Infrastructure Gap Assessment at Tourist Destinations

Tourist inflow to a particular destination depends not only on the place but also the availability of better facilities/ services / infrastructure at the destination. The aspect of connectivity to major cities can also not be ignored. Therefore, assessment of infrastructure gap at various destinations according to the tourists and creation of the assessed facilities is essential for enhancing the tourist inflow. Satisfied tourist will, generally, give greater publicity to tourism by publicizing happy experiences of their visit to a tourist site. Hence, a need is felt to frame a methodology for assessing the infrastructural gap at tourist destinations conform to the satisfaction of the tourists. The suggested methodology in this regard is described below.

Suggested Approach

The approach to determine Infrastructural gap assessment is based on "Importance-Satisfaction" model. That is, one should first find out which touristic amenities / facilities / services are considered as "important" and, then, assess the level of satisfaction" with the quality of available amenities / facilities / services. While feedback on the importance of different types of touristic amenities / facilities / services can be obtained from tourists as well as locals, input on quality and level of satisfaction of the available amenities / facilities / services can be gathered from tourists, locals service providers like tour operators & guides as well as through an Audit. The Auditor would be a trained surveyor of the State / UT which is executing the methodology. The feedback obtained from different categories of respondents can be combined in a weighted manner to obtain a single score against both "Importance" and "Satisfaction".

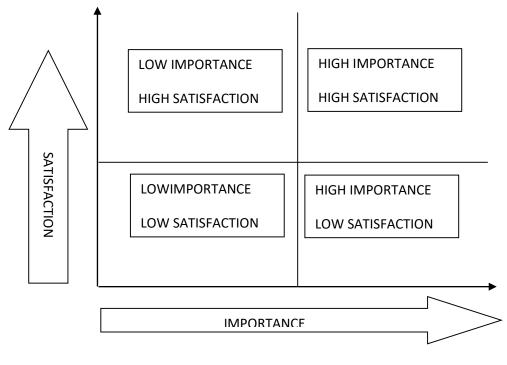


Chart 1

Differences in the "importance" and the "degree of satisfaction" with the existing infrastructure can be treated as a gap, more precisely the "Importance-Satisfaction gap". The facilities / services / amenities in which a larger gap between the "Importance" and "Satisfaction" is assessed would fall in the IV Quadrant of the matrix and may be considered as areas of high priority.

Steps involved in Methodology

The Methodology comprises of the following:

1) Drawing up of an indicative list of touristic facilities/ services and amenities.

An indicative list of touristic facilities/ services and amenities is given in **Annexure 1**.

- 2) This indicative list would be customised for the destination concerned by the executing agency in consultation with the local stakeholders / Industry members. (3 5 respondents)
- 3) An Audit by the Auditor (Surveyor) of the executing agency would be undertaken to check the availability of the listed facilities/ services and amenities. Quality of the available facilities/ services and amenities would be graded on a 10-point scale with the 'poorest' being given 1 and the 'best' being given 10.

A tentative check list for the Auditor is given at **Annexure 2**.

- 4) A sample survey of tourists (Tourists should be interviewed at the time they are about to leave the destination), locals and service providers (tour operators / guides) is to be undertaken to assess the following:
 - a. The importance they assign to different facilities / services / amenities and
 - b. Their satisfaction level with the existing level of the facilities / services / amenities.
- 5) The tourists, locals and service providers may add to the customised list of facilities/ services/ amenities. For this purpose, a category 'others (to be specified' is mentioned in the list.

Following should be assured:

- (i) The duration of the survey may be specified as 1 2 weeks.
- (ii) Tourists are to be interviewed at the tourist spots and the locals and the service providers may be interviewed in areas nearby to the tourist spots.
- (iii) Sample is a random sample,
- (iv) Sample is spread over seven days of a week,

- (v) Sample is spread over entire duration of the day,
- (vi) Both, male and female respondents are covered in an appropriate manner,
- (vii) Only 1 member of a group is surveyed,
- (viii) Sample should have a fair representation of both domestic and foreign tourists, with a minimum of 10% of the proposed sample of tourists being foreigners.
- (ix) Survey should preferably be conducted in the peak period.

Sample Size: The tentative sample size is as follows:

- (i) Tourists: 600 (ii) Locals: 200
- (iii) Service Providers: 20

The questionnaire has two sections; one to assess the importance which the tourist assigns to different facilities / amenities / services and the other to assess his/her satisfaction level with those facilities / amenities / services which are available.

The respondents will be asked about each facility/component of infrastructure to score it on the scale of 1 to 10, for both "importance" of infrastructure and that on the level of "satisfaction" as per their assessment of the facility/component.

The facilities / amenities which are not important should be given 1 and that which are the most important should be given 10. Similarly, the facility, the satisfaction with which is least should be given 1 and that which is most satisfying should be given 10.

Draft Questionnaire is placed at Annexure 3.

Method of Assessment of Gap:

A. Assessment of Gap in case of those facilities / amenities / services which are available

The mean scores corresponding to scores of importance of each type of facility/ service / amenity is computed separately for Locals, Tourists and service providers. The mean scores corresponding to scores of satisfaction (with) / quality (of) each type of facility / service / amenity is computed separately for Locals, Tourists, service providers and Auditor.

The mean scores of Locals, Tourists, service providers and Auditor can further be combined in a weighted manner. The weights are as follows:

Importance		Satisfaction	
Category of Respondent	Weight assigned	Category of Respondent	Weight assigned
Auditor	20%	Auditor	20%
Tourists	50%	Tourists	50%
Locals	15%	Locals	15%
Service providers	15%	Service providers	15%
Total	100%	Total	100%

A scatter plot with the score of (5,5) as origin is to be drawn. Only those facilities / services / amenities which fall in the quadrant (High importance, low satisfaction) may be in need of high prioritisation, as elucidated in Chart – 1 above.

B. Assessment of Gap in case of those facilities / amenities / services which are not available

In case of those facilities / amenities / services which are not available, however for which the weighted mean score of importance is 5 or more than 5may be considered as a gap.

C. Overall Grading for a destination

A combined grading for the tourist destination can also be worked out by taking simple mean of satisfaction level of those facilities / services / amenities which have an importance score of 5 or more.

Annexure 1

Illustrative list of facilities / amenities / services

Facility / Amenity / Service
Connectivity of the destination/ circuit with major Indian cities
Condition of airport serving the destination/circuit
Quality of the roads
Connectivity of the tourist destination with nearby major cities
Way side amenities available on the road
Rail connectivity of destination/ circuit with major
Indian cities
Condition of railway station serving the destination/
circuit
Behavior of the porters at the railway station
Public conveniences along roads/streets
Walking Pathways
Last mile connectivity to tourist spots
Sewerage and drainage system
Garbage disposal
Conditions of city roads
Drinking Water supply
Street lighting
Signage
Traffic signals
Traffic management
Availability of mass transit system
Availability of metered taxi
Behavior of the taxi drivers
Availability of other commercial
transportations
Behavior of the drivers of other commercial
transportations
Availability of A/C tourist coaches
Availability of authorized tour operators
Availability of luxury hotels
Availability of budget hotels Behavior of the officials available at tourist
reception office Level of knowledge of officials at the
Level of knowledge of officials at the reception office
Quality of help provided by the reception
office
Behavior of service staff at the hotel
Pricing of accommodation
General upkeep of the hotel rooms
Hygiene at wayside restaurants and dhabas

Type of facilities / amenities / services	Facility / Amenity / Service				
	Behavior of service personnel at wayside				
	restaurants and dhabas				
	Souvenir shops in and around the tourist destination				
	General cleanliness of monument / tourist				
	attraction and area around it				
	Public utilities at the monument / tourist				
	attraction				
	Conditions of signage within the				
	monument/ tourist attraction				
	Information boards				
	QR coded information boards				
	Parking facility at the monument/tourist attraction				
Maintenance &	Availability of tourist guidance/ reception				
Management of Tourist	centers				
Attraction	Availability of trained tourist guides				
Attraction	Behavior of the guides at the				
	monument/tourist attraction				
	Conservation of heritage sites/				
	monuments				
	Illumination of monuments				
	Light & Sound show at monuments				
	Promptness at the ticketing window of the				
	monument/tourist attraction				
	Processing time at ticketing window				
	Standing time in queue for entry				
	Sufficiency of number of ticket counters				
	POS/ e payment facility for ticketing				
Digital payment	Availability of POS at shops/vendors within a periphery of 500				
infrastructure	meters, of destination				
iiii asti actai c	Availability of e – wallets with shops / vendors				
General Services	Power supply situation				
	Telephone/mobile services				
	Availability of tourist helpline				
	Emergency rescue facilities				
	Availability of evacuation routes				
Safety and Security	Water safety requirements (for destinations possessing deep				
	water bodies)				
	Medical facilities				
	Availability of tourist police				
	Availability of ramps				
Accessibility (for	Separate Toilets				
differently abled)	Specialized guides				
	Audio Visual Aids				
	Braille information boards				
Others					
· ·					

Type of facilities / amenities / services	Facility / Amenity / Service	

Add more rows if required.

Annexure 2

Auditor Checklist

Туре	Facility / Amenity / Service	If available please tick mark.	Quality (Grade 1 to 10) #
Air Connectivi ty	Connectivity of the destination/ circuit with major Indian cities Condition of airport serving the destination/	NA	
9	circuit	IVA	
Road Connectivi	Quality of the roads Connectivity of the tourist destination with nearby major cities		
ty	Way side amenities available on the road		
Rail Connectivi	Rail connectivity of destination/ circuit with major Indian cities Condition of railway station serving the		
ty	destination/ circuit Behavior of the porters at the railway station	NA	
	Public conveniences along roads/streets		
	Walking Pathways Last mile connectivity to tourist spots		
Civic	Sewerage and drainage system		
Administr	Garbage disposal		
ation	Conditions of city roads		
	Drinking Water supply		
	Street lighting		
	Signage	NA	
	Traffic signals		
m cc: 1	Traffic management		
Traffic and Transport Manageme nt	Availability of mass transit system		
	Availability of metered taxi		
	Behavior of the taxi drivers	NA	
	Availability of other commercial transportations		

Туре	Facility / Amenity / Service	If available please tick mark.	
	Behavior of the drivers of other commercial transportations		
	Availability of A/C tourist coaches		
	Availability of authorized tour operators		
	Availability of luxury hotels		
	Availability of budget hotels		
	Behavior of the officials available at tourist reception office	NA	
	Level of knowledge of officials at the reception office	NA	
Tourist's Facilities	Quality of help provided by the reception office	NA	
	Behavior of service staff at the hotel	NA	
	Pricing of accommodation	NA	
	General upkeep of the hotel rooms	NA	
	Hygiene at wayside restaurants and dhabas		
	Behavior of service personnel at way side restaurants and dhabas	NA	
	Souvenir Shops in and around the tourist destination	NA	
	General cleanliness of monument/tourist attraction and area around it	NA	
	Public utilities at the monument/tourist attraction		
Maintenan	Conditions of signage within the monument/tourist attraction	NA	
ce &	Information boards QR coded information boards		
Manageme nt of Tourist Attraction	Parking facility at the monument/tourist		
	attraction		
	Availability of tourist guidance/reception centers		
	Availability of trained tourist guides		
	Behavior of the guides at the monument/tourist attraction	NA	
	Conservation of heritage sites/ monuments		

Туре	Facility / Amenity / Service	If available please tick mark.	Quality (Grade 1 to 10) #
	Illumination of monuments		
	Light & Sound show at monuments		
	Promptness at the ticketing window of the monument/tourist attraction	NA	
	Processing time at ticketing window	NA	
	Standing time in queue for entry	NA	
	Sufficiency of number of ticket counters		
Digital	POS/ e payment facility for ticketing		
payment infrastruct	Availability of POS at shops/ vendors within a periphery of 500 meters. of destination		
ure	Availability of e – wallets with shops / vendors		
General	Power supply situation	NA	
Services	Telephone/mobile services		
	Availability of tourist helpline		
	Emergency rescue facilities		
Safety and	Availability of evacuation routes		
Security	Water safety requirements (for destinations possessing deep water bodies)		
	Medical facilities		
	Availability of tourist police		
Ail:1:	Availability of ramps		
Accessibili ty (for	Separate Toilets		
ty (for differently abled)	Specialized Guides		
	Audio Visual Aids		
	Braille information boards		
Others			

NA: Not Applicable

^{#:} Kindly rate the services/ facilities/ amenities available at the destination currently visited on the scale of 1 to 10 based on their quality

Annexure 3

Questionnaire (Locals / Tourists/ Service Providers)

Type	Facility / Amenity / Service	Importance (Grade 1 to 10) *	Satisfaction Level (Grade 1 to 10) #
Air Connectiv	Connectivity of the destination/ circuit with major Indian cities Condition of airport serving the		
	destination/ circuit		
Road	Quality of the roads		
Connectiv	Connectivity of the tourist destination with nearby major cities		
	Way side amenities available on the road		
Rail	Rail connectivity of destination/circuit with major Indian cities		
Connectiv	Condition of railway station serving the destination/circuit		
ity	Behavior of the porters at the railway station		
	Public conveniences along roads/streets		
	Walking Pathways		
	Last mile connectivity to tourist spots		
Civic	Sewerage and drainage system		
Administr	Garbage disposal		
	Conditions of city roads		
	Drinking Water supply		
	Street lighting		
	Signage		
	Traffic signals		
Traffic	Traffic management		
and Transport Managem	Availability of mass transit system		
	Availability of metered taxi		
ent	Behavior of the taxi drivers		
	Availability of other commercial transportations		
	Behavior of the drivers of other commercial transportations		

Туре	Facility / Amenity / Service	Importance (Grade 1 to 10) *	Satisfaction Level (Grade 1 to 10) #
	Availability of A/C tourist coaches		
	Availability of authorized tour operators		
	Availability of luxury hotels		
	Availability of budget hotels		
	Behavior of the officials available at tourist reception office		
	Level of knowledge of officials at the reception office		
Tourist's Facilities	Quality of help provided by the reception office		
	Behavior of service staff at the hotel		
	Pricing of accommodation		
	General upkeep of the hotel rooms		
	Hygiene at wayside restaurants and dhabas		
	Behavior of service personnel at		
	wayside restaurants and dhabas Souvenir shops in and around the tourist destination		
	General cleanliness of monument/tourist attraction and area		
	around it Public utilities at the monument/tourist		
	attraction Conditions of signage within the		
	monument/ tourist attraction		
	Information boards		
Maintena	QR coded information boards		
nce & Managem	Parking facility at the monument/tourist attraction		
ent of	Availability of tourist		
Tourist	guidance/reception centers		
Attraction	Availability of trained tourist guides		
	Behavior of the guides at the		
	monument/tourist attraction		
	Conservation of heritage sites/ monuments		
	Illumination of monuments		
	Light & Sound show at monuments		

Туре	Facility / Amenity / Service	Importance (Grade 1 to 10) *	Satisfaction Level (Grade 1 to 10) #
	Promptness at the ticketing window of		
	the monument/tourist attraction		
	Processing time at ticketing window		
	Standing time in queue for entry		
	Sufficiency of number of ticket counters		
	POS/ e payment facility for ticketing		
Digital	Availability of POS at shops/ vendors		
payment	within a periphery of 500 meters. of		
infrastruc	destination		
ture	Availability of e – wallets with shops / vendors		
General	Power supply situation		
Services	Telephone/ mobile services		
	Availability of tourist helpline		
	Emergency rescue facilities		
C - C - 1	Availability of evacuation routes		
Safety and	Water safety requirements (for		
Security	destinations possessing deep water bodies)		
	Medical facilities		
	Availability of tourist police		
	Availability of ramps		
Accessibil	Separate Toilets		
ity (for differentl y abled)	Specialized Guides		
	Audio Visual Aids		
	Braille information boards		
	2.2		
Others			

^{*:} Kindly rate the importance to various services/ tourist facilities and other amenities at the tourist sites on the scale of 1 to 10; (1 - Least Important)

^{#:} Kindly rate the following services, tourist facilities and other amenities of the destination currently visited on the scale of 1 to 10 based on the satisfaction levels; (1 - Lowest level of Satisfaction)