dam
	Kanakamalla
	Thusharagiri
	Kappad Beach
	Payyambalam
Yaman	Muzhappilangad Beach
	Yanam Bridge / Yanam Buddha /
	Rajiv Beach
	Goddess Poleramma Temple / Lord Yanam Venkana Temple / Lord Shiva Temple / Lord Pillaraya Temple /
	Catholic Church

E.7 Sample Distribution among Destinations for Short Survey

Districts	Destination	Monthly Sample	Total Monthly Sample
Puducherry	Sri Aurobindo Ashram	100	1200
	Plage Paradise	100	1200
	Serenity	100	1200
	Promenade	100	1200
	Auroville	100	1200
	Manakula Vinayagar Koil / Varadaraja Perumal Temple / Vedhapureeswarar Temple / Kanniga Parameswari Temple / Kamatchiamman temple / Sri Thirukameshwara temple	100	1200
	Sacred Heart of Jesus / Church of Capuchins / Notre Dame de' / The Notre Dame des Anges / Church of Assumption / Church of Lady of Lourdes / Church of Good Health	100	1200
	Paradise Beach	100	1200
	Chunnambar sports complex	100	1200
Karaikal	Jamai Mosque / Meeran mosque / Kuthbha Mosque / Mulla Mohammed Mosque	150	1800
	Karaikal Sandy Beach	150	1800
	Karaikal Ammaiyar Temple	150	1800
	Lord Saneeswara Temple	150	1800
Mahe	Basilica of Velankanni Madha Temple	50	600
	Bekal Fort	50	600
	Wynad	50	600
	Peruvannamuzhi / Pazhassi Dam	50	600
	Kanakamalla	50	600
	Thusharagiri	50	600
	Kappad Beach	50	600
	Payyambalam	50	600
Yaman	Muzhappilangad Beach	100	1200
	Yanam Bridge / Yanam Buddha /	100	1200
	Rajiv Beach	100	1200
	Goddess Poleramma Temple / Lord Yanam Venkana Temple / Lord Shiva Temple / Lord Pillaraya Temple	100	1200
	Catholic Church	100	1200

E.8 Sample Distribution among Districts for the Exit Survey

The sample size for each district to be covered in the Exit Survey was 400. The distribution of tourists interviewed in the Exit survey for each of the 4 Quarters (January2014, April 2014, July 2014 and October 2014) is given below.

District	January 2014		April 2014		July 2014		October 2014		Total		Gross Total
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	
Puducherry	280	120	315	85	322	78	329	71	1246	354	1600
Karaikal	325	75	365	35	353	47	380	20	1423	177	1600
Mahe	400	0	400	0	400	0	400	0	1600	0	1600
Yaman	400	0	400	0	400	0	400	0	1600	0	1600

E.9 Month Wise Short Survey Sample Covered For the Study

	Puducherry											
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Aggregate Sample Size	600	600	600	600	600	600	600	600	600	600	600	600
Overnight Tourists — Foreigner	33	21	15	20	23	35	31	27	11	23	18	42
Domestic (from within the state)	12	42	52	33	57	22	57	43	52	27	44	25
Domestic (from outside the state)	180	187	149	165	138	95	162	135	102	169	185	166
Same Day Visitor — Foreigner	0	0	0	0	0	0	0	0	0	0	0	0
Domestic (from within the state)	52	68	96	145	137	185	87	48	75	72	84	56
Domestic (from outside the state)	323	282	288	237	245	263	263	347	360	309	269	311

E.10 Month Wise and District Wise Domestic Visitor in Puducherry (January '2014 till December'2014)

District	January	February	March	April	May	June	July	August	September	October	November	December	Total
Puducherry	76919	70401	70443	62902	66120	73536	69170	69798	77484	85886	94488	110061	**927208**
Karaikal	38376	27324	25553	22939	23765	23062	21332	22518	24818	26494	29565	35928	**321674**
Mahe	1121	825	929	862	809	716	664	631	788	885	1003	1119	**10352**
Yaman	840	539	575	623	590	582	561	569	640	717	765	858	**7859**
Total	**117256**	**99089**	**97500**	**87326**	**91284**	**97896**	**91727**	**93516**	**103730**	**113982**	**125821**	**147966**	**1267093**

E.11 Month Wise and District Wise Foreign Visitor in Puducherry (January '2014 till December'2014)

District	January	February	March	April	May	June	July	August	September	October	November	December	Total
Puducherry	8814	7493	7019	7624	7294	6175	5626	6484	6717	7162	7457	7776	**85641**
Karaikal	46	49	45	42	38	15	20	22	28	33	33	36	**407**
Mahe	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Yaman	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Total	**8860**	**7542**	**7064**	**7666**	**7332**	**6190**	**5646**	**6506**	**6745**	**7195**	**7490**	**7812**	**86048**

E.12 Month Wise and District Wise Total Visitor Arrival in Puducherry (January'2014 till December'2014)

District	January	February	March	April	May	June	July	August	September	October	November	December	Total
Puducherry	85733	77894	77462	70526	73414	79711	74796	76282	84201	93048	101945	117837	**1012849**
Karaikal	38422	27373	25598	22981	23803	23077	21352	22540	24846	26527	29598	35964	**322081**
Mahe	1121	825	929	862	809	716	664	631	788	885	1003	1119	**10352**
Yaman	840	539	575	623	590	582	561	569	640	717	765	858	**7859**
TOTAL	**126116**	**106631**	**104564**	**94992**	**98616**	**104086**	**97373**	**100022**	**110475**	**121177**	**133311**	**155778**	**1353141**

E.13 District Wise Details of Total Number of Accommodation Units in Puducherry:

DISTRICT	TOWN	Total Accommodation Units	Total Rooms
Puducherry	**Puducherry**	249	5657
Karaikal	**Karaikal**	37	653
Mahe	**Mahe**	9	78
Yaman	**Yaman**	9	121
TOTAL		**304**	**6509**

#this does not include Company Guest houses, Guest houses run by trusts, Dormitories, free dharamshalas, tourist bunglows and free accommodation units in the state of Puducherry.

<u>Puducherry</u>

Table – 1
Total number of Leisure visits to Tourist Destinations by Domestic and Foreign Visitors

Puducherry	No. of visits by Domestic Tourists / Same Day Visitors			No of visits by Foreign Tourists / Same Day Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	(2)	(3)	(4)	(5)	(6)	(7)
January'2014	83000	51978	134978	8917	0	8917
February'2014	69694	44558	114252	7591	0	7591
March'2014	61374	50091	111465	7109	0	7109
April'2014	60242	43501	103743	7817	0	7817
May'2014	61213	46504	107717	7476	0	7476
June'2014	59273	54515	113788	6310	0	6310
July'2014	53453	50446	103899	5674	0	5674
August'2014	56482	49470	105952	6538	0	6538
September'2014	59657	58302	117959	6779	0	6779
October'2014	65551	62307	127858	7207	0	7207
November'2014	71161	69515	140676	7503	0	7503
December'2014	85590	78967	164557	7825	0	7825
Total	786690	660154	1446844	86746	0	86746

As inferred from the table above the maximum no. of visits by domestic leisure visitors to tourist destinations in Puducherry has been in the months of December and November. As far as foreign leisure tourists are concerned, maximum no. of visits to tourist destinations in Puducherry is in the month January.

Table – 2
Total number of visits to Tourist Destinations by Domestic and Foreign Visitors

Puducherry	No. of visits by Domestic Tourists / Same Day Visitors			No of visits by Foreign Tourists / Same Day Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	(2)	(3)	(4)	(5)	(6)	(7)
January'2014	97946	62636	160582	8917	0	8917
February'2014	81897	53706	135603	7591	0	7591
March'2014	73293	59118	132411	7109	0	7109
April'2014	70930	51579	122509	7817	0	7817
May'2014	72355	54962	127317	7476	0	7476
June'2014	71008	63658	134666	6310	0	6310
July'2014	64426	59020	123446	5674	0	5674
August'2014	67724	58194	125918	6538	0	6538
September'2014	72127	67978	140105	6779	0	6779
October'2014	79492	73036	152528	7207	0	7207
November'2014	86576	81351	167927	7503	0	7503
December'2014	103800	92860	196660	7825	0	7825
Total	941574	778098	1719672	86746	0	86746

As inferred from the table above the maximum no. of visits by domestic visitors to tourist destinations in Puducherry has been in the months of December and November. As far as foreign tourists are concerned, maximum no. of visits to tourist destinations in Puducherry is in the month January.

Table – 3
Total number of Domestic and Foreign Leisure Tourists / Same Day Visitors

Puducherry	No. Domestic Tourists / Visitor			No of Foreign Tourists / Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	(2)	(3)	(4)	(5)	(6)	(7)
January	56445	35205	91650	8860	0	8860
February	48265	29472	77737	7542	0	7542
March	43431	33124	76555	7064	0	7064
April	40184	28375	68559	7666	0	7666
May	41298	30388	71686	7332	0	7332
June	41551	35468	77019	6190	0	6190
July	38611	33569	72180	5646	0	5646
August	40506	33043	73549	6506	0	6506
September	42786	38799	81585	6745	0	6745
October	47406	41904	89310	7195	0	7195
November	46193	46858	93051	7490	0	7490
December	62325	53542	115867	7812	0	7812
Total	549001	439747	988748	86048	0	86048

The maximum no. of domestic leisure visitors to Puducherry are spread across the months of November – January. For foreign leisure visitors to Puducherry, December and January have been the preferred months for visit.

Table – 4
Total Number of Leisure and Non-Leisure Domestic Tourists and Same Day Visitors

Puducherry	No. of Overnight Tourists			No. of Same Day Visitors		
Month	Leisure	Non Leisure	Total (col.2+3)	Leisure	Non Leisure	Total (col.5+6)
(1)	(2)	(3)	(4)	(5)	(6)	(7)
January	56445	14946	71393	35205	10658	45863
February	48265	12203	60468	29472	9148	38621
March	43431	11919	55349	33124	9027	42151
April	40184	10688	50873	28375	8078	36453
May	41298	11142	52439	30388	8458	38845
June	41551	11735	53285	35468	9143	44611
July	38611	10973	49584	33569	8574	42143
August	40506	11242	51749	33043	8724	41767
September	42786	12470	55255	38799	9676	48475
October	47406	13941	61347	41904	10729	52633
November	46193	15415	67127	46858	11836	58694
December	62325	18210	80534	53542	13893	67435
Total	549001	154884	709403	439747	117944	557691

Considering both leisure as well as non-leisure domestic tourists to Puducherry, the maximum no. of overnight visitors are in the period December -January. A majority of the same day visitors visited Puducherry in the months of December and November.

Table – 5
Total Number of Leisure and Non-Leisure Foreign Tourists and Day Visitors

Puducherry	No. of Overnight Tourists			No. of Same Day Visitors		
Month	Leisure	Non Leisure	Total (col.2+3)	Leisure	Non Leisure	Total (col.5+6)
(1)	(2)	(3)	(4)	(5)	(6)	(7)
January'2014	8860	0	8860	0	0	0
February'2014	7542	0	7542	0	0	0
March'2014	7064	0	7064	0	0	0
April'2014	7666	0	7666	0	0	0
May'2014	7332	0	7332	0	0	0
June'2014	6190	0	6190	0	0	0
July'2014	5646	0	5646	0	0	0
August'2014	6506	0	6506	0	0	0
September'2014	6745	0	6745	0	0	0
October'2014	7195	0	7195	0	0	0
November'2014	7490	0	7490	0	0	0
Deceber'2014	7812	0	7812	0	0	0
Total	86048	0	86048	0	0	0

Considering both leisure as well as non-leisure foreign tourists to Puducherry, the maximum no. of overnight visitors are in the months of December and January.

Table – 6
Total Number of Domestic and Foreign Tourists and Day Visitors

Puducherry	No. of Tourists			No. of Day Visitors		
Month	Domestic	Foreign	Total (col.2+3)	Domestic	Foreign	Total (col.5+6)
(1)	(2)	(3)	(4)	(5)	(6)	(7)
January'2014	71393	8860	80253	45863	0	45863
February'2014	60468	7542	68010	38621	0	38621
March'2014	55349	7064	62414	42151	0	42151
April'2014	50873	7666	58539	36453	0	36453
May'2014	52439	7332	59771	38845	0	38845
June'2014	53285	6190	59474	44611	0	44611
July'2014	49584	5646	55230	42143	0	42143
August'2014	51749	6506	58255	41767	0	41767
September'2014	55255	6745	62000	48475	0	48475
October'2014	61346	7195	68541	52636	0	52636
November'2014	67127	7490	74617	58694	0	58694
December'2014	80532	7812	88344	67434	0	67434
Total	709400	86048	795448	557693	0	557693

Collating the findings of the previous tables, the total no. of domestic and foreign overnight tourists are most in the months of December - January. The total no. of domestic day visitors to Puducherry is most in the month of December and November.

Table – 7
Distribution of Domestic and Foreign Tourists by place of Stay

Puducherry	No. Domestic Tourists				No of Foreign Tourists			
	Staying at Hotels	Staying with F&R	Staying elsewhere	Total (col.2+3+4)	Staying at Hotels	Staying with F&R	Staying elsewhere	Total (col.6+7+8)
Month(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
January'2014	47379	6747	17266	71393	8860	0	0	8860
February'2014	39632	6841	13996	60468	7542	0	0	7542
March'2014	37358	5634	12357	55349	7064	0	0	7064
April'2014	32335	5519	13017	50873	7666	0	0	7666
May'2014	33783	5699	12958	52439	7332	0	0	7332
June'2014	35023	5166	13099	53285	6190	0	0	6190
July'2014	32498	4759	12327	49584	5646	0	0	5646
August'2014	34058	5306	12385	51749	6506	0	0	6506
September'2014	36410	5826	13019	55255	6745	0	0	6745
October'2014	39511	7022	14814	61347	7195	0	0	7195
November'2014	43416	8134	15577	67127	7490	0	0	7490
December'2014	51493	9778	19263	80534	7812	0	0	7812
Total	462896	76431	170078	709403	86048	0	0	86048

The above table presents the distribution of domestic and foreign tourists, visiting Puducherry, by place of stay. As we can see the maximum no. of domestic visitors (462896) to Puducherry are staying at hotels, followed by staying elsewhere (170078). All the sample foreign tourists stayed at hotels during their visit to Puducherry.

Table - 8
No. of accommodation units, Rooms / Beds Available and Occupancy Rate

Puducherry Months	No. of Accommodation units	No. of Rooms Available per day	No. of Beds Available per day	No. of Beds Occupied per day	Occupancy Rate (%) *(Col5 as % of Col4)*
(1)	(2)	(3)	(4)	(5)	(6)
January'2014	304	6509	11019	5179	47%
February'2014	304	6509	11019	5180	47%
March'2014	304	6509	11019	5182	47%
April'2014	304	6509	11019	5180	47%
May'2014	304	6509	11019	5289	48%
June'2014	304	6509	11019	5399	49%
July'2014	304	6509	11019	5401	49%
August'2014	304	6509	11019	5510	50%
September'2014	304	6509	11019	5620	51%
October'2014	304	6509	11019	5730	52%
November'2014	304	6509	11019	5734	52%
December'2014	304	6509	11019	5950	54%

As evident from the table, it can be concluded that occupancy rate was the highest during the month of December.

Table - 9
Month wise Total Number of Guests checked-in, bed nights spent and average duration of stay at Accommodation Units

Puducherry	No. of Guests checked-in			No. of bed nights spent			Average duration of Stay		
Month	Indians	Foreigners	Total (col.2+3)	Indians	Foreigners	Total (col.5+6)	Indians (Col.5/Col.2)	Foreigners (Col.6/Col.3)	Total (Col.7/Col.4)
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
January'2014	51273	8852	60125	75512	21000	96512	1.47	2.37	1.61
February'2014	47850	7536	55386	70597	17324	87921	1.48	2.30	1.59
March'2014	28106	7059	35165	39629	16793	56422	1.41	2.38	1.60
April'2014	25562	7652	33214	37372	17514	54886	1.46	2.29	1.65
May'2014	26070	7314	33384	31374	16853	48227	1.20	2.30	1.44
June'2014	26102	6167	32269	32799	17544	50343	1.26	2.84	1.56
July'204	24591	5634	30225	36126	13320	49446	1.47	2.36	1.64
August'2014	25416	6490	31906	34733	14471	49204	1.37	2.23	1.54
September'2014	27563	6490	34053	36463	14990	51453	1.32	2.31	1.51
October'2014	29880	6490	36370	39104	14952	54056	1.31	2.30	1.49
November'2014	32649	6862	39511	41504	14989	56493	1.27	2.18	1.43
December'2014	39434	7250	46684	50839	15887	66726	1.29	2.19	1.43
Total	384496	83796	468292	526052	195637	721689	1.37	2.33	1.54

The above table presents the statistical data on domestic and foreign tourist who checked-in and their duration of stay in Puducherry month wise. As it can be seen the average duration of stay for domestic tourists is highest for the months of January and February. For foreigners, June is the peak month of stay.

Tables 10 – 15 give the quarterly data pertaining to information collected from accommodation survey held in the Union Territory of Puducherry. As shown in the tables below, the no. of accommodation units surveyed were 304 during the period January 2014 – December 2014. Majority of the accommodations units are privately owned. These accommodation units employ nearly 2800 persons. Majority of the accommodation units (249) fall under the Non- Star category. The survey reveals that 254 accommodation units in Puducherry come under Non – Classified category.

Table - 10
Number of Accommodation units, Rooms, Beds and Employment

Puducherry Quarter	No. of AUs	No. of Rooms	No. of Beds	No. of Employees		
				Temporary	Permanent	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Quarter – 1	304	6509	11019	1573	1088	2661
Quarter – 2	304	6509	11019	1702	1042	2744
Quarter – 3	304	6509	11019	1509	1057	2566
Quarter – 4	304	6509	11019	1707	1174	2881

Table - 11
Distribution of Employees in Accommodation Units by Age Group

Puducherry Quarter	No. of AUs	No. of Employees	Distribution of employees by age-group				
			18-25 yrs	26-30 yrs	31-40 yrs	41-50 yrs	> 51 yrs
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Quarter – 1	304	2661	807	580	666	407	201
Quarter – 2	304	2744	887	618	653	419	167
Quarter – 3	304	2566	868	584	628	317	169
Quarter – 4	304	2881	919	711	746	328	177

Table - 12
Distribution of Employees in Accommodation Units by Service

Puducherry Quarter	No. of AUs	No. of Employees	Distribution of employees by service			
			Management	F&B	House Keeping	Others
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Quarter – 1	304	2661	423	625	749	879
Quarter – 2	304	2744	405	651	753	935
Quarter – 3	304	2566	407	619	714	826
Quarter – 4	304	2881	420	676	807	978

Table - 13
Category-wise Distribution Accommodation Units

Puducherry	No. of Accommodation units					
		Non-classified				
Quarter	Classified	Having more than 20 rooms	10-20 rooms	Less than 10 rooms	Sub-Total (Col. 3+4+5)	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Quarter – 1	50	48	148	58	254	304
Quarter – 2	50	48	148	58	254	304
Quarter – 3	50	48	148	58	254	304
Quarter – 4	50	48	148	58	254	304

Table - 14
Distribution Accommodation Units by Types

Puducherry	No. of Accommodation units							
Quarter	Star Hotels	Apartment Hotels	Non-Star Hotels	Youth/ YMCA Hostels	Dharamshalas/ Sarais/ Musafirkhanas	Gurudwaras / Temples/ Monastries	Bed & Breakfast Units	Motel	Total
Quarter – 1	50	0	249	0	2	3	0	0	304
Quarter – 2	50	0	249	0	2	3	0	0	304
Quarter – 3	50	0	249	0	2	3	0	0	304
Quarter – 4	50	0	249	0	2	3	0	0	304

Table - 15
Distribution Accommodation Units by Type of Ownership

State:	No. of Accommodation units								
Quarter	Central Govt.	State Govt.	Pvt. Ltd.	Prop./ Partnership	Public Limited	PSU	Charitable Trust/ Society	Others	Total
Quarter – 1	2	5	27	265	0	0	5	0	304
Quarter – 2	2	5	27	265	0	0	5	0	304
Quarter – 3	2	5	27	265	0	0	5	0	304
Quarter – 4	2	5	27	265	0	0	5	0	304

Visitors Profiling Tables

Table – 16
Age Distribution of Sample Visitors in the State

Age Group	%age of Domestic Overnight Visitors		%age of Domestic Day Visitors		%age of Foreign Overnight Visitors	
	Male	Female	Male	Female	Male	Female
(1)	(2)	(3)	(5)	(6)	(8)	(9)
15 – 24 Years	21	22	21	24	16	21
25 – 34 Years	35	35	31	35	43	42
35 – 44 Years	24	22	27	24	23	18
45 – 60 Years	13	12	14	11	14	12
>60 Years	7	9	7	6	4	7
Total	100%	100%	100%	100%	100%	100%

It is to be noted from the table above that predominant age group was 25-34 years among domestic overnight, day and foreign visitors. Most of the visitors to Puducherry are males with females comprising a small proportion.

Table – 17
Sex Distribution of Sample Visitors in the State

Gender	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Male	59	55	52
Female	41	45	48
Total	100%	100%	100%

The gender wise distribution of sample visitors to Puducherry is mentioned in the table above. Male visitors are in majority in both the categories of domestic overnight as well as domestic day visitors. The same observed for foreign visitors too.

Table – 18
Marital Status of Sample Visitors in the State

Marital Status	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Married	38	30	36
Unmarried	61	68	63
Others	1	2	1
Total	100%	100%	100%

It is clear from the table above that most of the sample visitors to Puducherry have marital status as unmarried. Others mentioned above cover the Widows, Divorcee etc.

Table – 19

Educational Level of Sample Visitors in the State

Level of Education	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
No Formal Education	0	1	0
Primary	2	3	0
Secondary	16	16	1
Higher Secondary	27	30	24
Graduate & Above	36	35	50
Technical & Professional of All Level	19	15	25
Total	**100%**	**100%**	**100%**

The above table represents the education level of sample visitors to Puducherry. It is evident from the table that half of the foreign visitors have educational qualification as graduate & above and around 25% of the domestic and foreign visitors have a Higher Secondary qualification.

Table – 20

Occupation Pattern of Sample Visitors in the State

Occupation	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Industrialist / Trader / Shop Owner	12	14	10
Self Employed Professional	10	8	13
Government Service	14	12	8
Private Service	35	32	40
Student / Researcher	10	10	14
Business	7	13	12
Agriculture	1	1	0
Housewife	7	7	0
Other	4	3	3
Total	**100%**	**100%**	**100%**

The above table represents the occupation pattern of sample visitors to Puducherry. As it can be seen most of the domestic visitors are into private service, government service and trading. Most of the foreign visitors are into private service. Self-employed professionals and Industrialists are in a considerable proportion.

Table – 21

Purpose of visit by Sample Visitors in the State

Purpose	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Business	7	8	5
Holidays, Leisure & Recreation	24	31	82
Social Activity	13	14	3
Pilgrimage / religious Activity	37	28	0
Education / Training	4	5	2
Health & Medical	5	4	1
Shopping	4	4	0
Others	6	6	7
Total	100%	100%	100%

As it can be concluded from the table above, majority of foreign visitors to Puducherry, were for the purpose of Holidays, leisure & recreation activities. Majority of domestic visitors to Puducherry were there for the purpose of pilgrimage and religious activities followed by holidays and recreation.

Table – 22

Mode of Transportation of Sample Domestic Visitors in the State

Mode of Transportation	%age of visitors from within the State		%age of visitors from Outside the State	
	Overnight Visitors	Same day Visitors	Overnight Visitors	Same day Visitors
(1)	(2)	(3)	(4)	(5)
Train	30	6	7	6
Bus	62	80	78	81
Ship/ Boat	8	15	15	13
Air	0	0	0	0
Total	100%	100%	100%	100%

The above table presents the mode of transportation used by sample domestic visitors in Puducherry. Most of the same day visitors from within the Puducherry used bus to travel. For overnight visitors as well as day visitors from outside Puducherry, bus again is the prominent mode of transportation.

Table – 23
Mode of Transportation of Sample Foreign Visitors in the State

Mode of Transportation	%age of visitors from Outside the State
	Overnight Visitors
(1)	(4)
Train	22
Bus	64
Taxi	14
Personal Vehicle	0
Air	1
Ship/Boat	0
Total	100%

The above table represents the mode of transportation used by foreign visitors to travel to Puducherry. As clearly stated in the above table, more than 60% of foreign tourists traveled by bus to Puducherry. Train is the next preferred option.

Table – 24
Travel Behavior of Sample Visitors in the State

Frequency of Visits	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Once a fortnight	0	1	0
Once a month	2	3	0
Once in 3 months	5	5	0
Once in 6 months	6	14	0
Once in a Year	13	17	5
Less Often	74	61	95
Total	100%	100%	100%

The above table evaluates the travel behavior of sample visitors to Puducherry. It is clear from the table above that for most of the visitors to Puducherry; the frequency of visit is less often that is once in more than 2 years.

Table – 25
Propensity of availing package tour of Sample Visitors in the State

	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Percentage of Tourists availing package tour	4	6	4

The above mentioned is the measure the propensity of availing package tour among the sample visitors in the district of Puducherry. And we conclude less overnight and day visitors (both domestic and foreign) avail package tours for traveling to Puducherry.

Table – 26
Travel Arrangement Mode of Sample Visitors in the State

Travel Arrangement Mode	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Self	83	91	87
Office / Employer	8	4	2
Travel Agent	5	1	8
Tour Operator	4	5	4
Total	100%	100%	100%

As concluded from the previous table that few visitors avail package tour, thus most of the (both domestic and foreign) visitors traveling to Puducherry make their travel arrangements themselves, which can be justified from the findings presented in the above table.

Table – 27
Distribution of overnight visitors by place of stay of Sample Visitors in the State

Place of Stay	%age of Domestic Overnight Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)
Star Hotel	12	12
Non-Star Hotel	52	57
Motel	0	0
Govt. Guest House / Circuit House /Bhawan /Tent house	4	0
Private Guest House / Inn /Rest House /Tourist Bungalow	19	27
Dharamshala /Sarai / Musafirkhana	3	0
Gurudwara / Temple / Monastery / Other Temparary free stay in tent etc.	2	0
Friends & Relative	6	2
Bed & Breakfast Unit	0	0
Youth /YMCA Hostel	1	4
Other (Company guest house, Community Dharamshalas, etc.)	3	0
Total	100%	100%

The category wise details regarding the place of stay are presented above. It may be seen from the table above that most of the overnight tourist preferred non-star hotels as the place of stay.

Table – 28

Distribution of visitor by their preferred eating place of Sample Visitors in the State

Eating Place	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Restaurant	35	39	46
Fast Food Outlets	24	31	29
Cafeteria	12	9	11
Dhaba	3	2	0
Bars	2	1	6
Mobile Van	7	8	0
Refreshment Stand	9	7	2
Place of Lodging	5	0	5
Sharamshala / Sarai	0	0	0
Gurudwara / Temple / Monastery / Other free accommodation	2	2	0
Friends & Relatives	1	1	1
Total	**100%**	**100%**	**100%**

The above table gives the percentage distribution of visitors by their preferred eating place of sample visitors in the district of Puducherry. It may be seen that proportion of domestic overnight, day and foreign visitors who preferred Restaurants for eating are the maximum.

Table – 29

Satisfaction level of services by Sample Visitors in the State

Services	%age of Domestic Overnight Visitors		%age of Domestic Day Visitors		%age of Foreign Overnight Visitors	
	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Availability of Tour Operator	69	31	58	42	75	25
Availability of Transportation	78	22	77	23	80	20
Availability of Tourist Guide	60	40	55	45	75	25
Availability of good quality accommodation	80	20	0	100	83	17
Public Convenience	65	35	61	39	60	40
Eating Places	75	25	75	25	73	27
Information Centers	74	26	73	27	75	25
Souvenir Shops	68	32	59	41	70	30
Entertainment Places	65	35	60	40	73	27
Quality of Roads	81	19	77	23	78	22
Security	78	22	76	24	78	22
Behavior of Local People	88	12	84	16	85	15
Shops other than souvenir ones	71	29	69	31	65	35
Upkeep of tourist sites	71	29	68	32	68	32
Accommodation tariff	64	36	0	100	78	22
Quality of Information	71	29	72	28	65	35

Table – 30

Expectation level of their visit to district / State of Sample Visitors in the State

Expectation level	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Much Better than expectation	33	32	35
Somewhat better than expectation	36	39	30
As per expectation	32	32	35
Worse than expectation	1	0	0
Much worse than expectation	0	0	0
Total	100%	100%	100%

The above table presents the percentage distribution across different expectation levels. There is a positive trend as most of the visitors found their visit to Puducherry somewhat better to much better than expectation.

Table – 31

Most visited tourist destination of Sample Visitors

Most Visited Tourist Destination	%age of Visitors	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)	(5)
Sri Aurobindo Ashram	30.4%	32.6%	25.7%	45.9%
Auroville	20.6%	20.2%	18.5%	40.4%
Jamai Mosque / Meeran mosque / Kuthbha Mosque / Mulla Mohammed Mosque	8.4%	6.2%	12.1%	0.4%
Karaikal Sandy Beach	6.7%	5.1%	9.4%	0.1%
Karaikal Ammaiyar Temple	4.9%	3.7%	6.9%	0.0%
Plage Paradise	4.5%	5.4%	3.9%	0.7%
Lord Saneeswara Temple	4.1%	2.9%	6.2%	0.0%

* Is based on no. of visits as obtained from Short Survey at Tourist Destinations.

Table – 32

Popular Source of Information of tourist destination of the Sample Visitors in the State

Information Source	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Indian Embassy in your Country	0	0	12
Indian Tourism Bureau in your country	0	0	7
State Tourism department	6	2	14
Travel Agent	17	17	15
Internet	33	28	30
Travel Books / Guides / Magazines / Newspaper	16	23	19
Relatives / Friends	15	18	4
Other	14	13	2

The categories (Information Source) in the above table reflect on the popular source of information about tourist destinations in Puducherry. As seen from the table above, internet and travel books/guides/magazines have been the primary source of information about Puducherry for visitors traveling to the district.

Table – 33

Annual Household income of the Sample Domestic Visitors in the State

HH Income (Rs.)	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors
(1)	(2)	(3)
Less than Rs. 60,000	0	5
Rs. 60,001 – Rs. 1,00,000	6	31
Rs. 1,00,001 – Rs. 2,00,000	30	37
Rs. 2,00,001 – Rs. 5,00,000	64	27
Total	100%	100%

The annual household income of the sample domestic visitors to Puducherry is spread across different categories as mentioned in the table above. The majority of domestic day and overnight visitors fall under the category of Rs. 2,00,000 - Rs. 5,00,000 annual household income.

Table – 34

Annual Household income of the Sample Foreign Visitors in the State

HH Income (US $)	%age Foreign Overnight Visitors
(1)	(2)
Less than $40,000	0
$40,001 – $60,000	23
$60,001 – $80,000	45
$80,001 – $1,00,000	29
Total	**100%**

The above table gives an idea about the household incomes of sample foreign visitors to Puducherry. Most of the foreign tourists have household income in the range of $60,001 to $80,000.

Table – 35
Average Expenditure of Sample Visitors in the State (Expenditure in INR)

Non-Package Component	Avg. Expenditure of DOVs	Avg. Expenditure of DDVs	Avg. Expenditure of FOVs
(1)	(2)	(3)	(4)
Accommodation	800	0	2000
Food & Drinks	338	288	500
Transport	575	463	700
Shopping	400	225	600
Recreation, Leisure & Cultural Activities	213	200	500
Total	**2325**	**1175**	**4300**

Expenditure pattern of visitors to Puducherry comes out to be Rs. 2325 per head (per day) for domestic overnight visitors, Rs. 1175 per head per day for domestic day visitor and Rs. 4300 per head per day for foreign overnight visitors.

Table – 36
Total number of Domestic Visitors from outside the State at the year end

State	Overnight Visitors		Domestic Day Visitors	
	Absolute Number	Percentage	Absolute Number	Percentage
(1)	(2)	(3)	(4)	(5)
Andhra Pradesh/ Telangana	370	10.5	182	16
Arunachal Pradesh/ Assam/ Tripura/ Sikkim/ Mizoram / Megalaya / Manipur / Nagaland	11	0.3	0	0
Bihar/Chhatisgarh	44	1.2	13	1
Gujarat	222	6.3	0	0
Himachal Pradesh/Haryana	17	0.5	0	0
Jammu & Kashmir/ Punjab	67	1.9	0	0

Jharkhand	53	1.5	0	0
Karnataka	468	13.3	168	14
Kerala	166	4.7	164	14
Madhya Pradesh	103	2.9	16	1
Maharashtra/ Goa	341	9.7	0	0
Odisha/West Bengal	352	10	46	4
Rajasthan	237	6.7	0	0
Tamilnadu	1057	30	577	50
Uttar Pradesh/ Uttarakhand	21	0.5	0	0
Total	**3529**	**100**	**1166**	**100**

The above table is a depiction of the proportion of people of respective states from where they come to visit Puducherry. Maximum visitors come from its states like Tamil Nadu, Karnataka and Andhra Pradesh.

Table – 37

Total number of Foreign Visitors (Including NRI) by their country of residence

Country	Foreigner Overnight Visitors	
	Absolute Number	Percentage
(1)	(2)	(3)
France	172	32
UK	60	11
USA	74	14
Switzerland	46	9
Japan	27	5
S.Korea	16	3
Australia	80	15
Germany	37	7
Other	19	4
Total	531	100

The above table is a depiction of the proportion of people of respective countries from where they come to visit Puducherry. Maximum visitors come from France, Australia and USA.

ANNEXURE – 1

Methodology for Estimation of Domestic and Foreign Tourists Visit at District Level in India

I. Introduction

Ministry of Tourism compiles data on domestic and foreign tourist visits in State/ UT based on the information received from the State/ UT Governments. Such information at State/ UT level is generally collected by State Tourism Departments on the basis of administrative records and returns. In many cases, the information supplied does not cover the same-day visitors, visitors staying with friends and relatives, etc. Doubts have been also expressed by experts about the reliability of the data on domestic and foreign tourist visits released every year. A need was felt to prepare a standard methodology for estimation of number of visitors at district level which can be used by the State/ UT Governments. This methodology should enable the compilation of such data on monthly basis. The methodology should also help in preparation of estimates of number of visitors for some period after the base line survey, mainly based on the information to be collected from the accommodation units without resorting to regular large scale survey. Keeping these requirements in view, a methodology has been prepared which will be initially used in the tourism surveys to be commissioned by the Ministry of Tourism in 5 states namely, Puducherry, Delhi, Jharkhand, Maharashtra and Punjab. The details of the methodology are given in the subsequent paragraphs.

II. Definitions

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

Usual place of Residence: The **usual place of residence** of a person is the village/ town where the person has been staying continuously for at least 6 months prior to the date of the survey.

Usual Environment: The **usual environment** refers to the geographical boundaries within which a person moves within his/ her **regular routine of life**.

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

Visitor: A **visitor** is a traveller taking a trip to a main destination **outside his/ her usual environment** for any main purpose (business, leisure or other personal purpose) other than to be employed at the place visited.

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

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

Exclusion: The same-day visitors at a tourist destination for whom the tourism destination is part of their usual environment, are not considered same-day visitors for the purpose of this survey.

Foreign Visitor: A visitor having a foreign passport will be treated as a **foreign visitor**. Even a **Non- Resident Indian (NRI)** will be treated as a foreign visitor. NRIs have Indian passports but may be living, or are likely to live, in other countries for 6 months or more.

Domestic Visitor: A visitor, who is a resident Indian, will be treated as a **domestic visitor**.

Tourist Destination: The **tourist destinations** would generally be as defined by the State in terms of geographical area and tourist interest. A tourist destination should be a clearly identified area/ location. A tourist location could be a ticketed closed area, non-ticketed closed area, or an open area without clearly specified boundaries. It may be a location maintained by Central Govt., State Govt., local body or any other organization, including those run by the private sector. A tourist location may consist of more than one tourist spots. However, the following norms should be adhered to for identifying a tourist location as a tourist destination:
(i) Each ticketed tourist location will be considered as one tourist destination irrespective of the number of tourist spots at that location covered under the common ticket.
(ii) If there are 2 or more tourist spots within close proximity which are not ticketed, the location would be considered to be a single destination if a visitor usually visits most or all the spots in the same visit.

Town:
Definition of the town will be same as that used in 2001 Population Census of India.

III. Objective

The field survey in a State will be conducted for a period of 12 months in all districts of the State. The survey will be used to obtain the following month-wise information for each district:
a. Estimated number of visits
       (i) Visits by overnight visitors- staying at accommodation units;
                             - staying with friends and relatives
                             - others, such as those staying in tented accommodations provided by State Govt. or by any other charitable organizations, etc.
       (ii) Visits by same-day visitors
b. Profile of visitors, their expenditure pattern, purpose of visits, etc.
c. Occupancy rates and direct employment in accommodation units.

IV. Approach

To meet the objectives, first the tourist destinations have to be identified before the start of the survey. Two possible variables studied for identification of the tourist destination werenumber of tourists and number of accommodation units. However, interaction of the consultant with the state authority revealed that past data on number of tourists at various destinations are generally not available. Similarly, the analysis of the unit level data of Economic Census 2005 revealed that data on number of hotels below the district level are not available. Therefore, first towns important from tourist angle have to be identified. All the tourist destinations in the identified towns will be covered in the survey. In the identified towns two types of survey, namely Survey at tourist

destination and Survey of Accommodation units will be done. The survey of tourist destination will broadly provide the estimate of tourists for leisure purpose, however, the purpose of the survey is to have an estimate of tourists for all type of purposes such as visiting friends and relatives, business, etc. Similarly, the Survey at tourist destination and at Accommodation unit will not provide information about the visitors staying with friends and relatives and in accommodation units but not visiting any tourist destination as well as same day visitors not visitors not visiting any tourist destinations. To get these information surveys at important Entry/Exit Points of the district will be also conducted. The ratio obtained from this exit survey will be used to find out the estimate of tourist for non-leisure purposes. However, this adjustment will be done only at district level.

The district level estimates will be worked out by adding the leisure tourists at all the towns covered in the survey and multiplying it by the ratio of total urban population of the district to the total population of the towns covered in the survey. The estimate of non-leisure tourists will be worked out from the data of exit survey and added to the estimate of leisure tourists to find out the district level estimate of visitors. The state level estimate of visitors (tourists and same day visitors) will be worked out by adding the district level estimates of visitors.

V. Methodology

The methodology envisages three stage sampling. The first stage units will be the towns important from tourism perspective, the second stage units will be the tourist destinations in the selected town or linked to the selected town, and the visitors within a tourist destination will constitute the third stage units. The procedure for selection of first, second and third stage units are given below:

(i) Selection of Towns important for Tourism
In the absence of reliable information about the number of tourists or accommodation units at tourist destination, towns, which are important from tourism perspective, will be identified in each district in consultation with the State Government. Apart from such towns, the towns which cater to the accommodation needs of visitors to important tourist destinations located in non-urban areas will also be identified. For the latter cases, only one – the most important – town will be identified with one tourist destination. Therefore, as per this methodology, the first stage in this survey will be the identification of towns important for tourism purposes.

(ii) Selection of Tourist Destinations in the Selected Town
All the tourist destinations in a selected town will be covered in the survey. In case the number of tourist destinations in the selected town is large, only the important ones will be covered in the survey.

(iii) Selection of Visitors at a Tourist Destination for brief profiling

(a) Sample size of visitors at district level
The sample is required for estimating the number of visitors at district level from the data collected at destination/ spot level. Statistically, the sample size may be obtained from the following expression,

$$n = Z^2_{1-\alpha/2} \, p(1-p)/d^2$$

Where p= anticipated proportion to be estimated
      100(1- α /2) % is the confidence level and
      d=absolute precision required on either side in the proportion in percentage points

Statistically, we require a sample size of about 400 respondents (384 to be exact) to get estimate of a parameter with a precision of 5% points and 95% level of confidence. As the data is required on monthly basis this sample size may be required on a monthly basis.

(iv) Distribution of Sample Size in Towns and at Tourist Destinations

(a) Distribution of sample size amongst selected towns in a district: The district sample size of 600 visitors will be distributed among the selected towns in proportion to the 2001 Census population of these towns.

(b) Distribution of sample size among tourist destinations in a selected town: If there are more than one tourist destinations in a selected town, the sample size allocated for the town will be equally distributed among the tourist destinations.

(c) Selection of days for survey of visitors in different months

The survey will be conducted during all the 12 months of the year at each selected destination. Information about important festivals, fairs, religious events at the selected tourist destinations will be collected in advance for the 12-month period. In a particular month at a particular destination, survey will be done during 2 weeks. In the first week, first 3 days of the week will be covered, and in the second week last 4 days of the week will be covered. For this purpose, first day of the month will be considered as the first day of the week. The dates of survey at a tourist destination during the 12 months will be as follows.

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

The date and week on which important tourism event is scheduled to take place at the selected tourist destination will be positively covered. If the important tourist event at the selected tourist destination falls outside the selected week and dates, the nearest week/dates will be substituted by the week/dates of the special event.
(d) Canvassing of schedules to the visitors for brief profile

The monthly sample size of visitors at a selected tourist destination should be distributed equally on the 7 days of the survey work (in 2 weeks) at the destination. The services of 2 investigators

would be required on the selected days at non- ticketed tourist destinations. The first investigator will basically count the number of visitors and second investigator will canvass the schedule to seek the information about overnight/ same-day visitors, domestic/ foreign visitors, etc. At a ticketed tourist destinations perhaps one investigator will be able to canvass the schedule because counting of the visitors may not be required.

(v) Details of the Surveys

(A) Survey at Tourist Destinations

A survey of visitors at tourist destinations has to be done to obtain the following information:

(a) Total number of visits

(i) Ticketed Destinations:- If the tourist destination is a ticketed destination with differential pricing for domestic and foreign visitors, the data on number of foreign and domestic visits separately during any day would be available from sale record of tickets. If the destination has common ticket for both domestic and foreign visitors, then an assessment of the distribution of visits by domestic and foreign visitors would have to be made by counting the visitors at the entry point(s). To capture the variations in visitors' number on different days of the week as well as at different time periods of a day, this exercise would have to be carried out at different periods of time of the day, and on different days of the week. Many destinations attract large number of visitors during specific periods of the year, such as Kumbh Mela, Suraj Kund Mela, etc. Such periods should be identified in advance, and the survey should cover such specific periods.

   (ii) Non-Ticketed Destinations:- In such cases, the total number of visitors, during the day, along with its break-up into domestic and foreign visitors, has to be assessed by counting the number of such visitors at specified time slot at entry point (s). If there are more than one entry points to the tourist destination, all should be covered by pre-specified rotation, for counting the number and broad distribution. If there is no specific entry point, investigator will have to notionally designate appropriate points as entry points based on the flow of visitors to such a destination.

(b) Brief Profile of Visitors

Break-up of number of visitors into overnight visitors staying at accommodation units, overnight visitors staying with friends and relatives, other overnight visitors, and the same-day visitors, separately for domestic and foreign visitors, has to be obtained. For this, a small questionnaire, comprising 5-6 questions, has to be canvassed. As getting this information is the prime objective of the survey, the sample size should be adequate to provide the desired breakup of different type of visits. In para IV (A)(ii)(a), the desired sample size at district level has been worked out to be 400 visitors. However, it has been decided that the number of visitors to be selected for this short profile survey will be 800 per district per month.

(B) Survey of Accommodation Units

All the accommodation units (hotels, tourist lodges, dharamshalas, motels, Govt. / private companies, guest houses, etc.) in the selected towns will be listed with the help of Municipal Corporations or other competent authorities. If a tourist destination not located in the town is linked to a non-urban tourist destination in terms of providing accommodation facilities to tourists visiting that destination, the list of additional accommodation units located near such tourist destinations will also be included in the list of accommodation units of the town.
        The accommodation units so listed will be grouped in the following categories:

      (ii) Classified hotels
      (iii) Other accommodation units
            a. Having more than 20 rooms
            b. Having 10-20 rooms
            c. Having less than 10 rooms
From all the selected accommodation units, the following 2 types of information will be collected:

    (i) **Particulars of the accommodation unit**- Apart from the identification details, the information would be collected on number of rooms, number of beds, total number of persons employed, annual turnover, etc. This information would be collected initially, and thereafter updated every quarter along with the updating of the list of accommodation units.
    (ii) **Information about overnight visitors-** Based on the records available with the accommodation units, information on number of guests checked-in, number of nights spent, whether domestic or foreign, residency status of the tourists (within the state, within country, outside country), etc. would be collected. This information has to be collected every month for the preceding month.

All the classified hotels would be covered for collecting both the information. For the remaining 3 categories of accommodation units, 10% of the units in each will be covered. These 10% accommodation units will be selected by using circular systematic sampling method.

In metropolitan cities, list of all the accommodation units will have to be prepared for the survey work.

For collecting information about the number of visitors and their other details as well as information about the accommodation units for a particular month, the selected accommodation units will be visited in the 1st week of the succeeding month.

(C) Survey at Entry/Exit Points of the district
The survey at the tourist destinations will not be able to capture the following categories of visitors:
      (a) Visitors staying with friends and relatives and not visiting any tourist destination;
      (b) Visitors staying in accommodation units but not visiting any tourist destination;
      (c) Same day visitors not visiting any tourist destination
For having an idea about the total number of visitors in the district, information about visitors collected at tourist destinations has to be supplemented by information on the above categories of visitors. To meet this objective, exit survey of the visitors at the major exit/ entry points of the district will be conducted to have information about the above mentioned categories of visitors as well as for detailed profiling of the visitors. In view of the fact that profiling of the visitors is not likely to change over a short time interval, profile of visitors will be generated only at district level on quarterly basis. The requirement of the sample size for this exercise would also be less. It has been decided to conduct the interview of 400 visitors every quarter in each district.

As the information collected in the exit survey used for estimating the number of non-leisure visitors in the district, the exit survey will be conducted only in the first month of the quarter so that its result can be used for the three months of the quarter. All the four weeks as well as the days (week days and weekends) in a month should be covered on representative basis.

Annexure – 2: Estimation Procedure

I. Estimation from survey at Entry / Exit points in a Quarter

From the survey at major entry/exit points of the district, we get the following:

x^{DT-h-l} = no. of domestic leisure visitors to the district in the sample at all exit points covered who stayed at hotels.

$x^{DT-h-nl}$ = no. of domestic non-leisure visitors to the district in the sample at all exit points covered who stayed at hotels.

a^{DT-h-l} = average no. of tourist destinations in the district visited by a domestic leisure tourist who stayed at a hotel based on the survey at exit points.

Clearly, $a^{DT-h-l} \geq 1$

Similarly, we define

x^{DT-f-l} , $x^{DT-f-nl}$, a^{DT-f-l} for domestic tourists staying with Friends & Relatives

x^{DT-o-l} , $x^{DT-o-nl}$, a^{DT-o-l} for domestic tourists staying at other places

x^{DS-l} , x^{DS-nl}, a^{DS-l} for domestic same day visitors

x^{FT-h-l} , $x^{FT-h-nl}$, a^{FT-h-l} for foreign Tourist staying at hotels

x^{FT-f-l} , $x^{FT-f-nl}$, a^{FT-f-l} for foreign Tourist staying with friends and relatives

x^{FT-o-l} , $x^{FT-o-nl}$, a^{FT-o-l} for foreign tourists staying at other places

x^{FS-l} , x^{FS-nl}, a^{FT-l} for foreign same day visitors.

II. Estimation of tourists for a tourist destination in a month

Define the following notations:
Assume that i stands for ith destination selected in the selected town, j stands for jth day selected for survey at the ith destination (j=1,2,…,d_i); k stands for the kth entry point at the ith destination (k=1,2,,…,e_i); l stands for the lth entry hour at the kth entry point at ith destination (l=1,2,…,h_{ik}).

$n_i^{DT} =$ **No. of visits by domestic tourists surveyed at the ith destination on all days of survey at all entry points at all hours;**

$n_i^{DT-h} =$ No. of visits by domestic tourists surveyed at the ith destination and stayed in hotels,

n_i^{DT-f} = No. of visits by domestic tourists surveyed at the ith destination and staying with friends and relatives

n_i^{DT-o} = No. of visits by domestic tourists surveyed at the ith destination and stayed at other accommodation units.

n_i^{DS} = No. of visits by domestic same day visitors surveyed at the ith destination on all days of survey at all entry points at all hours;

n_i^{FT} = **No. of visits by foreign tourists surveyed at the ith destination on all days of survey at all entry points at all hours;**

n_i^{FT-h} = No. of visits by foreign tourists surveyed at the ith destination and stayed in hotels

n_i^{FT-f} = No. of visits by foreign tourists surveyed at the ith destination and staying with friends and relatives

n_i^{FT-o} = No. of visits by foreign tourists surveyed at the ith destination and stayed at other accommodation units.

n_i^{FS} = **No. of visits by foreign same day visitors surveyed at the ith destination on all days of survey at all entry points at all hours;**

$N_i^{DT}(s)$ = **Total number of visits by domestic tourists at the ith destination on all days of survey;**

$N_i^{DT-h}(s)$ = Total number of visits by domestic tourists at the ith destination who stayed in hotels

$N_i^{DT-f}(s)$ = Total number of visits by domestic tourists at the ith destination and staying with friends and relatives

$N_i^{DT-o}(s)$ = Total number of visits by domestic tourists at the ith destination and stayed at other accommodation units

$N_i^{DS}(s)$ = **Total number of visits by domestic same day visitors at the ith destination on all days of survey;**

$N_i^{FT}(s)$ = **Total number of visits by foreign tourists at the ith destination on all days of survey;**

$N_i^{FT-h}(s)$ = Total number of visits by foreign tourists at the ith destination and stayed in hotel

$N_i^{FT-f}(s)$ = Total number of visits by foreign tourists at the ith destination staying with friends and relatives

$N_i^{FT-o}(s)$ = Total number of visits by foreign tourists at the ith destination and stayed at other accommodation units

$N_i^{FS}(s) = $ **Total number of foreign same day visitors at the ith destination on all days of survey;**

$N_i^{DT} = $ **Total number of domestic tourists at the ith destination during the month**

$N_i^{DT-h} = $ Total number of visits by domestic tourists at the ith destination during the month and stayed in hotel

$N_i^{DT-f} = $ Total number of visits by domestic tourists at the ith destination during the month and staying with friends and relatives

$N_i^{DT-o} = $ Total number of visits by domestic tourists at the ith destination during the month and stayed at other accommodation units

$N_i^{DS} = $ **Total number of visits by domestic same day visitors at the ith destination during the month;**

$N_i^{FT} = $ **Total number of visits by foreign tourists at the ith destination during the month;**

$N_i^{FT-h} = $ Total number of visits by foreign tourists at the ith destination during the month and stayed in hotel

$N_i^{FT-f} = $ Total number of visits by foreign tourists at the ith destination during the month and staying with friends and relatives

$N_i^{FT-o} = $ Total number of visits by foreign tourists at the ith destination during the month and stayed at other accommodation units

$N_i^{FS} = $ **Total number of visits by foreign same day visitors at the ith destination during the month;**

$N_i = $ Total number of visits at the ith destination during the month
$= N_i^{DT} + N_i^{DS} + N_i^{FT} + N_i^{FS}$

From the survey at the destination, following distribution is available:

Domestic	Foreign
n_i^{DT-h}	n_i^{FT-h}
n_i^{DT-f}	n_i^{FT-f}
n_i^{DT-o}	n_i^{FT-o}
n_i^{DS}	n_i^{FS}

The estimation of number of visits at the three distinct types of destinations will be as follows:

Case I: Non-ticketed destinations

In this case, it may be observed that
i) N_i is not available;

ii) $N_i^D(s)$ and $N_i^F(s)$ are to be estimated by a count of visitors;

iii)   An estimate of N_i is given by

$$N_i = \left[N_i^D(s) + N_i^F(s)\right] \times (\text{No. of days in the month/ } d_i); \quad (d_i = 7)$$

iv)   Estimates of N_i^D and N_i^F are given by

$$N_i^D = N_i^D(s) \times 31^* / 7$$

$$N_i^F = N_i^F(s) \times 31^* / 7$$

* Number of days in the surveyed month

v)   Estimates for tourists and same day visitors will be obtained as

$$N_i^{DT-h} = \left[\frac{n_i^{DT-h}}{n_i^D}\right].N_i^D \qquad\qquad N_i^{FT-h} = \left[\frac{n_i^{FT-h}}{n_i^F}\right].N_i^F$$

$$N_i^{DT-f} = \left[\frac{n_i^{DT-f}}{n_i^D}\right].N_i^D \qquad\qquad N_i^{FT-f} = \left[\frac{n_i^{FT-f}}{n_i^F}\right].N_i^F$$

$$N_i^{DT-o} = \left[\frac{n_i^{DT-o}}{n_i^D}\right].N_i^D \qquad\qquad N_i^{FT-o} = \left[\frac{n_i^{FT-o}}{n_i^F}\right].N_i^F$$

$$N_i^{DS} = \left[\frac{n_i^{DS}}{n_i^D}\right].N_i^D \qquad\qquad N_i^{FS} = \left[\frac{n_i^{FS}}{n_i^F}\right].N_i^F$$

For special occasions like Kumbh Mela, Surajkund Mela etc., it would be advisable to work out average number of tourists per day on the respective destination, based on the sample days observed during the occasion (Mela) period and estimate the number of tourists in that destination for the occasion (Mela) by multiplying the average number of tourists per day by the number of Mela days. The estimates for non-Mela days may be obtained as usual and monthly estimates may be obtained by pooling number of tourists for Mela and non-Mela days.

Case II: Destinations with common ticketing
It may be observed that

i) N_i is available

ii) $N_i^D(s)$ and $N_i^F(s)$ are to be estimated by a count of visitors.

iii)   Steps (iv) and (v) of case I are to be followed. First divide N_i into N_i^D and N_i^F, and then N_i^D into N_i^{DT-h}, N_i^{DT-f}, N_i^{DT-o} and N_i^{DS}, and N_i^F into N_i^{FT-h}, N_i^{FT-f}, N_i^{FT-o} and N_i^{FS} respectively.

Case III: Destinations with differential ticketing

In this case,

i) N_i, N_i^D and N_i^F are available.

ii) N_i^D and N_i^F will be split as in step (V) of case I

Exclusion of visitors for whom the destination is part of 'usual environment'

In the case of a non-ticketed destination, the number of visitors, as recorded in the counting sheet, also includes persons for whom the tourist destination is part of their 'usual environment'. Such persons are not to be included for the estimation of number of visitors in the current survey. However, it is not possible to distinguish such persons while filling up the counting sheet. The number of such persons has to be assessed on the basis of the number of persons who are rejected for the short survey. For example, if 10 persons are interviewed for the short survey in a day, the investigator may actually have contacted 30 persons, with 20 being rejected for interview because the destination was part of their 'usual environment'. Then the total number of visitors to the destination would be assessed to be (10/30)*100% of the number available from the counting sheet.

Estimation for a month including a special tourist Event

For each identified destination, the list of important tourist events for the whole year, along with the corresponding time period, should be prepared in advance in consultation with the officials of State Tourism Departments.

The estimation of number of visitors for such destinations is outlined below with the help of an example:-

Suppose that the tourist destination is an important temple attracting (i) a very high number of visitors on a particular day of the week (say Monday), every week, and (ii) an exceptionally high number of visitors during a special event spanning a period of, say, 9 days of November. The field work and estimation of number of visitors in the months other than November and in the month of November would be done in different ways.

For the month of November

The field work and surveys would be done for the following 3 categories of days:-

(a) 9 days of the special event in November

(b) 3 (or 4) Mondays of November excluding the 9 days of the special event

(c) 18 (or 17) remaining days of November

For (a), field work for adequate number of days (may be 2 or 3 or 4) would be done. For (b), field work would be done on 1 Monday selected as per the procedure described in the methodology note. For (c), field work would be done for 2 or 3 or 4 days depending on the number of days of field work for category (a). The estimation of number of visitors at this destination would be done separately for the three categories of days.

For a month other than November (say January)

If there are any special events in January, the survey and estimation procedure would be as for November. If there are no such special events, the month would have the following two categories of days:-

(a) 4 (or 5) Mondays

(b) 27 (or 26) remaining days of the month

The 7 days of the survey work would be selected as per the prescribed methodology (these will include 1 Monday). The estimation of number of visitors would be done separately for the above two categories of days.

III. Estimation of tourists for a town in a month

Let the tourist destinations in u^{th} town be numbered 1, 2,,………………t_u . [Here, it may be noted that these destinations also include those that are not located in the town but are linked to the town from which the visitors visiting such destinations predominantly come from.]

Let M_u = No. of visits by visitors to tourist destinations in the uth town in the month

M_u^{DT-h} = No. of visits by domestic tourists staying in hotels to tourist destinations in the uth town in the month.

Similarly, we define M_u^{DT-f}, M_u^{DT-o}, M_u^{DS}, M_u^{DT}, M_u^{D}, and M_u^{FT-h}, M_u^{FT-f}, M_u^{FT-o}, M_u^{FS}, M_u^{FT}, M_u^{F}

Then,

$$M_u^{DT-h} = \sum_{i=1}^{t_u} N_i^{DT-h} \qquad\qquad M_u^{FT-h} = \sum_{i=1}^{t_u} N_i^{FT-h}$$

$$M_u^{DT-f} = \sum_{i=1}^{t_u} N_i^{DT-f} \qquad\qquad M_u^{FT-f} = \sum_{i=1}^{t_u} N_i^{FT-f}$$

$$M_u^{DT-o} = \sum_{i=1}^{t_u} N_i^{DT-o} \qquad\qquad M_u^{FT-o} = \sum_{i=1}^{t_u} N_i^{FT-o}$$

$$M_u^{DT} = M_u^{DT-h} + M_u^{DT-f} + M_u^{DT-o} \qquad\qquad M_u^{FT} = M_u^{FT-h} + M_u^{FT-f} + M_u^{FT-o}$$

$$M_u^{DS} = \sum_{i=1}^{t_u} N_i^{DS} \qquad\qquad M_u^{FS} = \sum_{i=1}^{t_u} N_i^{FS}$$

$$M_u^{D} = M_u^{DT} + M_u^{DS} \qquad\qquad M_u^{F} = M_u^{FT} + M_u^{FS}$$

$$M_u = M_u^{D} + M_u^{F}$$

Let the population of the town u   be p_u

IV. Estimation for a District in a month

Let Q = No. of visits by visitors at tourist destinations in all the surveyed towns (say u: 1, 2, …., t) in the district in the month.

Q^{DT-h} = No. of visits by domestic visitors at tourist destinations in all the surveyed towns in the district in the month who stayed in hotels.

Similarly define Q^{DT-f}, Q^{DT-o}, Q^{DS}, Q^{DT}, Q^{D}, Q^{FT-h}, Q^{FT-f}, Q^{FT-o}, Q^{FS}, Q^{FT}, Q^{F}

Then,

$$Q^{DT-h} = \sum_{u=1}^{t} M_u^{DT-h} \qquad\qquad Q^{FT-h} = \sum_{u=1}^{t} M_u^{FT-h}$$

$$Q^{DT\text{-}f} = \sum_{u=1}^{t} M_u^{DT-f} \qquad\qquad Q^{FT\text{-}f} = \sum_{u=1}^{t} M_u^{FT-f}$$

$$Q^{DT\text{-}o} = \sum_{u=1}^{t} M_u^{DT-o} \qquad\qquad Q^{FT\text{-}o} = \sum_{u=1}^{t} M_u^{FT-o}$$

$$Q^{DS} = \sum_{u=1}^{t} M_u^{DS} \qquad\qquad Q^{FS} = \sum_{u=1}^{t} M_u^{FS}$$

$$Q^{DT} = Q^{DT-h} + Q^{DT\text{-}f} + Q^{DT-o} \qquad Q^{FT} = Q^{FT-h} + Q^{FT\text{-}f} + Q^{FT\text{-}o}$$

$$Q^{D} = Q^{DT} + Q^{DS} \qquad\qquad Q^{F} = Q^{FT} + Q^{FS}$$

$$Q = Q^{D} + Q^{F}$$

Let the population of all the surveyed towns in the district be P

Then $P = \sum_{u=1}^{t} p_u$

Let the urban population of the district be P*. That is , if the surveyed towns are numbered 1,2,3,……….., t and the other towns in the district are numbered t +1, t +2,…………t + s, then

Then $P^* = \sum_{u=1}^{t+s} p_u = \sum_{u=1}^{t} p_u + \sum_{u=t+1}^{t+s} p_u = P + \sum_{u=t+1}^{t+s} p_u$

Let Q* = No. of visits by visitors at tourist destination in the district in the month

Similarly define $Q^{*\,DT\text{-}h}$, $Q^{*\,DT\text{-}f}$, $Q^{*\,DT\text{-}o}$, $Q^{*\,DS}$, $Q^{*\,DT}$, $Q^{*\,D}$ and $Q^{*\,FT\text{-}h}$, $Q^{*\,FT\text{-}f}$, $Q^{*\,FT\text{-}o}$, $Q^{*\,FS}$, $Q^{*\,FT}$, $Q^{*\,F}$

Then, $Q^* = Q \times \dfrac{P^*}{P}$

$Q^{*\,DT-h} = Q^{DT-h} \times \dfrac{P^*}{P}$, and so on

Let $Q^{\#\,DT-h}$ = No. of visitors who visited tourist destination in the district and stayed in hotels.

Similarly define

$Q^{\#\,DT-f}$, $Q^{\#\,DT-o}$, $Q^{\#\,DS}$

And

$Q^{\#FT-h}, Q^{\#FT-f}, Q^{\#FT-o}, Q^{\#FS}$

Then,

$$Q^{\#DT-h} = Q^{*DT-h} / a^{DT-h-l} \qquad\qquad Q^{\#FT-h} = Q^{*FT-h} / a^{FT-h-l}$$

$$Q^{\#DT-f} = Q^{*DT-f} / a^{DT-f-l} \qquad\qquad Q^{\#FT-f} = Q^{*FT-f} / a^{FT-f-l}$$

$$Q^{\#DT-o} = Q^{*DT-o} / a^{DT-o-l} \qquad\qquad Q^{\#FT-o} = Q^{*FT-o} / a^{FT-o-l}$$

$$Q^{\#DS} = Q^{*DS} / a^{DS-l} \qquad\qquad Q^{\#FS} = Q^{*FS} / a^{FS-l}$$

V. Estimation of total visitors in the district

In the steps mentioned above, only leisure tourists (those visiting the destination) have been estimated. However, visitors also include the non-leisure tourists. Estimation of total number of visitors in a district will be done as follows.

Let R = No. of visitors (leisure + non- leisure) in the district

Similarly define,

$R^{DT-h}, R^{DT-f}, R^{DT-o}, R^{DS}, R^{DT}, R^{D}$

   and

$R^{FT-h}, R^{FT-f}, R^{FT-o}, R^{FS}, R^{FT}, R^{F}$

$$\text{Then } R^{DT-h} = \frac{x^{DT-h-l} + x^{DT-h-nl}}{x^{DT-h-l}} \ X \ Q^{\#DT-h}$$

Similarly estimate

$R^{DT-f}, R^{DT-o}, R^{DS}$ and $R^{FT-h}, R^{FT-f}, R^{FT-o}, R^{FS}$

$R^{DT} = R^{DT-h} + R^{DT-f} + R^{DT-o}, R^{D} = R^{DT} + R^{DS}$
$R^{FT} = R^{FT-h} + R^{FT-f} + R^{FT-o}, R^{F} = R^{FT} + R^{FS}$

$R = R^{D} + R^{F}$

VI. Estimation of visitors at the State level

District level estimates are to be added to obtain the state level estimates.

State	
Dist	
Dest	

TOURIST SURVEY
(EXIT POINTS)

Month: [1] April   [2] May   [3] June   [4] July   [5] August   [6] September
          [7] October   [8] November   [9] December   [10] January   [11] February   [12] March

Week: [1] First   [2] Second   [3] Third   [4] Fourth

1. Survey Point **(RECORD BY TICKING ONE OPTION)**

[1] Railway Station   [2] Airport   [3] Bus Station   [4] Hotel

DEMOGRAPHIC PROFILE:

(IN CASE OF FAMILY / GROUP, RESPONDENT IS THE HEAD OF THE FAMILY / GROUP)
2. Type of tourist: [1] Over-night visitor   [2] Same-day visitor

3.Name: _____Telephone   No.   (With   STD/ISD
Codes)_____

4. Please tell me your approximate age? _____Years

5. Record gender: [1] Male   [2] Female

6. Are you?   [1] Married   [2] Recently Married [3] Never Married   [4] Others---------(Widow etc)

7. When did you arrive here? Date: _____

8. Are you traveling…? **READ OUT OPTIONS & TICK** (**SINGLE RESPONSE)**

[1] Alone   [2] With Family   [3] With Friends   [4] With Family and Friends

<**IF ANSWER TO Q. 8 IS 2 OR 3 OR 4, THEN ASK Q. NO. 9 & 10 >**

9. How many people have traveled with you?   _____

10. Please give the information about gender and age of people, who have traveled with you? **ASK & RECORD**

Male	Age Comp. Yrs	Female	Age Comp. YRS

11. How many nights have you spent in this place _____

12. Are you a… [1] Indian (GO TO Q.13)   [2] Foreigner (GO TO Q. 20)   [3] NRI (GO TO Q. 26)
<IF RESPONDENT IS AN INDIAN IN Q. 12, THEN ASK Q. 13>

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

<ASK Q. 14 IF THE RESPONDENT BELONGS TO THE STATE OF (Name of the State) IN Q. 13 >

14. [1] Do you live in this city?   Y/N   [2] within same district   [3] other district of same state

15. Have you traveled to this city before?   [1] Yes   [2] No

16. How have you traveled to this city? **READ OUT OPTIONS & TICK** (**SINGLE RESPONSE)**

[1] By train   [2] By bus   [3] By air
[4] By personal vehicle [5] By taxi   [6] Any other

<ASK Q. 17 TO Q. 19 IF THE RESPONDENT BELONGS TO OTHER THAN THE STATE OF SURVEY

17. Is this your first visit to state?   [1] Yes   [2] No

18. Have you traveled to this STATE before?   [1] Yes   [2] No

19. How have you traveled to this state? **READ OUT OPTIONS & TICK** (**SINGLE RESPONSE)**

[1] By train   [2] By bus   [3] By air
[4] By personal vehicle [5] By taxi   [6] Any other_____

< IF RESPONDENT IS FOREIGNER IN Q. 12, THEN ASK Q. 20 TO Q. 25>

20. Which country do you reside in? _____

21. Is this your first visit to India?   [1] Yes   [2] No

22. Which was your port of entry in India? (Name of the port)_____

23. Is this your first visit to this state?   [1] Yes   [2] No

24. Have you traveled to this city before?   [1] Yes   [2] No

25. How have you traveled to this state? **READ OUT OPTIONS & TICK** (**SINGLE RESPONSE)**

[1] By train   [2] By bus   [3] By air
[4] By personal vehicle [5] By taxi   [6] Any other_____

< IF RESPONDENT IS AN NRI IN Q. 10, THEN ASK Q. No.26 TO Q 31 >

26. In which country do you live? _____

27. How frequently you visit India?   [1] Once in 3 months   [2] Once in six months

 [3] Once in an year   [4] Once in 2 years [5] Once in 3 years

28. Which was your port of entry in India? **(NAME OF THE PORT)** _____

29. Is this your first visit to this state?   [1] Yes   [2] No
30. Have you traveled to this city before?   [1] Yes   [2] No

31. How have you traveled to this state? **READ OUT OPTIONS & TICK** (**SINGLE RESPONSE)**

[1] By train   [2] By bus   [3] By air

[4] By personal vehicle   [5] By taxi   [6] Any other_____

<ASK ALL>
32. What type of activities are you engaged in? **READ OUT OPTIONS & TICK** (**SINGLE RESPONSE)**

[1] Industrialist/ Trader/ Shop Owner
[2] Self Employed Professional (Chartered Accountant, Cost Accountant, Doctor, Lawyer, Engineer, Consultant, Proprietor of a firm or institute)
[3] Government Service   [4] Private Service   [5] Student/ Researcher
[6] Business   [7] Agriculturist   [8] Housewife
[9] If any other, please specify_____

33. What is your educational qualification? **READ OUT OPTIONS & TICK** (**SINGLE RESPONSE)**

[1] No Formal Education   [2] Primary   [3] Secondary   [4] Higher Secondary
[5] Graduate & Above   [6] Technical / Professional of all levels   [7]Any other, please specify_____

34. What is your approximate annual household income? **READ OUT OPTIONS & TICK** (**SINGLE RESPONSE)**
<ASK FROM INDIAN VISITOR>
[1] Less than Rs. 60,000   [2] Rs. 60,001 – Rs. 1,00,000   [3] Rs. 1,00,001 – Rs. 2,00,000
[4] Rs. 2,00,001 – Rs. 5,00,000 [5] Above Rs. 5,00,000

<ASK FROM FOREIGN VISITOR>
[1] Less than US $ 40,000   [2] US $ 40,001 – US $ 60,000   [3] US $ 60,001 – US $ 80,000
[4] US $ 80,001 – US $ 100,000   [5] Above US $ 100,000

TRAVEL BEHAVIOR:

35. How often do you travel? **READ OUT OPTIONS & TICK** (**SINGLE RESPONSE)**

[1] Once a week or more often   [2] Once a fortnight   [3] Once a month
[4] Once in 3 months   [5] Once in 6 months   [6] Once in a year
[7] Less often

36. What was your main purpose of visit? **READ OUT OPTIONS & TICK (MULTIPLE RESPONSE**)

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

37 If in < Q 36 >, purpose is not [2} , THEN did you visit any tourist spot during your stay_____

38. Are you a part of an organized group/ package tour?   [1] Yes   [2] No

39 If in 38, YES, then ask what the package include

[1] Travel + Food   [2] Travel +Accommodation   [3] Travel +Transport +Accommodation
[4] Travel + Transport + Accommodation + Food   [5] Any other
40. How did you make your travel arrangement? **READ OUT OPTIONS & TICK (MULTIPLE RESPONSES**)

[1] Self   [2] Office / Employer   [3] Travel Agent

[4] Tour Operator   [5] If any other, please specify_____

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

[1] 5 Star Deluxe Hotel   [2] 5 Star Hotel
[3] 4 Star Hotel   [4] 3 Star Hotel
[5] 2 Star Hotel   [6] 1 Star Hotel
[7] Apartment Hotel (Service Apartment)   [8] Heritage Hotel
[9] Non-star Hotel   [10] Motel
[11] Govt. Guest House/ Circuit House/ Bhawan/ Sadan [13] Dharamshala/ Sarai/ Musafirkhana

[15] Friends & Relatives   [14] Gurudwara / Temple/ Monastery /Other temporary free stay in tent etc
[12] Private Guest House/ Inn / Rest House / Tourist Bungalow
[16] Bed & Breakfast Unit   [17] Youth/ YMCA Hostel
18] If any other, please specify _____

42**.** Which of these eating-places did you eat in? **READ OUT OPTIONS & TICK (MULTIPLE CODES**)

[1] Restaurant   [2] Fast Food Outlets   [3] Cafeteria
[4] Dhaba   [5] Bars   [6] Mobile Van
[7] Food Kiosk   [8] Refreshment Stand   [9] Place of lodging
[10] Dharamshala/ Sarai   [12] Gurudwara/ Temple Monastery/Other free accommodation
[13] Friends & Relatives   [14] If any other, please specify _____

43. On an overall basis how satisfied or dissatisfied are you on account of…   **MENTION EACH PARAMETER?**
SHOW CARD No. 1 <Use 5 point scale>

[5] Highly Satisfied   **[4]** Satisfied   **[3]** Satisfied but not completely
[2] Dissatisfied   **[1]** completely dissatisfied

 ASK SATISFACTION LEVEL ONLY IF RESPONSE IS <YES>

	PARAMETER	Yes	No	Level of Satisfaction (Use Code)
1	**Availability of Tour Operator**			
2	**Availability of transportation**			
3	**Availability of tourist guide**			
4	**Availability of good quality accommodation**			
5	**Public convenience**			
6	**EATING PLACES**			
7	**Information centres**			
8	**Souvenir shops**			
9	**Entertainment places**			
10	**Quality of roads**			
11	**Security**			

12	**Behavior of local people**			
13	**Shops other than souvenir ones**			
14	**Upkeep of tourist sites**			
15	**Accommodation tariff**			
16	**Quality of information provided**			

44. Did you find your visit to this State better than or worse than or as per your expectations? **ASK & RECORD (SINGLE RESPONSE)**

[5] Much better than expectation   [4] Somewhat better than expectation   [3]] As per expectation

[2] Worse than expectation   [1] Much worse than expectation

45. Which places have you visited in this district?

46. From where did you get information about tourist destinations in this State? **READ OUT OPTIONS & TICK (MULTIPLE RESPONSE**)

[1] Indian Embassy in you country   [2] Indian tourism bureau in your country
[3] Indian tourism offices in India   [4] State tourism department
[5] Travel agents   [6] Internet: a) WEBSITE OF MOT b) OTHER
WEBSITE
[7] Travel books/ guides/ magazines / newspaper   [8] Relatives/ friends
[9] If any other, please specify _____

EXPENDITURE PATTERN:

47. Please tell us, how much have you spent DURING YOUR VISIT?
<READ OUT OPTIONS AND FILL THE AMOUNT> (MULTIPLE RESPONSES)
Package Component in INR_____

48. For Non Package Component, please ask the following

S No.	Accommodations	Before	During THE TRIP (Amt in INR)	TOTAL
1	Hotel			
2	Private Guest House			
3	Govt. Guest House/ Bhawan/ Sadan			
4	Dharamshala			
5	Rented house			
6	Friends & Relatives			
7	Others			
Total **(48)**				

49. Food & Drink

S No.	Food & Drink	Before	During THE TRIP (Amt in INR)	TOTAL
1	In the accommodation unit			
2	o/s accommodation unit & during journey and transit			
Total (49)				

50. Transport

S No.	Transport	Before	During THE TRIP (Amt in INR)	TOTAL
1	RAILWAYS			
2	Road			
3	WATER			
4	AIR			
5	Transport equipment rental			
6	Travel agency services / tour operator			
7	Others			
Total **(50)**				

51. Shopping

S No.	Shopping	Before	During THE TRIP (Amt in INR)	TOTAL
1	Clothing & garments			
2	Processed food			
3	Tobacco products			
4	Alcohol			
5	Travel related consumer goods			
6	Footwear			
7	Toiletries			
8	Gems & Jewellery			
9	Books. Journals, Magazines ,Stationery etc			
Total **(51)**				

52. Recreation, Leisure, Cultural, Sporting activities

S No.	Recreation, Leisure, Cultural, Sporting activities	Before	During THE TRIP (Amt in INR)	TOTAL
1	Cinema, theatre,amusement park			
2	Entry fee & other expenses at religious places			
3	Entry fee & other expenses at cultural sites			
4	Sporting activities			
5	Medicine & health related			
Total **(52)**				

53. Others

S No.	Others	Before	During THE TRIP (Amt in INR)	TOTAL
1				
2				

54. GRAND TOTAL (SUMMATION OF Q 48+49+50+51+52+53)

****

Name of the investigator: _____Date: _____
Back Check Done: [ ] Tick   Date: _____   Back Checked by: _____

COUNTING SHEET

Tourist Spot / Destination _____

State Code: _____   **District Code**_____   **Month:** ………………   **Year:**………………

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

Use one sheet for each date

State	
Dist	
Dest	

Nielsen India Pvt. Ltd.

Short Survey Questionnaire:

Month: _____   Year: _____

Entry Point:_____

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

2 If Indian, where do you reside

i) Within same city   ii) Same district   iii) Other district of the state
iv) Outside the state, specify state code

If the answer in 1 is WITHIN SAME CITY, ask the following

Frequency of visit to this Tourist spot

a) Once in 7 days   e in 15 days   ce in a month

d) Once in six months

If response is a) OR b) OR c) TERMINATE THE QUESTIONNAIRE

3. Type of Tourist

[1] Overnight visitor   [2] same day visitor

4. If Foreigner country of nationality_____

5. If NRI, country of residence _____

6. If overnight visitor, place of stay

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

7. Sex: MALE /FEMALE

Name of the investigator: _____Date: _____

Back Check Done: [ ] Tick   Date: _____ Back Checked by: _____

Final Report For Puducherry – Annexure 3: Questionnaires / Survey Instruments   42

State	
Dist	
Dest	

Nielsen India Pvt. Ltd.

ACCOMODATION SURVEY
(CENSUS)

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

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

[1] 5 Star Deluxe Hotel   [2] 5 Star Hotel

[3] 4 Star Hotel   [4] 3 Star Hotel

[5] 2 Star Hotel   [6] 1 Star Hotel

[7] Apartment Hotel (Service Apartment)   [8] Heritage Hotel

[9] Non-star Hotel   [10] Youth/ YMCA Hostel

[11] Dharamshala / Sarai/ Musafirkhana   [12] Gurudwara/Temple/Monastry

[13] BED & Breakfast Unit   [14] Motel

3. Does your hotel belong to any group / chain of hotels?

[1] Yes, Please specify_____   [2] No

4. In which year it was established? Year: _____

5. Ownership **RECORD BY TICKING (SINGLE CODE)**

[1] Central Government   [2] State Government   [3] Private Limited

[4] Proprietorship/ Partnership   [5] Public Limited   [6] PSU

[7] Charitable Trust/ Society   [8] If any other, please specify _____

6. Registered with…. **RECORD BY TICKING (MULTIPLE CODES)**

[1] State Tourism Department   [2] Ministry of Tourism, New Delhi   [3]   Municipal Corporation
[4] Police Department   [5] Health Department   [6] None
[7] If any other, please specify _____

7. Please furnish the details of the following:

S. No.	Type of Room	Number of rooms	Number of beds	Room Tariff	
				Rs.	**US Dollar (US $)**
1	Single AC				
2	Double AC				

3	Deluxe AC				
4	Suits AC				
5	Single Non AC				
6	Double Non AC				
7	Deluxe Non AC				
8	Suits Non AC				
9	Dormitory / Hall				
10	Any other				
Total (Post Code)					

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

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

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

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

10. Category of accommodation unit for Sampling

[1] Classified hotels   [2] Having more than 20 rooms
[3] 10 -20 rooms   [4] less than 10 rooms

State	
Dist	
Dest	

**ACCOMODATION SURVEY
(MONTHLY)**

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

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

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

3.1 Number of room days occupied in the last month: _____   3.**2** Occupancy **%** ____
(TO BE COMPUTED AS SUM OF NUMBER OF DAYS THAT EACH CUSTOMER HAS STAYED FOR)
3.3 Total number of customers: _____

3.4 Total number of domestic customers: _____

3.5 Total number of bed nights for domestic customers_____

3.6 Total number of foreign customers: _____

3.7 Total number of bed nights for foreign customers: _____

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

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

STATE CODES				COUNTRY CODES			
1	J & K	19	CHATTISGARH	1.	UK	19	UAE
2	H.P.	20	BIHAR	2.	USA	20	SPAIN
3	PUNJAB	21	JHARKHAND	3.	CANADA	21	SWITZERLAND
4	HARYANA	22	A.P	4.	GERMANY	22	CHINA
5	UTTARANCHAL	23	KARNATAKA	5.	EUROPE	23	SAUDI ARABIA
6	U.P.	24	KERALA	6.	AUSTRALIA	24	GREECE
7	DELHI	25	TAMIL NADU	7.	SRI LANKA	25	ARGENTINA
8	MANIPUR	26	ARUNACHAL PRADESH	8.	FRANCE	26	BELGIUM
9	TRIPURA	27	ASSAM	9.	JAPAN	27	MOROCO
10	MEGHALAYA	28	NAGALAND	10.	MALAYSIA	28	CAMBODIA
11	MIZORAM	29	GOA	11	SINGAPORE	29	MALDIVES
12	SIKKIM	30	ANDAMAN & NICOBAR	12	ITALY	30	NORWAY
13	WEST BENGAL	31	DAMAN & DIU	13	NEPAL	31	CYPRUS
14	ORISSA	32	LAKSHWADEEP	14	NETHERLANDS	32	PHILIPNIES
15	RAJASTHAN	33	PONDICHEERY	15	KOREA	33	DENMARK
16	GUJARAT	34	CHANDIGARH	16	ISRAEL	34	EGYPT
17	MAHARASHTRA	35	DADRA & NAGAR HAVELI	17	PAKISTAN	35	SOUTH AFRICA
18	M.P.			18	BANGLADESH	36	FINLAND