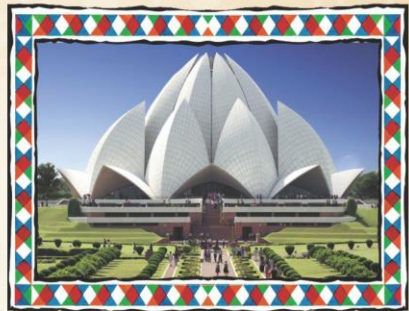


Incredible India

**EVALUATION OF THE SCHEME OF
“DOMESTIC PROMOTION & PUBLICITY INCLUDING HOSPITALITY”
(DPPH)**



Submitted to:



**Ministry of Tourism
(Market Research Division)
Govt. of India**

Submitted by:



**Indian Institute of Tourism and Travel Management
Bhubaneswar, Odisha
(An Organization of Ministry of Tourism, Govt. of India)**

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Project Team

Project Director

Prof. Manjula Choudhary (Director, IITTM)

Chief Investigator

Dr. Sarat Kumar Lenka (Nodal Officer, IITTM Bhubaneswar)

Co-Investigators

Dr. S. N. Biswas (Assistant Professor, IITTM Bhubaneswar)

Mr. Jeet Dogra (Assistant Professor, IITTM Bhubaneswar)

Mr. N. Subramaniam (Assistant Professor, IITTM Bhubaneswar)

Dr. B. Swajan (Assistant Professor, IITTM Bhubaneswar)



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EXECUTIVE SUMMARY

The Domestic Promotion and Publicity including Hospitality (DPPH) scheme was initiated by the Ministry of Tourism, Government of India in 2004. The main objective of DPPH was to create a general awareness among the domestic population about the potential tourist destinations in the country, which will help to increase the domestic tourism market.

Based on the Terms of Reference (ToR), the research instrument was designed and the data was collected from the identified major 9 cities of the country. The respondents were Local Residents (who are potential tourists), Tourists, Government Officials, Service Providers, Trade Associations and the heads of state tourism departments

After the analysis of collected data, the major findings of the study along with recommendations are as follows:

1. To suggest a methodology for evaluating the impact of the various activities being undertaken for domestic promotion and publicity, centrally or in collaboration with States / UTs and Stakeholders, under the plan scheme “Domestic Promotion and Publicity including Hospitality”

- For evaluating the impact of the various activities being undertaken for DPPH, the Evaluation Matrix (EM) and Evaluation Tools Matrix (ETM) are framed for use as methodology.
- Moreover, to know about the effectiveness of Ministry of Tourism’s campaigns using different media vehicles such as News Paper, TV, Radio, Magazine and Website, a Structural Equation Model (SEM) has been developed with the help of Analysis of Moment Structure (AMOS).

2. To adopt the proposed methodology to:

i. Examine the various measures used vis-à-vis the available spectrum and assess the relative importance and efficacy of the different measures used.

- All the print, electronic and online media are playing a significant role in the promotion of domestic tourism as envisaged under DPPH scheme.
- Even the outdoor advertising also contributed to generate interest among the domestic tourists.

ii. Evaluate the impact of various measures taken through the promotional activities directly and through campaigns/activities in collaboration with the State Govts./ UTs and



Stakeholders, in promoting general awareness on tourism and the intended tourist destinations / tourism products.

- The various initiatives taken by Ministry of Tourism under DPPH schemes have achieved the major objective of generating the awareness among domestic tourists for tourism attractions of the country.
- The campaigns initiated by Ministry of Tourism are giving positive outcomes. *Atithi Devo Bhava* has emerged a major campaign having maximum reach and impact among the Domestic Tourists.
- Further, with in small span of time, the *Campaign Clean India* had created notable awareness.
- The niche tourism products like *Golf, Polo, Wellness tourism* etc. need more promotion.

The state tourism heads were requested over phone to give their opinions regarding the procedures followed at different level to sanction the funds for DPPH Scheme under 11th Five Year Plan. Some of the major observations are as follows:

- The release of funds by Ministry of Tourism (MoT) in 3rd and 4th quarter of the concern financial year, the concern state governments are unable to utilize the allotted funds.
- The tourism is not a primary sector in some of the states. Therefore, the state governments are unable to allot the state's share of the projects, resulted in delay the implementation of the project.

The findings of the study suggest that DPPH scheme has been able to fulfill its goals of creating awareness about domestic tourism during the 11th Five Year Plan. The continuation of the scheme is recommended during the 12th Five Year Plan, though focus of promotion may shift to cover the new potential areas. The study also suggests that Niche Tourism products and Film Tourism demand further efforts to make visible impacts.



CHAPTER 1

Background of the study

- 1.1 Introduction**
- 1.2 Tourism Perspective**
 - 1.2.1 Global Tourism**
 - 1.2.2 Domestic Tourism**
 - 1.2.3 Domestic Tourist Visits to States / UTs**
 - 1.2.4 Status of Domestic Tourism during 11th Five Year Plan**
 - 1.2.5 Foreign Tourist Visits (FTVs) to States / UTs**
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- 1.3 About Domestic Promotion and Publicity including Hospitality (DPHH)**
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 - 1.3.13 Expenditure incurred to provide local hospitality to guests visited India under Ministry of Tourism's hospitality scheme during 11th Five Year Plan**
 - 1.3.14 Financial support under DPPH during 11th Five Year Plan**



1.1 Introduction

The Domestic Promotion and Publicity including Hospitality (DPPH) scheme was launched by the Ministry of Tourism, Government of India in 2004 with the major objective of creating a general awareness amongst the domestic population about the potential tourist destinations within the country and to develop the domestic tourism market in India. To implement the scheme various measures were used by the ministry including the use of promotional campaigns all over the country.

The implementation of DPPH during 11th plan period is evaluated to know its efficacy. The evaluation study examines the efficiency of the promotional tools used in the campaign and assesses the impact of the campaign in promoting awareness about the domestic tourist destinations. A brief overview of global and India's tourism will help in appreciating DPPH in the overall perspective.

1.2 Tourism perspective

Tourism has grown overtime and every decade has seen the increasing numbers albeit its dynamics kept changing. From the boosterism phase of encouraging numbers the focus shifted to adopting holistic approaches. This change was the result of experiences from mass tourism and all concerned stakeholders supported it but in particular UN agencies United Nation Environment Programme (UNEP) and United Nation World Tourism Organization (UNWTO) encouraged and supported policy makers to adopt strategies, policies and tools of sustainable development. There has also been the realization that tourism can play a role in addressing poverty by bringing sources of income closer to some of the poorest communities and tourism industry is considered as one of the catalysts in the socio-economic development particularly for developing countries like India.

1.2.1 Global Tourism

Since 1950, the growth of tourism has been remarkable in terms of numbers, spread and diversification. United Nation World Tourism Organization (UNWTO) Tourism Highlights Report (2012) has stated that demand for international tourism maintained momentum in 2011. International tourist arrivals grew by 4.6% to reach 996 million worldwide, up from 940 million in 2010. However there have been regional variations. Europe, which accounts for over half of all international tourist arrivals worldwide, was the fastest-growing region, both in relative terms (+6% tied with Asia and the Pacific) and absolute terms (29 million more visitors). The Middle East (-8%) and North Africa (-9%) were the only (sub) regions to record a decline in arrivals, due to the Arab Spring and political transitions in the region. International tourism receipts are expected to follow numbers for 2011 and are estimated at US\$ 1,030 billion worldwide, up from US\$ 928 billion in 2010 (+3.9% in real terms), setting new records in most destinations despite economic challenges in many source markets.

With an additional 39 million international tourists, up from 996 million in 2011, international tourist arrivals surpassed 1 billion (1.035 billion) for the first time in history in 2012. Demand held well throughout the year, with a stronger than expected fourth quarter.



In the year 2012 the International tourist arrivals grew by 4% with Asia Pacific recording the highest growth rate of 7%. The hallmarks of global tourism development are:

- Over the past six decades, tourism has experienced continued expansion and diversification, becoming one of the largest and fastest-growing economic sectors in the world. Many new destinations have emerged, challenging the traditional ones of Europe and North America.
- Despite occasional shocks, international tourist arrivals have shown virtually uninterrupted growth – from 277 million in 1980 to 528 million in 1995, 996 million in 2011 and 1.035 billion in 2012.
- In the past, emerging economy destinations have grown faster than advanced economy destinations, and this trend is set to continue in the future. Between 2010 and 2030, arrivals to emerging economies are expected to increase at double the pace (+4.4% a year) of those to advanced economies (+2.2% a year).
- As a result, the market share of emerging economies has increased from 30% in 1980 to 47% in 2011, and is expected to reach 57% by 2030, equivalent to over one billion international tourist arrivals (UNWTO Report, 2012).

1.2.2 Domestic Tourism

India has also seen increase in foreign tourist arrivals (FTAs) with 6.29 million FTAs in 2011 over 5.78 million in 2010. This growth rate of 8.9% was almost double the growth of 4.4% in tourist arrivals worldwide. Foreign Exchange Earnings (FEE) from tourism in India during 2011 were \$16.56 billion as compared to \$ 14.19 billion in 2010, showing a growth of 16.7%. Domestic tourism in the country continued to grow impressively touching 851 million in 2011 compared to 748 million in 2010 and 669 million in 2009.

The Market Research Division, Ministry of Tourism, Govt. of India (2011) predicted that the domestic travel spending in India is expected to grow by 3% in 2012 to INR 4,009.9 billion and rise by 8.1% per annum to INR 8,710.3 billion in 2022 whereas foreign visitors spending is expected to grow at a slow rate by 3.5% in 2012 to INR 829.2 billion and rise by 8.2% per annum to INR 1382.6 billion in 2022. Furthermore some of the highlights of foreign tourists and domestic tourists' visits to different parts of the country in 2011 are given below:

1.2.3 Domestic Tourist Visits (DTVs) to States / UTs

- During 2011, the number of domestic tourist visits to the States / UTs (Union Territories) was 851 million as compared to 748 million in 2010 and 669 million in 2009. During 2011, the



number of domestic tourist visits to States/UTs registered an increase of 13.8% over 2010 as compared to increase of 11.8% in 2010 over 2009.

- The top ten States in terms of number of domestic tourist visits (in millions), during 2011, were Uttar Pradesh (155.4), Andhra Pradesh (153.1), Tamil Nadu (137.5), Karnataka (84.1), Maharashtra (55.3), Madhya Pradesh (44.1), Rajasthan (27.1), Uttarakhand (25.9), West Bengal (22.3) and Gujarat (21.0).
- The contribution of top 10 States was about 85.3% to the total number of domestic tourist visits during 2011. The percentage shares of top 5 States were Uttar Pradesh (18.3%), Andhra Pradesh (18%), Tamil Nadu (16.2 %), Karnataka (9.9 %) and Maharashtra (6.5%).
- Uttar Pradesh has occupied the first rank in terms of DTVs in 2011, whereas Andhra Pradesh, which was at first rank in 2010, has moved down to the second rank.

1.2.4 Status of Domestic Tourism during 11th Five Year Plan

The figures of domestic tourist arrivals from 2007 to 2010 are given in Table 1 and its graphical representation is presented in Figure 1 along with the average percentage change.

Table 1: Domestic Tourist Arrivals (DTAs) of States / UTs

Name of the State / UT	Domestic Tourist Arrival (in lakhs)				Average % change (from 2007 to 2010)
	2007	2008	2009	2010	
Andhra Pradesh	127933333	132684906	157489927	155789584	7.1
Arunachal Pradesh	91100	149292	195147	227857	37.1
Assam	3436833	3617306	3850521	4050924	5.6
Bihar	10352887	11889611	15685581	18491804	21.5
Chattisgarh	414322	442910	511561	566298	11.0
Goa	2208986	2020416	2127063	2201752	0.08
Gujarat	13477316	15505264	15909931	18861296	12.0
Haryana	6252945	5973123	6408423	6915269	3.5
Himachal Pradesh	8481988	9372697	11036572	12873986	14.9
Jammu & Kashmir	7915271	7638977	9234862	9973189	8.4
Jharkhand	4906394	6030028	7610160	6885273	13.1
Karnataka	37825953	12797937	32701647	38202077	35.3
Kerala	6642941	7591250	7789378	8595075	9.0
Lakshadweep	16642	1571	6553	7705	81.3
Madhya Pradesh	13894500	22088927	23106206	38079595	42.7
Maharashtra	19226716	20553360	23739130	48465492	42.1
Manipur	101484	112151	124229	114062	4.3
Meghalaya	457685	549936	591398	652756	12.6



Mizoram	43161	55924	56651	57292	10.6
Nagaland	22085	46513	20953	21094	18.7
Odisha	5944890	6358445	6891510	7591615	8.5
Punjab	368593	509428	457240	10583509	747.5
Rajasthan	25920529	28358918	25558691	25543877	-0.1
Sikkim	329075	368451	547810	700011	29.4
Tamil Naidu	70254972	98285121	115755800	111637104	18.0
Tripura	244795	245438	317541	342273	12.4
Uttar Pradesh	116244008	124843242	134831852	144754977	7.5
Uttarakhand	19803280	20546323	21934567	30206030	16.0
West Bengal	18580669	19314440	20528534	21072324	4.2
Andaman & Nicobar	136015	123914	142042	180781	11.0
Chandigarh	928159	908569	914742	905450	-0.8
Dadra & Nagar Haveli	473489	505380	506625	495575	1.6
Daman & Diu	446490	465033	563461	774166	20.9
Delhi	2388330	2132970	2041173	13558353	183.0
Pondicherry	798528	827799	851192	835872	1.5
Grand Total	52,65,64,364	56,29,15,570	65,00,38,673	74,02,14,297	12.0



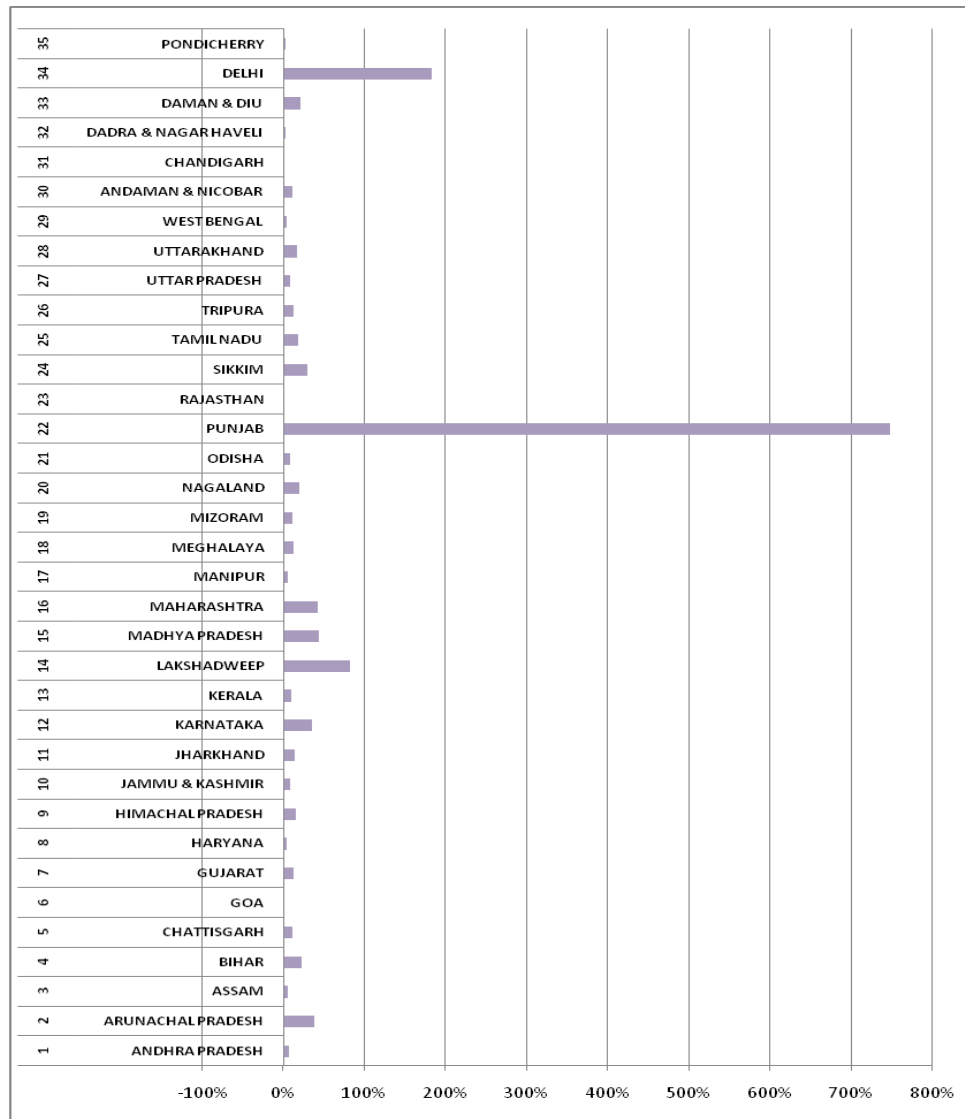


Figure 1: Domestic Tourist Arrivals (DTAs) of States / UTs

During the 11th Five Year Plan from **2007 to 2010 period, domestic tourism has been increased by 12%** with Punjab having the maximum average increase of 747.5%. While Delhi, Lakshadweep, Madhya Pradesh and Maharashtra's domestic tourism are increasing by 183%, 81.3%, 42.7% and 42.1% respectively. Likewise, the domestic tourism of Arunachal Pradesh (37.1%), Karnataka (35.3%), Sikkim (29.4%), Bihar (21.5%), Daman and Diu (20.9%), Nagaland (18.7%), Tamil Naidu (18%), Uttarakhand (16%), Himachal Pradesh (14.9%), Jharkhand (13.1%), Meghalaya (12.6%), Tripura (12.4%), Gujarat (12%), Chhattisgarh (11%), Andaman and Nicobar (11%), Mizoram (10.6%), Kerala (9%), Odisha (8.5%), Jammu and Kashmir (8.4%), Uttar Pradesh (7.5%), Andhra Pradesh (7.1%), Assam (5.6%), Manipur (4.3%), West Bengal (4.2%), Haryana (3.5%), Dadar and Nagar Haveli (1.6%), Pondicherry (1.5%) and Goa (0.08%) are also increased. On the other side, Rajasthan (-0.1%) and Chandigarh (-0.8%) showing the decreased in their domestic tourist arrivals from 2007 to 2010. However, the majority of the states showing an upward trend in domestic tourists arrivals.



1.2.5 Foreign Tourist Visits (FTVs) to States / UTs

- During 2011, the number of foreign tourist visits (FTVs) to the States/ UTs was 19.5 million as compared to 17.9 million in 2010 and 14.4 million in 2009. During 2011, the number of FTVs to States/UTs registered a growth of 8.85% over 2010 as compared to a growth of 24.6% in 2010 over 2009.
- The top ten States in terms of number of FTVs (in millions) during 2011 were Maharashtra (4.8), Tamil Nadu (3.4), Delhi (2.2), Uttar Pradesh (1.9), Rajasthan (1.4), West Bengal (1.2), Bihar (0.97), Kerala (0.73), Karnataka (0.57) and Himachal Pradesh (0.48).
- The contribution of top 10 States was about 90.1% to the total number of FTVs in the country during 2011. The percentage shares of top 5 States were Maharashtra (24.7%), Tamil Nadu (17.3%), Delhi (11.1%), Uttar Pradesh (9.7%) and Rajasthan (6.9%).

1.2.6 Foreign Tourist Arrivals (FTAs) to States / UTs

From Annual Report, Ministry of Tourism, Govt. of India. (2012), the following data has been taken related to Foreign Tourist Arrivals (FTAs) to States / UTs:

- FTAs in India during 2011 were 6.29 million with a growth of 8.9%, as compared to the FTAs of 5.78 million with a growth of 11.8% during the year 2010 over 2009.
- The growth rate of 8.9% in 2011 for India is better than UNWTO's projected growth rate of 4% to 5% for the world in 2011 and 7% to 9% for Asia and the Pacific.

Data shows that DTVs (Domestic Tourism Visits) continued to grow at a double digit rate in 2011 also. The growth in FTVs moderated to 8.85% after an impressive growth of 24.6% in FTVs in 2010. The rate of growth of Foreign Tourist Arrivals (FTAs) also reduced to 8.9% in 2011 as compared to 11.8% in 2010.

The above highlights clearly bring out that Domestic tourism is rightly considered as the backbone of international tourism. The big numbers are making the impact far and wide in economic, socio cultural and environmental spheres.

Domestic tourism has become a significant phenomenon in India propelled by the emergence of sizeable middle class with reasonable affluence, disposable income and desire to travel within the country. This has been aptly supported by improved transport and other infrastructure facilities. Today in pilgrim tourism alone, more than 150 million people are travelling within the country in each year. The economy of some of hill states like Jammu and Kashmir, Himachal Pradesh, and Uttaranchal is overwhelmingly dependent on tourism and particularly on domestic tourism.



1.3 About Domestic Promotion and Publicity including Hospitality (DPPH)

Domestic Promotion and Publicity including Hospitality (DPPH) scheme was initiated by the Ministry of Tourism Government of India in 2004, with a key objective of creating a general awareness amongst the domestic population about the potential tourist destinations in the country, thereby developing the domestic tourism market. Under this scheme the various campaigns, events, festivals etc. are being organized by Ministry of Tourism, Govt. of India as well as state tourism departments which are fully / partly funded by Ministry of Tourism, Govt. of India. The scheme broadly covers financial support for following promotional mix:

1.3.1 Campaigns

Promotional campaigns to promote different themes and destinations either directly by the Ministry of Tourism, Govt. of India or by the different state governments are supported. These campaigns are released through different media. The important campaigns in the 11th five year plan were Atithi Devo Bhavah, Rural Tourism, North Eastern States Campaign, Jammu and Kashmir Campaign, Golf Tourism, Film Tourism, Wellness Tourism and Campaign clean India.

Atithi Devo Bhava and Campaign Clean India are theme campaigns to promote tourism-scapes that touch issues of defacement of monuments”, “hygiene, sanitation and respect for guest etc. The other campaigns bring out attractions of different places.

1.3.2 Production of Publicity materials in collaboration with Private Sector

Ministry of Tourism (MoT) provides financial support to the State Governments / Union Territories and Private stakeholders to develop and print promotional material. It contributes 34% of the total cost or a maximum amount of Rs. 25.00 lakh, whichever is less to the State Governments and 34% of the total cost or a maximum amount of Rs.15.00 lakh, whichever is less to the Union Territories in each financial year. The rest 66% share should come jointly from the State Govt. / UT and the Private stakeholders. Special support is available to the State Governments of North East States including Sikkim, J&K, and three new States Chhattisgarh, Jharkhand and Uttarakhand for production of Collaterals and tourism promotional material on 50: 50 cost sharing basis where 50% should be together from the State Governments and Private stakeholders.

The DPPH guidelines suggest that the literature produced by the State Government / Union Territory should not be the same or similar to that produced by the Ministry of Tourism. Adequate quantity of the material should be produced and 10% of the same should be given to the Ministry of Tourism for its use. In case of Films / Television Commercials (TVCs) produced with support from MOT, the State Government / UT will have to provide footage of the same to the Ministry of Tourism for its use for promotional purposes only.



1.3.3 Fairs and Festivals

The Ministry of Tourism provide financial assistance to State Governments / UT Administrations for organizing fairs / festivals and tourism related events such as seminars, conclaves, conventions etc. for the promotion of tourism.

Ministry of Tourism would provide a maximum financial assistance of Rs. 25.00 lakh per fair /festival / event in the case of States and Rs. 15.00 lakh in case of Union Territory subject to the maximum financial assistance of Rs. 50.00 lakh to the state governments and Rs. 30.00 lakh to Union Territories during one financial year. The fair, festival or event should be identified by the States / UTs based on their potential for the development and promotion of tourism and informed to the Ministry of Tourism well in advance. However, some Central Financial Assistance is being provided for the creation of semi permanent structures, production of posters, pamphlets, advertisement in news-paper and production of film, Remuneration of artists, Sitting arrangements, lighting, sound, lodging & boarding, transportation, hiring of space and other similar activities are covered under this scheme.

1.3.4 Events

The Ministry of Tourism, Govt. of India provides financial support to events such as certain special events organized at the National level that provide a large and effective platform for achieving widespread exposure and reach amongst a large target audience and receive widespread media coverage as well, thereby enhancing the profile of the event. These may also include other sporting events, cultural events, film/cinema related events, media events, Travel Marts and Exhibitions which promote destinations in the country and tourism products amongst participating delegates and visitors/or any other events of merit.

With a view to extending financial support to such events the Ministry of Tourism provides financial support up to 50% of the total cost of the event with a maximum ceiling of Rs. 15 lakh based on the merit of the event.

1.3.5 Campaign Clean India

Campaign Clean India was launched by the Ministry of Tourism to address cleanliness problem in and around tourist destinations in the country.

The aim of the campaign is to create a collective mindset of hygiene and cleanliness and it was expected to employ a balance of persuasion, education, sensitization, training, demonstration and regulation. The comprehensive and inclusive plan was to involve every strata of the society, people of every age, Institutions on a wide spectrum – schools, colleges, NGOs, professional bodies and the governments.



1.3.6 Film Tourism

As an initial gesture for promoting shooting of films, both international and domestic, at locations and destinations in the different States and Union Territories of India, the Ministry of Tourism, Govt. of India has decided to extend financial support to State Governments and Union Territory (UT) Administrations for promoting 'Film Tourism' based on certain guidelines.

The State Governments / UT Administrations will in turn make efforts to provide SINGLE WINDOW clearance for all filming to be carried out in local destinations, except in cases where permissions of central government authorities such as ASI, Army, etc. are required to be obtained.

1.3.7 Market development assistance Scheme (MDA)

In The year 2009, Ministry of Tourism, Government of India launched the Marketing Development Assistance Scheme (MDA). The emphasis of MDA is to motivate travel agents / tour operators and especially, those who are yet to promote India to include tour packages to various destinations, preferably, less popular and unexploited destinations in the country in their marketing programme; to encourage domestic tourists to visit such unexploited tourist destinations in various states and thereby, project India as an attractive multi dimensional tourist destination and to familiarize travel agents / tour operators / hoteliers about new tourism products and latest developments in the field of tourism.

Under this MDA Scheme, Ministry of Tourism provides financial assistance to tourism service providers approved by the Ministry of Tourism (MoT), Government of India or by the State Tourism Departments. MoT also provides financial support to approved Medical Tourism service providers, i.e. Representatives of accredited Hospitals and Medical Tourism facilitators (Travel Agents/Tour Operators approved by Ministry of Tourism, Government of India) engaged in Medical Tourism and to the approved Wellness Centers.

The MICE segment is emerging as a substantially high component of growth in international and domestic tourism. Most countries constantly endeavor to attract MICE Clientele through bids for various International Conventions /Conferences/ Seminars and the like. In order to give a boost to the MICE tourism and to bring international conferences to India, MoT has made India Convention Promotion Bureau (ICPB) as the nodal agency for steering the entire scheme of assistance under MDA to its 'Active Members'.

MoT also provides financial assistance under this scheme to tourism service providers approved by the Ministry of Tourism, Govt. of India or by the State Tourism Department in the case of Jammu & Kashmir and the North Eastern States for production of tourism related publicity material for distributing in foreign countries and in tourism related fairs and festivals abroad in order to promote Indian tourism products.



1.3.8 Financial support of Festivals and Events during 11th Five Year Plan

The data of financial support from Ministry of Tourism, Government of India to the states and union territories for the celebration of Festivals and Events during 11th Five Year Plan is given in Table 2.

Table 2: Financial support of Festivals and Events during 11th Five Year Plan

Name of the State / Agency / Organization	Festival & Events					
	Name of the Festival	Amount Sanctioned (in Lakh)	Amount Released (in Lakh)	Amount Utilised (in Lakh)	UC Received (in Lakh)	Project Status (in Lakh)
Delhi Government	Garden Tourism festival,22-24 feb,2008	5	5	5	5	Completed
Andhra Pradesh	Kadaposthavalu(cultural festival)Kadapa,AP,2007	15	12	12	12	Completed
Puducherry government	Karaikal Carnival,2008	15	12	12	12	Completed
	International Yoga festival,2008	5	4	4	UC PENDING	4
Chandigarh Government	Celebration of Chandigarh New Year festival,2007	10	10	10	10	Completed
	Chandigarh Carnival,2007	10	10	10	10	Completed
Delhi Government	Jahan-e-Khusrau Festival,2007-08	10	8	8	8	Completed
	Ananya Festival,2006,	10	10	10	10	Completed
	Qutab Festival,2007	5	5	5	5	Completed
Haryana Government	GITA Jaya Utsav at Kurukshetra,2007	5	5	5	5	Completed
Himachal Pradesh Government	Great Himalayan Marathon,2007	5	5	5	5	Completed
	Himalayan Adventure Race,2007	5	5	5	5	Completed
	International kullu Dusshera Dusshera Festival,2007	5	5	5	5	Completed
	Mountain Biking Event-MTB,2007	10	10	10	10	Completed
Uttarakhand Government	Virasat Festival,2007	5	5	5	5	Completed
Maharashtra Government	Celebration of Festivals in Maharashtra,2007-8	10	8	8	Pending	8
Haryana	Suraj Kund Crafts Mela,2008	15	15	15	15	Comple



Government						ted
	Mango Festival in pinjore,2007,Haryana	5	5	5	5	Completed
	Heritage festival at pinjore,Haryana	10	10	10	10	Completed
Tamil Naidu Government	Mamallapuram Dance Festival,2007	15	15	15	15	Completed
Madhya Pradesh Government	Celebration Gwalior Festival	10	8	8	8	Completed
	Celebration of Madhya Pradesh Tourism Day,2007	10	10	10	10	Completed
Himachal Pradesh Government	Shimla Summer Festival	5	5	5	5	Completed
Uttar Pradesh Government	Taj Mahotsav at Agra 18-27 feb,2008	5	4	4	4	Completed
Jammu & Kashmir Government	Sindhu Dashan festival,12-14 june,2007	15	15	15	15	Completed
Arunachal Pradesh Government	Buddha Mahotsava 2007-08	5	4	4	4	Completed
Assam Government	Tea Tourism Festival,2007-2008	5	4	4	4	Completed
	Dehing pataki Festival,2007-2008	5	4	4	4	Completed
Sikkim Government	Ramanavme Tourist Festival	4	4	4	4	Completed
	Jorethang Meghey Mela,JAN,2008	4	4	4	4	Completed
Nagaland Government	Ahuna Festival,2007	5	5	5	5	Completed
	Sukrunye Festival,2007	5	5	5	5	Completed
West Bengal Government	Vishupur Mela,2007	5	5	5	5	Completed
	West Bengal Food&Tourism Festival,2008	5	5	5	5	Completed
Tripura Government	Neermahal Tourism Festival,28-31st2007	5	5	5	5	Completed
	Pilak Tourism Festival,2007	5	5	5	5	Completed
Manipur Government	Manipur Tourism Festival,2007-08	10	10	10	10	Completed
Mizoram Government	Anthurium Festival,2007	10	10	10	10	Completed
Maharashtra Government	Chilkhadra Festival	5	5	5	5	Completed
	Kalidas Festival,2007	5	5	5	5	Completed
	Eloora-Aurangbad Festival,2007	10	10	10	10	Completed



Orissa Government	All India Palika Akhada Exhibition Utsav,2007	5	5	5	5	Completed
Tamil Naidu Government	Celebration of Mamallapuram Dance Festival,2008	15	15	15	15	Completed
	National Tourism&Cultural Festival,2007	5	5	5	5	Completed
Orissa Government	Golden Beach Festival ,2008	3	3	3	3	Completed
Mizoram Government	Thalfavang Kut,2007	5	5	5	5	Completed
Sikkim Government	Namchi Mahotsav,2007	5	5	5	5	Completed
Arunachal Pradesh Government	Siang River Festival	10	8	8	8	Completed
Nagaland Government	Hornbill Event in Nagaland,2007	10	10	10	10	Completed
	Naga Night Event,28th-29th oct,2007	10	10	10	10	Completed
Sikkim Government	International Flower Show,March,2008,	10	8	8	UC PENDING	8
Manipur Government	Hosting of Equestrain championship,impal,2008	15	15	15	15	Completed
Daman & Diu Festival Administration	Diu Festival, 2008	12.5	10	10	UC PENDING	10
Tamil Naidu Government	National Pilgrim Festival 2009,	5	4.67	4.67	4.67	Completed
	Mamallapuram Dance Festival,2008	15	15	15	15	Completed
Goa Government	Shigmo Festival,2007-2008	5	5	5	5	Completed
Puducherry Government	Yanam Peoples Festival,2009	5	4	4	UC PENDING	4
Chandigarh Government	Chandigarh Carnival,2008	15	15	15	15	Completed
	Celebration of rose Festival,2008	10	10	10	10	Completed
	Celebration of rose Festival,2009	5	5	5	5	Completed
Haryana Government	Heritage festival at pinjore,Haryana,2008	15	15	15	15	Completed
	Mango Festival in pinjore,2008,Haryana	5	5	5	5	Completed
Himachal Pradesh Government	Minjar Fair,chamba,2008	5	5	5	5	Completed
	Mountain Biking Event-MTB,2008	10	10	10	10	Completed



Karnataka Government	Bangalooru Habba,2008	15	15	15	15	Completed
Tamil Naidu Government	Tourism&Cultural festival,2009	5	5	5	5	Completed
Delhi Government	Mango Festival,2008	15	15	15	15	Completed
Madhya Pradesh Government	Lokranjan a National Folk Festival at khajuraho,2008	10	8	8	UC PENDING	8
Dadra & Nagar Haveli Administration	Mansoon Majic Festival,2008	10	8	8	7.01	0.99
	Tarapa festival,2008	5	4	4	UC PENDING	4
Himachal Pradesh Government	Kullu Dusshra Fair&Minjir Fair of Himachal 2008	10	10	10	10	Completed
Jammu & Kashmir Government	Kashmir cup international Rafting Championship,2008	5	4	4	4	Completed
	Sindhu Darshan festival,2008	15	15	15	15	Completed
Meghalaya Government	Ethnic Rhythms Festival,2007	5	5	5	5	Completed
	Wangala Dance Festival,2007	5	5	5	5	Completed
	Nongkrem Festival,2007 in meghalaya	5	5	5	5	Completed
	Celebration of Autumn Festival,2007,Meghalaya	10	10	10	10	Completed
Arunachal Pradesh Government	Buddha Mahotsava Festival 2009	10	8	8	8	Completed
	Shpwang yowng poi,2009	5	4	4	4	Completed
Sikkim Government	Kanchendzonga Festival Festival ,2008	2.5	0.5	0.5	0.005	Completed
Nagaland Government	Yemshe Festival at kisama	5	5	5	5	Completed
	Nagadah festival at Tsemenyu kohima,2008	5	5	5	5	Completed
West Bengal Government	West Bengal Food&Tourism Festival,2009	10	10	10	10	Completed
	Sharadotsav festival,2008	10	10	10	10	Completed
	Vishupur Festival,2008	5	5	5	5	Completed
Tripura Government	Neermahal Tourism Festival,2008	5	5	5	5	Completed
	Diwali Festival,2008	5	5	5	5	Completed
	Kharchi Festival,2008	4.77	4.77	4.77	4.77	Completed



	Ashokastami Festival,2008	5	5	5	5	Completed
Orissa Government	Dhuli mahotsav 2008	3	3	3	3	Completed
	Golden Beach Festival ,2009	3	3	3	3	Completed
Manipur Government	Manipur Tourism Festival,2008-09	15	12	12	UC PENDING	12
	Kut Festival,2008	5	4	4	UC PENDING	4
	Mera Houchongba Festival ,2008	5	5	5	5	Completed
Mizoram Government	Chapchar kut festival 2008	5	5	5	5	Completed
	Bamboo Festival,2008	10	10	10	10	Completed
	Thalfavang Kut,2008	5	5	5	5	Completed
Gujarat Government	International Kite Festival,2009	10	10	10	10	Completed
	Rann Utsav 2009	5	5	5	5	Completed
Puducherry government Puducherry government	Celebration of yoga Festival,2008	5	4	4	4	Completed
	karaikal Carnival,2009	15	12	12	UC PENDING	12
Maharashtra Government	SAPTRANG FESTIVAL,2009	15	12	12	UC PENDING	12
Arunachal Pradesh Government	Siang River Festival 2008	10	8	8	8	Completed
Nagaland Government	Hornbill Festival in Nagaland,2008	5	5	5	5	Completed
Sikkim Government	Jorethang Meghey Mela,JAN,2008-2009	4	3.2	3.2	3.2	Completed
	Mangan Music Festival 2008,	4	3.2	3.2	3.2	Completed
Tamil Naidu Government	Indian Dance Festival	15	15	15	15	Completed
Maharashtra Government	Elephanta Festival 2010	15	15	15	15	Completed
Kerala Government	Nehru Trophy Boat Race at Alappuzha in kerala,2009	10	10	10	10	Completed
Karnataka Government	Bangalooru Habba,2009	15	12	12	UC PENDING	12



Chandigarh Government	Chandigarh Rose Festival,2010	10	8.29	8.29	8.29	Completed
	Chandigarh carnival,2009	15	12	12	12	Completed
Haryana Government	Mango Mela,2009	5	5	5	5	Completed
	Suraj Kund Crafts Mela,2009	25	25	25	25	Completed
Jharkhand Government	Baba Baidyanath Viswa Mahotsav,2009	15	12	12	12	Completed
	Tribal Festival at jamshedpur,2009	5	4	4	4	Completed
	Adventure Festival,2010	5	4	4	4	Completed
Uttarakhand Government	Maha kumbh Mela ,2009	54.78	27.39	27.39	UC PENDING	27.39
Rajasthan Government	Elephanta Festival 2010	5	5	5	5	Completed
	Desert Festival,2010	8	8	8	8	Completed
Andhra Pradesh Government	Tourism-cum-Handicrafts-cum-culture Festival,2010	15	12	12	UC PENDING	12
Haryana Government	Surajkund Craft Mela 2010	25	25	25	25	Completed
Tamil Naidu Government	National& Cultural Festival at kannniyakumari,2010	5	5	5	5	Completed
Madhya Pradesh Government	Celebration of M.P.Tourism Day,2009	10	10	10	10	Completed
	Lok Rang Silver Jubilee Year,2010	15	12	12	12	Completed
Himachal Pradesh Government	Mount Biking Event,2009	10	10	10	10	Completed
	Minjar Fair,chamba,2009	5	5	5	5	Completed
Uttar Pradesh Government	Budha Mahotsav 2009,	4.75	4.75	4.75	4.75	Completed
	Kajri Mahotsav,2009	3	3	3	3	Completed
	Shopping Festival cum Rural and handi crafts Festival	30	30	30	30	Completed
	Ganga Water Rally,2009	5	5	5	5	Completed
Meghalaya Government	Celebrations of 100 Drums wangala Festival,2009	5	4	4	UC PENDING	4
	Er Batemon Event,2010	15	12	12	UC PENDING	12



	Behdienkhlam at Raid tuber,meghalaya,2009	5	4	4	UC PENDING	4
Jammu & Kashmir Government	Sindhu Darshan festival,2009	15	12	12	12	Completed
Arunachal Pradesh Government	Nyokum Festival ,2010	5	4	4	UC PENDING	4
	Festival of Arunachal ,2010	5	4	4	UC PENDING	4
	Celabration of Major Festival "Myako"	5	5	4	UC PENDING	1
Assam Government	Celebration Of Rangoli Utsav	5	4	4	UC PENDING	4
	Celebration of Elephant Festival	5	4	4	UC PENDING	4
Sikkim Government	Winter Tourist Festival ,2009,	5	4	4	UC PENDING	4
	Namchi Mahotsav,2009	5	4	4	UC PENDING	4
Nagaland Government	Celebration of Tokhu Emong Festival,2009	5	5	5	5	Completed
West Bengal Government	West Bengal Food & Tourism festival,2010	10	10	10	10	Completed
	vishupur Mela,2009	5	5	5	5	Completed
Orissa Government	Celebration of 6th Dhauli mahotsav,2009	2	1.6	1.6	UC PENDING	1.6
	Toshali national crafts mela ,2009	15	12	12	UC PENDING	12
	Golden Beach Festival,2009	3	2.4	2.4	UC PENDING	2.4
Tripura Government	Celebration of Diwali Festival,2009	5	5	5	5	Completed
	Celebration of Neermahal Tourism festival,2009	5	5	5	5	Completed
Manipur Government	Celebration of Manipur Tourism festival,2009	15	15	15	15	Completed
Mizoram Government	Celebration of Anthurium festival,2009	10	10	10	10	Completed



Tripura Government	Celebration of jumpui Hill Tourism festival,2009	5	5	5	5	Completed
Puducherry Government	Yanam festival/Karaikal event/yoga festival,2009	21	16.8	16.8	16.003	0.797
Arunachal Pradesh Government	National Rafting Championship,2009	10	8	8	UC PENDING	8
Nagaland Government	Celebration of Hornbill event,2009	15	12	12	12	Completed
Orissa Government	Celebration of all india paika exhibition utsav,2009	5	5	5	5	Completed
Chandigarh Government	Fairs/Festivals/Event conducted,2010	23	23	23	23	Completed
	Celebration of Fairs/festivals.2010-2011	30	30	30	30	Completed
	Celebration of Bastar Dussehra Festival,2010-2011	40	40	40	40	Completed
Delhi Government	Celebration of Fairs/festivals.2010-2011	25	25	25	15.56	9.44
Haryana Government	Celebration of Suraj Kund Craft Mela,2011	30	30	30	30	Completed
Himachal Pradesh Government	Celebration of shimla summer festival,2010	5	5	5	5	Completed
	Mountain Biking event,2010	5	5	5	5	Completed
	Kullu Dusshra Fair& Festival of Himachal 2010	5	5	5	5	Completed
	Paragliding Pre World cup 2010	10	10	10	10	Completed
Gujarat Government	Celebration of international kite festival,2011	14.55	14.55	14.55	14.55	Completed
Andhra Pradesh Government	International Dance Festival,2010	25	25	25	25	Completed
Delhi Government	Celebration of incredible india festival	100	80	80	94.92	Completed
Punjab Government	Celebration of fairs/festivals.2010-2011	50	50	50	50	Completed
Haryana Government	Mango Mela,2010	10	10	10	10	Completed
	Celebration of 5th Pinjore Heritaje Festival	20	20	20	20	Completed
	Heritage Festival,pinjore,2009	15	15	15	15	Completed
Tamil Naidu Government	Celebration of national festival,2010	5	4	4	UC PENDING	4
	Celebration of Indian Dance Festival,2010	35	35	35	UC PENDING	35
Haryana Government	Gita jayanti samaroh,2010	5	5	5	5	Completed



Rajasthan Government	Celebration of Deepotsav during C Games,2010	50	40	40	49.51	UC PENDING - 09.51 lakhs
Madhya Pradesh Government	Celebration of M.P.Tourism Day,2010	10	8	8	8	Completed
	Bhagoria Utsav,Rashtriya Ramleela Utsav,Bhoj Utsav,2010-2011	15	4.2	4.2	4.2	Completed
	Festival of Madhya Pradesh Ka dil,2010	10	10	10	10	Completed
	Celabration of Nirmar Utsav,2010-2011	5	5	5	5	Completed
	Celabration Of Mandu Utsav,2010	5	5	5	5	Completed
	Celebration of panchmarhi Utsav ,2010	5	5	5	5	Completed
Jharkhand Government	Adventure Sports Events,2011	25	25	25	UC PENDING	25
	Cultural festival/food festival/handicraft fair,2010	25	25	25	UC PENDING	25
Kerala Government	Celebration of Utsavam,Nishagandhi Festival,2011	50	50	50	UC PENDING	50
Uttarakhand Government	Festival India Food Festival,2010	7.77	7.77	7.77	7.77	Completed
	Celebration of Holi Festival ,2011	10	10	10	UC PENDING	10
	Budha Mahotsav 2010	15	12	12	12	Completed
	Kajri Mahotsav,2010	5	4	4	4	Completed
	Shopping Festival with Rural Tourism and handicrafts,2010	30	30	30	30	Completed
	Shilpotsav and Cultural Programme in Agra,2010	50	50	50	50	Completed
Jammu & Kashmir Government	Food Festival 2010	8.25	8.25	8.25	8.25	Completed
Meghalaya Government	Celebration of "Nongkrem Dance Festival"2010	15.16	15.16	15.16	UC PENDING	15.16
Arunachal Pradesh Government	Celebration of Dree Festival	10	8	8	UC PENDING	8
	Celebration of Reh Festival	25	25	25	25	Completed

Sikkim Government	Celbration of Jorethang Meghey Mela	5	4	4	UC PENDING	4
	Celebration of Aritar Tourism Festival,2009	5	4	4	UC PENDING	4
	Celebration of Mangan Music Festival,2009	5	4	4	UC PENDING	4
Nagaland Government	Celebration of Minkut Festival,2010	5	5	5	5	Completed
	Celebration of Mongmong Festival,2010	5	5	5	5	Completed
	Celebration of Hornbill Festival,2010	20	20	20	20	Completed
	Celebration of Naga nite event,2010	10	10	10	10	Completed
	Celebration of Naga cultural Programme	5	5	5	5	Completed
West Bengal Government	Organising "Bishnupu Mela"2010	10	10	10	UC PENDING	10
Tripura Government	Celebration of Mahamuni Tourism Festival,2009-10	5	5	5	5	Completed
Orissa Government	Celebration of All palika Akhada /Martial Art Exhibition/2010	5	4	5	5	UC PENDING - 1.000 lakhs
Mizoram Government	Celebration of Anthurium festival,2010	10	8	8	UC PENDING	8
West Bengal Government	Celebration of Shardotsav(Durgapuja,2010)	20	20	20	20	Completed
Tripura Government	Mahamuni Tourism Festival&Ashokastami Festival	50	50	50	UC PENDING	50
Orissa Government	Celebration of Konark Dance Festival,Dhaulti Mahotsav	32.57	32.57	32.57	UC PENDING	32.57
Goa Government	International Trade Mart,2010	20	20	20	20	Completed
Maharashtra Government	Celebration of Elephant Festival,2011	13	13	13	UC PENDING	13
Mizoram Government	Celebration of Thalfavang Kut Festival,2010	20	20	20	20	20
	Chapchar kut festival 2010	20	20	20	20	20
West Bengal Government	Celebration of westbengal Day,2010	12.48	12.48	12.48	UC PENDING	12.48



Manipur Government	Celebration of Youth Adventure Tourism,2010	5.02	5.02	5.02	5.02	Completed
	Celebration of winter Festival on quest of manipur,2010	43.48	43.48	43.48	43.48	Completed
Arunachal Pradesh Government	Celebration of pengik Cholo Festival of Kurum kumey,2010	15	15	15	15	Completed
Meghalaya Government	Celebration of lasubon festival,2010	25	25	25	UC PENDING	25
Mizoram Government	Production of publicity materials and Documentary,2010	26.38	13.19	13.19	UC PENDING	13.19
Sikkim Government	Celebration of youth Adventure Festival,2010	25	25	25	25	Completed
Arunachal Pradesh Government	Celebration of Apatani youth festival,2011	15	15	15	UC PENDING	15
Delhi Government	Organising international Ancient arts festival,2011	4	4	4	3	1
Tripura Government	Festival at Khayerpur old Agartala,2011	14.9	14.9	14.9	UC PENDING	14.9
Meghalaya Government	Celebration of Behdienkhlam festival	25	25	25	UC PENDING	25
Nagaland Government	Celebration of Naknyu lem festival,2011	5	5	5	UC PENDING	5
Orissa Government	Celebration of All India paika Akhada utsav,2011	5.35	5.35	5.35	UC PENDING	5.35
Haryana Government	Mango Mela 2011	10	10	10	10	Completed
Uttarakhand Government	International Yoga festival,2011	17.5	17.5	17.5	17.5	Completed
	International Rafting Championship,2011	6.78	6.78	6.78	6.78	Completed
Mizoram Government	Celebration of Anthurium Festival,2011	25	25	25	UC PENDING	25
Jammu & Kashmir Government	Shikara Festival & Ladakhi Festival,2011	19.5	19.5	19.5	19.5	Completed
Madhya Pradesh Government	Sharad Utsav,world tourism day,Mandu festival,2011	27.25	27.25	27.25	27.25	Completed
Uttar Pradesh Government	KajriMahotsav,Ganga WaterRally&Kapilvastu Budh Mahotsav,2011	12.5	12.5	12.5	12.5	Completed
	Noida shopping Festival,2011	30	30	30	30	Completed
Uttarakhand	Ice Skating Carnival,2011	25	25	25	UC	25



Government					PENDING	
Haryana Government	Gita Jayanti samaroh Festival,2011	5	5	5	5	Completed
	Celebration of Pinjore Heritage festival,2011	20	20	20	20	Completed
Himachal Pradesh Government	International Rafting Championship,2012	10	10	10	10	Completed
	Mountain Biking Event,2011	10	10	10	10	Completed
	Kullu Dussehra Festival,2011	5	5	5	5	Completed
Meghalaya Government	Celebration of Lasubon festival,2012	10.43	10.43	10.43	UC PENDING	10.43
West Bengal Government	Celebration of Digha Beach Festival,2011	20	20	20	UC PENDING	20
Arunachal Pradesh Government	Celebration of Siang River Festival,2011	25	25	25	UC PENDING	25
Sikkim Government	Celebration of Jorethang Maghe Sakranti mela	5	5	5	UC PENDING	5
Maharashtra Government	Celebration of Elephanta Festival,2012	25	25	25	UC PENDING	25
Arunachal Pradesh Government	Celebration of Youth Festival,2011	9	9	9	UC PENDING	9
West Bengal Government	Golf Tournament in Duars,2011	4	4	4	UC PENDING	4
	Celebration of Bishnupur Mela,2011	6	6	6	UC PENDING	6
	Celebration of Shardotsav(Durgapuja),2011	20	20	20	UC PENDING	20
Orissa Government	Golden Beach Festival,&Dhanu Yatra,2011	11	11	11	UC PENDING	11
	Celebration of Konark Dance Festival,Dhaulti Mahotsav,2011	17.35	17.35	17.35	UC PENDING	17.35
Assam Government	Organizing Bodo National Festival&Jaipur Rain Festival,2011	25	25	25	UC PENDING	25
	Celebration of Rass Festival at majuli,2011	25	25	25	UC PENDING	25



					NG	
Nagaland Government	Organising Tsokkum Festival of Khiamiungan Nagas	5	5	5	UC PENDING	5
	Celebration of Hornbill Event,2011	25	25	25	UC PENDING	25
	Organising the NEIFT)2011	15	15	15	UC PENDING	15
Tripura Government	Celebration of Neermahal&Diwali Festival,2011	33.55	33.55	33.55	UC PENDING	33.55
Manipur Government	Organising of Winter Festival on the Quest of manipur,2011	50	50	50	UC PENDING	50
Mizoram Government	Celebration of Chapchar Kut Festival,2012	10	10	10	UC PENDING	10
Delhi Government	Celebration of Engifest,2012	3	3	3	3	Completed
Uttar Pradesh Government	Celebration of Ganga Mahotsav	15	15	15	15	Completed
Grand Total		3260.07	3067.35	3067.35	2064.688	1063.597

Table 2.1 presented the overall figures of financial support of Festivals and Events during 11th Five Year Plan.

Table 2.1: Overall Figures of Financial support of Festivals and Events during 11th Five Year Plan

Name of the State / UT	Amount Sanction (in Lakhs)	Amount Released (in lakhs)	Amount Utilized (in lakhs)	UC Received (in lakhs)	Present Status
Andhra Pradesh	55	49	49	37	UC PENDING OF 12 lakhs
Arunachal Pradesh	164	150	149	72	UC PENDING OF 72 lakhs
Assam	70	66	66	8	UC PENDING OF 58 lakhs
Chhattisgarh	40	40	40	40	Completed
Goa	25	25	25	25	Completed
Gujarat	29.55	29.55	29.55	29.55	Completed
Haryana	225	225	225	225	Completed
Himachal Pradesh	115	115	115	115	Completed
Jammu and Kashmir	77.75	73.75	73.75	73.75	Completed
Jharkhand	75	70	70	20	UC PENDING 50 lakhs
Karnataka	30	27	27	15	UC PENDING OF 12 LAKHS
Kerala	60	60	60	10	UC PENDING 50 lakhs
Madhya Pradesh	80	63.2	63.2	55.2	UC PENDING OF 8 LAKHS
Maharashtra	98	93	93	35	UC PENDING 58 lakhs



Manipur	178.5	174.5	174.5	93.5	UC PENDING 81 lakhs
Meghalaya	125.59	120.59	120.59	25	UC PENDING 95.59
Mizoram	126.38	111.19	111.19	55	UC PENDING 56.19 lakhs
Nagaland	160	157	157	107	UC PENDING 50 LAKHS
Odisha	110.27	106.27	106.27	24	UC PENDING 82.87 lakhs
Punjab	50	50	50	50	Completed
Rajasthan	63	53	53	62.51	UC Pending For 9.510 lakhs
Sikkim	88.5	77.9	77.9	44.9	UC PENDING OF 33 lakhs
Tamil Naidu	120	118.67	118.67	79.67	UC Pending For 39 lakhs
Tripura	148.22	148.22	148.22	49.77	UC PENDING 98.45 lakhs
Uttar Pradesh	205.25	200.25	200.25	200.25	Completed
Uttarakhand	126.83	99.44	99.44	37.05	UC PENDING 62.39 lakhs
West Bengal	142.48	142.48	142.48	70	UC PENDING 72.48 lakhs
Chandigarh	128	123.29	123.29	123.29	Completed
Dadar & Nagar Haveli	15	12	12	7.01	UC PENDING OF 4.99 LAKHS
Daman & Diu	12.5	10	10	10	UC PENDING OF 10 LAKHS
New Delhi	177	155	155	155	Completed
Puducherry	66	52.8	52.8	32.003	UC pending for.20.797 lakhs
Grand Total	3187.82	2999.1	2998.1	1990.933	906.27

According to the figures shown in Table 23.1, during 11th Five Year Plan, total **3187.82 lakh** has been **sanctioned** while total **2999.1 lakh** has been **released** while **2998.1 lakh** has been **utilized**. The **Utilization Certificates (UC)** of total **1990.933 lakh** has been received and the **Utilization Certificates (UC)** of total **96.27 lakh** is pending. Chhattisgarh, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Punjab, Uttar Pradesh, Chandigarh and New Delhi have submitted all their Utilization Certificates (UC). In sanction wise of the amount, Haryana (225 lakh), Uttar Pradesh (205.25) and Manipur (178.5 lakh) topped the list and even the sanction wise of the amount, the same three states received the amount of 225 lakh, 200.25 lakh and 174.5 lakh respectively. On the other side, Goa (25 lakh), Dadar & Nagar Haveli (15 lakh) and Daman & Diu (12.5 lakh) having the lowest grant sanction and released.

1.3.9 Financial support by the Ministry of Tourism, Govt. of India to various organizations for organizing the various events (2011-12)

Table 3 shown the data related to the financial support by the Ministry of Tourism, Govt. of India to various organizations for organizing the various events during 2011-2012



Table 3: Financial support by the Ministry of Tourism, Govt. of India to organize various events (2011-12)

Name of the event	Financial Support	Deliverables promised	Deliverables obtained
Hindustan Times Leadership Summit 2011 to held on 2nd and 3rd December 2011	Rs 15.00 lakh	<ol style="list-style-type: none"> 1) Ministry of Tourism logo in print campaign as well as logo presence in the stage backdrop. 2) Exhibition space at venue. 3) Write of Ministry in the conference brochure. 4) 4 invites for the conference and dinner. 5) Ministry's Audio Visual to be played during session breaks. 6) Write up to be incorporated in conference book. 	India tourism Delhi participated in the event as nodal office and set up and manned the counter for disseminating tourist information. The report of the office has been obtained, however M/s Hindustan Times have not yet released the conference book and payment has not been released pending the realization of this deliverable.
Jaipur Literature Festival held at Jaipur from 21st to 25th January 2012	Rs 15.00 lakh	<ol style="list-style-type: none"> 1) Logo in all advertising and promotional material. 2) 20 Delegate Badges 3) Advertisement in brochure 4) Promotional film of Ministry to be run as well as logo at the venue 5) Dedicated area at the venue for Ministry with information booth. 	India tourism Jaipur participated in the event as nodal office. Report from Director, India tourism Jaipur has been placed on file. IATO members attended the event on invitation from the Ministry.
Conference on Global Cultural Routes organized by University of Jammu from 1st to 3rd March 2012.	Rs 70,000/-	<ol style="list-style-type: none"> 1) Branding on all invitations and at venue. 2) Inclusion of Ministry's brochures in delegate kit 3) A session on tourism to be included 	The deliverables were obtained. Nodal office could not be designated for the event in view of the National Tourism Awards ceremony held on 29 th February 2012 and all officers of the Ministry being involved in the celebration.
Jahan E Khusrau-World Sufi Festival held at Humayun's Tomb premises from 2nd to 4th March 2012	Rs 10.00 lakh	<ol style="list-style-type: none"> 1. Dedicated exhibition space of 10x12 feet at the venue where Ministry of Tourism through India tourism Delhi would be putting up a stall and where tour operators recommended by IATO would be present with their specific Sufi related tours. 2. Text of the brochure for the festival in soft copy may be forwarded to the Ministry so that it could be promoted effectively amongst the trade. 3. The Incredible India films to be played during breaks. 4. 50 passes per day (subject to seating capacity) to be 	The deliverables as promised were obtained . Indiatourism Delhi participated in the event as nodal office and set up and manned the counter for disseminating tourist information. The counter also had representatives from IATO as per their commitment for the event. A report received from the Assistant Director, Indiatourism Delhi has been placed in the relevant file.



Name of the event	Financial Support	Deliverables promised	Deliverables obtained
		provided to the Ministry which could in turn be provided to the Trade Associations.	
Launch Event of Cuisine India Society held at the Taj Palace Hotel, New Delhi on 9th May 2012	Rs 10.00 lakh	The Society may undertake steps to publicise Indian Cuisine as a product in India and overseas. The data bank of research on Indian Cuisine carried out by the Society should be available to the industry. The Travel Trade should be actively involved in the activities / events of the Society. Incredible India logo should be prominently displayed in all promotional material / creatives, etc.	The launch event was a joint Incredible India, Cuisine India Society event with Hon'ble Minister of Tourism as the Chief Guest. The event was attended by senior officers of the Ministry. The event received wide coverage in the media both in India and overseas (it was covered by New York Times).
Santhigiri Festival held in Thiruvananthapuram during May 2012	Rs 10.00 Lakh	Ministry of Tourism logo in all promotional material. Campaign Clean India to be highlighted during the event. Special Session on Wellness Tourism to be organized. Information Stall of Ministry of Tourism.	Indiatourism Chennai designated as nodal office. RD, Indiatourism Chennai has been requested to send report on the event which is awaited.
IIFA Awards 2012 held in Singapore on 8th and 9th June 2012	Rs 1.50 Crore	1) Incredible India logo on all promotional material and invitations 2) Airing of Incredible India TV spots during the telecast of the event on various channels.	Regional Director, Asia and Australia based at Sydney was designated as nodal officer for the event. Report is awaited.
Osian's Cinefan Film Festival, Delhi. July 28 to August 2, 2012	10.00 lakh	1) Logo and branding 2) Session on Film Tourism	
Grand Total	2,20,70,000 lakhs	-	-

As shown in Table 3, the participation of the Ministry of Tourism, Govt. of India in various events during (2011-12), total amount of Rs. 2,20,70,000 are spend.



1.3.10 Advertisements in various publications under Non-Media Plan (2011-12)

Table 4 is showing the information regarding the advertisements in various publications under Non-Media Plan during 2011-2012.

Table 4: Advertisements in various publications under Non-Media Plan (2011-12)

Name of the Publication	Head / Category	Financial Support
Rass Rang World Flute Festival	Brochure	Rs. 30, 000/-
Today's Traveller	Coffee Table Book	Rs. 1 lakh
Tehelka Hindi & English	News Magazine	Rs. 1 Lakh
Whispers in the corridors	Souvenir	Rs. 1 Lakh
Deshabhimani ONAM Special 2012 Kerala	Brochure	Rs. 30, 000/-
Parampara 2012- Bharatha Bharathi by Raja Radha Reddy	Souvenir	Rs. 30, 000/-
Sri Sri Durga Puja Celebrations: 20 th Oct, 2012 – 24 th Oct, 2012	Souvenir	Rs. 50, 000/-
Suryansh	Souvenir	Rs. 20, 000/-
Institute of Hotel Management, Catering & Nutrition	Souvenir	Rs. 1 Lakh
Uttarakhand by Eicher	Guide Book	Rs. 3 Lakh
Arunachal Pradesh by Eicher	Travel Guide	Rs. 3 Lakh
Kochi by Eicher	Travel Guide	Rs. 3 Lakh
Weekends Gateways in Madhya Pradesh from Delhi	Travel Guide by Eicher	Rs. 3 Lakh
Call of the Buddha by Eicher	Designing & printing of folded map	Rs. 3 Lakh
Jammu & Kashmir 2012 by Eicher	Guide Book	Rs. 8 Lakh



Souvenir on the occasion 13 th Founder's day meet of International Centre for Excellence	Souvenir	Rs. 35, 000/-
Walking with the Buddha by Eicher	Guide Book	Rs. 3 Lakh
Souvenir on the occasion of International Official Language Conference	Souvenir	Rs. 75, 000/-
Mountain Echoes 2012 brochure	Brochure	Rs. 75, 000/-
Souvenir on the Occasion of Indian Women's Press Corps (IWPC)	Souvenir	Rs. 1 Lakh
India The Journey	Brochure	Rs. 50, 000/-
10 th Anniversary of ASEAN-INDIA Summit	Souvenir	Rs. 50, 000/-
Grand Total		Rs. 35,45,000

For advertisements in various publications under Non-Media Plan for the year 2011-12, total Rs. 35,45,000 are spend for it.

1.3.11 Production of Souvenir and mementos

For the production of souvenir and mementoes, the data is given in Table 5.

Table 5: Production of Souvenir and mementos

Items/Materials	Year	Amount
Five Senses	2008-09	Rs. 19,00,000.00
Gift Items	2011-12	Rs. 3,67,204.00
Gift Items	2010-11	Rs. 1, 20, 977.00
Gift Items	2009-10	Rs. 2,24,308.00
Gift Items	2012-13*	Rs. 3,74,199.00
Grand Total		Rs. 29,86,688.00

*It includes the financial years 2010-11 and 2011-12

During 11th Five year plan, total Rs. 29,86,688 are spend for the production of souvenir and mementos.

1.3.12 Printing of publicity Materials

Table 6 is showing the data related to the printing of publicity materials.



Table 6: Printing of publicity Materials

Year	Material Produced	Quantity	Expenditure
2008-09	Posters (15 themes)	20,000	2520000
2009-10	Carry Bags-Big	1,00,000	1628000
	Carry Bags-Small	50,000	
2010-11	Agra Map	50,000	920000
	Jaipur Map	50,000	
	Thiruvananthpuram Map	50,000	
	West India Map	50,000	
	North India Map	50,000	
	East India Map	50,000	
	South India Map	50,000	
	North East Map	50,000	
	Delhi City Map	18,000	76110
	India Map	18000	100800
	India Brochures	18000	301527
	Posters (15 themes)	20,000 each	1871000
	Display Units	400	1670000
	2011-12	Production of Promotional Calendars Desk	8000
Production of Promotional Calendars Wall Calendars (Big)		8000	8,91,695.28
Production of Promotional Calendars Wall Calendars (Medium)		9000	6,66,750.00
printing of India Map		2,00,000	9,03,000.00
print of Brochure		2,00,000	30,95,400.00
Grand Total		569,400	1,48,54,282.28

During 11th Five year plan, total Rs. 1,48,54,282.28 are spend for the printing of publicity materials.

1.3.13 Expenditure incurred to provide local hospitality to guests visited India under Ministry of Tourism's hospitality scheme during 11th Five Year Plan

Overall and year wise data has been calculated in Table 7 for Expenditure incurred to provide local hospitality to guests who visited India under Ministry of Tourism's hospitality scheme during 11th Five Year Plan.

Table 7: Expenditure incurred to provide local hospitality to guests who visited India under Ministry of Tourism's hospitality scheme during 11th Five Year Plan

Year	No. of Hospitality Guest	Expenditure incurred (in Rs.)
2007 – 08	738	1,37,03,945.00
2008 – 09	945	1,78,49,000.00
2009 – 10	1302	1,71,00,000.00
2010 – 11	385	1,84,11,070.00
2011 – 12	435	98,13,040.00
Grand Total		7,68,77,055.00



During 11th Five year plan, total Rs. 7,68,77,055 are spend to provide local hospitality to guests visited India under Ministry of Tourism's hospitality scheme.

1.3.14 Financial support under DPPH during 11th Five Year Plan

The financial support extended by Ministry of tourism under 11th five year plans to different stakeholders and different schemes is given in Table 8.

Table 8: Expenditure during 11th Five Year Plan

Executing Agency	Expense Head	Amount (in lakhs)*
State Tourism Departments	Central Financial Assistance to State Tourism Departments to organize the events	3,260
Trade Associations and other private players	Financial assistance to private players to organize the events	220
Ministry of Tourism, Govt. of India	Hospitality	768
State Government	Printing of publicity material	149
Ministry of Tourism, Govt. of India	Billboards / Hoardings at Delhi Airport	314
Ministry of Tourism	Mumbai Airport	45
Ministry of Tourism	Campaign Clean India	183
Grand Total		4,939

**Rounded Figures*



CHAPTER 2

Objectives, Evaluation Framework and Research Methodology

- 2.1 Objectives of the study**
 - 2.1.1 Coverage**
- 2.2 Evaluation framework of the study**
 - 2.2.1 Evaluation Matrix (EM)**
 - 2.2.2 Evaluation Tools Matrix (ETM)**
- 2.3 Sources of Data**
 - 2.3.1 Literature Survey**
 - 2.3.2 Primary Survey**
- 2.4 Data Analysis Tools**

2.1 Objectives of the Study

The objectives of the study as stated by the Term of Reference (TOR) given by the Ministry of Tourism are:

1. To suggest a methodology for evaluating the impact of the various activities being undertaken for domestic promotion and publicity, centrally or in collaboration with States / UTs and Stakeholders, under the plan scheme “Domestic Promotion and Publicity including Hospitality”
2. To adopt the proposed methodology to:
 - a) Examine the various measures used vis-à-vis the available spectrum and assess the relative importance and efficacy of the different measures used.
 - b) Evaluate the impact of various measures taken through the promotional activities directly and through campaigns/activities in collaboration with the State Govts./ UTs and Stakeholders, in promoting general awareness on tourism and the intended tourist destinations/ tourism products.



- c) Analyze the result and in the light of analysis, give recommendations on the corrective measures that need to be taken to make the scheme more effective for the 12th Five year plan.

2.1.1 Coverage

The Evaluation Study would cover the following major activities being undertaken under the Scheme:

- (i) Media campaigns and other promotional activities undertaken directly by the Ministry
 - (a) Print, Electronic and Online Media Campaigns undertaken in the domestic market, Outdoor Advertising at major airports (Delhi & Mumbai).
 - (b) Release of Advertorials in leading newspapers highlighting the initiatives of the Ministry as well tourist destinations and products of the country.
 - (c) Production of Tourism Promotional Material, including maps, brochures, posters, etc.
 - (d) Support to events organized by the private sector at the national / international level, which have potential for promoting tourism to / within the country.
 - (e) Promotion of Niche Tourism Products like Golf, Polo, Wellness, etc.
 - (f) Participation in major travel fairs in the country such as SATTE, GITB, KTM, TTF, etc.
 - (g) Promotional campaigns on “Campaign Clean India”.
- (ii) Promotional activities undertaken in collaboration with States/ Union Territories
 - (a) Providing Central Financial Assistance for Production of Publicity Material
 - (b) Providing Central Financial Assistance for Advertising in Print Media
 - (c) Providing Central Financial Assistance for Promotion of Film Tourism (new guidelines formulated)
- (iii) Promotional activities undertaken in collaboration with Stakeholders
 - (a) Financial support for Tourism and Tourism Related Events organized by leading Commerce, Industry and Trade Organizations/ Associations in the country, such as CII, FICCI, ASSOCHAM, etc.
 - (b) Financial assistance to Tourism, Travel and Hospitality Associations for their events organized in India.
 - (c) Financial support to approved service providers for participation in Travel Marts and Conventions, with the objective of promoting tourism within the country, under the Marketing Development Assistance (MDA) Scheme.



2.2 Evaluation Framework of the study

The evaluation framework of the study has been developed based upon other similar studies and the available literature. Based on the Terms of Reference (TOR) and coverage, an Evaluation Matrix (EM) has been prepared. The EM suggests Performance Indicators (PI) for each measure and the tools to be used for evaluation.

Similarly, an Evaluation Tools Matrix (ETM) has also been developed for evaluate the different evaluation tools identified with sources of data for each and expected output. These used separately for every promotional measure will generate enough objective information to know the effectiveness.*

A sample tracking survey for the target markets and tourists at the destination has also been developed. All the evaluation focuses on effectiveness of DPPH. The tools identified for evaluation are operable during and after the implementation of DPPH.

As this study is undertaken after the scheme has been implemented therefore only tracking and conversion survey has been used to monitor change among different stakeholders and to know their opinion of the effectiveness of different measures used. Moreover, for future, a detailed Evaluation Scale (ES) has been developed to be used constantly.

(*Please note that the use of each or the combination shall depend on the cost-benefit analysis.)

2.2.1 Evaluation Matrix (EM)

Table 9: Evaluation Matrix (EM)

Scheme Objectives	Measures used (Strategies/Tactics/Activities)	Measures Covered	Performance Indicators (PI)	Evaluation Tools (ET)
1. Creating a general awareness amongst the domestic population about the potential tourist destinations within the country	Media campaigns and other promotional activities undertaken directly by the Ministry	Print, Electronic and Online Media Campaigns undertaken in the domestic market, Outdoor Advertising at major airports (Delhi & Mumbai)	1. Reach, Impact of promotional activities 2. Inquiry levels 3. Tourists numbers, length of stay and, Tourists spend (trend over previous year) at the destinations promoted	1.Tracking and conversion surveys to monitor change in awareness, interests, preferences, intentions among target markets (Reach and Impact) 2. Interception of actual visitors to know the impact of campaign relative to broader environmental factors (Impact)
		Release of Advertorials in	1. Reach and impact	3. Inquiry levels 4. Footsteps in events



2. To develop the domestic tourism market in India	leading newspapers highlighting the initiatives of the Ministry as well tourist destinations and products of the country		5. Public/Media exposure (can be gauged through search results in Google post event) 6. Total tourists numbers, length of stay and Tourists spend 7. Yield Analysis-Ratio of tourists arrivals to promotional budget of the destination and Ratio of tourist revenues and promotional budget at the destination
	Production of Tourism Promotional Material, including maps, brochures, posters, etc	1. Reach and impact 2. Inquiry levels 3. Tourists numbers, length of stay and tourists spend	
	Support to events organized by the private sector at the national / international level, which have potential for promoting tourism to / within the country	1. Extent of support in terms of number of events and number of beneficiaries 2. Excitement generated by the event in general and for Indian tourism (press coverage-Google entries)	
	Promotion of Niche Tourism Products like Golf, Polo, Wellness, etc	1. Reach, impact 2. Tourists numbers, length of stay and, Tourists spend (trend over previous year) at the destinations promoted	
	Participation in major travel fairs in the country such as SATTE, GITB, KTM, TTF, etc	1. Footsteps at the stall 2. Business inquiries generated	
	Promotional campaigns on	1. Reach and impact	

		“Campaign Clean India		
Promotional activities undertaken in collaboration with States/ Union Territories	Providing Central Financial Assistance for Production of Publicity Material	1. Use of CFA by state governments 2. Reach and Impact of publicity material, advertising and film tourism		
	Providing Central Financial Assistance for Advertising in Print Media			
	Providing Central Financial Assistance for Promotion of Film Tourism (new guidelines formulated)			
Promotional activities undertaken in collaboration with Stakeholders	Financial support for Tourism and Tourism Related Events organized by leading Commerce, Industry and Trade Organizations/ Associations in the country, such as CII, FICCI, ASSOCHAM, etc.	1. Number of events and beneficiaries 2. Footsteps in the events 3. Public exposure of events		
	Financial assistance to Tourism, Travel and Hospitality Associations for their events organized in	1. Number of events and beneficiaries 2. Footsteps in the events 3. Public exposure of events		



		India.		
		Financial support to approved service providers for participation in Travel Marts and Conventions, with the objective of promoting tourism within the country, under the Marketing Development Assistance (MDA) Scheme.	1. Number of events and beneficiaries 2. Exposure generated through participation 3. Experience of service providers regarding impact	

2.2.2 Evaluation Tools Matrix (ETM)

Table 10: Evaluation Tools Matrix (ETM)

S. No	Evaluation Tools (ET)	Output Expected	Data Sources
1.	Tracking and Conversion survey of target markets	Change in nature / level of demand	Through continuous survey in the target markets
	Detailed profile of visitors	Response of particular market segments	
	Motivation data (to monitor change in awareness, interests, preferences, intentions among target markets)	Impact of different promotion strategies	
	Data on places visited	Enables programs to be evaluated in terms of market share	
	Expenditure/duration of stay data	Assessment of programs in terms of market yield	
2.	Interception of actual visitors to know the impact of campaign relative to broader environmental factors	Impact of different promotional strategies	Through continuous surveys at the destination
3.	Inquiry levels of tourists (from govt as well as other operators)	To gauge the areas in which tourists express interest and desire to get	Data to be compiled for different promotional measures and



	engaged in promotion)	additional information/or more information need to be given through promotion	private and state governments getting financial support are to maintain this data
4.	Footsteps in events	To gauge the exposure to event	From event organizers who are financially supported
5.	Media/ Public exposure	To gauge the exposure of event	Google search entries of the event (to be provided by event organizer after the event)
6.	Tourists numbers, length of stay and tourist spend	To know the market yield of promotion	Through data collection exercise of domestic tourism
7.	Yield Analysis <ul style="list-style-type: none"> • Ratio of tourists arrivals to promotional budget of the destination • Ratio of tourist revenues and promotional budget at the destination 	To know the impact of money spent on promotion	Through data collection exercise of domestic tourism

2.3 Sources of Data

The data for the study to be used in the evaluation matrix was collected from the following sources:

2.3.1 Literature Survey

An extensive review of available secondary documents / literatures was undertaken mainly from the following sources:

- Relevant documents from the media houses, publication divisions of private and public sector, published academic reports and research papers.
- Published reports of United Nation World Tourism (UNWTO); Ministry of Tourism (MoT), Govt. of India; State Tourism Departments.
- The promotional literature published and funded under the scheme by Ministry of Tourism (MoT), Govt. of India.
- Unpublished file data records from Ministry of Tourism (MoT), Govt. of India.
- Literature or present trends in international and national tourism markets.

2.3.2 Primary Survey

The primary data was collected from five regions of the country i.e. North, West, South, East and North-Eastern states. Nine state capitals were chosen for contacting respondents: one North East



and two each from other regions. Seven categories of respondents were identified for contact. These included local residents who were also considered as potential tourists, tourist who were intercepted on tour, tourism service providers tourism planners, tourism departments of state governments represented through their heads and trade associations. After constant persuasions only six state tourism department and four trade associations provided the required information. The details of sample are given in the Table 11.

Table 11: Sample Size

S. No	Region	City	Local Residents	Tourist	Tourism Service Providers	Tourism Planners including Govt. Officials	Total	Tourism Dept. Head of the State Govt.	Trade Associations	Grand Total
1	North	Jammu / Srinagar	94	100	95	10	299	1	4	
2		Delhi	100	100	100	13	313			
3	South	Trivandrum	100	100	99	09	308	2		
4		Hyderabad	98	100	100	14	312			
5	West	Ahmadabad	100	100	100	08	308	1		
6		Mumbai	97	100	100	12	309			
7	East	Bhubaneswar	100	99	100	09	308	1		
8		Kolkata	97	100	100	05	302			
9	North-East	Guwahati	100	100	100	12	312	1		
Total			886	899	894	92	2771	6		4

2.4 Data Analysis Tools:

The primary and secondary data has been analyzed mostly by using the frequency percentage. The Structural Equation Model (SEM) represents the effectiveness of Ministry of Tourism's campaigns by taking different media vehicles like News Paper, TV, Radio, Magazine and Website.

Likewise, the statistical technique of Confirmatory Factor Analysis (CFA) through Analysis of Moment Structure (AMOS) has also been used to design a model to study the sample. For construct adequacy and discriminate validity of the test of effectiveness of different media and media vehicles in generating excitement in a tourism campaign, confirmatory factor analysis through AMOS was used to test whether the observed measures were associated with their respective constructs (Figure 2).



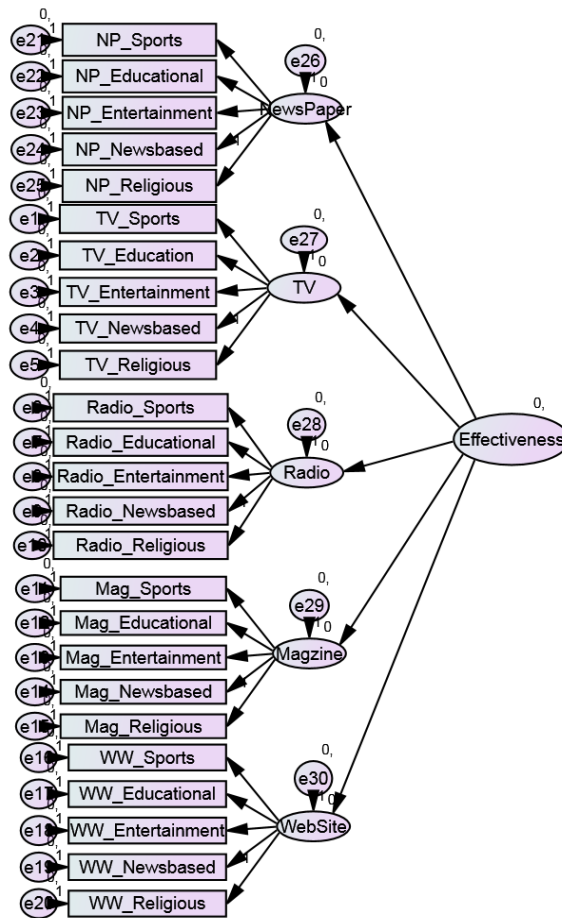


Figure 2: Confirmatory Factor Analysis (CFA) through Analysis of Moment Structures (AMOS)

The points related to the relevance of the model are explained below:

- Fit of the model was examined and verified in Figure 2, which indicates that each indicator loaded significantly with its intended construct.
- Then the discriminate validity of the test of effectiveness was assessed by testing model that constrain the association between latent constructs and using a chi-square test of the difference in fit between the model with unconstrained association.
- The model was tested, linking the constructs of different media and media vehicles in generating excitement in a tourism campaign.
- The detail of the media vehicles, constructs of media vehicles and model symbol is explained in the Table 12.

Table 12: Media Vehicles and their constructs with their symbols used in the model

S. No.	Media Vehicles	Constructs of Media Vehicles	Model Symbol*
1	Newspaper	Sports	e26
		Educational	
		Entertainment	
		News based	
		Religious	
2	TV (Television)	Sports	e27
		Educational	
		Entertainment	
		News based	
		Religious	
3	Radio	Sports	e28
		Educational	
		Entertainment	
		News based	
		Religious	
4	Magazine	Sports	e29
		Educational	
		Entertainment	
		News based	
		Religious	
5	Website	Sports	e30
		Educational	
		Entertainment	
		News based	
		Religious	

(*e21 to e30 deals with error variance i.e. error related to each variable for the factor)

- The outcome values of the model are shown in the Table 12.1 and Table 12.2

Table 12.1: Calculation of the degrees of freedom

Number of distinct sample moments:	387
Number of distinct parameters to be estimated:	67
Degrees of freedom (387 - 67)	320

Table 12.2: Values of Chi-square minimum (CMIN)

Model	NPAR	CMIN*
Default model	67	453.02

(*CMIN: The Likelihood ratio of Chi-square (minimum value of the discrepancy between the model and the data)



- Since the probability value was coming less than 0.001 which is significant at 1 percent level indicated that all the media vehicles are highly influencing the effectiveness the different media constructs.
- The comparative fitness index (CFI) = 0.9 was coming closure 1 which indicated good fit the model construct.
- According to studies of Browne and Codec (1993) and Hu and Bentler (1999), all the values of theorized factor model provided a reasonable fit to the data as given below:
 - ✓ Chi-square (Number of distinct sample moments = 387, N = 95, $p < .001$)
 - ✓ Chi-square Minimum (CMIN) = 453.02,
 - ✓ Comparative Fit Index (CFI) = .90,
 - ✓ Non-Normed Fit Index (NNFI) = .88,
 - ✓ Root Mean Square Error of Approximation (RMSEA) = .58
- After the analysis of all the values it was concluded that each item was loaded significantly with its intended construct. Hence the relationship between media vehicles and their relative construct are fit with each other. Therefore, these were used for the analysis of the campaigns and also for the analysis of the study.



CHAPTER 3

DPPH Schemes

- 3.1 Preferences for different sources of promotional information**
- 3.2 Awareness of different Campaigns of Ministry of Tourism**
- 3.3 Media sources of promotional campaigns of MoT & State Tourism Dept.**
- 3.4 Media sources of promotional campaigns of State Tourism Dept.**
- 3.5 Time Preference of important media**
- 3.6 Impact of campaigns of Ministry of Tourism**
- 3.7 Impact on the local tourist attractions**
- 3.8 Preference for visit of different tourism events / fairs & festivals**
- 3.9 Impact of different tourism events**
- 3.10 Impact of advertorials**
- 3.11 Inputs from Trade Associations**
- 3.12 Effectiveness of different media in generating excitement**
- 3.13 Financial support received from Ministry of Tourism, GoI**
- 3.14 Preferences / Choice of the stakeholders for different media**
- 3.15 Choice of Bill Board / Hoarding in the Airport / Railway Station**
- 3.16 Information from the State Tourism Departments**

The analysis of schemes of DPPH on the basis of primary data is as follows:

3.1 Preferences for different sources of promotional information

Local residents and tourists are exposed to many sources of information and often a combined impact is created. They might not distinguish impact of each yet will have priority for one over another. An analysis of different sources through which tours related information is often routed has been made to find the preference order. Respondents were asked to indicate each source as first second and third along with the source used during their last tour. The percent analysis and its graph representation are shown in Table 13 and Figure 3 respectively.



Table 13: Preferences for different sources of promotional information

Source of Promotional Information	*Local Residents				*Tourist			
	First Source	Second source	Third source	Source used during last tour	First Source	Second source	Third source	Source used during last tour
Travel Agency & Tour Operator	386.62%	163.42%	360.96%	19.66%	415.41%	158.86%	282.59%	19.87%
Publicity material of Ministry of Tourism / State Tourism	229.17%	508.93%	172.90%	21.31%	131.08%	520.00%	205.85%	18.40%
Website / Internet	329.32%	304.31%	277.71%	12.05%	401.85%	239.69%	213.39%	15.92%
Information Centre(s)	260.33%	565.66%	84.32%	7.00%	226.23%	329.76%	300.94%	6.25%
Advertisements in Printing Media	243.07%	339.68%	328.27%	5.41%	275.68%	268.26%	314.92%	6.66%
Advertisements in Electronic Media	202.27%	520.45%	188.53%	6.30%	325.12%	328.12%	205.62%	9.21%
Bill Board / Hoarding in the Airport / Railway Station	174.69%	494.58%	242.12%	18.70%	122.63%	428.93%	309.44%	14.66%
Friends / Relatives	562.00%	131.69%	217.31%	6.49%	388.16%	2841.93%	231.50%	6.10%
Any others, please specify	87.00%	62.00%	162.00%	3.09%	106.45%	188.41%	566.07%	2.93%

*Multiple Responses



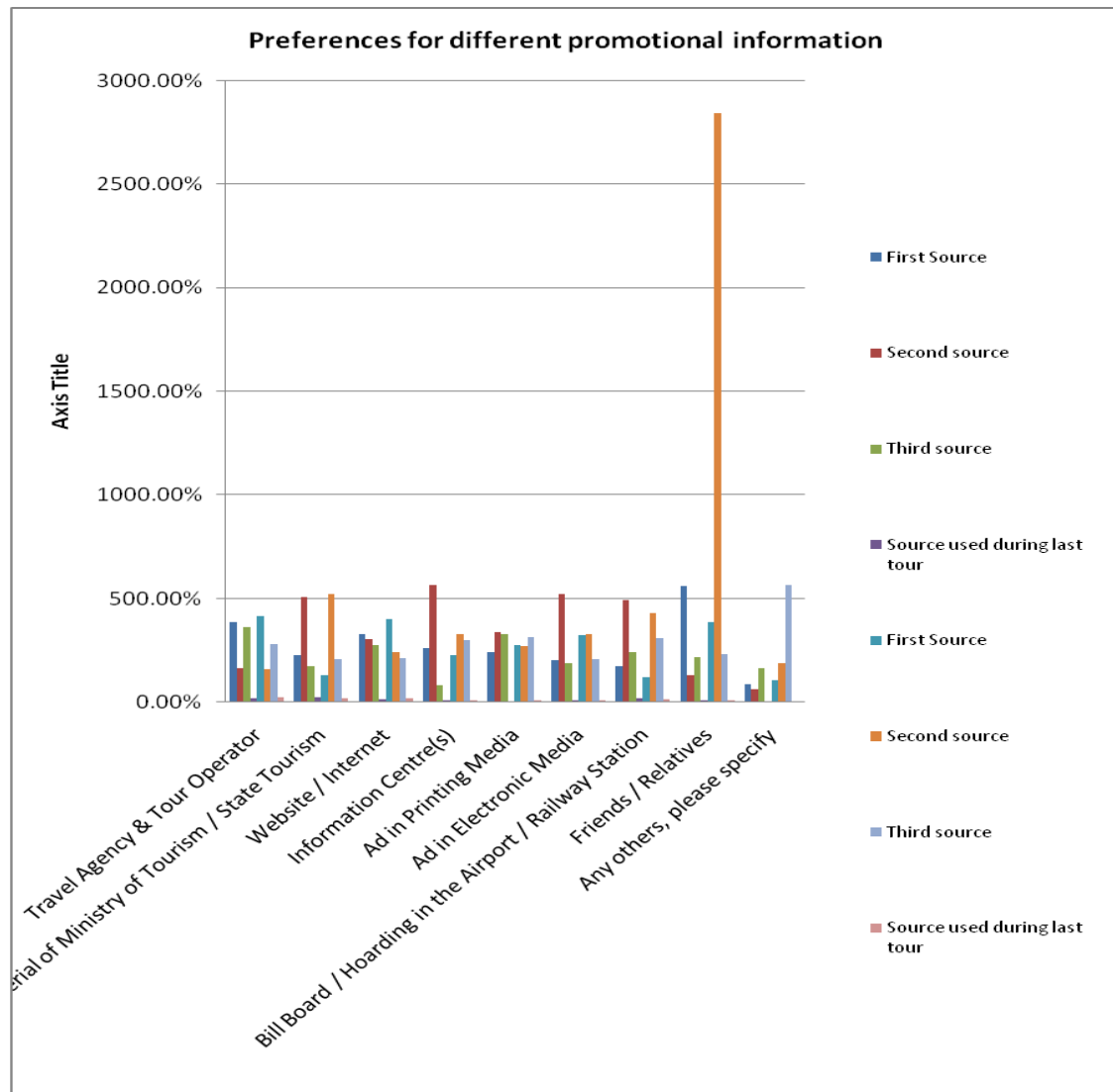


Figure 3: Preferences for different promotional information

From the above data, it emerges that

- For the **Local Residents**, **Friends / Relatives** are the major source of information for their tour while **Travel Agency and Tour Operator** along with **Website / Internet** are second and third sources of information. Moreover, **Publicity material of Ministry of Tourism / State Tourism** has been used as source for their last tour along with **Travel Agency / Tour Operator** and **Bill Board / Hoarding in the Airport / Railway Station** as second and third sources respectively.
- **Travel Agency and Tour Operator** is the common source that was used in the past and is still rated an important source of information.
- For **Tourist**, **Travel Agency / Tour Operator** is the major source while **Website / Internet** and **Friends / Relatives** are the second and third sources of information as their tour preferences. It is possible that intercepted tourists might have been on a packaged tour giving choice for travel agents.
- Travel agents and Friends/Relatives clearly emerge as important sources of information.



3.2 Awareness of different Campaigns of Ministry of Tourism

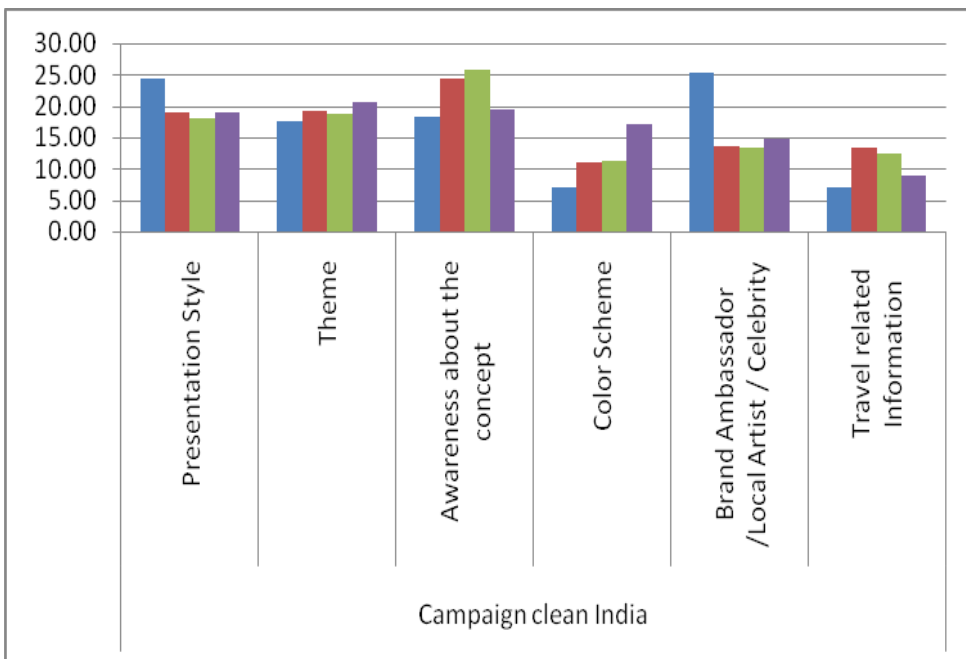
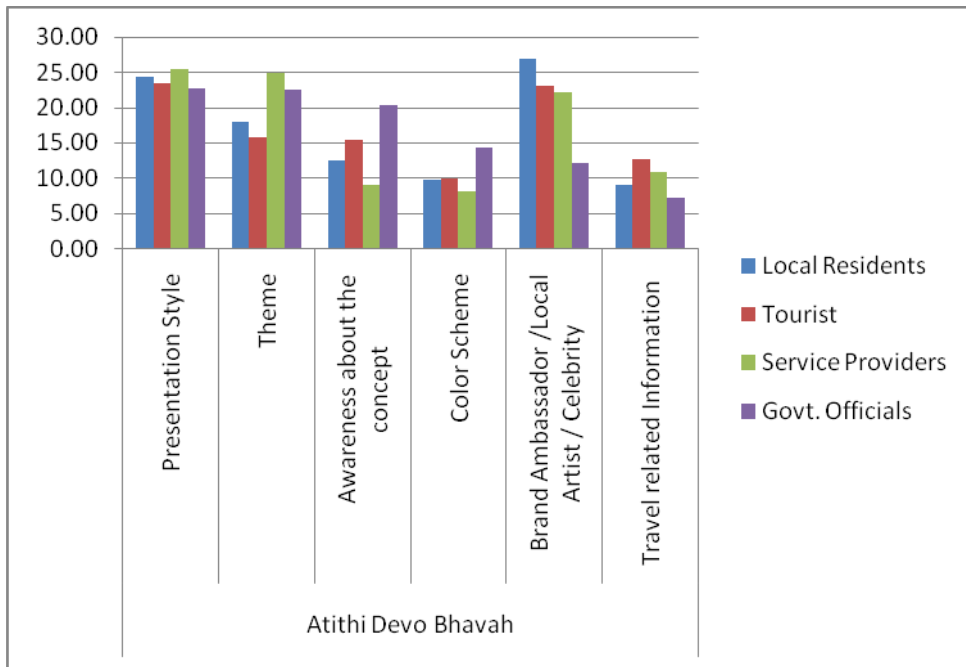
The awareness about different campaigns of tourism was assessed by simply asking direct questions to the respondents i.e. local residents, tourists, service providers and government officials. The responses depended only on their memory as it was a simple recall of theme of the campaign and no distinction was made between different copies of the theme run by Ministry of Tourism or the state governments. Each campaign was distributed into six generic elements of Presentation Style, Theme, awareness about the concept, Color Scheme, Brand Ambassador / Local Artist / Celebrity and Travel related Information to make respondent think before replying. The analysis is presented in Table 14 along with its graph in Figure 4.

Table 14: Awareness of different campaigns of Ministry of Tourism

Campaign	Parameters	Frequency (in percentage)			
		Local Residents	Tourist	Service Providers	Govt. Officials
Atithi Devo Bhavah	Presentation Style	24.24%	23.47%	25.43%	22.62%
	Theme	17.9%	15.72%	24.79%	22.52%
	Awareness about the concept	12.4%	15.29%	8.88%	20.32%
	Color Scheme	9.65%	9.94%	8%	14.28%
	Brand Ambassador /Local Artist / Celebrity	26.95%	23%	22.10%	12.10%
	Travel related Information	8.9%	12.60%	10.84%	7.14%
Campaign clean India	Presentation Style	24.46%	19.10%	18.15%	18.93%
	Theme	17.60%	19.12%	18.81%	20.71%
	Awareness about the concept	18.35%	24.40%	25.70%	19.52%
	Color Scheme	7.10%	11%	11.36%	17.15%
	Brand Ambassador /Local Artist / Celebrity	25.37%	13.50%	13.46%	14.80%
	Travel related Information	7.13%	13.37%	12.51%	8.87%
North Eastern States Campaign	Presentation Style	20.20%	18.60%	19.36%	21.60%
	Theme	18%	13.66%	18.19%	24%
	Awareness about the concept	27.55%	21.26%	16.10%	16%
	Color Scheme	12.50%	12.80%	16.31%	16.80%
	Brand Ambassador /Local Artist / Celebrity	10.76%	13.20%	10.91%	12%
	Travel related Information	11.22%	20.67%	19.13%	9.60%
Jammu and Kashmir Campaign	Presentation Style	19.47%	21%	18.50%	20%
	Theme	16.67%	13.95%	22.10%	17.80%
	Awareness about the	18.84%	18.20%	20.12%	18.90%



	concept				
	Color Scheme	14.33%	14.90%	12.90%	12.22%
	Brand Ambassador /Local Artist / Celebrity	17.29%	14.10%	11.60%	13.33%
	Travel related Information	13.40%	17.90%	15.30%	17.80%
Golf Tourism	Presentation Style	19.21%	17.90%	20.70%	20.25%
	Theme	15.63%	14.50%	16.82%	14%
	Awareness about the concept	18.30%	18.55%	16.63%	17.72%
	Color Scheme	17.81%	15.05%	16.24%	13.95%
	Brand Ambassador /Local Artist / Celebrity	16.10%	14.81%	16.82%	12.65%
	Travel related Information	13%	19.22%	12.76%	21.51%
Film Tourism	Presentation Style	20.28%	18.54%	18.70%	21.42%
	Theme	13%	15.81%	18.30%	21.42%
	Awareness about the concept	19.95%	17.63%	14.56%	17.14%
	Color Scheme	13.52%	12.62%	20.66%	14.30%
	Brand Ambassador /Local Artist / Celebrity	18.68%	15.61%	14.56%	8.57%
	Travel related Information	14.60%	19.77%	13.20%	17.14%
Wellness Tourism	Presentation Style	21.75%	15.52%	15.70%	20%
	Theme	18.46%	16.65%	18.10%	16.50%
	Awareness about the concept	17.21%	18.82%	18.50%	20%
	Color Scheme	9.10%	15.35%	17%	13%
	Brand Ambassador /Local Artist / Celebrity	18.95%	14.35%	17.50%	8.25%
	Travel related Information	14.55%	19.35%	13.35%	22.35%
Rural Tourism	Presentation Style	16.12%	17.20%	13.30%	23.10%
	Theme	16.56%	14.90%	18.61%	18.70%
	Awareness about the concept	17.60%	20.20%	15.30%	17.60%
	Color Scheme	14.65%	11.35%	17.90%	15.40%
	Brand Ambassador /Local Artist / Celebrity	14.79%	12.55%	13.90%	13.20%
	Travel related Information	20.30%	23.90%	21.10%	12.10%



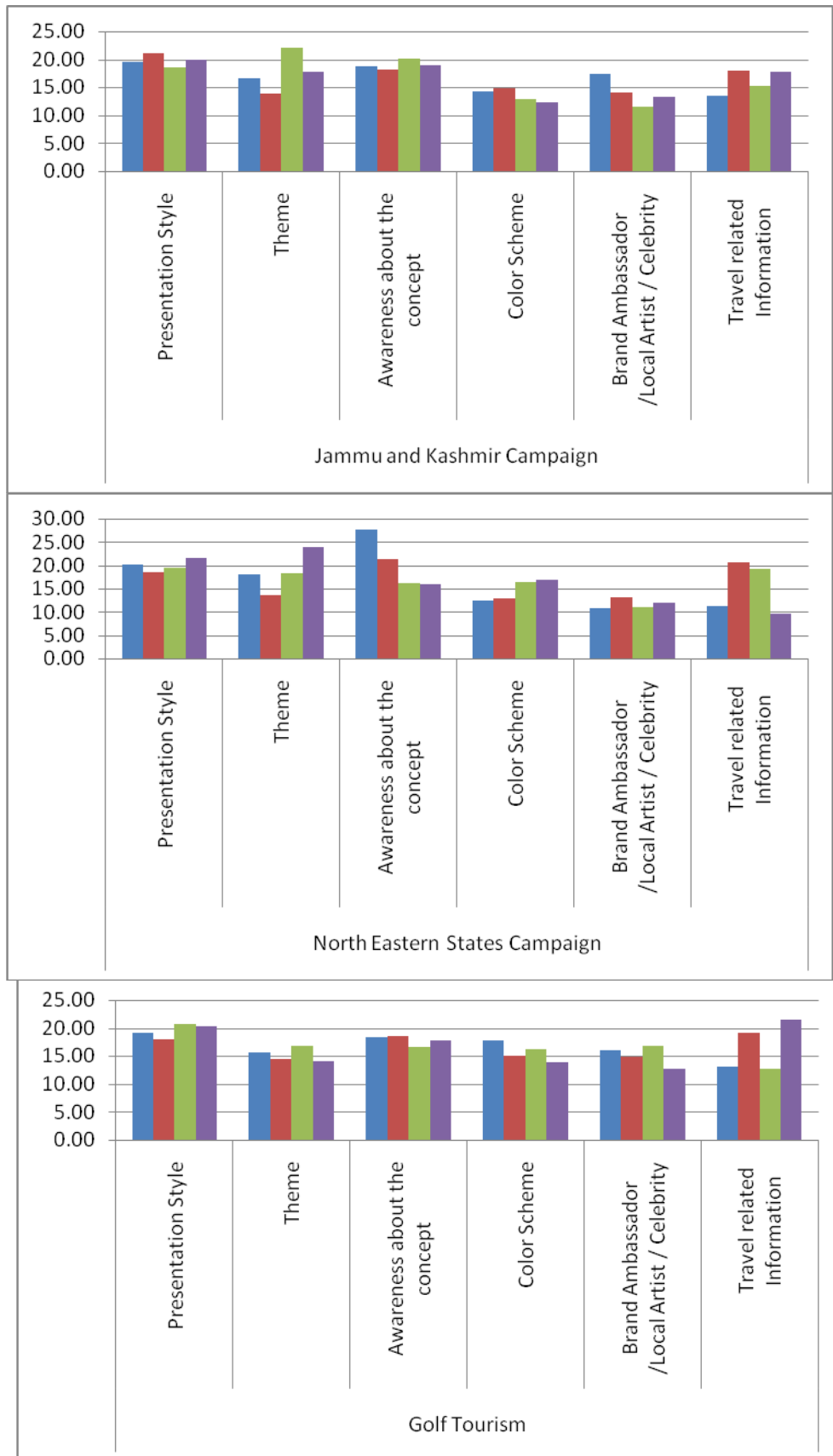


Figure 4: Awareness of different campaigns of Ministry of Tourism

- **Atithi Devo Bhavah campaign** was better known for its presentation style, theme and brand ambassador among all categories of respondents than for concept or travel related information.
- **Campaign clean India** scored high on presentation style, theme and awareness of concept
- **North Eastern States Campaign** was rated high on theme and awareness of the concept and by tourists and by service providers on tourism related information
- **Jammu and Kashmir Campaign** was preferred mainly for the presentation style by all categories except the service providers who were interested more in the theme of the campaign.
- In **Golf Tourism campaign**, both local residents and service providers rated high on the presentation style, where as tourists and Govt. officials were interested in the travel related information.
- **Film Tourism campaign** scored high on presentation style among local residents and Govt. officials and travel related information and the colour scheme among tourists and service providers.
- **Wellness Tourism** was better identified for the presentation style by the local residents, travel related information by the Govt. officials and tourists and for awareness of the concept by service providers.
- **Rural Tourism** was mostly liked for the travel related information by all categories except Govt. officials who preferred the presentation style in the campaign the most.

All campaigns were primarily recalled for theme and presentation style. It can be argued that these might have created initial awareness.

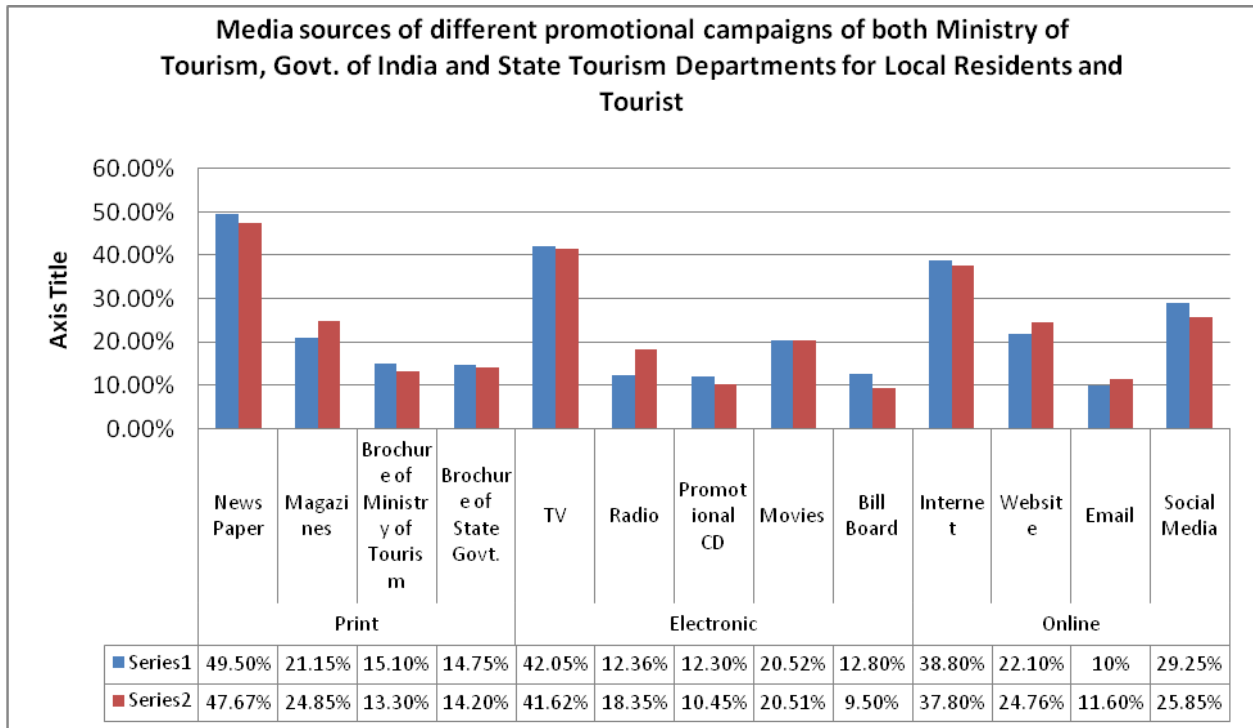
3.3 Media sources of different promotional campaigns of both Ministry of Tourism, Govt. of India and State Tourism Departments for Local Residents and Tourist

The effectiveness of the campaigns often depends upon the reach of the different media through which it is transmitted. Direct questions were asked regarding the source of the media from which the respondents got information about the different campaigns of the ministry of Tourism, categorizing the media into Print, Electronic and Online. The analysis and graphical representation of the same is depicted in Table 15 and Figure 5.



Table 15: Media sources of different promotional campaigns of both Ministry of Tourism, Govt. of India and State Tourism Departments for Local Residents and Tourist

Media Sources	Parameters	Local Residents	Tourist
Print	News Paper	49.50%	47.67%
	Magazines	21.15%	24.85%
	Brochure of Ministry of Tourism	15.10%	13.30%
	Brochure of State Govt.	14.75%	14.20%
Electronic	TV	42.05%	41.62%
	Radio	12.36%	18.35%
	Promotional CD	12.30%	10.45%
	Movies	20.52%	20.51%
	Bill Board	12.80%	9.50%
Online	Internet	38.80%	37.80%
	Website	22.10%	24.76%
	Email	10%	11.60%
	Social Media	29.25%	25.85%



**Series 1: Local Residents, Series 2: Tourists*

Figure 5: Media sources of different promotional campaigns of both Ministry of Tourism, Govt. of India and State Tourism Departments for Local Residents and Tourist

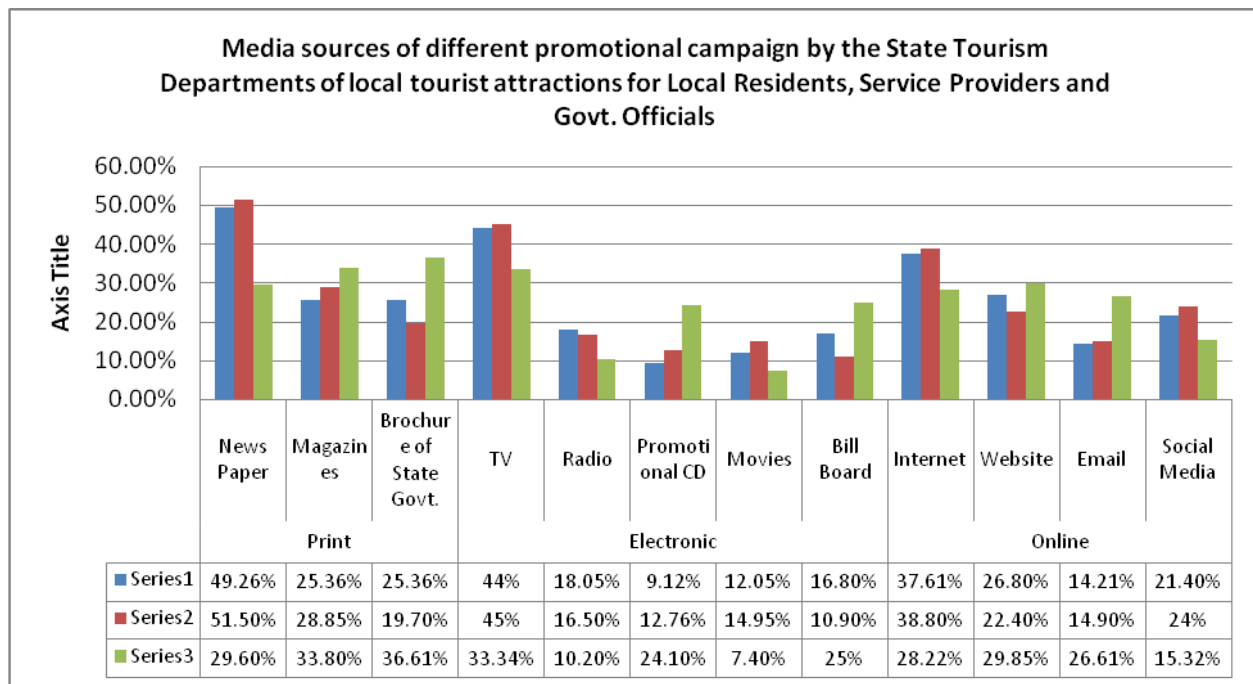
Among the **Print media**, **Newspaper** is found to having the maximum reach among all the different categories of respondents. In case of **Electronic media**, majority preferred **Television** and **Internet** is the major source of the **Online media**.

3.4 Media sources of different promotional campaign by the State Tourism Departments of local tourist attractions for Local Residents, Service Providers and Govt. Officials

State tourism Departments undertake specific media campaigns so as to promote local tourist destinations, attractions, festivals etc. These are done through the different print, electronic and online media. The direct questions were asked to assess the effectiveness of each one of the media sources in providing information about the campaign. The results are analyzed and graphically represented in Table 16 and Figure 6.

Table 16: Media sources of different promotional campaign by the State Tourism Departments of local tourist attractions for Local Residents, Service Providers and Govt. Officials

Media Sources	Parameters	Local Residents	Service Providers	Govt. Officials
Print	News Paper	49.26%	51.50%	29.60%
	Magazines	25.36%	28.85%	33.80%
	Brochure of State Govt.	25.36%	19.70%	36.61%
Electronic	TV	44%	45%	33.34%
	Radio	18.05%	16.50%	10.20%
	Promotional CD	9.12%	12.76%	24.10%
	Movies	12.05%	14.95%	7.40%
	Bill Board	16.80%	10.90%	25%
Online	Internet	37.61%	38.80%	28.22%
	Website	26.80%	22.40%	29.85%
	Email	14.21%	14.90%	26.61%
	Social Media	21.40%	24%	15.32%



**Series 1: Local Residents, Series 2: Service Providers, Series 3: Govt. Officials

Figure 6: Media sources of different promotional campaign by the State Tourism Departments of local tourist attractions for Local Residents, Service Providers and Govt. Officials

The source of information from **Print media** about the campaigns for local tourist attractions by state governments / tourism departments are mainly by **Newspaper** in the case of local residents and service providers. Among Govt. officials majority got the information from **State Govt. Brochures**. In the **Electronic media**, **Television** and Internet is considered as the major source of **Online media**.

3.5 Time Preference of important media

The campaigns of the ministry of tourism are done through different media, targeting the specific markets and for creating awareness about the destinations, importance of tourism, cleanliness etc. But people prefer different media at different times based on their job nature, personal likings, leisure time etc. Assessing the preference of different category of people to watch the various media tools in forenoon, afternoon or evenings was done through this question and the results are analyzed and represented graphically in Table 17 and Figure 7.

Table 17: Time Preference of important media vehicles

Media	Time of exposure	Local Residents	Tourist
TV	Forenoon	33.12%	27.31%
	Afternoon	27.55%	15.30%
	Evening/Night	39.31%	57.40%
Radio	Forenoon	36.30%	29.70%
	Afternoon	30.52%	42.30%
	Evening/Night	33.20%	28%



Magazines	Forenoon	22.60%	21.70%
	Afternoon	26.20%	34.30%
	Evening/Night	51.20%	44.05%
News Paper	Forenoon	54.85%	69.40%
	Afternoon	22.65%	10.05%
	Evening/Night	22.52%	20.60%
Website	Forenoon	26.81%	18.60%
	Afternoon	29.91%	27.05%
	Evening/Night	43.30%	54.40%

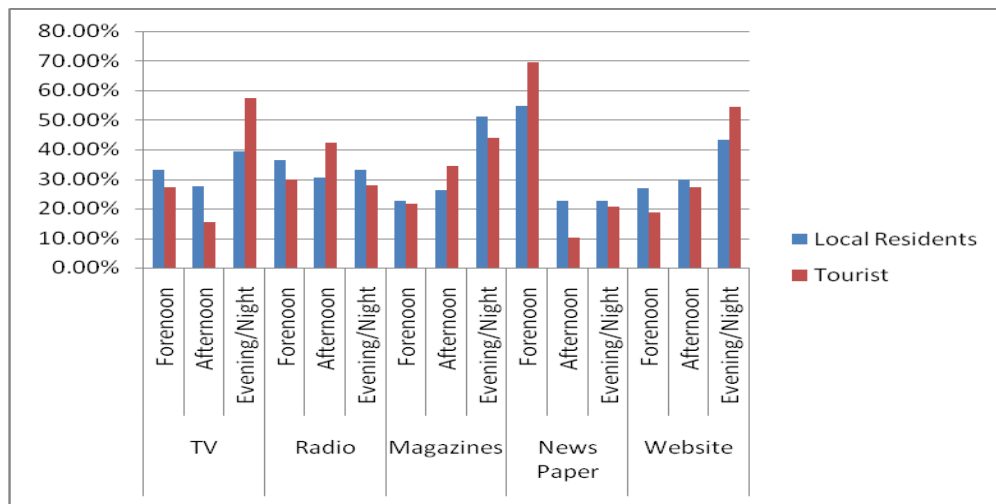


Figure 7: Time Preference of important media vehicles

Majority prefer to watch **television** during evening / night where as they hear **radio** in the forenoon and afternoon. They read **Magazines** mostly in the evening / night while **newspaper** in the forenoon and browse the **websites** mainly in the evenings / night.

3.6 Impact of campaigns of Ministry of Tourism on Local Residents and Tourist

The perceptions of the local residents and tourists regarding the impacts created by the campaigns of the Ministry of Tourism are assessed on the different parameters identified as mentioned in Table 18 and the analysis are shown in the Figure 8.

Table 18: Impact of campaigns of Ministry of Tourism on Local Residents and Tourist

Particulars	Criteria	Local Residents	Tourist
Importance of Tourism	Increased	52.81%	58.60%
	Somewhat increased	19.75%	28.95%
	Can't say	27.45%	12.50%
Increase in Tourist Arrival	Increased	42.62%	42.41%
	Somewhat increased	32.30%	42.55%
	Can't say	25.10%	15.05%



Knowledge of Tourist Place	Increased	42.05%	39.20%
	Somewhat increased	35.45%	38.82%
	Can't say	22.51%	22%
Awareness on Hospitality	Increased	43.45%	28.45%
	Somewhat increased	32.25%	43.42%
	Can't say	24.30%	28.12%
Income Generation	Increased	52.10%	45.20%
	Somewhat increased	27.70%	31.60%
	Can't say	20.20%	23.21%
Cleanliness of Tourism Attractions	Increased	32.80%	25.55%
	Somewhat increased	43.60%	34.51%
	Can't say	23.65%	39.95%

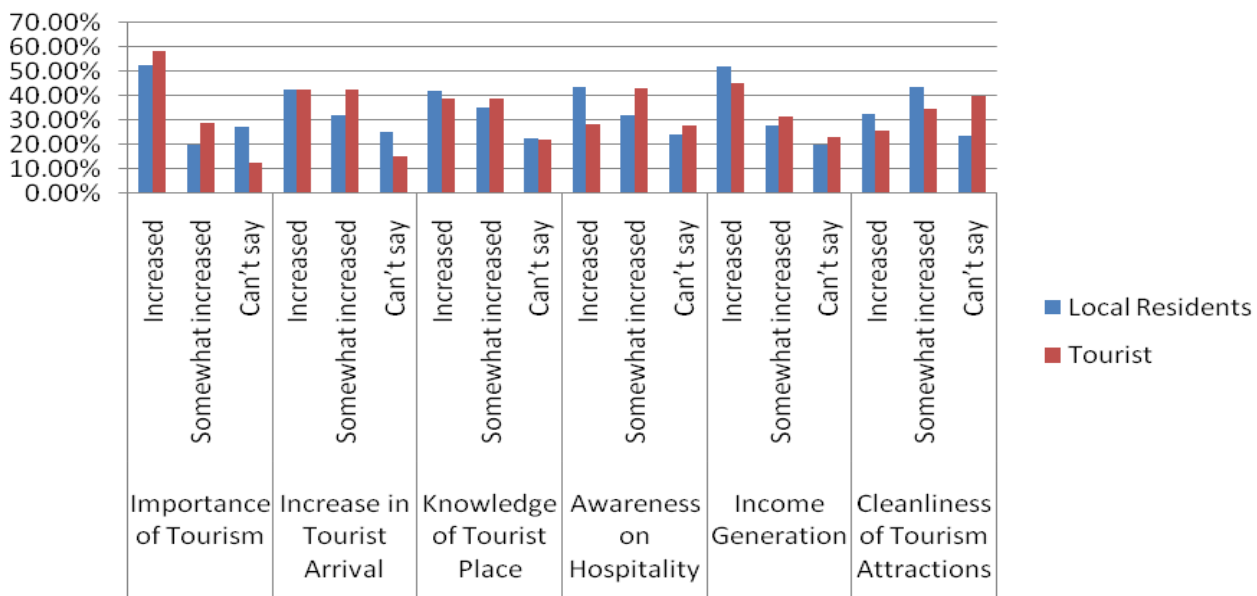


Figure 8: Impact of campaigns of Ministry of Tourism on Local Residents and Tourist

The opinion of the **Local residents** is that all the campaigns have positive impact on all the parameters except the cleanliness of tourism attractions. **Tourists** told that the importance of tourism is increased through all these campaigns.

According to the overall responses, all the campaigns have contributed **82.11%** towards increase the **importance of tourism**, **74.70%** to **increase in income**, **63.83%** to increase in **tourist arrival**, **61.65%** to increase the **knowledge of tourist place**, **57.68%** towards **awareness on the hospitality** and **45.58%** in **cleanliness of tourism attractions**.



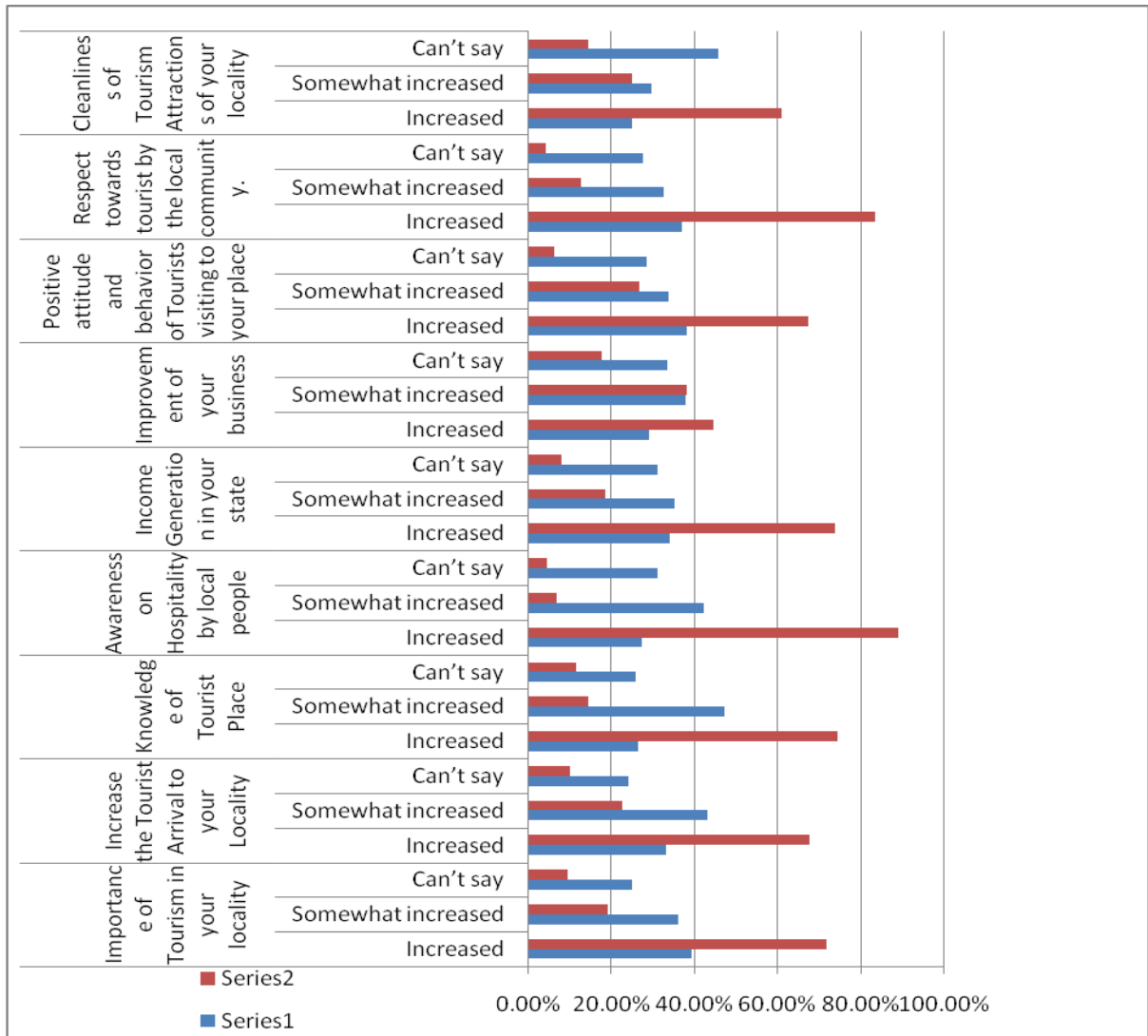
3.7 Impact on the local tourist attractions due to different awareness campaigns on Ministry of Tourism and State Tourism Departments

Service providers and Govt. officials were asked questions regarding the scale of increase perceived in certain factors like importance of tourism, awareness on hospitality, income generation etc. as a result of the awareness campaigns by the Ministry of Tourism. The percent analysis is given in Table 19 and the graphical representation in Figure 9.

Table 19: Impact on the local tourist attractions due to different awareness campaigns of Ministry of Tourism and State Tourism Departments

Particulars	Medium	Service Providers	Govt. Officials
Importance of Tourism in your locality	Increased	39.20%	71.70%
	Somewhat increased	35.90%	18.90%
	Can't say	25%	9.45%
Increase the Tourist Arrival to your Locality	Increased	32.90%	67.50%
	Somewhat increased	43.11%	22.50%
	Can't say	24.01%	10%
Knowledge of Tourist Place	Increased	26.30%	74.30%
	Somewhat increased	47.15%	14.30%
	Can't say	25.60%	11.42%
Awareness on Hospitality by local people	Increased	27.12%	88.89%
	Somewhat increased	42%	6.67%
	Can't say	31%	4.45%
Income Generation in your state	Increased	34.05%	73.65%
	Somewhat increased	35%	18.45%
	Can't say	31%	7.90%
Improvement of your business	Increased	29%	44.45%
	Somewhat increased	37.80%	38.10%
	Can't say	33.25%	17.50%
Positive attitude and behavior of Tourists visiting to your place	Increased	38.10%	67.35%
	Somewhat increased	33.50%	26.55%
	Can't say	28.45%	6.12%
Respect towards tourist by the local community.	Increased	36.90%	83.35%
	Somewhat increased	32.60%	12.50%
	Can't say	27.50%	4.20%
Cleanliness of Tourism Attractions of your locality	Increased	24.95%	60.75%
	Somewhat increased	29.45%	25%
	Can't say	45.62%	14.30%





****Series 1: Service Providers, Series 2: Govt. Officials**

Figure 9: Impact on the local tourist attractions due to different awareness campaigns of Ministry of Tourism and State Tourism Departments

Govt. officials are opined that there is an **increase** on all the given parameters due to the promotional campaigns. **Service providers** are of the opinion that the **importance of tourism in the locality** have increased due to the different campaigns.

According to the responses, all the campaigns have contributed significantly. **78.57%** respondents agreed that due to the different campaigns the **respect towards tourist by the local community** has increased. **75.05%** agreed that the **importance of tourism in the locality**, **71.77%** towards the **positive attitude and behavior to tourists**, **71.56%** to the **awareness on hospitality by local people**, **70.87%** to the **income generation**, **66.65%** towards **tourist arrival**, **63.45%** increased in the **knowledge of tourist place**, **55.32%** towards the **cleanliness of tourism attractions** and **51.22%** towards the **importance of tourism in the locality** has increased.

3.8 Preference for visit of different tourism events / fairs and festivals

People differ in their inclination to visit various fairs and festivals owing to many reasons which could be both personal and professional. Preferences of the different categories of respondents in visiting various types of fairs and festivals were assessed in this question and the data is analyzed in Table 20 and depicted graphically in Figure 10.

Table 20: Preference for visit of different tourism events / fairs and festivals

Types of Tourism Events / Fairs	Local Residents	Tourists	Service Providers	Govt. Officials
Trade Fair	18.98%	14.75%	15.75%	26.18%
Dance Festival	23.45%	16.80%	14.60%	21.47%
Handicraft Fairs	22.46%	23.72%	26.52%	16.75%
Traditional Festivals	12.10%	17.12%	14.53%	16.23%
Religious Festivals	10.79%	19.01%	15.35%	10.99%
Conventions of Tourism Associations	6.08%	6.39%	9.80%	
Any other	6.14%	2.21%	3.50%	8.38%

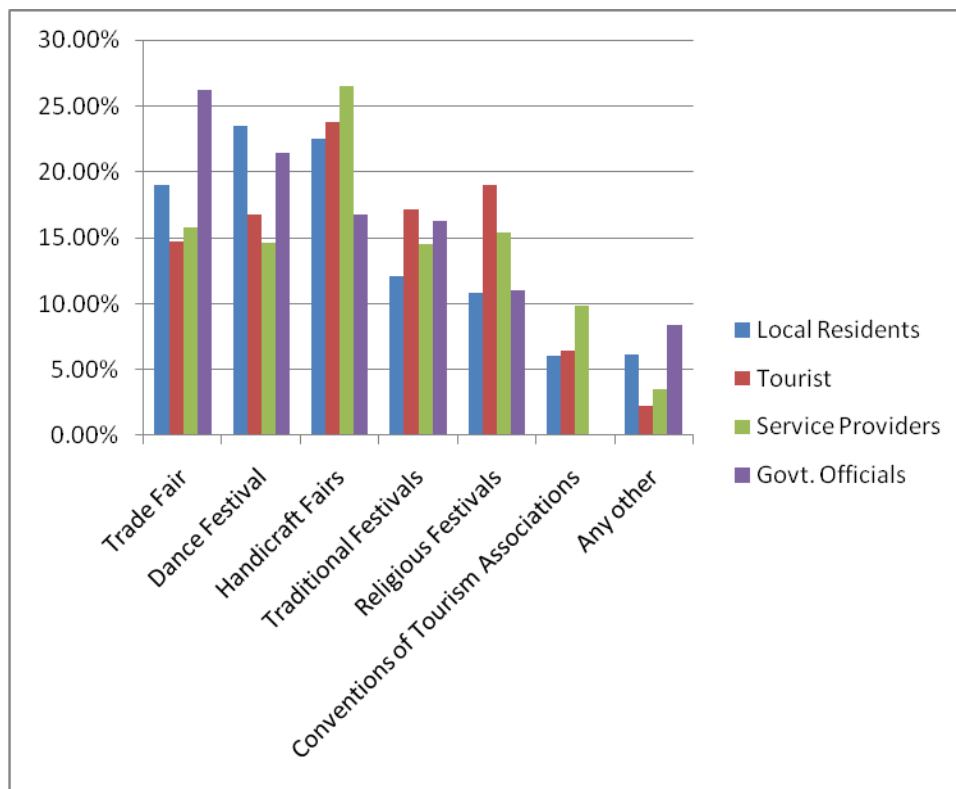


Figure 10: Preference for visit of different tourism events / fairs and festivals

Govt. officials are interested in visiting **trade fairs** followed by **dance festivals**. In case of **tourists** and **service providers**, visit to **handicraft fairs** is the first preference followed by **trade fairs**. **Local residents** like to visit **dance festivals** followed by **handicraft fairs**.



3.9 Impact of different tourism events

Here, the opinion of the trade associations regarding the impacts of different tourism events were evaluated based on the degree of increase they perceive on selected five parameters such as Increase the Tourist Arrival to the country, Enrich the knowledge of Tourist attractions of the country, Preserve the cultural heritage of the country, Income Generation in the country and Showcase the tourism products of the country. Table 21 gives the analysis and it is graphically represented in Figure 11.

Table 21: Impact of different tourism events

Parameters	Responses	Trade Associations
Increase the Tourist Arrival to the country	Increased	33.34%
	Somewhat increased	66.67%
Enrich the knowledge of Tourist attractions of the country	Increased	66.67%
	Somewhat increased	33.34%
Preserve the cultural heritage of the country	Increased	66.67%
	Somewhat increased	33.34%
Income Generation in the country	Increased	66.67%
	Somewhat increased	33.34%
	Can't say	0
Showcase the tourism products of the country	Increased	66.67%
	Somewhat increased	33.34%

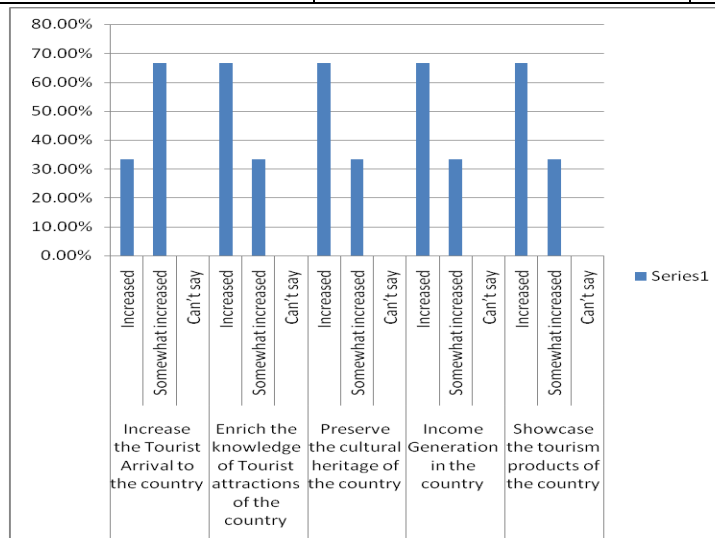


Figure 11: Impact of different tourism events

Two third among the trade associations responded that tourism related different events help to **increase** the knowledge of tourist attractions of the country, preserve the cultural heritage, generate income and showcase the tourism products of the country.



3.10 Impact of advertorials

The impact and role of advertorials in developing the tourism in the country is assessed through this query by identifying five parameters as mentioned in the Table 22, based on which the different category of respondents were given the choice to reply. Figure 12 depicts the data in graphical form.

Table 22: Impact of advertorials

Parameters	Local Residents	Tourists	Service Providers	Govt. Officials
It helps to enrich the knowledge of tourism resources of the country	30.19%	28.00%	25.90%	30.32%
It provides information's about different initiatives of Ministry of Tourism	26.82%	19.99%	21.30%	26.45%
It create an awareness regarding different tourism projects among the people of the country	19.14%	19.23%	22.40%	21.29%
It motivates to visit the destinations	17.91%	26.24%	22%	16.77%
Any other	5.94%	6.54%	8.50%	5.16%

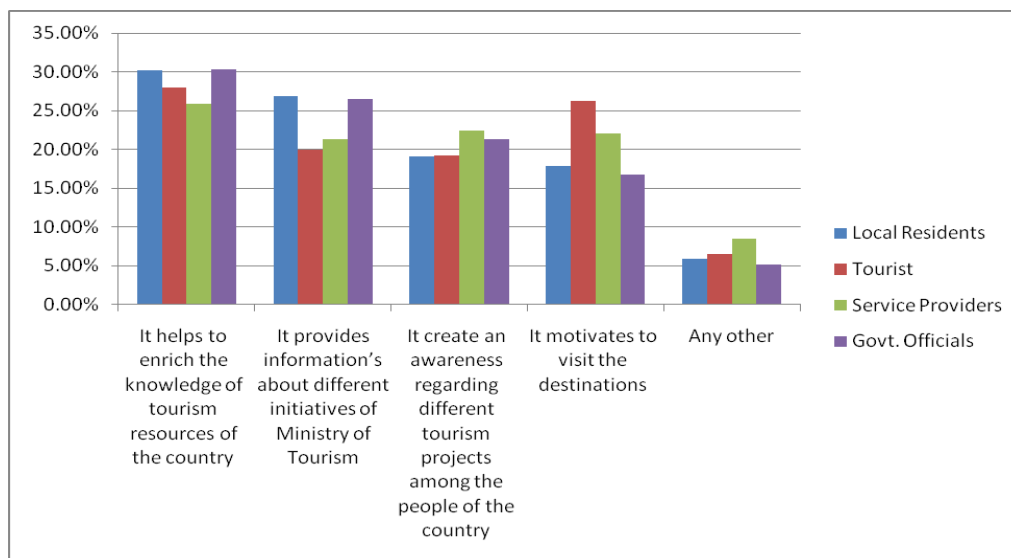


Figure 12: Impact of advertorials

The analysis in Table 22 depicts that advertorials helps to enrich the knowledge of tourism resources of the country.

3.11 Inputs from Trade Associations related to the impact of advertorials for the promotion of tourism in the country

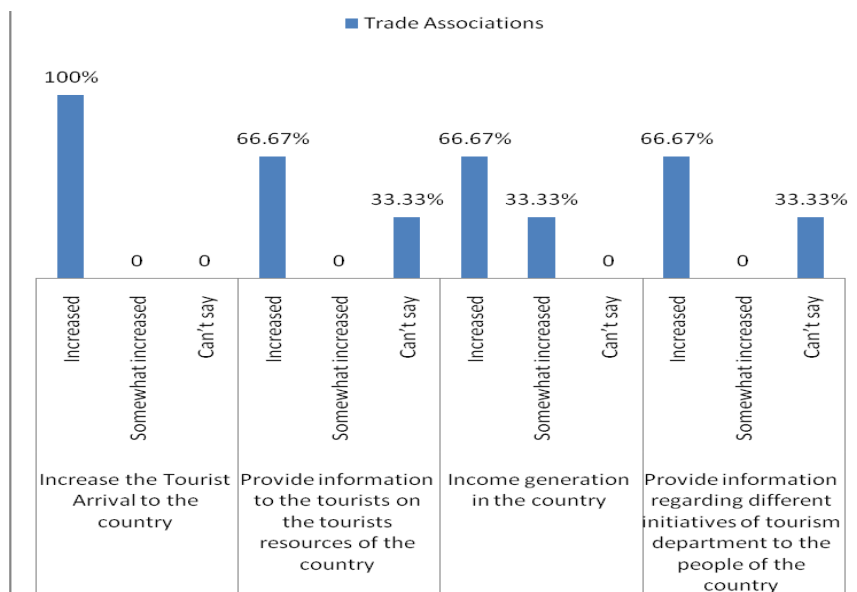
The impact of advertorials in the promotion of tourism with different parameters was collected from the trade associations. The analysis and graphical representation is there in Table 23 and Figure 13.



Table 23: Inputs from Trade Associations related to the impact of advertorials for the promotion of tourism in the country and state data

Factors	Parameters	Trade Associations
Increase the Tourist Arrival to the country	Increased	100%
	Somewhat increased	0
	Can't say	0
Provide information to the tourists on the tourists resources of the country	Increased	66.67%
	Somewhat increased	0
	Can't say	33.33%
Income generation in the country*	Increased	66.67%
	Somewhat increased	33.33%
	Can't say	0
Provide information regarding different initiatives of tourism department to the people of the country	Increased	66.67%
	Somewhat increased	0
	Can't say	33.33%

*Indirect Impact

**Figure 13: Inputs from Trade Associations related to the impact of advertorials for the promotion of tourism in the country and state data**

All the trade associations told that the tourist arrivals has **increased** towards the country as a result of the advertorials.



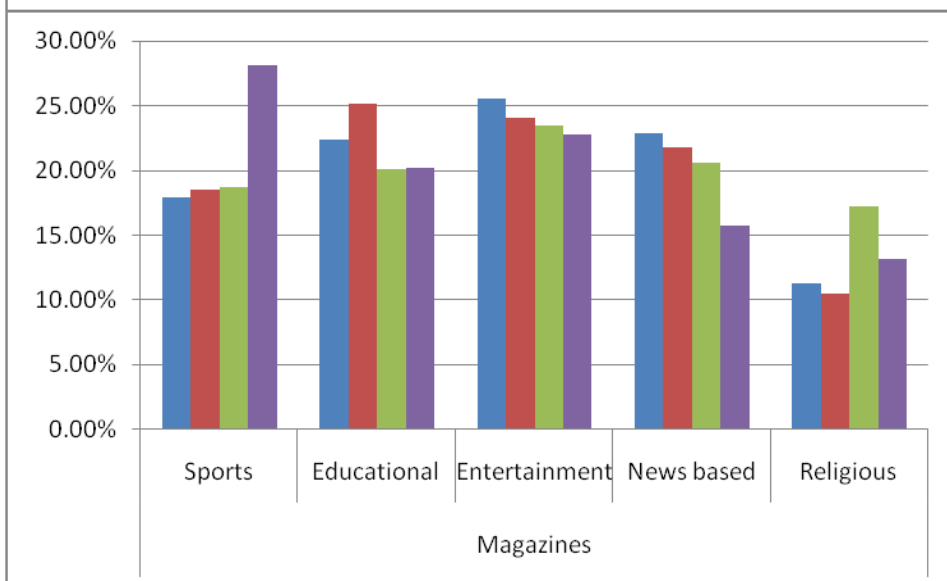
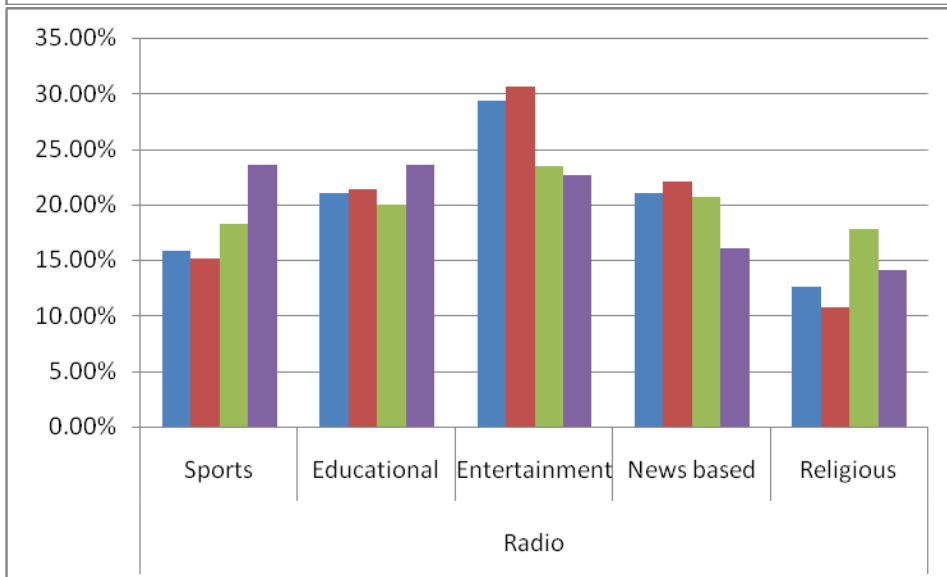
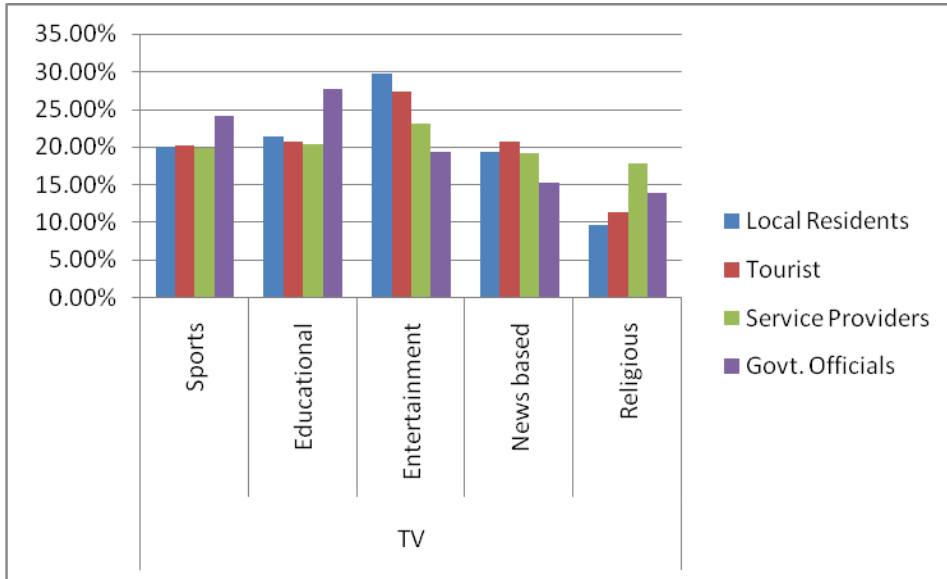
3.12 Effectiveness of different media and media vehicles in generating excitement in a tourism campaign

People have preferences for different media based on their likings and give different weights to the same campaign if coming through different media and media vehicle. This question tries to identify the media likings of different categories of people about tourism campaigns. The data is analyzed in Table 24 and represented graphically in Figure 14.

Table 24: Effectiveness of different media and media vehicles in generating excitement in a tourism campaign

Media	Medium	Local Residents	Tourist	Service Providers	Govt. Officials
TV	Sports	20.05%	20.07%	19.76%	24.14%
	Educational	21.26%	20.62%	20.30%	27.59%
	Entertainment	29.68%	27.37%	23%	19.31%
	News based	19.36%	20.70%	19.20%	15.17%
	Religious	9.62%	11.21%	17.81%	13.79%
Radio	Sports	15.86%	15.18%	18.30%	23.58%
	Educational	21.08%	21.38%	19.95%	23.58%
	Entertainment	29.33%	30.64%	23.40%	22.64%
	News based	21.08%	22.03%	20.70%	16.04%
	Religious	12.63%	10.74%	17.75%	14.15%
Magazines	Sports	17.90%	18.52%	18.75%	28.07%
	Educational	22.40%	25.14%	20.05%	20.18%
	Entertainment	25.50%	24.08%	23.45%	22.81%
	News based	22.88%	21.78%	20.55%	15.79%
	Religious	11.30%	10.46%	17.25%	13.16%
News paper	Sports	16.67%	19.03%	19.80%	23.94%
	Educational	23.24%	22.70%	20.10%	21.83%
	Entertainment	22.70%	20.17%	19.75%	21.13%
	News based	26.59%	25.67%	20.55%	19.01%
	Religious	10.78%	12.40%	19.82%	14.08%
Website	Sports	16.23%	15.99%	18.90%	22.79%
	Educational	22.01%	21.93%	20.25%	19.12%
	Entertainment	28.51%	26.34%	21.20%	25.00%
	News based	21.52%	22.23%	22.45%	19.12%
	Religious	11.71%	13.50%	17.25%	13.97%





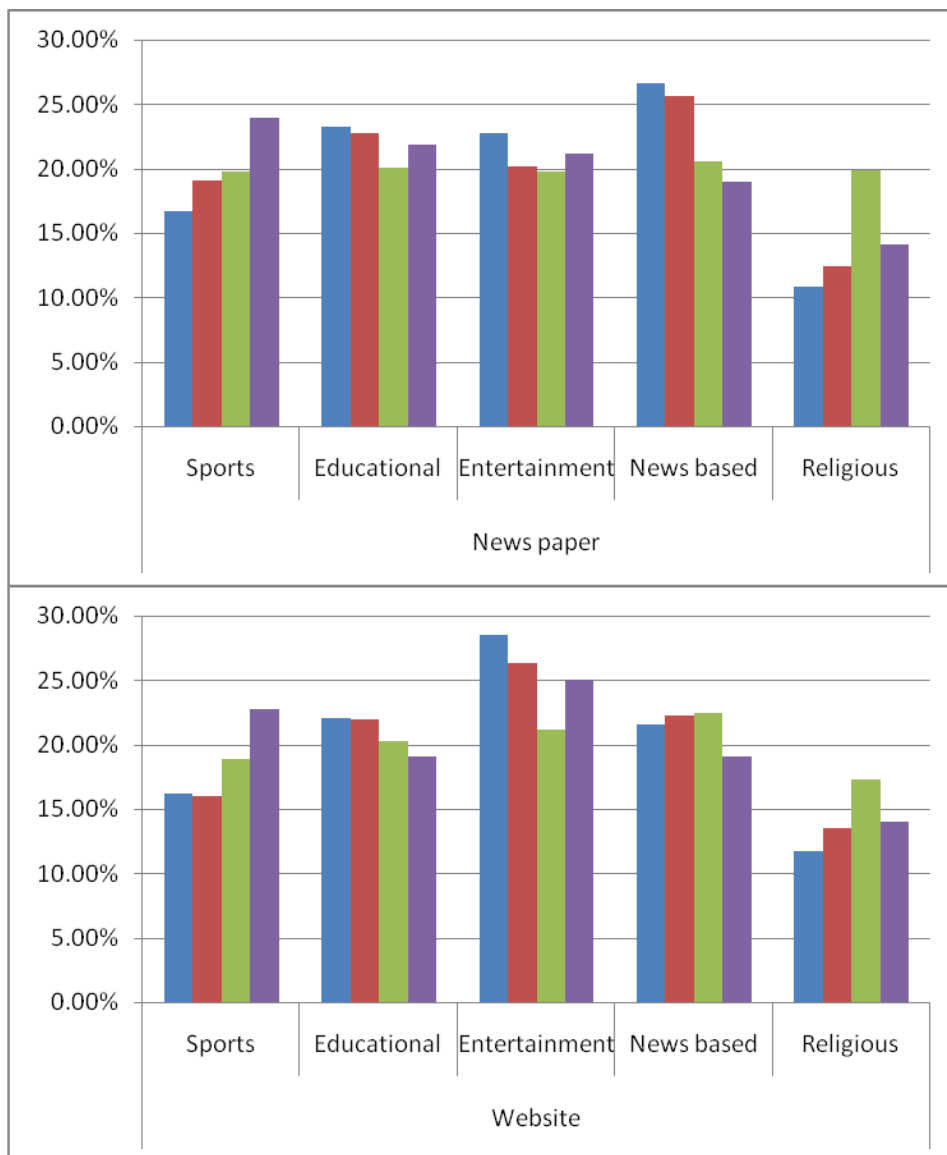


Figure 14: Effectiveness of different media and media vehicles in generating excitement in a tourism campaign

Table 24.1 is showing the combined percentage and analysis of effectiveness of all the media like Television, Radio, Magazines, Newspaper and Website and the preferences the type of media vehicles like Entertainment, Educational, Sports, News based and Religious in generating the excitement in a tourism campaign

Table 24.1: Combined Percentage of Effectiveness of different media and media vehicles in generating excitement in a tourism campaign

Media	Medium	Percentage
TV	Entertainment	99.36%
	Educational	89.77%
	Sports	84.02%
	News based	74.43%

	Religious	52.43%
Radio	Entertainment	106.01%
	Educational	85.99%
	News based	79.85%
	Sports	72.92%
	Religious	55.27%
Magazines	Entertainment	95.84%
	Educational	87.77%
	Sports	83.24%
	News based	81.00%
	Religious	52.17%
News paper	News based	91.82%
	Educational	87.87%
	Entertainment	83.75%
	Sports	79.44%
	Religious	57.08%
Website	Entertainment	101.05%
	News based	85.32%
	Educational	83.31%
	Sports	73.91%
	Religious	56.43%

As depicted in Table 17.1, the **Entertainment** medium is having the maximum preferences from Television, Radio, Magazine and Website while **Educational** medium having the second preferences for majority of the medias.

3.13 Financial support received from Ministry of Tourism, Govt. of India to Trade Associations

Table 25 depicting that **all the trade associations are receiving** the financial assistance from Ministry of Tourism, Govt. of India.

Table 25: Financial support received from Ministry of Tourism, Govt. of India to Trade Associations

Status	Yes	No
Financial assistance received by the Trade Associations	100%	-



3.14 Preferences / Choice of the stakeholders for TV, Radio, Newspaper, Magazine and Internet / Choice

The open ended questions were asked to the respondents about the names of the various media channels. The details are given in Table 26.

Table 26: Preferences / Choice of the stakeholders for TV, Radio, Newspaper, Magazine and Internet / Choice

Stakeholders	States / UT	Preferences / Choices									
		TV		Radio		Newspaper		Magazine		Internet / Online	
		First preference	Second preference	First preference	Second preference	First preference	Second preference	First preference	Second preference	First preference	Second preference
Local Residents	New Delhi	NDTV, TLC, ZOOM	Star Plus, Colors	Big FM, 98.3 FM, 98.7 FM	Local Radio Channels	Times of India, Hindustan Times	Punjab Kesari, Economic Times	India Today	-	Facebook	Yahoo
	Hyderabad	TV 9	NDTV, ABP	Radio Mirchi, Big FM	Radio city	Times of India & Enadu	Hindustan Times	India Today	-	Facebook, Twitter	Yatra.com
	Trivandrum	Asiant, Surya	NDTV, ABP	FM Mango	AIR FM Rainbow	Manorama, Mathrubhumi	The Hindu	Outlook	India Today	Flipkart	Jabong.com
	Jammu / Srinagar	JK Music, JK Dhoom	DD National	Big FM	FM 100.4	Amar Ujala, State Times	Daily Excelsior	Outlook	-	Facebook	-
Govt. Officials	Trivandrum	National Geography	Asiant	FM Mango	-	Manorama, The Hindu	Indian Express	India Today	Outlook	Yatra.com	-
	Jammu / Srinagar	DD Kashir, Zee News	Star Plus, DD National	Big FM	AIR Yuguwani	Kashmir Times	Daily Excelsior	Travel biz Monitor	India Today	Facebook, Twitter	Gmail
Service Providers	Bhubaneswar	OTV, ETV	Zee TV, Tarang	Big FM	93.5 FM	Times of India, Samaj	The Telegraph, Dharitri	India Today	-	Facebook	-
	New Delhi	Zee Cinema	Sony Max	-	-	-	-	India Today	-	Facebook	-



3.15 Choice of Bill Board / Hoarding in the Airport / Railway Station for sources of information by the respondents for their tours

To assess the importance of outdoor advertising channels like bill board / hoarding in the airports / railway stations of Delhi and Mumbai, the data was collected from the respondents. The analyses are shown in Table 27.

Table 27: Choice of Bill Board / Hoarding in the Airport / Railway Station for sources of information by the respondents for their tours

Category	Location	Frequency of Respondents							
		Local Residents				Tourist			
Bill Board / Hoarding in the Airport / Railway Station	Delhi	Sources of Information for tours			Sources of Information for previous domestic tours	Sources of Information for tours			Sources of Information for previous domestic tours
		First Choice	Second Choice	Third Choice		First Choice	Second Choice	Third Choice	
			14.29%	25.71%	60%	2.27%	9.76%	54.66%	36%
	Mumbai	16.67%	67.66%	15.68%	5.52%	10.76%	53.66%	37.59%	5.37%

From the **Table 27**, it is depicted that in **Delhi** 24.05% overall of the respondents refer the bill board / hoarding in the airport / railway station as their first preference for their domestic tour while in **Mumbai** 27.43% overall of the respondents prefer as their first option. These figures are increased as compared with the figures of their previous domestic tours which are 14.43% for Delhi and 10.89% for Mumbai.

3.16 Impact of DPPH through support to State Governments

DPPH scheme supports to state governments to initiate the promotional activities at the state level. The information on this was requested from all state tourism departments of the country and information was made available only by six states Andhra Pradesh, Madhya Pradesh, Himachal Pradesh, Kerala, Odisha and Mizoram. The detailed information is tabled and analysis in Table 28.1, Table 28.2, Table 28.3, Table 28.4 and Table 28.5.

3.16.1 Impact of different tourism events / fairs and festivals in promotion of tourism in the States

The states were asked to give their feedback on impact having of tourism events / fairs and festivals in promotion of tourism in the states. Having events in the state has been rated positively for their wide spread effects such as increase in income, tourist arrivals, motivation of the local



community towards tourism, preservation of the cultural heritage and enrichment of the knowledge of tourist attractions (Table 28.1).

Table 28.1: Impact of different tourism events / fairs and festivals in promotion of tourism in the States

Factors	Particulars	Percentage
Motivate the community to welcome the tourist to the locality	Increased	67%
	Somewhat increased	33%
	Can't say	-
Increase the Tourist Arrival to the State	Increased	83%
	Somewhat increased	17%
	Can't say	-
Enrich the knowledge of Tourist attractions of the State	Increased	100%
	Somewhat increased	-
	Can't say	-
Preserve the cultural heritage of the State	Increased	83%
	Somewhat increased	17%
	Can't say	-
Income Generation in the state	Increased	83%
	Somewhat increased	17%
	Can't say	-

Majority among the respondents were of the opinion that fairs and festivals **increased** all the factors like income generation, tourist arrival, motivate the local community towards tourism, preserve the cultural heritage and to enrich the knowledge of tourist attractions.

3.16.2 Impact of participation in the major travel fair in the country helps towards the promotion of tourism in the States

To assess the importance of participation in the major travel fair in the country towards the promotion of tourism in the states on the basis of various factors like increase the tourist arrival, showcase the tourists resources, income generation, enrich the knowledge of the staff and create the facilities in the tourists. The information is shown in Table 28.2.



Table 28.2: Participation in the major travel fair in the country helps towards the promotion of tourism in the States

Factors	Particulars	Percentage
Increase the Tourist Arrival to the State	Increased	83%
	Somewhat increased	17%
	Can't say	
Showcase the tourists resources of the State	Increased	100%
	Somewhat increased	-
	Can't say	-
Income generation in the State	Increased	83%
	Somewhat increased	17%
	Can't say	-
Enrich the knowledge of the staff in the State	Increased	100%
	Somewhat increased	-
	Can't say	-
Create the facilities in the tourists in the State	Increased	100%
	Somewhat increased	-
	Can't say	-

It depicts that all the factors of increase the tourist arrival, showcase the tourists resources, income generation, enrich the knowledge of the staff and create the facilities in the tourists mentioned in Table 21.2, have the power to **increase** promotion of tourism in the States.

3.16.3 Impact of contribution of the production of publicity materials towards the promotion of tourism in the States

To know about the impact of contribution of the production of publicity materials towards the promotion of tourism in the states, the responses were collected on the basis of several factors like to increase the tourist arrival, provide information related to the tourists resources, income generation, enrich the knowledge of the staff, create an awareness among the community regarding the resources in the state. The information is shown in Table 28.3.



Table 28.3: Contribution of the production of publicity materials towards the promotion of tourism in the States

Factors	Particulars	Percentage
Increase the Tourist Arrival to the State	Increased	83%
	Somewhat increased	17%
	Can't say	-
Provide information to the tourists on the tourists resources of the State	Increased	100%
	Somewhat increased	-
	Can't say	-
Income generation in the State	Increased	83%
	Somewhat increased	17%
	Can't say	-
Enrich the knowledge of the staff in the State	Increased	100%
	Somewhat increased	-
	Can't say	-
Create an awareness among the community regarding the resources in the State	Increased	83%
	Somewhat increased	17%
	Can't say	-

According to the responses, the production of publicity materials **helps to increase** in all the factors like to increase the tourist arrival, provide information related to the tourists resources, income generation, enrich the knowledge of the staff, create an awareness among the community regarding the resources in the state mentioned in Table 28.3 as responded by state governments.

3.16.4 Role of the advertorials towards the promotion of tourism in the States

To know about the role of advertorials towards the promotion of tourism in the states, the responses were collected on the basis of factors like increase the tourist arrival, provide information to the tourists on the tourists resources of the state, income generation, provide information regarding different initiatives of tourism department to the people of the state. The information is shown in Table 28.4.



Table 28.4: Role of the advertorials towards the promotion of tourism in the States

Factors	Particulars	Percentage
Increase the Tourist Arrival in the State	Increased	83%
	Somewhat increased	-
	Can't say	17%
Provide information to the tourists on the tourists resources of the State	Increased	83%
	Somewhat increased	17%
	Can't say	-
Income generation in the State	Increased	83%
	Somewhat increased	-
	Can't say	17%
Provide information regarding different initiatives of tourism department to the people of the State	Increased	83%
	Somewhat increased	17%
	Can't say	-

All the state governments agreed that due to the advertorials in different newspapers, all the factors like increase the tourist arrival, provide information to the tourists on the tourists resources of the state, income generation, provide information regarding different initiatives of tourism department to the people of the state are mentioned in Table 28.4 are **increasing**.

3.16.5 Impact of Financial assistance to the service providers including articians to attend different travel forum helps in promotion of tourism in the State

To know the role of financial assistance to the service providers including articians to attend different travel forum helps in promotion of tourism in the state. The questions were asked on the factors like increase the tourist arrival, showcase the rich cultural of the state, income generation, to motivate the service providers including articians to be part of the tourism industry and to provide the quality service to the tourists. The information is shown in Table 28.5.



Table 28.5: Impact of Financial assistance to the service providers including artisans to attend different travel forum helps in promotion of tourism in the State

Factors	Particulars	Percentage
Increase the Tourist Arrival in the State	Increased	67%
	Somewhat increased	-
	Can't say	33%
Showcase the rich cultural of the State	Increased	67%
	Somewhat increased	-
	Can't say	33%
Income generation in the State	Increased	67%
	Somewhat increased	-
	Can't say	33%
To motivate the service providers including artisans to be part of the tourism industry	Increased	67%
	Somewhat increased	-
	Can't say	33%
To provide the quality service to the tourists	Increased	67%
	Somewhat increased	-
	Can't say	33%

The State Tourism departments of different states agrees that assistance to the service providers including artisans to attend different travel forum helps in **promotion of tourism in the State**.



CHAPTER 4

Findings, Recommendations and Conclusions

The evaluation study found DPPH scheme effective in terms of its objectives of spreading awareness on domestic tourism and promoting domestic tourism. The findings are based on the perceptions and opinions of participants at the supply end such as tourism ministries and departments at the centre and in states, travel service providers, trade associations and receivers at demand side such as tourists and residents.

Findings as drawn against each Term of Reference / Study Objective with the suggestions are detailed below:

- 1. To suggest a methodology for evaluating the impact of the various activities being undertaken for domestic promotion and publicity, centrally or in collaboration with States / UTs and Stakeholders, under the plan scheme “Domestic Promotion and Publicity including Hospitality”**

DPPH scheme uses a wide range of activities where each merits are explained through different evaluation. An Evaluation Tools Matrix (ETM) developed from Evaluation Matrix (EM) is explained in Table 10 and is suggested to be used for impact assessment of activities under DPPH.



Table 10: Evaluation Tools Matrix (ETM)

S. No	Evaluation Tools (ET)	Output Expected	Data Sources
8.	Tracking and Conversion survey of target markets	Change in nature / level of demand	Through continuous survey in the target markets
	Detailed profile of visitors	Response of particular market segments	
	Motivation data (to monitor change in awareness, interests, preferences, intentions among target markets)	Impact of different promotion strategies	
	Data on places visited	Enables programs to be evaluated in terms of market share	
	Expenditure/duration of stay data	Assessment of programs in terms of market yield	
9.	Interception of actual visitors to know the impact of campaign relative to broader environmental factors	Impact of different promotional strategies	Through continuous surveys at the destination
10.	Inquiry levels of tourists (from govt as well as other operators engaged in promotion)	To gauge the areas in which tourists express interest and desire to get additional information/or more information need to be given through promotion	Data to be compiled for different promotional measures and private and state governments getting financial support are to maintain this data
11.	Footsteps in events	To gauge the exposure to event	From event organizers who are financially supported
12.	Media/ Public exposure	To gauge the exposure of event	Google search entries of the event (to be provided by event organizer after the event)
13.	Tourists numbers, length of stay and tourist spend	To know the market yield of promotion	Through data collection exercise of domestic tourism
14.	Yield Analysis <ul style="list-style-type: none"> • Ratio of tourists arrivals to promotional budget of the destination • Ratio of tourist revenues and promotional budget at the destination 	To know the impact of money spent on promotion	Through data collection exercise of domestic tourism

2. To adopt the proposed methodology to

- a. **Examine the various measures used vis-à-vis the available spectrum and assess the relative importance and efficacy of the different measures used.**



Structural Equation Model (SEM) has suggested all means of promotion by Ministry of Tourism's are having an impact and even the campaigns also showing the positive effect which are promoting through different media vehicles like News Paper, TV, Radio, Magazine and Website. To assess the success of different media undertaken in domestic market, data were collected from four types of respondents i.e. Local Residents who are also considered as potential Tourists, Tourists, Service Providers and Government Officials.

- b. Evaluate the impact of various measures taken through the promotional activities directly and through campaigns / activities in collaboration with the State Governments / UTs and Stakeholders, in promoting general awareness on tourism and the intended tourist destinations / tourism products.**

Impact was evaluated for the following measures used under DPPH.

- (i) Media campaigns and other promotional activities undertaken directly by the Ministry of Tourism**

- a. *Print, Electronic and Online Media Campaigns undertaken in the domestic market, Outdoor Advertising at major airports (Delhi & Mumbai).***

These campaigns were found to be important sources of information for making travel decisions but travel agencies and friends-relatives were most preferred. However different media campaigns were rated differently. Atithi Devo Bhavaya and Campaign Clean India were perceived high on theme and presentation style. North East and Rural tourism were high on travel related information. The range of responses on the higher side was between 20-27 per cent. The impact of different campaigns was rated positively in terms of outcomes such as tourists' arrivals and awareness.

In view of effectiveness of different campaigns, these are recommended to be continued in future for higher reach and penetration however the additional information generated in the study regarding media preference can be considered in media planning for promotion.

Newspapers in the Print media, TV in Electronic media and internet as Online media, were the major sources of information.

The outdoor advertising at Mumbai and Delhi airports was rated as first preference of information from the respondents of these cities with 24.05 per cent and 27.43 per cent respectively preferring it (Table 27).

Continuation of use of Hoardings and Billboards at airports and railway stations is recommended and it can be extended to other cities.



Newspapers, TV and Internet can be used more extensively however a preference study of each target market is also recommended for precise promotion.

b. Release of Advertorials in leading newspapers highlighting the initiatives of the Ministry as well tourist destinations and products of the country.

Advertorials were found to be effective by all categories of respondents who opined that these help to enrich the knowledge of tourism resources of the country. Even the use of advertorials by the state also supports this (Table 28.4).

It is recommended that use of Advertorials shall continue to target general public at large

c. Production of Tourism Promotional Material, including maps, brochures, posters, etc.

The use of these sources of information was found to be minimal (Table 13 to 16). However state governments suggest that these have helped to provide information to tourists on the resources available and also to enrich the knowledge of the staff (Table 28.3).

The supply of these to target groups can be increased for higher reach and impact. With the online media becoming popular soft downloadable copies of these can be made available to the potential tourists. These can also be linked to a query system as e-mailers to enrich the knowledge on the destinations. A web based and mobile based application on Indian tourism can also link to these.

d. Support to events organized by the private sector at the national / international level, which have potential for promoting tourism to / within the country.

Events have found favour among all respondents though the preferences vary (Table 20 and Table 21). Dance festivals and handicraft fairs are the choice of local residents. Tourists and service providers prefer handicraft fairs. Govt. officials like to visit trade fairs followed by dance festivals. Two third among the trade associations responded that tourism events help to increase the knowledge of tourist attractions of the country, preserve the cultural heritage, to generate income, and to showcase the tourism products of the country.

State governments also find fairs and festivals helpful in enriching the knowledge of tourist attractions of the state and in showcasing the tourist resources (Table 28.1 and 28.2). The events are rated as effective by the event organizers.



Support to organize these types of events in future is recommended.

e. Promotion of Niche Tourism Products like Golf, Polo, Wellness, etc.

The awareness of the Niche Tourism Products like Golf, Polo and Wellness etc. is not much (Table 14). The reason could also be special interest target markets that might not have come under the general respondent category.

However these are new products and promotion shall continue to see the notable impacts in future.

f. Participation in major travel fairs in the country such as SATTE, GITB, KTM, TTF, etc.

Respondents like to participate in the trade fairs (Table 20, Table 21 and Table 28.2). Interviews with service providers has indicated the immense business opportunities generated through these fairs and the exposure generated as an outcome.

Support to these tourism specific fairs shall continue.

g. Promotional campaigns on “Campaign Clean India”.

The analysis in Table 14 indicates the Campaign Clean India has created awareness among all the categories of the respondents.

Campaign Clean India has been rated high on awareness and theme of campaign. It shall be continued.

ii. Promotional activities undertaken in collaboration with States / Union Territories

a. Providing Central Financial Assistance for Production of Publicity Material

To know about the Promotional activities undertaken in collaboration with States / Union Territories through providing Central Financial Assistance for Production of Publicity Material depicts in Table 28.3. The response of the states suggests that this is beneficial.

It shall continue but soft copies of the same material shall be extensively used through e-mailers or dedicated web links.



b. Providing Central Financial Assistance for Advertising in Print Media

To know about the effectiveness of Central Financial Assistance for Advertising in Print Media, the collected data has been analyzed in Table 15, Table 16, Table 17, Table 24 and Table 28.3. The analysis of Table 15 indicates that among the Print media, Newspaper is found to have the maximum reach. Further the analysis of Table 16 depicts that the local residents and service providers get information about the different promotional campaigns from Newspapers. Table 17 reveals that under Print Media, the entertainment Magazines are first choice for majority of the respondents of all the categories. While the news based section is the first preference of majority of the respondents. To know more about the Print media, the open ended questions from the respondents have been given in Table 28.3 in which the name of the different newspapers and magazines have been mentioned.

Central Financial Assistance for advertising in Print media can be continued. Entertainment magazines may be identified for advertisement.

c. Providing Central Financial Assistance for Promotion of Film Tourism (new guidelines formulated)

The analysis regarding the Film Tourism in Table 14 depicts that very few respondents are aware about the promotion of film tourism.

It needs more promotion through different promotional campaigns.

iii. Promotional activities undertaken in collaboration with Stakeholders

a. Financial support for Tourism and Tourism Related Events organized by leading Commerce, Industry and Trade Organizations/ Associations in the country, such as CII, FICCI, ASSOCHAM, etc.

b. Financial assistance to Tourism, Travel and Hospitality Associations for their events organized in India.

To know about the status of financial support for tourism and its related events, the analysis have been made in Table 20, Table 21, Table 28.1 and Table 28.2. The responses show that it helps in increase the tourist arrival and also suggest that to organize the tourism related events by the different stakeholders.



The events organized at different level play a major role in promotion of tourism within the country. So support to organize these types of events at different level by private sectors can be encouraged.

- c. Financial support to approved service providers for participation in Travel Marts and Conventions, with the objective of promoting tourism within the country, under the Marketing Development Assistance (MDA)*

To know about the status of financial support for Marketing Development Assistance (MDA) to approved service providers for participation in Travel Marts and Conventions with the objective of promoting tourism within the country, the analysis indicates that tourists and potential tourists are not much aware about the new tourism products and different latest development in the field of tourism in the country. Further the Wellness Tourism / Medical Tourism need more promotion among the domestic tourists. The Financial Assistances to different associations is enabling them to organize different events which create awareness among the tourists including service providers.

The Marketing Development Assistance (MDA) to different agencies plays a constructive role in many folds for promotion of domestic tourism in the country. This scheme can be continued.

The state tourism heads were requested over phone to give their opinions regarding the procedures followed at different level to sanction the funds for DPPH Scheme under 11th Five Year Plan. Some of the major observations are as follows:

- The release of funds by Ministry of Tourism (MoT) in 3rd and 4th quarter of the concern financial year, the concern state governments are unable to utilize the allotted funds.
- The tourism is not a primary sector in some of the states. Therefore, the state governments are unable to allot the state's share of the projects, resulted in delay the implementation of the project.



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ANNEXURES

Annexure I: Demographics profile of the respondents

1. Local Residents

1.1 Combined data of all the cities

Table 29: Demographic Profile of Local Residents in all the cities

Particulars	Category	Frequency	Percent
	Male	679	77%
	Female	207	23%
	Total	886	100
Age	Below 25 years	221	25%
	26 – 35 years	442	50%
	36 – 50 years	148	17%
	51 – 65 years	54	6%
	66 and above	8	1%
	Total	886	100
Education	Higher Secondary & below	299	34%
	Graduate	459	52%
	Post Graduate and above	128	14%
	Total	886	100
Annual Income	Below Rs. 1,00,000	231	26%
	Rs. 1,00,001 to Rs. 2,00,000	179	20%
	Rs. 2,00,001 to Rs. 4,00,000	297	34%
	Rs. 4,00,001 to Rs. 8,00,000	97	11%
	Rs. 8,00,001 to Rs. 11,00,000	69	8%
	Rs. 11,00,001 and above	13	1%
	Total	886	100
Occupation	Student	58	7%
	Service	196	22%
	Business	281	32%
	Home maker	225	25%
	Retired	111	13%
	Others	15	2%
	Total	886	100
Marital Status	Married	536	60%
	UnMarried	346	39%
	OTH	4	0%
	Total	886	100



1.2 City-wise data

[1.2.1] Jammu / Srinagar

Table 29.1: Demographic Profile of Local Residents in Jammu / Srinagar

Particulars	Category	Frequency	Percent
	Male	80	80
	Female	14	14
	Total	94	100
Age	Below 25 years	18	19
	26 – 35 years	52	55
	36 – 50 years	19	20
	51 – 65 years	5	5
	66 and above		
	Total	94	100
Education	Higher Secondary & below	36	38
	Graduate	53	56
	Post Graduate and above	5	5
	Total	100	100
Annual Income	Below Rs. 1,00,000	31	33
	Rs. 1,00,001 to Rs. 2,00,000	17	18
	Rs. 2,00,001 to Rs. 4,00,000	33	35
	Rs. 4,00,001 to Rs. 8,00,000	8	9
	Rs. 8,00,001 to Rs. 11,00,000	5	5
	Rs. 11,00,001 and above		
	Total	94	100
Occupation	Student	4	4
	Service	12	13
	Business	33	35
	Home maker	29	31
	Retired	14	15
	Others	2	2
	Total	94	100
Marital Status	Married	61	65
	UnMarried	32	34
	OTH	1	1
	Total	94	100

[1.2.2] Delhi

Table 29.2: Demographic Profile of Local Residents in Delhi

Particulars	Category	Frequency	Percent
	Male	68	68.0
	Female	32	32.0
	Total	100	100.0
Age	Below 25 years	35	35.0
	26 – 35 years	39	39.0
	36 – 50 years	21	21.0
	51 – 65 years	5	5.0
	66 and above		
	Total	100	100.0
Education	Higher Secondary & below	19	19.0
	Graduate	61	61.0
	Post Graduate and above	20	20.0
	Total	100	100
Annual Income	Below Rs. 1,00,000	22	22.0
	Rs. 1,00,001 to Rs. 2,00,000	13	13.0
	Rs. 2,00,001 to Rs. 4,00,000	29	29.0
	Rs. 4,00,001 to Rs. 8,00,000	15	15.0
	Rs. 8,00,001 to Rs. 11,00,000	18	18.0
	Rs. 11,00,001 and above	3	3.0
	Total	100	100
Occupation	Student	22	22.0
	Service	58	58.0
	Business	12	12.0
	Home maker	7	7.0
	Retired	1	1.0
	Others		
	Total	100	100
Marital Status	Married	45	45.0
	UnMarried	55	55.0
	OTH		
	Total	100	100

[1.2.3] Trivandrum

Table 29.3: Demographic Profile of Local Residents in Trivandrum

Particulars	Category	Frequency	Percent
	Male	80	80.0
	Female	20	20.0
	Total	100	100
Age	Below 25 years	22	22.0
	26 – 35 years	56	56.0
	36 – 50 years	15	15.0
	51 – 65 years	7	7.0
	66 and above		
	Total	100	100
Education	Higher Secondary & below	35	35.0
	Graduate	58	58.0
	Post Graduate and above	7	7.0
	Total	100	100
Annual Income	Below Rs. 1,00,000	31	31.0
	Rs. 1,00,001 to Rs. 2,00,000	20	20.0
	Rs. 2,00,001 to Rs. 4,00,000	35	35.0
	Rs. 4,00,001 to Rs. 8,00,000	10	10.0
	Rs. 8,00,001 to Rs. 11,00,000	4	4.0
	Rs. 11,00,001 and above		
	Total	100	100
Occupation	Student	4	4.0
	Service	14	14.0
	Business	34	34.0
	Home maker	31	31.0
	Retired	14	14.0
	Others	1	1.0
	Total	100	100
Marital Status	Married	68	68.0
	UnMarried	32	32.0
	OTH	100	100.0
	Total	100	100.0

[1.2.4] Hyderabad**Table 29.4: Demographic Profile of Local Residents in Hyderabad**

Particulars	Category	Frequency	Percent
	Male	72	73.5
	Female	26	26.5
	Total	98	100.0
Age	Below 25 years	38	38.8
	26 – 35 years	25	25.5
	36 – 50 years	21	21.4
	51 – 65 years	11	11.2
	66 and above	3	3.1
	Total	98	100.0
Education	Higher Secondary & below	14	14.3
	Graduate	55	56.1
	Post Graduate and above	29	29.6
	Total	98	100.0
Annual Income	Below Rs. 1,00,000	6	6.1
	Rs. 1,00,001 to Rs. 2,00,000	31	31.6
	Rs. 2,00,001 to Rs. 4,00,000	31	31.6
	Rs. 4,00,001 to Rs. 8,00,000	14	14.3
	Rs. 8,00,001 to Rs. 11,00,000	13	13.3
	Rs. 11,00,001 and above	3	3.1
	Total	98	100.0
Occupation	Student	4	4.1
	Service	27	27.6
	Business	37	37.8
	Home maker	21	21.4
	Retired	6	6.1
	Others	3	3.1
	Total	98	100.0
Marital Status	Married	52	53.1
	UnMarried	44	44.9
	OTH	2	2.0
	Total	98	100.0

[1.2.5] Ahmadabad**Table 29.5: Demographic Profile of Local residents in Ahmadabad**

Particulars	Category	Frequency	Percent
	Male	73	73
	Female	27	27
	Total	100	100
Age	Below 25 years	23	23
	26 – 35 years	55	55
	36 – 50 years	15	15
	51 – 65 years	4	4
	66 and above	3	3
	Total	100	100
Education	Higher Secondary & below	41	41
	Graduate	25	25
	Post Graduate and above	34	34
	Total	100	100
Annual Income	Below Rs. 1,00,000	23	23
	Rs. 1,00,001 to Rs. 2,00,000	20	20
	Rs. 2,00,001 to Rs. 4,00,000	33	33
	Rs. 4,00,001 to Rs. 8,00,000	18	18
	Rs. 8,00,001 to Rs. 11,00,000	4	4
	Rs. 11,00,001 and above	2	2
	Total	100	100
Occupation	Student	4	5
	Service	30	15
	Business	30	33
	Home maker	20	30
	Retired	16	16
	Others	0	0
	Total	100	100
Marital Status	Married	57	57
	UnMarried	43	43
	OTH		
	Total	100	100

[1.2.6] Mumbai

Table 29.6: Demographic Profile of Local Residents in Mumbai

Particulars	Category	Frequency	Percent
	Male	79	81
	Female	18	19
	Total	97	100
Age	Below 25 years	18	19
	26 – 35 years	53	55
	36 – 50 years	20	21
	51 – 65 years	6	6
	66 and above		0
	Total	97	100
Education	Higher Secondary & below	38	39
	Graduate	53	55
	Post Graduate and above	6	6
	Total	97	100
Annual Income	Below Rs. 1,00,000	33	34
	Rs. 1,00,001 to Rs. 2,00,000	15	15
	Rs. 2,00,001 to Rs. 4,00,000	33	34
	Rs. 4,00,001 to Rs. 8,00,000	9	9
	Rs. 8,00,001 to Rs. 11,00,000	7	7
	Rs. 11,00,001 and above		
	Total	97	100
Occupation	Student	4	4
	Service	12	13
	Business	35	37
	Home maker	30	32
	Retired	14	15
	Others	2	2
	Total	97	100
Marital Status	Married	63	65
	UnMarried	33	34
	OTH	1	1
	Total	97	100

[1.2.7] Bhubaneswar

Table 29.7: Demographic Profile of Local Residents in Bhubaneswar

Particulars	Category	Frequency	Percent
	Male	77	77
	Female	23	23
	Total	100	100
Age	Below 25 years	25	25
	26 – 35 years	58	58
	36 – 50 years	11	11
	51 – 65 years	6	6
	66 and above		
	Total	100	100
Education	Higher Secondary & below	35	35
	Graduate	58	58
	Post Graduate and above	7	7
	Total	100	100
Annual Income	Below Rs. 1,00,000	33	33
	Rs. 1,00,001 to Rs. 2,00,000	18	18
	Rs. 2,00,001 to Rs. 4,00,000	37	37
	Rs. 4,00,001 to Rs. 8,00,000	7	7
	Rs. 8,00,001 to Rs. 11,00,000	5	5
	Rs. 11,00,001 and above		
	Total	100	100
Occupation	Student	6	6
	Service	15	15
	Business	34	34
	Home maker	28	28
	Retired	14	14
	Others	3	3
	Total	100	100
Marital Status	Married	68	68
	UnMarried	32	32
	OTH		
	Total	100	100

[1.2.8] Kolkata

Table 29.8: Demographic Profile of Local Residents in Kolkata

Particulars	Category	Frequency	Percent
	Male	75	77.32
	Female	22	22.68
	Total	97	100
Age	Below 25 years	22	22.68
	26 – 35 years	54	55.67
	36 – 50 years	16	16.49
	51 – 65 years	5	5.15
	66 and above		
	Total	97	100
Education	Higher Secondary & below	40	41.24
	Graduate	49	50.52
	Post Graduate and above	8	8.25
	Total	97	100
Annual Income	Below Rs. 1,00,000	29	29.90
	Rs. 1,00,001 to Rs. 2,00,000	22	22.68
	Rs. 2,00,001 to Rs. 4,00,000	33	34.02
	Rs. 4,00,001 to Rs. 8,00,000	8	8.25
	Rs. 8,00,001 to Rs. 11,00,000	5	5.15
	Rs. 11,00,001 and above		
	Total	97	100
Occupation	Student	5	5.15
	Service	13	13.40
	Business	33	34.02
	Home maker	29	29.90
	Retired	16	16.49
	Others	1	1.03
	Total	97	100
Marital Status	Married	59	60.82
	UnMarried	38	39.18
	OTH		
	Total	100	100

[1.2.9] Guwahati

Table 10: Demographic Profile of Local Residents in Guwahati

Particulars	Category	Frequency	Percent
	Male	75	75
	Female	25	25
	Total	100	100
Age	Below 25 years	20	20
	26 – 35 years	50	50
	36 – 50 years	10	10
	51 – 65 years	5	5
	66 and above	5	5
	Total	100	100
Education	Higher Secondary & below	41	41
	Graduate	47	47
	Post Graduate and above	12	12
	Total	100	100
Annual Income	Below Rs. 1,00,000	23	23
	Rs. 1,00,001 to Rs. 2,00,000	23	23
	Rs. 2,00,001 to Rs. 4,00,000	33	33
	Rs. 4,00,001 to Rs. 8,00,000	8	8
	Rs. 8,00,001 to Rs. 11,00,000	8	8
	Rs. 11,00,001 and above	5	5
	Total	100	100
Occupation	Student	5	5
	Service	15	15
	Business	33	33
	Home maker	30	30
	Retired	16	16
	Others	1	1
	Total	100	100
Marital Status	Married	63	63
	UnMarried	37	37
	OTH		
	Total	100	100

2. Tourist

2.1. Combined data of all the cities

Table 30: Demographic Profile of Tourist in all the cities

Particulars	Category	Frequency	Percent
Gender	Male	637	71%
	Female	261	29%
	Total	898	100
Age	Below 25 years	329	37%
	26 – 35 years	342	38%
	36 – 50 years	170	19%
	51 – 65 years	49	5%
	66 and above	8	1%
	Total	898	100
Education	Higher Secondary & below	369	41%
	Graduate	406	45%
	Post Graduate and above	123	14%
	Total	898	100
Annual Income	Below Rs. 1,00,000	261	29%
	Rs. 1,00,001 to Rs. 2,00,000	362	40%
	Rs. 2,00,001 to Rs. 4,00,000	138	15%
	Rs. 4,00,001 to Rs. 8,00,000	96	11%
	Rs. 8,00,001 to Rs. 11,00,000	32	4%
	Rs. 11,00,001 and above	9	1%
	Total	898	100
Occupation	Student	277	31%
	Service	317	35%
	Business	195	22%
	Home maker	59	7%
	Retired	45	5%
	Others+missing	5	1%
	Total	898	100
Marital Status	Married	613	68%
	UnMarried	277	31%
	OTH + Missing	8	1%
	Total	898	100



2.2. City-wise data

[2.2.1] Jammu / Srinagar

Table 30.1: Demographic Profile of Tourist in Jammu / Srinagar

Particulars	Category	Frequency	Percent
Gender	Male	91	91.0
	Female	9	9
	Total	100	100
Age	Below 25 years	2	2.0
	26 – 35 years	64	64.0
	36 – 50 years	31	31.0
	51 – 65 years	3	3.0
	66 and above		
	Total	100	100
Education	Higher Secondary & below	64	64.0
	Graduate	36	36.0
	Post Graduate and above		
	Total	100	100
Annual Income	Below Rs. 1,00,000	21	21.0
	Rs. 1,00,001 to Rs. 2,00,000	52	52.0
	Rs. 2,00,001 to Rs. 4,00,000	15	15.0
	Rs. 4,00,001 to Rs. 8,00,000	10	10.0
	Rs. 8,00,001 to Rs. 11,00,000	2	2.0
	Rs. 11,00,001 and above		
	Total	100	100
Occupation	Student	39	39
	Service	31	31
	Business	20	20
	Home maker	4	4
	Retired	5	5
	Others	1	0.5
	Total	100	100
Marital Status	Married	81	81.0
	UnMarried	16	16
	OTH	0	0
	Total	97	98
	Missing	3	3.0
	Total	100	100



[2.2.2] Delhi

Table 30.2: Demographic Profile of Tourist in Delhi

Particulars	Category	Frequency	Percent
	Male	72	72.0
	Female	28	28.0
	Total	100	100
Age	Below 25 years	43	43.0
	26 – 35 years	35	35.0
	36 – 50 years	19	19.0
	51 – 65 years	3	3.0
	66 and above		
	Total	100	100
Education	Higher Secondary & below	27	27.0
	Graduate	46	46.0
	Post Graduate and above	27	27.0
	Total	100	100
Annual Income	Below Rs. 1,00,000	18	18.0
	Rs. 1,00,001 to Rs. 2,00,000	21	21.0
	Rs. 2,00,001 to Rs. 4,00,000	25	25.0
	Rs. 4,00,001 to Rs. 8,00,000	19	19.0
	Rs. 8,00,001 to Rs. 11,00,000	12	12.0
	Rs. 11,00,001 and above	5	5.0
	Total	100	100
Occupation	Student	1	1.0
	Service	36	36.0
	Business	38	38.0
	Home maker	20	20.0
	Retired	5	5.0
	Others		
	Total	100	100
Marital Status	Married	45	45.0
	UnMarried	55	55.0
	OTH		
	Total	100	100

[2.2.3] Trivandrum

Table 30.2: Demographic Profile of Tourist in Trivandrum

Particulars	Category	Frequency	Percent
Gender	Male	91	91
	Female	9	9
	Total	100	100
Age	Below 25 years	2	2.0
	26 – 35 years	64	64.0
	36 – 50 years	32	32
	51 – 65 years	2	2
	66 and above		
	Total	100	100
Education	Higher Secondary & below	65	65
	Graduate	35	35
	Post Graduate and above		
	Total	100	100
Annual Income	Below Rs. 1,00,000	21	21
	Rs. 1,00,001 to Rs. 2,00,000	62	62
	Rs. 2,00,001 to Rs. 4,00,000	5	5
	Rs. 4,00,001 to Rs. 8,00,000	8	8
	Rs. 8,00,001 to Rs. 11,00,000	2	2
	Rs. 11,00,001 and above	2	2
	Total	100	100
Occupation	Student	39	39
	Service	30	30
	Business	20	20
	Home maker	4	4
	Retired	5	5
	Others	1	0.5
	Total	100	100
Marital Status	Married	81	81.0
	UnMarried	19	19
	OTH	0	0
	Total	100	100
	Missing	0	0
	Total	100	100



[2.2.4] Hyderabad

Table 30.4: Demographic Profile of Tourist in Hyderabad

Particulars	Category	Frequency	Percent
Gender	Male	56	56
	Female	44	44
	Total	100	100
Age	Below 25 years	56	56
	26 – 35 years	23	23
	36 – 50 years	11	11
	51 – 65 years	8	8
	66 and above	2	2
	Total	100	100
Education	Higher Secondary & below	34	34
	Graduate	56	56
	Post Graduate and above	10	10
	Total	100	100
Annual Income	Below Rs. 1,00,000	45	45
	Rs. 1,00,001 to Rs. 2,00,000	30	30
	Rs. 2,00,001 to Rs. 4,00,000	15	15
	Rs. 4,00,001 to Rs. 8,00,000	10	10
	Rs. 8,00,001 to Rs. 11,00,000		
	Rs. 11,00,001 and above		
	Total	100	100
Occupation	Student	30	30
	Service	40	40
	Business	20	20
	Home maker	5	5
	Retired	5	5
	Others	0	0
	Total	100	100
Marital Status	Married	66	66
	UnMarried	34	34
	OTH		
	Total	100	100

[2.2.5] Ahmadabad

Table 30.5: Demographic Profile of Tourist in Ahmadabad

Particulars	Category	Frequency	Percent
Gender	Male	53	53
	Female	45	45
	Total	100	100
Age	Below 25 years	57	57
	26 – 35 years	22	22
	36 – 50 years	11	11
	51 – 65 years	7	7
	66 and above	3	3
	Total	100	100
Education	Higher Secondary & below	35	35
	Graduate	55	55
	Post Graduate and above	10	10
	Total	100	100
Annual Income	Below Rs. 1,00,000	45	45
	Rs. 1,00,001 to Rs. 2,00,000	31	31
	Rs. 2,00,001 to Rs. 4,00,000	14	14
	Rs. 4,00,001 to Rs. 8,00,000	8	8
	Rs. 8,00,001 to Rs. 11,00,000	2	2
	Rs. 11,00,001 and above		
	Total	100	100
Occupation	Student	31	31
	Service	39	39
	Business	18	18
	Home maker	7	7
	Retired	5	5
	Others	0	0
	Total	100	100
Marital Status	Married	65	65
	UnMarried	35	35
	OTH		
	Total	100	100



[2.2.6] Mumbai

Table 30.6: Demographic Profile of Tourist in Mumbai

Particulars	Category	Frequency	Percent
Gender	Male	66	66
	Female	34	34
	Total	100	100
Age	Below 25 years	56	56
	26 – 35 years	23	23
	36 – 50 years	12	12
	51 – 65 years	7	7
	66 and above	2	2
	Total	100	100
Education	Higher Secondary & below	35	35
	Graduate	55	55
	Post Graduate and above	10	10
	Total	100	100
Annual Income	Below Rs. 1,00,000	45	45
	Rs. 1,00,001 to Rs. 2,00,000	29	29
	Rs. 2,00,001 to Rs. 4,00,000	16	16
	Rs. 4,00,001 to Rs. 8,00,000	10	10
	Rs. 8,00,001 to Rs. 11,00,000		
	Rs. 11,00,001 and above		
	Total	100	100
Occupation	Student	31	31
	Service	39	39
	Business	19	19
	Home maker	6	6
	Retired	5	5
	Others	0	0
	Total	100	100
Marital Status	Married	63	63
	UnMarried	35	35
	OTH		
	Total	100	100



[2.2.7] Bhubaneswar

Table 30.7: Demographic Profile of Tourist in Bhubaneswar

Particulars	Category	Frequency	Percent
Gender	Male	56	56
	Female	43	43
	Total	99	99
	Missing	1	1
	Total	100	100
Age	Below 25 years	56	56
	26 – 35 years	23	23
	36 – 50 years	11	11
	51 – 65 years	8	8
	66 and above	2	2
	Total	100	100
	Missing	0	0
Total	100	100	
Education	Higher Secondary & below	34	34
	Graduate	56	56
	Post Graduate and above	10	10
	Total	100	100
	Missing	0	0
Total	100	100	
Annual Income	Below Rs. 1,00,000	47	47
	Rs. 1,00,001 to Rs. 2,00,000	29	29
	Rs. 2,00,001 to Rs. 4,00,000	12	12
	Rs. 4,00,001 to Rs. 8,00,000	12	12
	Rs. 8,00,001 to Rs. 11,00,000		
	Rs. 11,00,001 and above		
	Total	100	100
Occupation	Student	39	39
	Service	30	30
	Business	20	20
	Home maker	4	4
	Retired	5	5
	Others	1	0.5
	Total	100	100
Marital Status	Married	66	69
	UnMarried	29	31
	OTH		
	Total	95	100
	Missing	5	0
Total	100	100	

[2.2.8] Kolkata

Table 30.8: Demographic Profile of Tourist in Kolkata

Particulars	Category	Frequency	Percent
Gender	Male	92	92
	Female	8	8
	Total	100	100
Age	Below 25 years	2	2
	26 – 35 years	64	64
	36 – 50 years	32	32
	51 – 65 years	2	2
	66 and above		
	Total	100	100
Education	Higher Secondary & below	66	66
	Graduate	34	34
	Post Graduate and above		
	Total	100	100
Annual Income	Below Rs. 1,00,000	22	22
	Rs. 1,00,001 to Rs. 2,00,000	61	61
	Rs. 2,00,001 to Rs. 4,00,000	6	6
	Rs. 4,00,001 to Rs. 8,00,000	7	7
	Rs. 8,00,001 to Rs. 11,00,000	2	2
	Rs. 11,00,001 and above	2	2
	Total	100	100
Occupation	Student	35	35
	Service	34	34
	Business	20	20
	Home maker	4	4
	Retired	5	5
	Others	1	0.5
	Total	100	100
Marital Status	Married	81	81.0
	UnMarried	19	19
	OTH	0	0
	Total	100	100
	Missing	0	0
	Total	100	100



[2.2.9] Guwahati

Table 30.9: Demographic Profile of Tourist in Guwahati

Particulars	Category	Frequency	Percent
Gender			
	Male	60	60
	Female	40	40
	Total	100	100
Age	Below 25 years	55	55
	26 – 35 years	24	24
	36 – 50 years	11	11
	51 – 65 years	8	8
	66 and above	2	2
	Total	100	100
Education	Higher Secondary & below	35	35
	Graduate	55	55
	Post Graduate and above	10	10
	Total	100	100
Annual Income	Below Rs. 1,00,000	46	46
	Rs. 1,00,001 to Rs. 2,00,000	29	29
	Rs. 2,00,001 to Rs. 4,00,000	13	13
	Rs. 4,00,001 to Rs. 8,00,000	12	12
	Rs. 8,00,001 to Rs. 11,00,000		
	Rs. 11,00,001 and above		
	Total	100	100
Occupation	Student	32	32
	Service	38	38
	Business	20	20
	Home maker	5	5
	Retired	5	5
	Others	0	0
	Total	100	100
Marital Status	Married	65	65
	UnMarried	35	35
	OTH		
	Total	100	100



3. Service Providers

3.1. Combined data of all the cities

Table 31: Demographic Profile of Service Providers in all the cities

Profiles	Particulars	Frequency	Percent
Profession	Travel Agent /Tour Operator	277	31%
	Fast Food Vendors	78	9%
	Hotels and Resorts	366	41%
	Guides	33	4%
	Souvenir Shop Vendor	70	8%
	Any other	70	8%
	Total	894	100
Gender	Male	816	91%
	Female	78	9%
	Total	894	100
Age	Below 25 years	197	22%
	26 – 35 years	412	46%
	36 – 50 years	207	23%
	51 – 65 years	61	7%
	66 and above	17	2%
	Total	894	100
Education	Higher Secondary & below	399	45%
	Graduate	410	46%
	Post Graduate and above	85	10%
	Total	894	100
Annual Income	Below Rs. 1,00,000	54	6%
	Rs. 1,00,001 to Rs. 2,00,000	305	34%
	Rs. 2,00,001 to Rs. 4,00,000	302	34%
	Rs. 4,00,001 to Rs. 8,00,000	169	19%
	Rs. 8,00,001 to Rs. 11,00,000	42	5%
	Rs. 11,00,001 and above	22	2%
	Total	894	100
Marital Status	Male	749	84%
	Unmarried	145	16%
	Total	894	100



3.2. City-wise data

[3.2.1] Jammu / Srinagar

Table 31.1: Demographic Profile of the service providers in Jammu / Srinagar

Profiles	Particulars	Frequency	Percent
Profession	Travel Agent /Tour Operator	28	29.47
	Fast Food Vendors	11	11.58
	Hotels and Resorts	35	36.84
	Guides	5	5.26
	Souvenir Shop Vendor	8	8.42
	Any other	8	8.42
	Total	95	100
Gender	Male	90	94.74
	Female	5	5.26
	Total	95	100
Age	Below 25 years	25	26.32
	26 – 35 years	36	37.89
	36 – 50 years	22	23.16
	51 – 65 years	12	12.63
	66 and above		
	Total	95	100
Education	Higher Secondary & below	55	57.89
	Graduate	30	31.58
	Post Graduate and above	10	10.53
	Total	95	100
Annual Income	Below Rs. 1,00,000	6	6.32
	Rs. 1,00,001 to Rs. 2,00,000	35	36.84
	Rs. 2,00,001 to Rs. 4,00,000	30	31.58
	Rs. 4,00,001 to Rs. 8,00,000	18	18.95
	Rs. 8,00,001 to Rs. 11,00,000	4	4.21
	Rs. 11,00,001 and above	2	2.11
	Total	95	100
Marital Status	Male	82	86.32
	Unmarried	13	13.68
	Total	95	100

(3.2.2) Delhi

Table 31.2: Demographic Profile of Service Providers in Delhi

Profiles	Particulars	Frequency	Percent
Profession	Travel Agent /Tour Operator	38	38
	Fast Food Vendors	6	6
	Hotels and Resorts	38	38
	Guides	4	4
	Souvenir Shop Vendor	6	6
	Any other	8	8
	Total	100	100
Gender	Male	82	82
	Female	18	18
	Total	100	100
Age	Below 25 years	36	36
	26 – 35 years	52	52
	36 – 50 years	12	12
	51 – 65 years		
	66 and above		
	Total	100	100
Education	Higher Secondary & below	18	18
	Graduate	80	80
	Post Graduate and above	2	2
	Total	100	100
Annual Income	Below Rs. 1,00,000	6	6
	Rs. 1,00,001 to Rs. 2,00,000	35	35
	Rs. 2,00,001 to Rs. 4,00,000	37	37
	Rs. 4,00,001 to Rs. 8,00,000	19	19
	Rs. 8,00,001 to Rs. 11,00,000	3	3
	Rs. 11,00,001 and above	0	0
	Total	100	100
Marital Status	Male	86	86
	Unmarried	14	14
	Total	100	100

(31.3) Trivandrum

Table 31.3: Demographic Profile of Service Providers in Trivandrum

Profiles	Particulars	Frequency	Percent
Profession	Travel Agent /Tour Operator	28	28
	Fast Food Vendors	6	6
	Hotels and Resorts	48	48
	Guides	2	2
	Souvenir Shop Vendor	8	8
	Any other	7	8
	Total	99	100
Gender	Male	91	91.9
	Female	8	8.1
	Total	99	100
Age	Below 25 years	2	2.0
	26 – 35 years	64	64.6
	36 – 50 years	31	31.3
	51 – 65 years	2	2.0
	66 and above		
	Total	99	100
Education	Higher Secondary & below	64	64.6
	Graduate	35	35.4
	Post Graduate and above	2	2
	Total	99	100
Annual Income	Below Rs. 1,00,000	6	6
	Rs. 1,00,001 to Rs. 2,00,000	34	34
	Rs. 2,00,001 to Rs. 4,00,000	36	36
	Rs. 4,00,001 to Rs. 8,00,000	18	18
	Rs. 8,00,001 to Rs. 11,00,000	4	4
	Rs. 11,00,001 and above	1	2
	Total	99	100
Marital Status	Male	81	81.8
	Unmarried	18	18.2
	Total	99	100

(31.4) Hyderabad**Table 31.4: Demographic Profile of Service Providers in Hyderabad**

Profiles	Particulars	Frequency	Percent
Profession	Travel Agent /Tour Operator	28	28
	Fast Food Vendors	6	6
	Hotels and Resorts	48	48
	Guides	2	2
	Souvenir Shop Vendor	8	8
	Any other	8	8
	Total	100	100
Gender	Male	92	92
	Female	8	8
	Total	100	100
Age	Below 25 years	26	26
	26 – 35 years	52	52
	36 – 50 years	22	22
	51 – 65 years		
	66 and above		
	Total	100	100
Education	Higher Secondary & below	8	8
	Graduate	90	90
	Post Graduate and above	2	2
	Total	100	100
Annual Income	Below Rs. 1,00,000	6	6
	Rs. 1,00,001 to Rs. 2,00,000	34	34
	Rs. 2,00,001 to Rs. 4,00,000	36	36
	Rs. 4,00,001 to Rs. 8,00,000	18	18
	Rs. 8,00,001 to Rs. 11,00,000	4	4
	Rs. 11,00,001 and above	2	2
	Total	100	100
Marital Status	Male	84	84
	Unmarried	16	16
	Total	100	100

(31.5) Ahmadabad**Table 31.5: Demographic Profile of Service Providers in Ahmadabad**

Profiles	Particulars	Frequency	Percent
Profession	Travel Agent /Tour Operator	34	34
	Fast Food Vendors	11	11
	Hotels and Resorts	34	34
	Guides	5	5
	Souvenir Shop Vendor	8	8
	Any other	8	8
	Total	100	100
Gender	Male	92	92
	Female	8	8
	Total	100	100
Age	Below 25 years	25	25
	26 – 35 years	36	36
	36 – 50 years	23	23
	51 – 65 years	12	12
	66 and above	4	4
	Total	100	100
Education	Higher Secondary & below	45	45
	Graduate	30	30
	Post Graduate and above	25	25
	Total	100	100
Annual Income	Below Rs. 1,00,000	6	6
	Rs. 1,00,001 to Rs. 2,00,000	33	33
	Rs. 2,00,001 to Rs. 4,00,000	33	33
	Rs. 4,00,001 to Rs. 8,00,000	18	18
	Rs. 8,00,001 to Rs. 11,00,000	6	6
	Rs. 11,00,001 and above	4	4
	Total	100	100
Marital Status	Male	85	85
	Unmarried	15	15
	Total	100	100



(31.6) Mumbai

Table 31.6: Demographic Profile of Service Providers in Mumbai

Profiles	Particulars	Frequency	Percent
Profession	Travel Agent /Tour Operator	29	29
	Fast Food Vendors	7	7
	Hotels and Resorts	47	47
	Guides	2	2
	Souvenir Shop Vendor	8	8
	Any other	7	7
	Total	100	100
Gender	Male	93	93
	Female	7	7
	Total	100	100
Age	Below 25 years	3	3
	26 – 35 years	65	65
	36 – 50 years	32	32
	51 – 65 years	0	0
	66 and above		
	Total	100	100
Education	Higher Secondary & below	64	64
	Graduate	35	35
	Post Graduate and above	3	3
	Total	100	100
Annual Income	Below Rs. 1,00,000	6	6
	Rs. 1,00,001 to Rs. 2,00,000	34	34
	Rs. 2,00,001 to Rs. 4,00,000	36	36
	Rs. 4,00,001 to Rs. 8,00,000	18	18
	Rs. 8,00,001 to Rs. 11,00,000	4	4
	Rs. 11,00,001 and above	2	2
	Total	100	100
Marital Status	Male	82	82
	Unmarried	18	18
	Total	100	100

(31.7) Bhubaneswar

Table 31.7: Demographic Profile of Service Providers in Bhubaneswar

Profiles	Particulars	Frequency	Percent
Profession	Travel Agent /Tour Operator	30	30
	Fast Food Vendors	4	4
	Hotels and Resorts	48	48
	Guides	2	2
	Souvenir Shop Vendor	8	8
	Any other	8	8
	Total	100	100
Gender	Male	93	93
	Female	7	7
	Total	100	100
Age	Below 25 years	26	26
	26 – 35 years	52	52
	36 – 50 years	20	20
	51 – 65 years	2	2
	66 and above		
	Total	100	100
Education	Higher Secondary & below	60	60
	Graduate	30	30
	Post Graduate and above	10	10
	Total	100	100
Annual Income	Below Rs. 1,00,000	6	6
	Rs. 1,00,001 to Rs. 2,00,000	36	36
	Rs. 2,00,001 to Rs. 4,00,000	34	34
	Rs. 4,00,001 to Rs. 8,00,000	18	18
	Rs. 8,00,001 to Rs. 11,00,000	4	4
	Rs. 11,00,001 and above	2	2
	Total	100	100
Marital Status	Male	87	87
	Unmarried	13	13
	Total	100	100

(31.8) Kolkata**Table 31.8: Demographic Profile of Service Providers in Kolkata**

Profiles	Particulars	Frequency	Percent
Profession	Travel Agent /Tour Operator	33	33
	Fast Food Vendors	12	12
	Hotels and Resorts	33	33
	Guides	6	6
	Souvenir Shop Vendor	8	8
	Any other	8	8
	Total	100	100
Gender	Male	90	90
	Female	10	10
	Total	100	100
Age	Below 25 years	23	23
	26 – 35 years	30	30
	36 – 50 years	20	20
	51 – 65 years	18	18
	66 and above	9	9
	Total	100	100
Education	Higher Secondary & below	30	30
	Graduate	45	45
	Post Graduate and above	25	25
	Total	100	100
Annual Income	Below Rs. 1,00,000	6	6
	Rs. 1,00,001 to Rs. 2,00,000	29	29
	Rs. 2,00,001 to Rs. 4,00,000	30	30
	Rs. 4,00,001 to Rs. 8,00,000	20	20
	Rs. 8,00,001 to Rs. 11,00,000	8	8
	Rs. 11,00,001 and above	7	7
	Total	100	100
Marital Status	Male	75	75
	Unmarried	25	25
	Total	100	100

(31.9) Guwahati

Table 31.9: Demographic Profile of Service Providers in Guwahati

Profiles	Particulars	Frequency	Percent
Profession	Travel Agent /Tour Operator	29	29
	Fast Food Vendors	15	15
	Hotels and Resorts	35	35
	Guides	5	5
	Souvenir Shop Vendor	8	8
	Any other	8	8
	Total	100	100
Gender	Male	93	93
	Female	7	7
	Total	100	100
Age	Below 25 years	31	31
	26 – 35 years	25	25
	36 – 50 years	25	25
	51 – 65 years	15	15
	66 and above	4	4
	Total	100	100
Education	Higher Secondary & below	55	55
	Graduate	35	35
	Post Graduate and above	10	10
	Total	100	100
Annual Income	Below Rs. 1,00,000	6	6
	Rs. 1,00,001 to Rs. 2,00,000	35	35
	Rs. 2,00,001 to Rs. 4,00,000	30	30
	Rs. 4,00,001 to Rs. 8,00,000	22	22
	Rs. 8,00,001 to Rs. 11,00,000	5	5
	Rs. 11,00,001 and above	2	2
	Total	100	100
Marital Status	Male	87	87
	Unmarried	13	13
	Total	100	100

4. Govt. Officials

4.1. Combined data of all the cities

Table 32: Prime Job Responsibility and Service Tenure of Govt. Officials of all the cities

Particulars	No.s	%
To provide information	30	24.00%
To make plan for tourism promotion	35	28.00%
To implement promotional plan	23	18.40%
Office administration	21	16.80%
To market the tourism resources	16	12.80%
Others, please specify		0.00%
Total	125	100

Particulars	No.s	%
Less than 5 years	13	14.13%
5years to 10 years	40	43.48%
11 years to 15 years	18	19.57%
16 years to 20 years	4	4.35%
More than 20 years	17	18.48%
Total	92	100

4.2 City-wise data

[4.2.1] Jammu / Srinagar

Table 32.1: Prime Job Responsibility and Service Tenure of Govt. Officials of Jammu / Srinagar

Sl. No.	Particulars	No.s	%
1	To provide information	3	20.00%
2	To make plan for tourism promotion	5	33.33%
3	To implement promotional plan	3	20.00%
4	Office administration	3	20.00%
5	To market the tourism resources	1	6.67%
6	Others, please specify		0.00%
Total		15	100



Sl. No.	Particulars	No.s	%
1	Less than 5 years	2	20.00%
2	5years to 10 years	4	40.00%
3	11 years to 15 years	2	20.00%
4	16 years to 20 years	0	0.00%
5	More than 20 years	2	20.00%
Total		10	100

[4.2.2] Delhi

Table 32.2: Prime Job Responsibility and Service Tenure of Govt. Officials of Delhi

Sl. No.	Particulars	Frequency	%
1	To provide information	5	29%
2	To make plan for tourism promotion	4	24%
3	To implement promotional plan	3	18%
4	Office administration	3	18%
5	To market the tourism resources	2	12%
6	Others, please specify		0%
Total		17	100

Sl. No.	Particulars	Frequency	%
1	Less than 5 years	4	30.77%
2	5years to 10 years	6	46.15%
3	11 years to 15 years	0	0.00%
4	16 years to 20 years	0	0.00%
5	More than 20 years	3	23.08%
Total		13	100

[4.2.3] Trivandrum

Table 32.3: Prime Job Responsibility and Service Tenure of Govt. Officials of Trivandrum

Sl. No.	Particulars	No.s	%
1	To provide information	4	36%
2	To make plan for tourism promotion	2	18%
3	To implement promotional plan	1	9%
4	Office administration	1	9%
5	To market the tourism resources	3	27%
6	Others, please specify		0%
Total		11	100



Sl. No.	Particulars	No.s	%
1	Less than 5 years	1	11.11%
2	5years to 10 years	6	66.67%
3	11 years to 15 years	0	0.00%
4	16 years to 20 years	0	0.00%
5	More than 20 years	2	22.22%
Total		9	100

[32.4] Hyderabad

Table 32.4: Prime Job Responsibility and Service Tenure of Govt. Officials of Hyderabad

Sl. No.	Particulars	No.s	%
1	To provide information	5	33.33%
2	To make plan for tourism promotion	5	33.33%
3	To implement promotional plan	2	13.33%
4	Office administration	2	13.33%
5	To market the tourism resources	1	6.67%
6	Others, please specify	0	0.00%
Total		15	100

Sl. No.	Particulars	No.s	%
1	Less than 5 years	2	14.29%
2	5years to 10 years	6	42.86%
3	11 years to 15 years	4	28.57%
4	16 years to 20 years	1	7.14%
5	More than 20 years	1	7.14%
Total		14	100

[32.5] Ahmadabad

Table 32.5: Prime Job Responsibility and Service Tenure of Govt. Officials of Ahmadabad

Particulars	No.s	%
To provide information	2	15.38%
To make plan for tourism promotion	4	30.77%
To implement promotional plan	3	23.08%
Office administration	3	23.08%
To market the tourism resources	1	7.69%
Others, please specify		0.00%
Total	13	100



Particulars	No.s	%
Less than 5 years	1	12.50%
5years to 10 years	3	37.50%
11 years to 15 years	1	12.50%
16 years to 20 years	0	0.00%
More than 20 years	3	37.50%
Total	8	100

[32.6] Mumbai

Table 32.6: Prime Job Responsibility and Service Tenure of Govt. Officials of Mumbai

Sl. No.	Particulars	No.s	%
1	To provide information	4	25.00%
2	To make plan for tourism promotion	5	31.25%
3	To implement promotional plan	3	18.75%
4	Office administration	2	12.50%
5	To market the tourism resources	2	12.50%
6	Others, please specify	0	0.00%
Total		16	100

Sl. No.	Particulars	No.s	%
1	Less than 5 years	1	6.67%
2	5years to 10 years	6	40.00%
3	11 years to 15 years	7	46.67%
4	16 years to 20 years	1	6.67%
5	More than 20 years	0	0.00%
Total		15	100

[32.7] Bhubaneswar

Table 32.7: Prime Job Responsibility and Service Tenure of Govt. Officials of Bhubaneswar

Sl. No.	Particulars	No.s	%
1	To provide information	2	14.29%
2	To make plan for tourism promotion	4	28.57%
3	To implement promotional plan	4	28.57%
4	Office administration	2	14.29%
5	To market the tourism resources	2	14.29%
6	Others, please specify		0.00%
Total		14	100

Sl. No.	Particulars	No.s	%
1	Less than 5 years	1	11.11%
2	5years to 10 years	4	44.44%
3	11 years to 15 years	1	11.11%
4	16 years to 20 years	0	0.00%
5	More than 20 years	3	33.33%
Total		9	100



[32.8] Kolkata**Table 32.8: Prime Job Responsibility and Service Tenure of Govt. Officials of Kolkata**

Particulars	No.s	%
To provide information	1	8.33%
To make plan for tourism promotion	3	25.00%
To implement promotional plan	3	25.00%
Office administration	3	25.00%
To market the tourism resources	2	16.67%
Others, please specify		0.00%
Total	12	100

Particulars	No.s	%
Less than 5 years	0	0.00%
5years to 10 years	2	40.00%
11 years to 15 years	0	0.00%
16 years to 20 years	0	0.00%
More than 20 years	3	60.00%
Total	5	100

[32.9] Guwahati**Table 32.1: Prime Job Responsibility and Service Tenure of Govt. Officials of Guwahati**

Sl. No.	Particulars	No.s	%
1	To provide information	4	26.67%
2	To make plan for tourism promotion	5	33.33%
3	To implement promotional plan	2	13.33%
4	Office administration	3	20.00%
5	To market the tourism resources	1	6.67%
6	Others, please specify		0.00%
	Total	15	100

Sl. No.	Particulars	No.s	%
1	Less than 5 years	1	8.33%
2	5years to 10 years	5	41.67%
3	11 years to 15 years	3	25.00%
4	16 years to 20 years	1	8.33%
5	More than 20 years	2	16.67%
	Total	12	100



ANNEXURE II
INSTRUMENTS FOR DATA COLLECTION





Incredible India

INDIAN INSTITUTE OF TOURISM & TRAVEL MANAGEMENT

(An Organisation of Ministry of Tourism, Govt. of India)

Dumuduma, Bhubaneswar – 751019, Odisha, India

QUESTIONNAIRE

(Tourist)

Namaskar,

Greetings from IITTM, Bhubaneswar!!!! We are conducting a study on “Domestic Promotion and Publicity including Hospitality (DPPH)” programme, on behalf of Ministry of Tourism (MoT), Govt. of India. Kindly spare a few minutes from your valuable time to fill-up the questionnaire to help us to plan improvement in the promotional campaign. All the information collected will be used exclusively for the research and shall not be shared with anyone else.

Thanks,

Study Team
IITTM, Bhubaneswar

Please put (√) in appropriate box.

Place of Data Collection :

State of Data Collection :

1. Name : _____

2. Gender :

M		F	
---	--	---	--

3. Age :

- (i) Below 25 years
- (ii) 26 – 35 years
- (iii) 36 – 50 years
- (iv) 51 – 65 years
- (v) 66 and above

4. Education

- (i) Higher Secondary & below
- (ii) Graduate
- (iii) Post Graduate and above



5. Annual Income
- (i) Below Rs. 1,00,000
 - (ii) Rs. 1,00,001 to Rs. 2,00,000
 - (iii) Rs. 2,00,001 to Rs. 4,00,000
 - (iv) Rs. 4,00,001 to Rs. 8,00,000
 - (v) Rs. 8,00,001 to Rs. 11,00,000
 - (vi) Rs. 11,00,001 and above

6. Occupation
- (i) Student
 - (ii) Service
 - (iii) Business
 - (iv) Home maker
 - (v) Retired
 - (vi) Others, please specify _____

7. Marital Status:
- | | | | | | |
|---|--|----|--|-----|--|
| M | | UM | | OTH | |
|---|--|----|--|-----|--|

8. What have been the sources of Information for your domestic tours between 2007 onwards. If multiple of sources you may tick(✓) many options.

- (i) Ad in Printing Media
- (ii) Ad in Electronic Media
- (iii) Website/Internet
- (iv) Information Centre(s)
- (v) Publicity material of Ministry of Tourism/State Tourism
- (vi) Travel Agency & Tour Operator
- (vii) Friends / Relatives
- (viii) Bill Board / Hoarding in the Airport / Railway Station.
- (ix) Any others, please specify _____



9. Where you got the required information to visit the tourist attractions of the present tour. Please tick (✓) in a appropriate box

	Source	First	Second	Third
(i)	Travel Agency & Tour Operator			
(ii)	Publicity material of Ministry of Tourism/State Tourism			
(iii)	Website/Internet			
(iv)	Information Centre(s)			
(v)	Ad in Printing Media			
(vi)	Ad in Electronic Media			
(vii)	Bill Board / Hoarding in the Airport / Railway Station.			
(viii)	Friends / Relatives			
(ix)	Any others, please specify			

10. Which of the following campaign of Ministry of Tourism, Govt. Of India, you are aware about and which parameter of the concerned campaign you like more? Please tick (✓) more than one option in case of multiple of sources.

	Campaign	Parameter					
		Presenta tion Style	Theme	Awareness about the concept	Color Schem e	Brand Ambassado r/Local artists/Cele brity	Travel related Information
(i)	Atithi Devo Bhavah						
(ii)	Campaign clean India						
(iii)	North Eastern States Campaign						
(iv)	Jammu and Kashmir Campaign						
(v)	Golf Tourism						
(vi)	Film Tourism						
(vii)	Wellness Tourism						
(viii)	Rural Tourism						



11. From which media you came to know about the campaign ?. Please tick more than one option in case of multiple of sources.

Print		Electronic		Online	
News paper		TV		Internet	
Magazines		Radio		Website	
Information Brochure of Ministry of Tourism, Govt. Of India		Promotional CD		Promotional Email	
Information Brochure of State Government		Movies		Social Media	
		Bill Board			

12. In your opinion what is the effectiveness of different media and media vehicles in generating excitement in a tourism campaign ? Rank the programmes of different media in order of your choice. (5 is the highest rank and 1 is the lowest rank)

Media	Media vehicles				
	Sports	Educational	Entertainment	News based	Religious
TV					
Radio					
Magazines					
News paper					
Website					

13. Do you feel that there is an improvement in the following area due to different campaign by Ministry of Tourism :

Factors	Increased	Somewhat increased	Can't say
Importance of Tourism			
Increase in Tourist Arrival			
Knowledge of Tourist Place			
Awareness on Hospitality			
Income Generation			
Cleanliness of Tourism Attractions			



14. Give your preferred channels / News papers / Magazines you generally see / refer

TV Channels (name)	Radio Channels (name)	News Papers (name)	Magazines (name)	Website (Name)
1.	1.	1.	1.	1.
2.	2.	2.	2.	2.
3.	3.	3.	3.	3.
4.	4.	4.	4.	4.
5.	5.	5.	5.	5.

15. When you spent more time to usually watch/refer.

Media	Forenoon	After noon	Evening /Night
TV			
Radio			
Magazines			
News paper			
Website			

16. Do you Visit Tourism Fairs and Festivals, please tick in appropriate box. If yes, which fairs and festival you like more. If multiple choice of you may tick(√) many options.

YES		NO	
-----	--	----	--

- (i) Trade Fair
- (ii) Dance Festival
- (iii) Handicraft Fairs
- (iv) Traditional Festivals
- (v) Religious Festivals
- (vi) Conventions of Tourism Associations

(vii) Any other, please specify _____

17. Do you read the Advertorials in Newspapers regarding the different initiatives of Ministry of Tourism, Govt. Of India and Tourism Resources of the country

YES		NO	
-----	--	----	--

If yes, tick (√) the followings. In case of multiple choice you may tick (√) many options.

- (i) It helps to enrich the knowledge of tourism resources of the country

- (ii) It provides information's about different initiatives of MoT
- (iii) It create an awareness regarding different tourism projects among the people of the country
- (iv) It motivates to visit the destinations
- (v) Any other, please specify _____

18. As per your understanding, which is the best media for giving tourism advertisement ?

TV	Radio	News paper	Magazines	Webpage
Channel (Name) Preference wise	Channel (Name) Preference wise	News paper (name) Preference wise	Magazines (Name) Preference wise	Webpage Preference wise
1.	1.	1.	1.	1
2.	2.	2.	2.	2
3.	3.	3.	3.	3
4.	4.	4.	4.	4
5.	5.	5.	5.	5

Respondent Address and Contact No. (Optional) :

.....

Thanking you,

.....

Office Use only

Date : _____

Team Leader: _____

Interviewer Name : _____

Scrutiny: _____





Incredible India

INDIAN INSTITUTE OF TOURISM & TRAVEL MANAGEMENT

(An Organisation of Ministry of Tourism, Govt. of India)

Dumuduma, Bhubaneswar – 751019, Odisha, India

QUESTIONNAIRE

(Local Resident)

Namaskar,

Greetings from IITTM, Bhubaneswar!!!! We are conducting a study on “Domestic Promotion and Publicity including Hospitality (DPPH)” programme, on behalf of Ministry of Tourism (MoT), Govt. of India. Kindly spare a few minutes from your valuable time to fill-up the questionnaire to help us to plan improvement in the promotional campaign. All the information collected will be used exclusively for the research and shall not be shared with anyone else.

Thanks,

Study Team
IITTM, Bhubaneswar

Please put (√) in appropriate box.

Place of Data Collection :

State of Data Collection :

1. Name : _____

2. Gender :

M		F	
---	--	---	--

3. Age :

- (i) Below 25 years
- (ii) 26 – 35 years
- (iii) 36 – 50 years
- (iv) 51 – 65 years
- (v) 66 and above

4. Education

- (i) Higher Secondary & below
- (ii) Graduate
- (iii) Post Graduate and above



5. Annual Income
- (i) Below Rs. 1,00,000
 - (ii) Rs. 1,00,001 to Rs. 2,00,000
 - (iii) Rs. 2,00,001 to Rs. 4,00,000
 - (iv) Rs. 4,00,001 to Rs. 8,00,000
 - (v) Rs. 8,00,001 to Rs. 11,00,000
 - (vi) Rs. 11,00,001 and above

6. Occupation
- (i) Student
 - (ii) Service
 - (iii) Business
 - (iv) Home maker
 - (v) Retired
 - (vi) Others, please specify _____

7. Marital Status:

M		UM		OTH	
---	--	----	--	-----	--

8. What have been the sources of Information for your domestic tours between 2007 onwards. If multiple of sources you may tick(✓) many options.

- (i) Ad in Printing Media
- (ii) Ad in Electronic Media
- (iii) Website/Internet
- (iv) Information Centre(s)
- (v) Publicity material of Ministry of Tourism/State Tourism
- (vi) Travel Agency & Tour Operator
- (vii) Friends / Relatives
- (viii) Bill Board / Hoarding in the Airport / Railway Station.
- (ix) Any others, please specify _____



9. Where you will collect the required information to visit the tourist attractions for your future tour. Please tick (✓) in a appropriate box

	Source	First	Second	Third
(i)	Travel Agency & Tour Operator			
(ii)	Publicity material of Ministry of Tourism/State Tourism			
(iii)	Website/Internet			
(iv)	Information Centre(s)			
(v)	Ad in Printing Media			
(vi)	Ad in Electronic Media			
(vii)	Bill Board / Hoarding in the Airport / Railway Station.			
(Viii)	Friends / Relatives			
(ix)	Any others, please specify			

10. Which of the following campaign of Ministry of Tourism, Govt. Of India, you are aware about and which parameter of the concerned campaign you like more? Please tick (✓) more than one option in case of multiple of sources.

	Campaign	Parameter					
		Presentation Style	Theme	Awareness about the concept	Color Scheme	Brand Ambassador or /Local artists/ Celebrity	Travel related Information
(i)	Atithi Devo Bhavah						
(ii)	Campaign clean India						
(iii)	North Eastern States Campaign						
(iv)	Jammu and Kashmir Campaign						
(v)	Golf Tourism						
(vi)	Film Tourism						
(vii)	Wellness Tourism						
(viii)	Rural Tourism						

11. From which media you came to know about the campaign ?. Please tick more than one option in case of multiple of sources.

Print		Electronic		Online	
News paper		TV		Internet	
Magazines		Radio		Website	
Information Brochure of Ministry of Tourism, Govt. Of India		Promotional CD		Promotional Email	
Information Brochure of State Government		Movies		Social Media	
		Bill Board			

12. Are you aware about the different tourism promotional campaign of your state tourism department regarding different attractions of your state. If yes, where you locate ? Please tick (✓) more than one option in case of multiple of sources.

Print		Electronic		Online	
News paper		TV		Internet	
Magazines		Radio		Website	
Information Brochure of State Government		Promotional CD		Promotional Email	
		Movies		Social Media	
		Bill Board			

13. In your opinion what is the effectiveness of different media and media vehicles in generating excitement in a tourism campaign ? Rank the programmes of different media in order of your choice. (5 is the highest rank and 1 is the lowest rank)

Media	Media vehicles				
	Sports	Educational	Entertainment	News based	Religious
TV					
Radio					
Magazines					
News paper					
Website					

14. Do you feel that there is an improvement in the following area in the tourist attractions of your locality due to different awareness campaign by your State Tourism Department and Ministry of Tourism.

Factors	Increased	Somewhat increased	Can't say
Importance of Tourism			
Increase the Tourist Arrival in your Locality			
Knowledge of Tourist Place			
Awareness on Hospitality			
Income Generation			
Cleanliness of Tourism Attractions your locality			

15. Give your preferred channels / News papers / Magazines you generally see / refer

TV Channels (name)	Radio Channels (name)	News Papers (name)	Magazines (name)	Website (Name)
1.	1.	1.	1.	1.
2.	2.	2.	2.	2.
3.	3.	3.	3.	3.
4.	4.	4.	4.	4.
5.	5.	5.	5.	5.

16. When you spent more time to usually watch/refer.

Media	Forenoon	After noon	Evening /Night
TV			
Radio			
Magazines			
News paper			
Website			

17. Do you Visit Tourism Fairs and Festivals of your locality, please tick in appropriate box.

YES		NO	
-----	--	----	--

If yes, which fairs and festival you like more. If multiple choice of you may tick(√) many options.

- (i) Trade Fair
- (ii) Dance Festival
- (iii) Handicraft Fairs
- (iv) Traditional Festivals
- (v) Religious Festivals
- (vi) Conventions of Tourism Associations
- (vii) Any other, please specify _____

18. Do you read the Advertorials in Newspapers regarding the different initiatives of Ministry of Tourism, Govt. Of India and Tourism Resources of the country

If yes, tick (√) the followings. In case of multiple choice you may tick (√) many options.

- (i) It helps to enrich the knowledge of tourism resources of the country
- (ii) It provides information's about different initiatives of MoT
- (iii) It create an awareness regarding different tourism projects among the people of the country
- (iv) It motivates to visit the destinations
- (v) Any other, please specify _____

19. As per your understanding, which is the best media for giving tourism advertisement ?

TV	Radio	News paper	Magazines	Webpage
Channel (Name) Preference wise	Channel (Name) Preference wise	News paper (name) Preference wise	Magazines (Name) Preference wise	Webpage Preference wise
1.	1.	1.	1.	1
2.	2.	2.	2.	2
3.	3.	3.	3.	3
4.	4.	4.	4.	4
5.	5.	5.	5.	5

Respondent Address and Contact No. (Optional) :

.....

Thanking you,

Office Use only

Date : _____

Team Leader: _____

Interviewer Name : _____

Scrutiny: _____





Incredible India

INDIAN INSTITUTE OF TOURISM & TRAVEL MANAGEMENT

(An Organisation of Ministry of Tourism, Govt. of India)

Dumuduma, Bhubaneswar – 751019, Odisha, India

QUESTIONNAIRE

(Service Provider)

Namaskar,

Greetings from IITTM, Bhubaneswar!!!! We are conducting a study on “Domestic Promotion and Publicity including Hospitality (DPPH)” programme, on behalf of Ministry of Tourism (MoT), Govt. of India. Kindly spare a few minutes from your valuable time to fill-up the questionnaire to help us to plan improvement in the promotional campaign. All the information collected will be used exclusively for the research and shall not be shared with anyone else.

Thanks,

Study Team
IITTM, Bhubaneswar

Please put (√) in appropriate box.

Place of Data Collection :

State of Data Collection :

1. Name : _____

2. Your profession :

(i) Travel Agent /Tour Operator

(ii) Fast Food Vendors

(iii) Hotels and Resorts

(iv) Guides

(v) Souvenir Shop Vendor

(vi) Any other, please specify _____

3. Gender :

M		F	
---	--	---	--

4. Age :

(i) Below 25 years

(ii) 26 – 35 years

(iii) 36 – 50 years

(iv) 51 – 65 years

(v) 66 and above



5. Education

- (i) Higher Secondary & below
- (ii) Graduate
- (iii) Post Graduate and above

6. Annual Income

- (i) Below Rs. 1,00,000
- (ii) Rs. 1,00,001 to Rs. 2,00,000
- (iii) Rs. 2,00,001 to Rs. 4,00,000
- (iv) Rs. 4,00,001 to Rs. 8,00,000
- (v) Rs. 8,00,001 to Rs. 11,00,000
- (vi) Rs. 11,00,001 and above

7. Marital Status:

M		UM		OTH	
---	--	----	--	-----	--

8. Are you aware about the following campaign of Ministry of Tourism, Govt. of India. Which parameter of the concerned campaign you like more? Please tick (✓) more than one option in case of multiple of sources.

	Campaign	Parameter					
		Presentatio n Style	Theme	Awareness about the concept	Color Schem e	Brand Ambassado r/Local Artists/Cele brity	Travel related Informati on
(i)	Atithi Devo Bhavah						
(ii)	Campaign clean India						
(iii)	North Eastern States Campaign						
(iv)	Jammu and Kashmir Campaign						
(v)	Golf Tourism						
(vi)	Film Tourism						
(vii)	Wellness Tourism						
(viii)	Rural Tourism						



9. From which media you came to know about the campaign ?. Please tick more than one option in case of multiple of sources.

Print		Electronic		Online	
News paper		TV		Internet	
Magazines		Radio		Website	
Information Brochure of Ministry of Tourism, Govt. Of India		Promotional CD		Promotional Email	
Information Brochure of State Government		Movies		Social Media	
		Bill Board			

10. Are you aware about the different tourism promotional campaign of your state tourism department regarding different attractions of your state. If yes, where you locate? Please tick (✓) more than one option in case of multiple of sources.

Print		Electronic		Online	
News paper		TV		Internet	
Magazines		Radio		Website	
Information Brochure of State Government		Promotional CD		Promotional Email	
		Movies		Social Media	
		Bill Board			

11. In your opinion what is the effectiveness of different media and media vehicles in generating excitement in a tourism campaign ? Rank the programmes of different media in order of your choice.

(5 is the highest rank and 1 is the lowest rank)

Media	Media vehicles				
	Sports	Educational	Entertainment	News based	Religious
TV					
Radio					
Magazines					
News paper					
Website					



12. Do you feel that there is an improvement in the following area in the tourist attractions of your locality due to different awareness campaign by your State Tourism Department and Ministry of Tourism.

Factors	Increased	Somewhat increased	Can't say
Importance of Tourism in your locality			
Increase the Tourist Arrival to your Locality			
Knowledge of Tourist Place			
Awareness on Hospitality by local people			
Income Generation in your state			
Improvement of your business			
Positive attitude and behaviour of Tourists visiting to your place			
Respect towards tourist by the local community.			
Cleanliness of Tourism Attractions of your locality			

13. Do you Visit Tourism Fairs and Festivals of your locality, please tick in appropriate box.

YES		NO	
-----	--	----	--

If yes, which fairs and festival you like more. If multiple choice of you may tick (✓) many options.

- (i) Trade Fair
- (ii) Dance Festival
- (iii) Handicraft Fairs
- (iv) Traditional Festivals
- (v) Religious Festivals
- (vi) Conventions of Tourism Associations

(vii) Any other, please specify _____

14. Do you read the Advertorials in Newspapers regarding the different initiatives of Ministry of Tourism, Govt. Of India and Tourism Resources of the country

If yes, tick (✓) the followings. In case of multiple choice you may tick (✓) many options.

- (i) It helps to enrich the knowledge of tourism resources of the country
- (ii) It provides information's about different initiatives of MoT
- (iii) It create an awareness regarding different tourism projects among the people of the country



(iv) It motivates to visit the destinations

(v) Any other, please specify _____

15. As per your understanding, which is the best media for giving tourism advertisement ?

TV Channel (Name) Preference wise	Radio Channel (Name) Preference wise	News paper News paper (name) Preference wise	Magazines Magazines (Name) Preference wise	Webpage Webpage Preference wise
1.	1.	1.	1.	1
2.	2.	2.	2.	2
3.	3.	3.	3.	3
4.	4.	4.	4.	4
5.	5.	5.	5.	5

Respondent Address and Contact No. (Optional) :

.....

Thanking you,

Office Use only

Date : _____

Team Leader: _____

Interviewer Name : _____

Scrutiny: _____





Incredible India
INDIAN INSTITUTE OF TOURISM & TRAVEL MANAGEMENT
 (An Organisation of Ministry of Tourism, Govt. of India)
 Dumuduma, Bhubaneswar – 751019, Odisha, India

QUESTIONNAIRE
(Government Officials)

Namaskar,

Greetings from IITTM, Bhubaneswar!!!! We are conducting a study on “Domestic Promotion and Publicity including Hospitality (DPPH)” programme, on behalf of Ministry of Tourism (MoT), Govt. of India. Kindly spare a few minutes from your valuable time to fill-up the questionnaire to help us to plan improvement in the promotional campaign. All the information collected will be used exclusively for the research and shall not be shared with anyone else.

Thanks,

Study Team
IITTM, Bhubaneswar

Please put (√) in appropriate box.

Place of Data Collection :

State of Data Collection :

1. Name : _____

2. Prime job responsibility at present:

- (i) To provide information
- (ii) To make plan for tourism promotion
- (iii) To implement promotional plan
- (iv) Office administration
- (v) To market the tourism resources
- (vi) Others, please specify _____

3. Your work experience in the Department of Tourism,

- (i) Less than 5 years
- (ii) 5years to 10 years
- (iii) 11 years to 15 years
- (iv) 16 years to 20 years
- (v) More than 20 years



4. Are you aware about the following campaign of Ministry of Tourism, Govt. of India. Which parameter of the concerned campaign you like more? Please tick (✓) more than one option in case of multiple of sources.

	Campaign	Parameter					
		Presentation Style	Theme	Awareness about the concept	Color Scheme	Brand Ambassador /Local Artists/ Celebrity	Travel related Information
(i)	Atithi Devo Bhavah						
(ii)	Campaign clean India						
(iii)	North Eastern States Campaign						
(iv)	Jammu and Kashmir Campaign						
(v)	Golf Tourism						
(vi)	Film Tourism						
(vii)	Wellness Tourism						
(viii)	Rural Tourism						

5. From which media you came to know about the campaign ?. Please tick more than one option in case of multiple of sources.

Print		Electronic		Online	
News paper		TV		Internet	
Magazines		Radio		Website	
Information Brochure of Ministry of Tourism, Govt. Of India		Promotional CD		Promotional Email	
Information Brochure of State Government		Movies		Social Media	
		Bill Board			

6. Are you aware about the different tourism promotional campaign of your state tourism department regarding different attractions of your state. If yes, where you locate? Please tick (✓) more than one option in case of multiple of sources.

Print		Electronic		Online	
News paper		TV		Internet	
Magazines		Radio		Website	
Information Brochure of State Government		Promotional CD		Promotional Email	
		Movies		Social Media	
		Bill Board			



7. In your opinion what is the effectiveness of different media and media vehicles in generating excitement in a tourism campaign ? Rank the programmes of different media in order of your choice.

(5 is the highest rank and 1 is the lowest rank)

Media	Media vehicles				
	Sports	Educational	Entertainment	News based	Religious
TV					
Radio					
Magazines					
News paper					
Website					

8. Do you feel that there is an improvement in the following area in the tourist attractions of your locality due to different awareness campaign by your State Tourism Department and Ministry of Tourism

.Factors	Increased	Somewhat increased	Can't say
Importance of Tourism in your locality			
Increase the Tourist Arrival to your Locality			
Knowledge of Tourist Place			
Awareness on Hospitality by local people			
Income Generation in your state			
Improvement of your business			
Positive attitude and behaviour of Tourists visiting to your place			
Respect towards tourist by the local community.			
Cleanliness of Tourism Attractions of your locality			

9. Do you Visit Tourism Fairs and Festivals of your locality, please tick in appropriate box.

If yes, which fairs and festival you like more. If multiple choice of you may tick(√) many options.

- | | YES | NO |
|--|--------------------------|--------------------------|
| (i) Trade Fair | <input type="checkbox"/> | <input type="checkbox"/> |
| (ii) Dance Festival | <input type="checkbox"/> | <input type="checkbox"/> |
| (iii) Handicraft Fairs | <input type="checkbox"/> | <input type="checkbox"/> |
| (iv) Traditional Festivals | <input type="checkbox"/> | <input type="checkbox"/> |
| (v) Religious Festivals | <input type="checkbox"/> | <input type="checkbox"/> |
| (vi) Conventions of Tourism Associations | <input type="checkbox"/> | <input type="checkbox"/> |
| (vii) Any other, please specify _____ | | |



10. Do you read the Advertorials in Newspapers regarding the different initiatives of Ministry of Tourism, Govt. Of India and Tourism Resources of the country

If yes, tick (√) the followings. In case of multiple choice you may tick (√) many options.

- (i) It helps to enrich the knowledge of tourism resources of the country
- (ii) It provides information's about different initiatives of MoT
- (iii) It create an awareness regarding different tourism projects among the people of the country
- (iv) It motivates to visit the destinations
- (v) Any other, please specify _____

11. As per your understanding, which is the best media for giving tourism advertisement ?

TV	Radio	News paper	Magazines	Webpage
Channel (Name) Preference wise	Channel (Name) Preference wise	News paper (name) Preference wise	Magazines (Name) Preference wise	Webpage Preference wise
1.	1.	1.	1.	1
2.	2.	2.	2.	2
3.	3.	3.	3.	3
4.	4.	4.	4.	4
5.	5.	5.	5.	5

Respondent Address and Contact No. (Optional) :

.....

Thanking you,

Office Use only

Date : _____

Team Leader: _____

Interviewer Name : _____

Scrutiny: _____



A Study
On
Evaluation of the scheme of
Domestic Promotion & Publicity Including Hospitality (DPPH)

On behalf of
Ministry of Tourism
(Market Research Division)
Govt. of India

Conducted by:



INDIAN INSTITUTE OF TOURISM AND TRAVEL MANAGEMENT
Dumuduma, Bhubaneswar - 751019
Tel: 074 -2472014. 2472016 Fax: 0674 -2472013
Email: iittmb@gmail.com, saratlenka62@gmail.com Website: www.iittm.org



Section A**INFORMATION TO BE PROVIDED BY DEPARTMENT OF TOURISM OF CONCERNED STATE
GOVERNMENT**

Name of the State : _____
Contact Person : _____
Designation : _____
Mobile Number : _____

1.

Financial Year	Domestic Tourist Arrival in Lakhs	Inflow of money through Domestic Tourist Expenditure in the State
2006-07		
2007-08		
2008-09		
2009-10		
2010-11		
2011-12		

2.

Financial year	No. of project received from Ministry of Tourism, Govt. of India in the DPPH Head	No. of project		Grant Received from Ministry of Tourism, GOI, if any (In lakhs)	Amount Utilized (In lakhs)
		Completed	Ongoing		
2006-07					
2007-08					
2008-09					
2009-10					
2010-11					
2011-12					



3.

Financial year	No. of Events Organized	Total Amount Spent (In lakhs)	Total Grant Received from Ministry of Tourism, GOI, if any (in lakhs)	Amount Utilized (in lakhs)
2006-07				
2007-08				
2008-09				
2009-10				
2010-11				
2011-12				

4.

Financial year	Participation in major International Travel Fair	Total Amount Spent (In lakhs)	Total Grant Received from Ministry of Tourism, GOI, if any (in lakhs)	Amount Utilized (in lakhs)
2006-07				
2007-08				
2008-09				
2009-10				
2010-11				
2011-12				

5.

Financial year	Participation in major Domestic Travel Fair	Total Amount Spent (In lakhs)	Total Grant Received from Ministry of Tourism, GOI, if any (in lakhs)	Amount Utilized (in lakhs)
2006-07				
2007-08				
2008-09				
2009-10				
2010-11				
2011-12				



6.

Financial year	Production of Publicity Material	Total Amount Spent (In lakhs)	Total Grant Received from Ministry of Tourism, GOI, if any (in lakhs)	Amount Utilized (in lakhs)
2006-07				
2007-08				
2008-09				
2009-10				
2010-11				
2011-12				

7.

Financial year	Advertisement in Print and Electronic Media	Total Amount Spent (In lakhs)	Total Grant Received from Ministry of Tourism, GOI, if any (in lakhs)	Amount Utilized (in lakhs)
2006-07				
2007-08				
2008-09				
2009-10				
2010-11				
2011-12				

8.

Financial year	Financial Assistance to Service Providers / Artisans in Different Travel Mart	Total Amount Spent (In lakhs)	Total Grant Received from Ministry of Tourism, GOI, (Marketing Development Assistance Scheme) if any (in lakhs)	Amount Utilized (in lakhs)
2006-07				
2007-08				
2008-09				
2009-10				
2010-11				
2011-12				



9.

Financial year	Number of promotional campaign undertaken by other related organizations	Total Amount Spent (In lakhs)	Total Grant Received from Ministry of Tourism, GOI, if any (in lakhs)	Amount Utilized (in lakhs)
2006-07				
2007-08				
2008-09				
2009-10				
2010-11				
2011-12				

10. Have you received any grants for Campaign Clean India (CCI Scheme) from Ministry of Tourism, Govt. of India ?

Yes		No	
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If Yes

Grant Received in Amount (in lakhs)	Amount Utilized (in lakhs)

Section B

1. Do you feel that the different tourism events /fairs and festivals have helped in promotion of tourism in the State?

Factors	Increased	Somewhat increased	Can't say
Motivate the community to welcome the tourist to the locality			
Increase the Tourist Arrival to the State			
Enrich the knowledge of Tourist attractions of the State			
Preserve the cultural heritage of the State			
Income Generation in the state			



2. Do you feel that the participation in the major travel fair in the country helps in promotion of tourism in the State ?

Factors	Increased	Somewhat increased	Can't say
Increase the Tourist Arrival to the State			
Showcase the tourists resources of the State			
Income generation in the State			
Enrich the knowledge of the staff in the State			
Create the facilities in the tourists in the State			

3. Do you feel that the production of publicity materials helps in promotion of tourism in the State?

Factors	Increased	Somewhat increased	Can't say
Increase the Tourist Arrival to the State			
Provide informations to the tourists on the tourists resources of the State			
Income generation in the State			
Enrich the knowledge of the staff in the State			
Create an awareness among the community regarding the resources in the State			

4. Do you feel that the advertisements and advertorials helps in promotion of tourism in the State?

Factors	Increased	Somewhat increased	Can't say
Increase the Tourist Arrival in the State			
Provide informations to the tourists on the tourists resources of the State			
Income generation in the State			
Provide informations regarding different initiatives of tourism department to the people of the State			



5. Do you feel that the financial assistance to the service providers including artisans to attend different travel forum helps in promotion of tourism in the State?

Factors	Increased	Somewhat increased	Can't say
Increase the Tourist Arrival in the State			
Showcase the rich cultural of the State			
Income generation in the State			
To motivate the service providers including artisans to be part of the tourism industry			
To provide the quality service to the tourists			



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**INFORMATION TO BE PROVIDED BY TRADE ORGANISATIONS /
ASSOCIATIONS OF THE COUNTRY**

Name of the Trade Association : _____
 Contact Person : _____
 Designation : _____
 Mobile Number : _____
 1.

Financial year	No. of Tourism Events Organized in India	Total Amount Spent (In lakhs)	Financial support received from Ministry of Tourism, Govt. of India (In lakhs)	Amount Utilized (in lakhs)
2006-07				
2007-08				
2008-09				
2009-10				
2010-11				
2011-12				

2. Do you feel that the different tourism events /fairs and festivals have helped in promotion of tourism in the country ?

Factors	Increased	Somewhat increased	Can't say
Increase the Tourist Arrival to the country			
Enrich the knowledge of Tourist attractions of the country			
Preserve the cultural heritage of the country			
Income Generation in the country			
Showcase the tourism products of the country			

3. Do you feel that the advertisements and advertorials helps in promotion of tourism in the country?

Factors	Increased	Somewhat increased	Can't say
Increase the Tourist Arrival in the country			
Provide information to the tourists on the tourists resources of the country			
Income generation in the country			
Provide information regarding different initiatives of tourism department to the people of the country			





Indian Institute of Tourism and Travel Management

Bhubaneswar, Odisha

(An Organization of Ministry of Tourism, Govt. of India)

Dumduma, Bhubaneswar - 751019, Odisha, India.

Tel : 0674-2472014 / 15 | Fax : 0674-2472013

Email : iittmb@gmail.com | Website : www.iittm.org

