



Tourism Survey Report for the State of Sikkim (June 2011-May 2012)



**Submitted to: Ministry of Tourism
(Market Research Division, Govt. of INDIA)**

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Executive Summary

Sikkim is a landlocked Indian state located in the Himalayan mountains. The state borders Nepal to the west, China's Tibet Autonomous Region to the north and east, and Bhutan to the southeast. The Indian state of West Bengal lies to the south.

With 610,577 inhabitants as of the 2011 census, Sikkim is the least populous state in India and the second-smallest state after Goa in total area, covering approximately 7,096 km² (2,740 sq mi). Sikkim is nonetheless geographically diverse due to its location in the Himalayas; the climate ranges from subtropical to high alpine, and Kanchenjunga, the world's third-highest peak, is located on Sikkim's border with Nepal. Sikkim is a popular tourist destination, owing to its culture, scenery and biodiversity. It also has the only open land border between India and China. Sikkim's capital and largest city is Gangtok.

According to legend, the Buddhist saint Guru Rinpoche visited Sikkim in the 8th century AD, introduced Buddhism and foretold the era of the monarchy. Sikkim's Namgyal dynasty was established in 1642. Over the next 150 years, the kingdom witnessed frequent raids and territorial losses to Nepalese invaders. In the 19th century, it allied itself with the British rulers of India, eventually becoming a British protectorate. In 1975, a referendum abolished the Sikkimese monarchy, and the territory was merged with India.

Sikkim is the only state in India with an ethnic Nepali majority. Sikkim has 11 official languages: Nepali Bhutia, Lepcha, Limbu, Newari, Rai, Gurung, Magar, Sherpa, Tamang and Sunwar. English is taught in schools and used in government documents. The predominant religions are Hinduism and Vajrayana Buddhism. Sikkim's economy is largely dependent on agriculture and tourism, and as of 2011 the state has the fourth-smallest GDP among Indian states, although it is also among the fastest-growing.

The present study was intended to bridge the gap in the information relating to estimated number of visits including overnight and same day visitors, and profile of visitors, their expenditure pattern, purpose of visits, etc. The field survey in the State was conducted for a period of 12 months in all districts of the State.

A sample size of 600 visitors per district per month per destination was fixed for the destination survey. When there is more than one destination in a district, the sample size has been distributed more or less in equal proportion. The State level data has been derived by aggregating the district level data for all the 4 districts.

A sample size of 400 visitors per district per quarter was fixed for interview at the exit points of the headquarters of each district. The State level data has been derived by aggregating the districts level data for all the 4 districts. The field survey was conducted for a period of 12 months during June 2011 to May 2012 at selected destinations. In a particular month at a particular destination the survey was conducted for seven days covering two specified weeks.

For collection of information four questionnaires were developed. These are €Accommodation survey (Quarterly), €Accommodation survey (Monthly)•, €Short survey at Tourist Destinations• and €Tourist survey at exit points•. Data collected from field surveys was analyzed and estimates for various parameters were made using a pre-determined estimation procedure.

The methodology envisages three stage sampling. The first stage units were the towns important from tourism perspective, the second stage units were the tourist destinations in the selected town or linked to the selected town, and the visitors within a tourist destination was constitute the third stage units.

Weather condition in Sikkim is one of the major determinants of tourist arrival. In case of Domestic Tourists; the survey findings suggest that peak month for overnight and same day tourist visits was May. Overall, lowest arrivals of domestic tourists were measured during the months of August and February. Furthermore, In the case of Foreign Tourists, a peak month for overnight tourist visits for Sikkim was April. Whereas there were no same day visits were made by foreign tourist during the year 2011/2012.

The total numbers of leisure tourists (571912) were higher than non-leisure tourists (83562) during the year 2011/2012. The maximum number of leisure tourists and maximum number of non-leisure tourists visited Sikkim during the month of May. Furthermore, In the case of same day visitors the survey findings suggest, total numbers of leisure tourists (146741) were higher than non-leisure tourists (42060) during the year 2011/2012. The maximum number of leisure tourists visited Sikkim during the month of April, whereas maximum number of non-leisure tourists visited Sikkim during the month of July. Total numbers of leisure tourists were higher than non-leisure tourists during the year 2011/2012. Hotel was first choice for the domestic tourists, followed by staying at friends/relatives place and staying elsewhere.

Contribution of West Bengal state was highest (55.8%) in contribution of domestic tourists for the state of Sikkim, followed by Sikkim itself (12.2%), Delhi (7.4%) and Assam (5.1%). On the other hand, the contribution of others in domestic tourists for the state of Sikkim was only 1.5%. Contribution of USA was highest (21.0%) in contribution of foreign tourists for the state of Sikkim, followed by U.K. with 12 %. On the other hand, the contributions of Russia and China in foreign tourists for the state of Sikkim were only 0.8% while Netherlands and South Africa were only 0.7%.

In total 644 accommodation units were available during the year 2011/2012, including 8132 rooms. 891 numbers of employees were working in the 644 accommodation units. Out of 644 accommodation units, 333 were less than 11 rooms, 215 were between 11-20 rooms and 96 were above 20 rooms. Out of 610 accommodation units, 19 were Star Hotels, 591 were Non-Star Hotels and 34 were others. Out of 19, four were four star Hotels, 12 were 3 star Hotels and 3 were 2 star Hotels. Out of 1283 accommodation units maximum (341) numbers of the accommodation units were owned by Proprietor / Partnership.

In the Present survey, 44% of male (age 25 , 34 Years) domestic overnight visitors were selected for the study, followed by 45 Percent female (age 25 , 34 Years) domestic same day visitor. Whereas, 39% of male (age 25 , 34 Years) foreign overnight visitors; followed by 63.9% female (age 25 , 34 Years). In the case of domestic visitor's percentage of male overnight and same day visitor were higher than female visitors. On the other hand, in the case of foreign tourist's Percentage of female visitor were higher than male. Maximum domestic visitors were married, 77.7% overnight visitors and 68.6% same day visitors. In the case of foreign visitors were equally, they were divided in married and unmarried. 69.2% of the domestic overnight visitors were coming under the household annual income range of Rs.60, 001 , Rs.1, 00,000, whereas 56.1% of the domestic same day visitors were coming under the household annual income range of Rs.60, 001 , Rs.1, 00,000. 46.2% of the foreign overnight visitors were coming under the household annual income range of \$.60, 001 , \$.80, 000. 68.2% of the domestic overnight visitor's education level were graduate and above, whereas in the case of domestic same day visitors, for most (64.3) of the respondents maximum level of education were also graduate and above. Furthermore, most (52.6%) of the foreign overnight visitors were educated to the level of graduate and above.

The study shows that 36.1% of the domestic overnight visitors and 26.0% domestic same day visitors visited Sikkim for their business purpose. In the case of foreign overnight visitors, most (76.5%) of them visited Sikkim in their Holidays, Leisure & Recreation. 43.5% of the domestic

overnight visitors selected train as mode of transportation, whereas 26.8% of the domestic same day visitors selected their own vehicle as mode of transportation. In the case of foreign overnight visitors, 32.9% of them selected taxi as the mode of transportation. 42.4% domestic overnight visitors were traveling once in 6 months and domestic same day visitors (39.8%) were traveling once in a year, whereas 93.8% foreign overnight visitors were traveling less often. 97.1% domestic overnight visitors and 96.9% same day visitors were not availing tour package. On the other hand, 75.0% of the foreign overnight visitors were availing tour packages.

Majority of the domestic overnight visitors (97.9%) and same day visitors (96.3%) were arranging the travel mode by themselves. On the other hand, 64.7% of the foreign overnight visitors were arranging the travel mod with the help of travel operator. Private Guest houses (39.36%) were the major stay places for the domestic overnight visitors. On the other hand, 3 star hotels (35.3%) were the major stay places for the Foreign Overnight Visitors. Restaurants were the major eating place for the majority of the foreign overnight visitors (68.3%), domestic overnight visitors (77.2%) and domestic same day visitors (67.1%). Most of the domestic overnight visitors (80.4%), domestic same day visitors (78.7%) and foreign overnight visitors (94.1%) selected the option *f*As per expectation,,.



Enchey Monestery, East Sikkim

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Chapter 1-Introduction

1.1 Brief Profile of the State of Sikkim

Sikkim is a very small hilly State in the Eastern Himalayas with a rich biodiversity and formidable Physical Features. It is bounded by vast stretches of Tibetan Plateaus in the North, the Chumbi Valley of Tibet and the Kingdom of Bhutan in the East, the Kingdom of Nepal in the West and Darjeeling District of West Bengal in the South.

The State of Sikkim has a total area of only 7096 sq km. and is stretched over 112 kms from North to South and 64 kms from East to West. It is located in the North , Eastern Himalayas between 27° 00•46,, to 28... 07•48,, North Latitude and 88... 00•58,, to 88... 55•25,, East Longitude.

The State receives an Annual Rainfall of 2000mm to 4000mm. Tista & Rangit, which originates respectively, from Cholamu Lake and Rathong Glacier, are the two major rivers of the State.

Table 1 Sikkim: Snapshot

Sikkim : Snapshot	
Area	7096 Sq.Km
Population	610577
Density	86 People Per Sq. Km
Principal Languages	Lepcha, Bhutia, Limbu and Nepali

1.2 About Sikkim Tourism

Sikkim has been given many names. The Lepchas, original inhabitants of the land called it Nye-mae-el `paradise'. The Limbus named it Su Khim or `new house' while to the Bhutias it was Beymul Demazong `the hidden valley of rice'.

Today, travelers embarking on a journey of Sikkim discover a mystical wonderland of spectacular natural beauty. The panoramic perfection of the snow-capped Himalayas, the heady scent of flower-bedecked meadows, the vibrant culture and joyous festivals, the infinite variety of its flora and fauna makes it a holiday that is at once fascinating and challenging.

The crowning glory of Sikkim is Mt. Khangchendzonga, the third highest mountain in the world. With magnificent snow and ice scenery it is often regarded as the undisputed monarch among the peaks of the world. But for the Sikkimese Khangchendzonga is much more than a mountain and is revered as the abode of their guardian deity Dzo-nga.

Even today the mountain god is invoked and prayed to during Pang Lhabso, a major Sikkimese festival, which also commemorates the blood brotherhood sworn between the Lepchas and the Bhutias at Kabi in the fifteenth century. The sacred mountain can be viewed from every corner of Sikkim and remains an intrinsic part of the consciousness of the people.

Tourism Statistics for the state of Sikkim:

Following are the domestic and foreign tourist visit to Sikkim.

Table 2 Tourism Statistics for the state of Sikkim

Tourist Visits/year	2008	2009	2010
Domestic (In Lakhs)	5.12	6.16	7
Foreign (In Lakhs)	0.21	0.18	0.21
Total (In Lakhs)	5.33	6.34	7.21

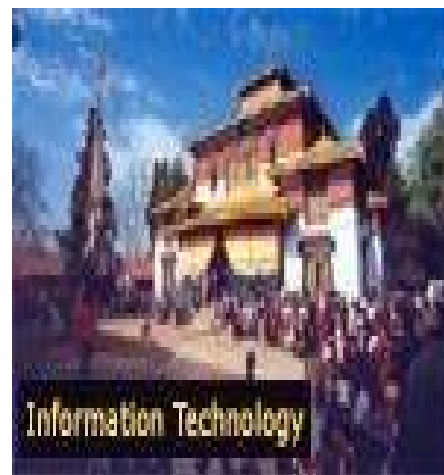
Source: India Tourist Statistics, 2010, Ministry of Tourism New Delhi.

Some Important Tourist Destinations

EAST SIKKIM

Enchey Monastery:

An important seat of the Nyingma order, the Enchey Monastery meaning the Solitary temple, was originally built with the solace that no other construction would be allowed near it is built on the site blessed by Lama Druptob Karpo, a tantric master known for his flying powers. This 200-year-old Monastery has in its premises images of god, goddesses and other religious objects. Every year around January 'Chaam' or religious masked dance is performed with great fanfare for two days. it is situated adjoining the Sinolchu Tourist Lodge, 3 kms from Gangtok Town.



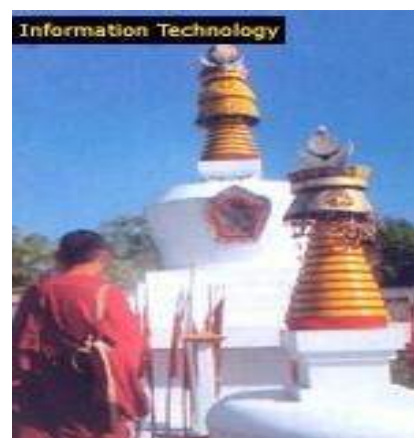
Permanent Flower Show:

White Hall, Close by the White Memorial Hall and just below the Palace Ridge park is the more recent Flower Show Hall. In recent years this show has become quite popular and famous as there are flower exhibitions throughout the year in accordance with the seasons and the flowers in bloom.



Do-Drul Chorten (Stupa) :

The Do-Drul Chorten or Stupa was built by the Venerable Trulshi Rimpoche, head of the Nyingma order of Tibetan Buddhism in 1945. Inside this stupa, there are complete mandala sets of Dorjee Phurba (Bajra Kilaya), a set of Kan-gyur relics (Holy Books), complete 'Zung' (mantras) and other religious objects. Around this Chorten, which is one of the most important stupas in Sikkim, are 10 Mani-Lhakor (prayer wheels). These prayer wheels are turned by the devout Buddhist while chanting "Hail to the jewel in the Lotus", to



invoke the Buddhisattva. The Chorten is surrounded by Chorten Lakhang, where there are two huge statues of Guru Rimpoche (Guru Padmasambhava).

Saramsa Garden:

About 14 kms from Gangtok is the Saramsa Garden, the home of Sikkim's most exotic orchids and other rare tropical and temperate plants. Established and maintained by the Department of Forest, it is an excellent recreation and picnic spot.

Rumtek Dharma Chakra Centre:

About 45 minutes drive from Gangtok, 24 kms away, is the Rumtek Dharma Chakra Centre, the seat of the Kagyu order, one of the 4 major Tibetan Buddhist sects. Since the late 1960s, after the arrival of His Holiness the 16th Gyalwa Karmapa, the Centre houses some of the world's most unique religious scriptures and religious rare objects. Traditional in design, it is almost a replica of the original Kagyurpa Monastery in Tsurphu, Tibet.

Jawaharlal Nehru Botanical Garden:

Very close by to Rumtek Monastery, and maintained by the parks and Gardens unit of the Forest Department of the Government of Sikkim, the Garden is an enchanting and soothing experience among the lush green vegetation, rare plants and trees and certain species of Himalayan flowers and Orchids.

Water Garden:

Water Garden at Martam Khola is on the 31-A National Highway some 16 kms. south of Gangtok. It is an ideal spot for picnic with a small swimming pool for children.

Tsomgo Lake:

Tsomgo Lake is only 40 kms. from Gangtok town and is situated at an altitude of 12,210 ft. The drive from Gangtok takes about 2½ hours by bus. The lake is about 1 km. long and oval in shape, 50ft. deep and is regarded extremely holy. It is also a home of Brahmini ducks besides stopover for various migratory ducks.

Between May and August, it is possible to see variety of flowers in bloom, including the rhododendrons, various species of primulas, blue and yellow poppies, iris and many other species of floras. It is also an ideal habitat of the Red Panda and various species of birds. Open for both the

Foreign and Indian nationals. Foreign visitors have to be in a group of two or more and have to apply for the visitors permit through a registered Travel agency.

Nathula:

56 kms from Gangtok is a 'Nathula' Pass at an altitude of 14,200 ft. bordering between India and China in the Tibetan Plateau. It is one of the highest motorable roads and richly covered by many varieties of alpine flora and fauna. A tranquil place to visit. Nathula is open only for Indian nationals on Wednesdays, Thursdays, Saturdays and Sundays. The visitors have to get the permit to visit the place by applying to the Tourism Department through a registered Travel Agency.

Tashi View Point:

Made by the late King of Sikkim Sir Tashi Namgyal, is situated 4 km from Gangtok town from where one can have a clear view of opposite hills, besides Mt. Khangchendzonga. This site offers a breathtaking panorama of the majestic Mt. Khangchendzonga and surrounding hills.

Ganesh Tok:

It is a very small temple of Ganesh, a God worshipped by Hindus. It is on a hillock on Gangtok-Nathula Road. A Sikkim Government nursery is just nearby.

Sa-Ngor-Chotshog Centre:

It is a Tibetan refugee monastic institution established in 1961 by his Eminence Luding Khen Rimpoche, Head of Ngorpa, sub-sect of the Sakya Order, with the blessing of H.H. Sakya Trizin and H.H. the Dalai Lama. This is the only monastery of the Sakya Order of Tibetan Buddhism in Sikkim. It is located on a beautiful hill-top just 5 kms away from Gangtok Sikkim.

WEST SIKKIM:

Pemayangtse Monastery:

Pemayangtse Monastery is one of the oldest monasteries in the State. Originally established by Lhatsun Chempo, one of the revered Lamas to have performed the consecration ceremony of the first Chogyal (Religious Monarch) of Sikkim. This ancient monastery belongs to the Nyingma Buddhism and has been considered as one of the premier monasteries in the State, having been entrusted with the task to perform all religious functions of the erstwhile monarch. The Monastery, located on a hill top at an

altitude of 6840 ft. commands a magnificent panoramic view of the Himalayan ranges and the surrounding hills and country-side.

Rabdentse Ruins:

This was the second capital of the erstwhile Kingdom of Sikkim after Yuksom and till the year 1814 AD, the Kings of Sikkim had ruled the State from this place. Today, the ruins lie hidden from the main road at a walking distance from the Pemayangtse Monastery. The scenic view from the top of the ruins scanning across the deep valley to the mystic heights of Khangchendzonga ranges is something to be cherished and etched in memory.

Sanga-Choling Monastery:

This monastery is situated on a ridge above Pelling and the famous Pemayangtse Monastery. Built in 1697 AD, it is considered to be the oldest monasteries in Sikkim. In order to reach this Monastery one has to be prepared to spend at least 40 minutes walking up the steep hilly slope which leads through rich forest covers.

Khecheopalri Lake:

Khecheopalri Lake is considered to be one of the sacred lakes of Sikkim both by the Buddhist and the Hindus. The lake remains hidden in the rich forest cover. It is believed that birds do not permit even a single leaf to float on the lake surface. There is a motorable road from Pemayangtse right up to the lake area.

For those interested in spending a night or two in the peaceful environment a trekker's hut has been provided by the Tourism Department. The hut is presently managed by a local person and provides comfortable stay providing a taste of local Sikkimese -Nepalese cuisines. There is also a pilgrim's hut, managed by Tourism Department, which is meant to provide accommodation to the people who come on pilgrimage tours.

Yuksam:

This was the first capital of Sikkim, where according to the historical records; the first Chogyal of the Kingdom of Sikkim was consecrated in the 1641 AD by three learned lamas. The evidence of the consecration ceremony is still intact in Norbugang Chorten in the form of stone seats and a foot print of the Head Lama on the stone. Since the history of

Sikkim began from this place, these areas are now considered sacred by the people of Sikkim. Yuksam is served by all weather road from Pemayangtse, which is at a distance of 32 kms from Yuksam. The trek to Dzongri and to the base camp of the famous Mt. Khangchendzonga begins here.

Tashiding Monastery:

This monastery is constructed on top of a heart shaped hill with the back drop of the sacred Mt. Khangchen-Dzonga. According to Buddhist scriptures, Guru Padma Sambhava (Guru Rimpoche) blessed the sacred land of Sikkim in the 8th century AD from the spot. The monastery, however, was built in the 18th Century AD by Ngadak Sempa Chempo, one of the three lamas who had performed the consecration ceremony of the first Chogyal.

Tashiding is also famous for the most holy chorten known as 'Thong-Wa-rang-Dol' which literally means 'Saviours by mere sight'. It is believed that the mere act of beholding it is supposed to wash away all the sins of the devotee. Another important feature in Tashiding is the sacred water festival popularly known as 'Bhumchu'. It is a religious tradition unique to Tashiding Monastery only. Every year, on 14th and 15th day of the first Lunar Month, the Bhumchu Ceremony is celebrated with devotees coming from far and near to get the blessing of the holy water.

Varsey:

It lies at an elevation of 10,000 ft. and has a motorable road access upto Hilley. An easy 4 kms trek from there takes one up to the Varsey Rhododendron Sanctuary. One can also trek from Soreng or Dentam in West Sikkim. The place provides a magnificent view of the mountains. Visitors can halt at 'Guras Kunj' trekkers' hut.

Soreng:

Soreng is a picturesque village with beautiful landscape which is about 3 hrs drive from Pelling and 4 hrs drive from Melli. A trek to Jhandi Danra from Soreng is a must to see the various species of flowers and birds. Hotels and lodges are available for accommodation.

NORTH SIKKIM:

Phodong Monastery:

One of the six major monasteries in Sikkim, Phodong monastery is located in the North approximately 38 kms from Gangtok, 4 kms beyond Phodong is the recently renovated Labrang Monastery unique in its architectural design.

Phensang Monastery:

This monastery is situated on the gentle slope stretching from Kabi to Phodong with perhaps one of the best landscapes in the region. The Phensang Monastery, under the Nyingmapa Buddhist Order, was built in 1721 during the time of Jigme Pawo. It was gutted by fire in 1947 and rebuilt in 1948 through the efforts of the lamas. The annual festival of Chaam is performed on the 29th and 29th days of the tenth month of the Lunar calendar (Tibetan Calendar).

Singhik:

The place offers one of the most spectacular and closest views of Mt. Khangchendzonga and its ranges. A well located Tourist Lodge provides accommodation for visitors. The area also has a number of interesting short nature trails for 1 to 3 days along the higher ridges of the higher ridges of the surrounding hills. One can also savour the most graceful peak in the world, Mt. Siniolchu.

Chungthang:

Chungthang, on the confluence of Lachen and Lachung Chu and the starting point of River Teesta, has emerged as a major sub-division settlement in North Sikkim. It is the nodal junction for the two passes, Lachen and Lachung. The valley is believed to have been blessed by Guru Rimpoche and one can visit the Holy Guru Lhedo to see the foot and palm prints left behind by the Patron Saint. The place is rich in bio diversity with a large variety of orchids, plants and wildlife, is 95 kms from Gangtok, 23 kms from Lachung, 29 kms from Lachen and is predominantly a Lepcha region.

Lachung:

A Bhutia village with a unique local self-governing body called the Zumsa which substitutes the Panchayat. Lachung has emerged as a tourist destination with the soaring popularity of Yumthang Valley which is just 25 kms from Lachung. The village, spreads out on either side of Lachung Chu, has managed to retain its unique culture and tradition. The Lachung Monastery on the slope opposite to the highway is a focal point of all religious function of the local inhabitants. To get a glimpse of the

religious functions performed on auspicious occasion a visit to the Monastery should form part of the tour itinerary.

Yumthang:

Yumthang, at an elevation of 11,800 ft and 140 kms from Gangtok is a paradise for nature lovers with a fascinating blend of flora and fauna and breathtaking scenic grandeur. The valley is also the home of Singbha Rhododendron Sanctuary with 24 species of Rhododendrons. Yumthang 'Tsa-Chu' or the hot spring of the left bank of Lachung Chu is immensely popular for its curative properties and healing power.

Lachen:

Lachen is situated at an altitude of 2750 mtrs. and about 6 hrs. drive from Gangtok. The Lachen Monastery Located on top of the village commands a panoramic view of the surrounding hills and country side. Resorts, hotels and lodges are available for accommodation.

Guru-Dongmar Lake:

Guru-dongmar lake is considered as one of the sacred lakes of this State both by the Buddhist and the Hindus. The lake remains milky in color throughout and it is believed the Guru Padmasambhava had touched the lake whilst he visited Tibet from this area.

SOUTH SIKKIM:

Namchi :

Namchi, meaning 'Sky High', nestled among the hills at an elevation of 5,500 ft commands panoramic view of the snow-capped mountains and vast stretches of valley. Atop Samdruptse hilltop near Namchi, recently erected is the world's tallest statue of Guru Padmasambhava, the patron saint of both Hindus and the Buddhist.

Temi Tea Garden:

The one and only tea garden existing in the State produces one of the top quality teas in the international market. The tea garden is spread out on a gently hill slope originating from the Tendong Hill and provides a magnificent view for the surrounding villages. The visit to the factory could be an eye opener for those wanting to know more about tea processing methods.

Ravangla:

At the base of Menam Hill is Ravangla, a small township and transit to various tourist destinations in South and West Sikkim. It is also an upcoming tourist spot, and transit point for trekkers to Menam hill and Borong. There are accommodation facilities and numerous short nature trails. A trek down to the sacred cave 'Sher Chok Bephu', one of the four holiest caves in Sikkim, would be a memorable experience.

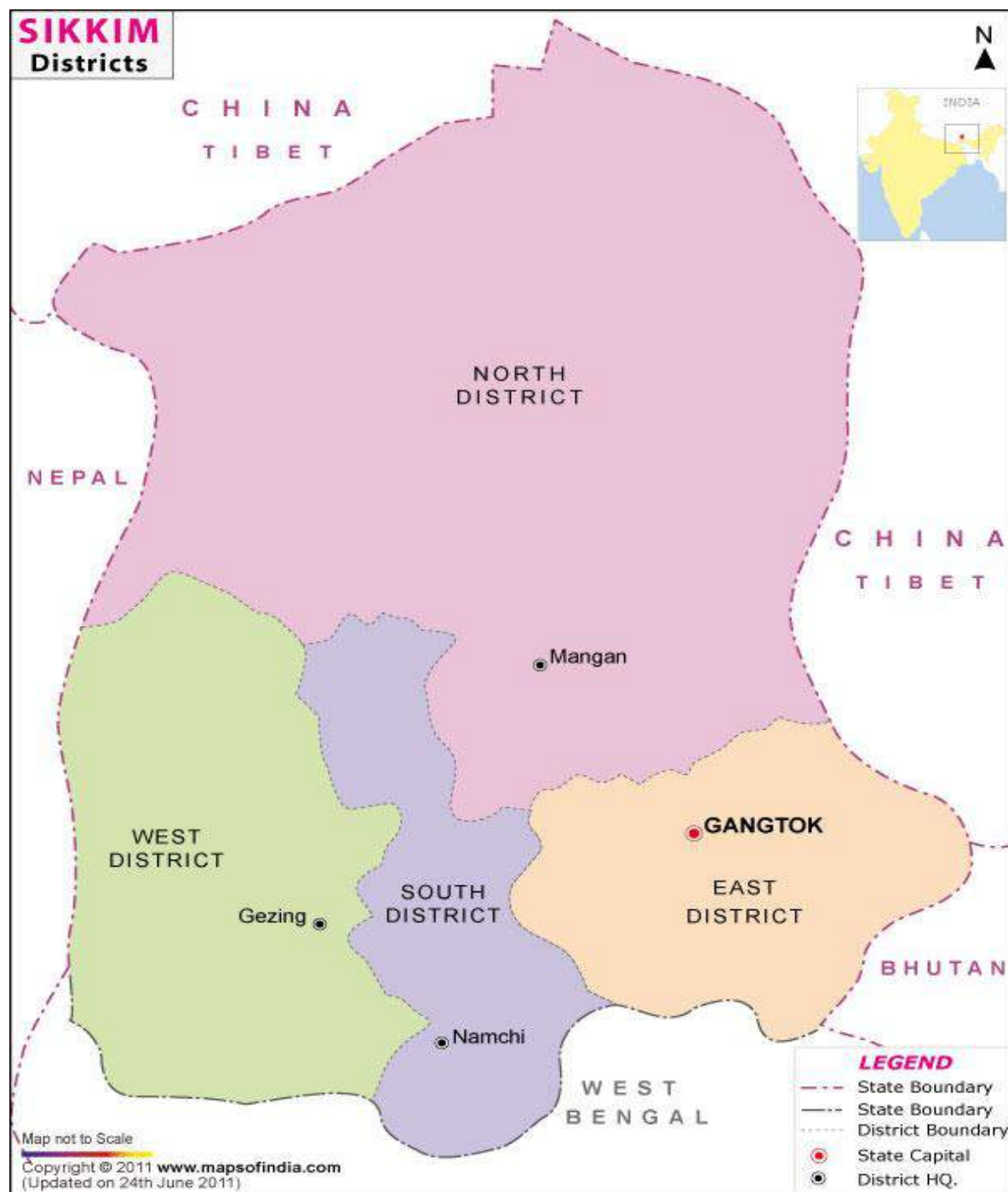
Menam Hill:

Menam Hill towers above Tendong Hill on the other side overlooking the ravangla Bazar settlement. Situated at an altitude of 10,300 ft the scenic view from this height is, perhaps, unmatched in this part of the world. Mt. Khangchendzonga and its surrounding ranges looms above the dwarf the richly forested and rugged hill. On a clear sunny day, it is possible to see the plains of Bengal spanning across Kalimpong and darjeeling Hills in the South, right across the Indo-China border towards the North. A short distance away is the legendary Bhaley Bhunga, a kind of rocky spur which juts out from the ridge top and remains suspended in the air above Yangang village.

Borong:

Facing the snow-capped mountains is Borong, motorable from Ravangla or a trek via Menam. A picturesque village, its beautiful landscape and magnificent view is also host to the hot spring, Borong TsaChu'. The trek trail, originating from Namchi or Damthang to Tendong - Ravangla - Menam - Borong (5-6 days) is one of the most interesting trails scaling all the hill tops along the route. The trek can continue to Tashiding or terminate at Borong and drive back to Ravangla.

Map of Sikkim



1.3 Govt. Initiatives towards Tourism

India's governmental bodies have also made a significant impact in tourism by requiring that each and every state of India have a corporation to administer support issues related to tourism. The Government has allowed 100 per cent foreign investment under the automatic route in the hotel and tourism related industry, according to the Consolidated FDI Policy, released by DIPP, Ministry of Commerce and Industry, Government of India. The term hotel includes restaurants, beach resorts and other tourism complexes providing accommodation and /or catering and food facilities to tourists.

The term tourism related industry includes:

- Travel agencies, tour operating agencies and tourist transport operating agencies
- Units providing facilities for cultural, adventure and wildlife experience to tourists
- Surface, air and water transport facilities for tourists
- Convention/seminar units and organizations

1.4 Objectives of the Study

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

a. Estimated number of visits

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

- staying with friends and relatives
- others, such as those staying in tented accommodations provided by State Govt. or by any other charitable organizations, etc.

(ii) Visits by same-day visitors

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

1.5 Terms of Reference

The Terms of Reference (TOR) of the Tourism Surveys in the States/ UTs are as follows:

- (i) Prepare a frame/ list of all important tourist places in the State
- (ii) As per the methodology developed by Ministry of Tourism (enclosed at Annexure-I) for preparation of month-wise and annual estimates, prepare the following estimates, separately for foreign and domestic visitors (with breakup of overnight tourists and same-day visitors), for the selected tourist places, at district level and at State level:
 - (a) Total number of tourists (over-night);
 - (b) Total number of same-day visitors;
 - (c) Total number of tourists staying with friends/ relatives;
 - (d) Expenditure incurred by tourists (over-night);
 - (e) Expenditure incurred by same-day visitors;
 - (f) Expenditure incurred by tourists staying with friends/ relatives;
 - (g) Profiling the tourists/ visitors at district and State level in respect of age, sex, occupation, purpose of visit, State/UT of residence or country of nationality, duration of stay, mode of journey, use of package tour, etc.
- (iii) As per the methodology (enclosed at Annexure-I), prepare month-wise and annual estimates of occupancy rate of accommodation units at district and State levels.
- (iv) Conduct one-day workshop for the officers of the State to be surveyed and a few other States and organizations. Total number of participants would be around 30. Details of the exercise and the methodology to be adopted for estimating the number of tourists and other parameters mentioned in other para's of TOR will be explained by the consultants in the workshop. Also organize an workshop in each State at the end of the survey to discuss the report of the survey.
- (v) Prepare a frame/ list of tourist place-wise all accommodation units, like hotels, dharamshalas, guest houses, etc. for conducting State level survey on tourism. Update this frame/ list on quarterly basis; and accordingly revise the coverage. This frame should include information

on rooms, beds and employment, etc. Also conduct survey of selected tourists staying in accommodation units to identify the purpose of their visits.

- (vi) Based on the methodology, collect and compile data about domestic and foreign tourists to provide information as mentioned at S. No. (ii) Above. Market Research Division, Ministry of Tourism, Government of India.
- (vii) Based on the information on employment in the accommodation units in the Sampling frame, estimate direct employment generated in accommodation units at district and State levels.
- (viii) Collect information on the annual expenditure incurred by State Government
At the selected tourist places, at district level and at the State level for development of tourism.

1.6 Plan for Survey

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

- (i) Selection of Towns important for Tourism
- (ii) Selection of Tourist Destinations in the Selected Town
- (iii) Selection of Visitors at a Tourist Destination for brief profiling
 - (a) Sample size of visitors at district level
- (iv) Distribution of Sample Size in Towns and at Tourist Destinations
 - (a) Distribution of sample size amongst selected towns in a district
 - (b) Distribution of sample size among tourist destinations in a selected town
 - (c) Selection of days for survey of visitors in different months
 - (d) Canvassing of schedules to the visitors for brief profile
 - (v) Details of the Surveys
- (A) Survey at Tourist Destinations

(a) Total number of visits

(i) Ticketed Destinations:

(ii) Non-Ticketed Destinations:

(b) Brief Profile of Visitors

(B) Survey of Accommodation Units

(C) Survey at Entry/Exit Points of the district

There are four types of questionnaires for the study

a) Accommodation survey (Quarterly),

b) Accommodation survey (Monthly),

c) Short survey at Tourist Destinations and

d) Tourist survey at exit points.

1.7 Selected Tourist Destinations

Table 3 : Selected Destination Points and sample distribution

S. No	District	Name of The Destinations	Total Sample Size Monthly	Total Sample
1	North Sikkim	KABI LUNGCHOK, KABI	50	600
2	North Sikkim	SEVEN SISTERS WATERFALLS, PHAMTHAM	50	600
3	North Sikkim	PHENSANG MONASTERY, PHENSANG	50	600
4	North Sikkim	PHODONG MONASTERY, PHODONG	50	600
5	North Sikkim	SIRIJUNGA YUMA MANGHEEM-MANGSHILA	50	600
6	North Sikkim	RONG LUNGTEN LEE (NAMPRIKDANG)	50	600
7	North Sikkim	SINGHIK	50	600
8	North Sikkim	MANGAN	50	600
9	North Sikkim	CHUNGTHANG	50	600
10	North Sikkim	LACHUNG	50	600
11	North Sikkim	YUMTHANG-VALLEY OF FLOWERS (11,800 FT)	50	600
12	North Sikkim	LACHEN MONASTERY, LACHEN	50	600
13	North Sikkim	THANGU (13,500 FT)	50	600
14	North Sikkim	GURU DONGMAR LAKE (17,800 FT)	50	600
15	North Sikkim	DZONGU HOMESTAY, DZONGU	50	600
16	North Sikkim	TINGCHIM HOMESTAY, TINGCHIM	50	600
17	South Sikkim	SAMDRUPTSE, NAMCHI	44	533
18	South Sikkim	ROCK GARDEN, NAMCHI	44	533

19	South Sikkim	TENDONG HILL, NAMCHI	44	533
20	South Sikkim	MAENAM HILL, RABONG	44	533
21	South Sikkim	TEMI TEA GARDEN, TEMI	44	533
22	South Sikkim	ADVENTURE BASE CAMP, CHEMCHEY	44	533
23	South Sikkim	BORONG, NEAR YANGYANG	44	533
24	South Sikkim	SIKIP, NEARLEGSHIP	44	533
25	South Sikkim	PHURTSACHU, LEGSIP	44	533
26	South Sikkim	BON MONASTERY, BAKHIM	44	533
27	South Sikkim	RALONG MONASTERY, RALONG	44	533
28	South Sikkim	SOLOPHOK CHAAR DHAM, NAMCHI	44	533
29	South Sikkim	RABONGLA	44	533
30	South Sikkim	KEWZING HOME STAY, KEWZING	44	533
31	South Sikkim	YANGANG	44	533
32	South Sikkim	LINGI PAYONG HOME STAY, LINGI PAYONG	44	533
33	South Sikkim	RONG, ABOVE MELLI	44	533
34	South Sikkim	TAOBIN HOME STAY	44	533
35	East Sikkim	IENCHEY MONASTERY, NEAR T.V. TOWER, GANGTOK	28	331
36	East Sikkim	FLOWER SHOW COMPLEX , WHITE HALL, GANGTOK	28	331
37	East Sikkim	DIRECTORATE OF HANDLOOMS AND HANDICRAFTS, ZERO POINT, GANGTOK	28	331
38	East Sikkim	CHORTEN MONASTERY, DEORALI	28	331
39	East Sikkim	NAMGYAL INSTITUTE OF TIBETOLOGY, DEORALI	28	331
40	East Sikkim	RUMTEK MONASTERY, RUMTEK	28	331
41	East Sikkim	JAWAHARLAL NEHRU BOTANICAL GARDEN, RUMTEK	28	331
42	East Sikkim	HUR-HURAYDARA,NAM-NANG	28	331
43	East Sikkim	ROPEWAY,DEORALI	28	331
44	East Sikkim	CHOGYAL PALDEN THONDUP NAMGYAL PARK,DEORAU	28	331
45	East Sikkim	PALZURMANG KAGYUD MONASTERY, LINGDUM	28	331
46	East Sikkim	SARAMSA FLOWER PAVILION AND CONFERENCE CENTRE, SARAMSA	28	331
47	East Sikkim	WATER GARDEN ,32nd MILE	28	331
48	East Sikkim	BANJHAKRI FALLS, LOWER SICHEY	28	331
49	East Sikkim	TASHI VIEW POINT, PANGTHANG	28	331
50	East Sikkim	GANESH TOK, 2nd MILE, UPPER CHANDMARI	28	331
51	East Sikkim	HANUMANTOK	28	331
52	East Sikkim	HIMALAYAN ZOOLOGICAL PARK , BULBULAY	28	331
53	East Sikkim	FAMBONG LHO WILDLIFE SANCTUARY, TUMIN	28	331
54	East Sikkim	GONJANG MONASTERY	28	331
55	East Sikkim	' BAKTHANG WATERFALLS, GANGTOK	28	331
56	East Sikkim	SA-NGOR-CHOTSOG CENTRE ,	28	331




57	East Sikkim	PASTANGA VILLAGE, ASSAM LINGZEY	28	331
58	East Sikkim	GADI BUDONG, LOWER TUMIN (HOME STAY)	28	331
59	East Sikkim	SCIENCE CITY, MARCHAK	28	331
60	East Sikkim	TSOMGO LAKE, TSOMGO	28	331
61	East Sikkim	BABA HARBHAJAN SINGH MEMORIAL TEMPLE, BETWEEN NATHULA & JELEPLA PASSES	28	331
62	East Sikkim	NATHULAPASS, BORDER OF INDIA AND CHINA	28	331
63	East Sikkim	ARITAR, NEAR RHENOCK	28	331
64	West Sikkim	PEMAYANGTSE MONASTERY, PELLING	33	400
65	West Sikkim	SANGA CHOLING MONASTERY, PELLING	33	400
66	West Sikkim	DARAPCHERRY VILLAGE, PELLING	33	400
67	West Sikkim	RABDEMTSE PALACE RUINS, PELLING	33	400
68	West Sikkim	KHECHEOPALRI LAKE, KHECHEOPALRI	33	400
69	West Sikkim	YUKSAM	33	400
70	West Sikkim	DUBDI MONASTERY, YUKSOM	33	400
71	West Sikkim	PHAMRONG WATERFALLS, TASHIDING	33	400
72	West Sikkim	RANGIT WATER WORLD, LEGSHIP	33	400
73	West Sikkim	SHIVMANDIR, LEGSHIP	33	400
74	West Sikkim	TASHIDING MONASTRY, TASHIDING †	33	400
75	West Sikkim	KONGRI- LABDANG, TASHIDING	33	400
76	West Sikkim	JHANDIDARA, SORENG	33	400
77	West Sikkim	CHAKUNG, NEAR SORENG	33	400
78	West Sikkim	LIMBOO CULTURAL CENTRE, THARPU	33	400
79	West Sikkim	JURELIDEANRA VIEW POINT, NEAR HILLEY	33	400
80	West Sikkim	BARSEY, NEAR HILLEY	33	400
81	West Sikkim	JOR POKHARI (TWIN LAKE), BARSEY '	33	400
82	West Sikkim	RINCHENPONG-KALUK	33	400
83	West Sikkim	HEEBERMIOK	33	400
84	West Sikkim	SRIJUNGA FOOKU AND WADHAN (CAVE), HEE BERMIOK	33	400
85	West Sikkim	DENTAM VALLEY, DENTAM	33	400
86	West Sikkim	SINGSHORE BRIDGE, UTTAREY	33	400
87	West Sikkim	UTTRAY VALLEY, NEAR DENTAM	33	400

1.8 Data Collection and Supervision

Structured questionnaires were administered by a team of trained field interviewers employed by Datamation. Field investigators were supervised by a supervisor. The operation manager ensured authenticity of the data being collected. The project manager stationed at our Head Office was responsible for this assignment; he also went to different tourist destinations of the State as and when required.

1.9 Quality Control, Scrutiny & Tabulation Plan

Field Interviewers underwent training & orientation prior to start of survey. There was a supervisor managing the interviewers. Operation Manager and Project Manager carried out random checks. 40% telephonic back checking of accommodation survey have been carried out. Random telephonic checks have been also carried out on entry/ exit questionnaires. Incomplete questionnaires were rejected and not included in the sample of response.

-  100% scrutinization of completed forms has been carried out prior to data entry by executives trained in questionnaire coding and scrutiny.
-  After the questionnaires have been scrutinized and coded, the contents/data of each have been computerized.
-  The data files thus created were compatible with MS Excel and SPSS formats.



Kabi Longtok -North Sikkim

Chapter 2 Findings of the Survey

Following the methodology in previous Section, the four different types of survey, namely, enumeration and short survey at destinations, exit survey at exit point(s) at district headquarters and accommodation unit survey were conducted during the period June 2011 to May 2012. The survey data were tabulated following the approved tabulation program and estimates of various parameters were made as per estimation procedure detailed at **Annex 5**. It may be noted that in consultation with Sikkim Tourism Department 87 destinations were selected covering all the 4 districts of Sikkim and the list of these selected destinations is given at Annex -6. The coverage of various surveys under the present assignment is presented in Table 4.

Table 4 Coverage at a Glance

<u>Coverage at a Glance</u>					
S.No.	Survey Type	Sample Size			
		Per Month per district	Per Quarter per district	Per Annum per district	Aggregate for State (4 district)
1	Short Survey	600	-	7200	28800
2	Exit Point Survey	-	400	1600	6400
3	Accommodation Survey (Census)	-	Census#	-	
4	Accommodation Survey (Monthly)	Classified AUs , Covered All. Non-Classified AUs , 10% of each category I. Having more than 20 rooms II. Having 10-20 rooms III. Having less than 10 rooms			
Total Number of Census Accommodation in Sikkim= 644.					

Earthquake in Sikkim

On 18th September 2011, earthquake occurred with a magnitude of 6.9 and was centered near the border of the Nepal & Sikkim, because of this catastrophe we could not conduct tourism survey in month of October, November & December for the year 2011. In order to compensate this discontinuity & maintain the seasonality component, we conducted the survey in month of October, November & December for the year 2012 & estimated for the year 2011 for corresponding months using Time Series modeling techniques.

To avoid any discrepancy, we have estimated the figures for every table for corresponding months namely October, November & December for year 2011 with the help of survey conducted in year 2012 for the same months.

Table 5 gives the month-wise details of domestic and foreigner tourists visits during the year 2011/2012 for the tourist destinations. Weather condition in Sikkim is one of the major determinants of tourist arrival. In case of Domestic Tourists visits; the survey findings suggest that peak months for overnight and same day tourist visits were May (138986 Overnight visits and 29788 Same day Visits), July (84796 Overnight visits and 20822 Same day Visits) and June (72056 Overnight visits and 17241 Same day Visits). Overall, lowest visits of domestic tourists were measured during the months of December and February. Furthermore, In the case of Foreign Tourists visits, peak months for overnight tourist visits for Sikkim were April (4593 Overnight visits), March (4001 Overnight visits), February (4058 Overnight visits) and October (3933 Overnight visits). Whereas there were no same day visits were made by foreign tourist during the year 2011/2012.

Table 5 Total Number of Visits to Tourist Destinations

Name of the Month	No. of Visits by Domestic Tourists/ Same Day Visitors			No. of Visits by Foreigner Tourists/Same Day Visitors		
	Overnight tourist	Same day Visitors	Total	Overnight tourist	Same day Visitors	Total
Jun-11	72056	17241	89297	1931	Visits were not found in the survey	1931
Jul-11	84796	20822	105618	2907		2907
Aug-11	45923	3539	49462	1392		1392
Sep-11	42319	12841	55160	1977		1977
(*)Oct-11	46139	14028	60167	3933		3933
(*)Nov-11	47164	14802	61966	3930		3930
(*)Dec-11	28429	8766	37195	2999		2999
Jan-12	40453	16238	56691	2255		2255
Feb-12	25773	19108	44881	4058		4058
Mar-12	67147	20224	87371	4001		4001
Apr-12	68891	20357	89248	4593		4593
May-12	138986	29788	168774	2413		2413
Total	708076	197754	905830	36389		36389

(*) Figures have been taken from the survey conducted in the month of October, November & December 2012 & estimated for corresponding months namely October, November & December for the year 2011.

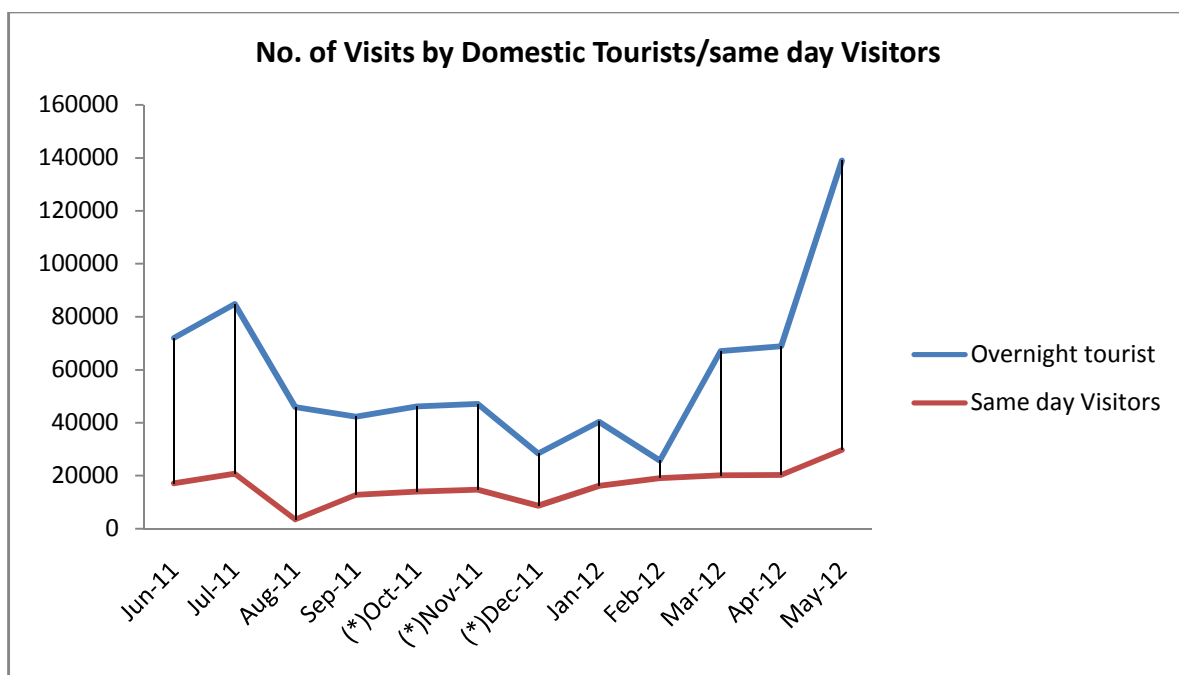


Figure 1 No. of Visits by Domestic Tourists/same day Visitors

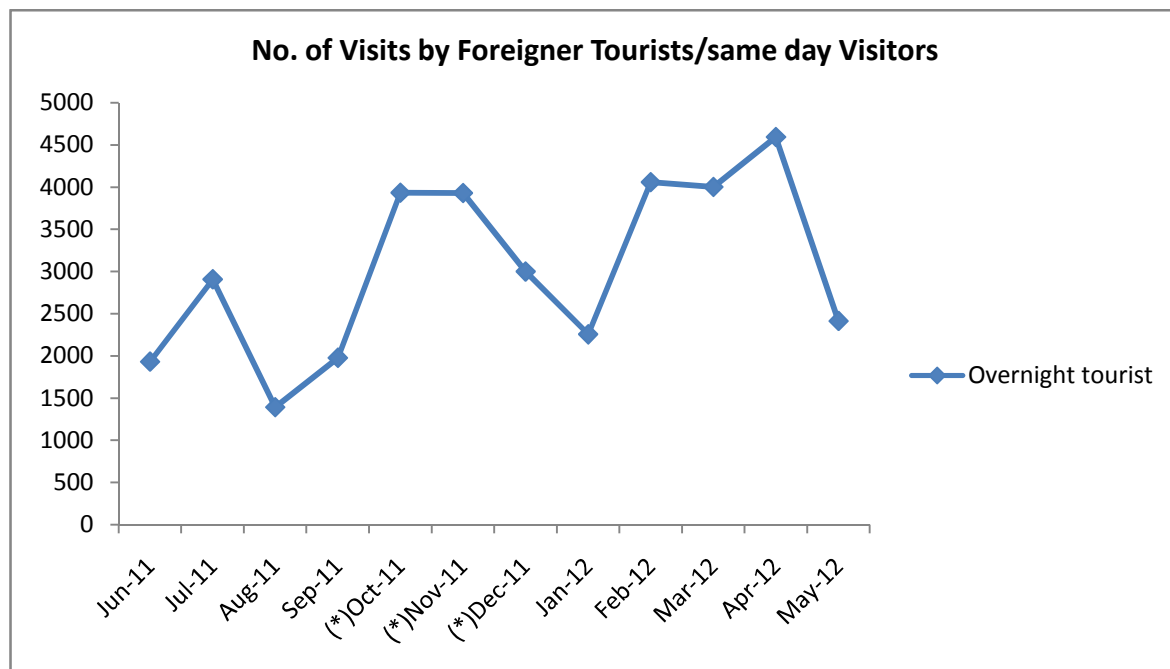


Figure 2 No. of Visits by Foreigner Tourists/same day Visitors

Table 6 Popular Source of Information of tourist destination of the Sample Visitors (%)

Month	Indian Embassy in Your country	Indian Tourism Bureau in your country	Indian tourism offices in India	State Tourism Department	Travel Agents	Internet		Travel books / guides / Magazines / news paper	Relatives / Friends	Others	Total
						Website of Mot	Others				
Jun-11	11.2	7.3	14.3	13.2	14.2	17.2	0.9	5.2	14.2	2.3	100
Jul-11	13.2	7.4	13.2	11.8	10.3	16.2	1.2	8.8	17.6	0.3	100
Aug-11	8.2	6.5	15.9	10	16.3	11.3	0.5	7.2	22.2	1.9	100
Sep-11	2.5	5.3	4.2	7.2	17.3	25.3	0.3	12.1	25.1	0.7	100
(*)Oct-11	1.3	5.9	3.2	8.8	17.8	22.3	0.8	15.8	23.2	0.9	100
(*)Nov-11	3.4	4.6	1.4	6.9	19.2	22.7	0.6	17.5	22.2	1.5	100
(*)Dec-11	0.3	0.2	0.2	11.6	10.2	21.1	1.0	2.9	51.9	0.6	100
Jan-12	0.1	0.2	0.1	12.5	18	18.2	0.8	16.8	33	0.3	100
Feb-12	0.4	0.4	1.6	14.3	27.5	17.6	0.4	22.5	15.3	0.0	100
Mar-12	2.3	4.2	1.1	12.3	25.2	14.3	1.2	25.3	12.2	1.9	100
Apr-12	4.1	3.2	0.7	12.8	27.3	12.3	1.6	12.8	23.5	1.7	100
May-12	5.1	4.3	3.0	15.8	29.0	9.2	0.4	5.7	27.3	0.2	100

(*) Figures have been taken from the survey conducted in the month of October, November & December 2012 & estimated for corresponding months namely October, November & December for the year 2011.

Table 7 gives the details about the domestic and foreign /same day visitors for the state Sikkim. The survey findings suggest that during the month of May there were maximum number of the overnight domestic tourists/visitors (117778) and same day visitors (24963) were maximum in month of August in the State of Sikkim. Furthermore, during the month of April maximum (3930) number of the overnight foreign tourists/visitors visited the state of Sikkim.

Table 7 Total number of Domestic and Foreign Tourists / Same Day Visitors

Month	No of Domestic Tourists / Visitor			No of Foreign Tourists / Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Jun-11	64618	18634	83252	1672	Visitors were not found in the survey	1672
Jul-11	77249	21833	99082	2457		2457
Aug-11	68698	24963	93661	3421		3421
Sep-11	37566	12828	50394	1650		1650
(*)Oct-11	41645	14336	55981	3352		3352
(*)Nov-11	42911	14773	57684	3319		3319
(*)Dec-11	23918	6745	30663	2619		2619
Jan-12	36272	13609	49881	2004		2004
Feb-12	23509	13263	36772	3575		3575
Mar-12	60073	20488	80561	3406		3406
Apr-12	61237	20929	82166	3930		3930
May-12	117778	6400	124178	2026		2026
Total	655474	188801	844275	33431		33431

(*) Figures have been taken from the survey conducted in the month of October, November & December 2012 & estimated for corresponding months namely October, November & December for the year 2011.

Figure 3. Total number of domestic tourists/same day visitors

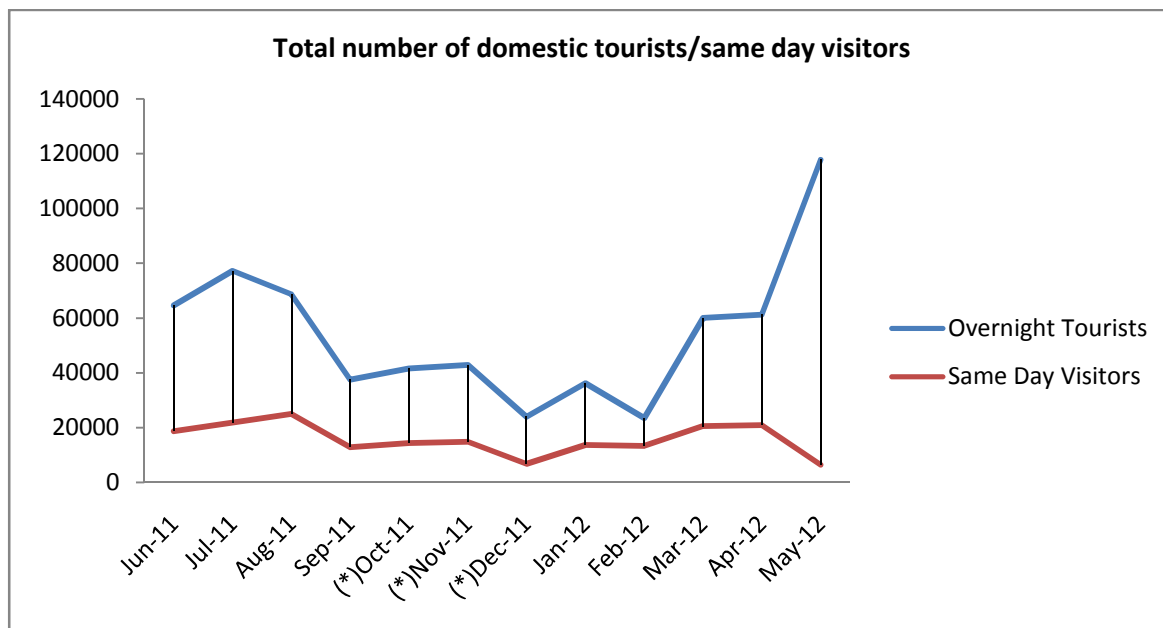


Figure 4 Total number of Foreign Tourists Visitors



Table 8 gives the details of leisure and Non-Leisure Domestic Tourists for overnight and Same Day Visitors. In the case of overnight visitor the survey findings suggest, total numbers of leisure tourists (571912) were higher than non-leisure tourists (83562) during the year 2011/2012. The maximum (104501) number of leisure tourists, maximum (13277) number of non-leisure tourists visited Sikkim during the month of May. Furthermore, In the case of same day visitors the survey findings suggest, total numbers of leisure tourists (146741) were higher than non-leisure tourists (42060) during the year 2011/2012. The maximum (16417) number of leisure tourists visited Sikkim during the month of April, whereas maximum (5438) number of non-leisure tourists visited Sikkim during the month of July.

Table 8 Total Number of Leisure and Non-Leisure Domestic Tourists and Same Day Visitors

Month	Overnight			Same day		
	Leisure	Non-Leisure	Total	Leisure	Non-Leisure	Total
Jun-11	57187	7431	64618	13904	4730	18634
Jul-11	68384	8865	77249	16395	5438	21833
Aug-11	60472	8226	68698	19947	5016	24963
Sep-11	33062	4504	37566	10032	2796	12828
(*)Oct-11	36618	5027	41645	11222	3114	14336
(*)Nov-11	37731	5180	42911	11564	3209	14773
(*)Dec-11	19917	4001	23918	5008	1737	6745
Jan-12	28998	7274	36272	10328	3281	13609
Feb-12	18349	5160	23509	10883	2380	13263
Mar-12	52872	7201	60073	16051	4437	20488
Apr-12	53821	7416	61237	16417	4512	20929
May-12	104501	13277	117778	4990	1410	6400
Total	571912	83562	655474	146741	42060	188801

(*) Figures have been taken from the survey conducted in the month of October, November & December 2012 & estimated for corresponding months namely October, November & December for the year 2011.

Table 9 gives the details of leisure and non-leisure foreign tourists for overnight and Same Day Visitors. In the case of overnight visitor the survey findings suggest, total numbers of leisure tourists (33431) were higher than non-leisure tourists (0) during the year 2011/2012. The maximum (3930) number of leisure tourists visited Sikkim during the month of April, whereas Non-Leisure tourists were recorded as (0).

Table 9 Total Number of Leisure and Non-Leisure Foreign Tourists and Day Visitors

Month	Overnight			Same day		
	Leisure	Non-Leisure	Total	Leisure	Non-Leisure	Total
Jun-11	1672	Visitors were not found in the survey	1672	Visitors were not found in the survey		
Jul-11	2457		2457			
Aug-11	3421		3421			
Sep-11	1650		1650			
(*)Oct-11	3352		3352			
(*)Nov-11	3319		3319			
(*)Dec-11	2619		2619			
Jan-12	2004		2004			
Feb-12	3575		3575			
Mar-12	3406		3406			
Apr-12	3930		3930			
May-12	2026		2026			
Total	33431		33431			

(*) Figures have been taken from the survey conducted in the month of October, November & December 2012 & estimated for corresponding months namely October, November & December for the year 2011.

Table 10 gives the details of domestic and foreign tourists and day visitors for the state of Sikkim. Maximum (117778) number of domestic tourists visited Sikkim during the month of May, whereas maximum (3930) number of foreign tourists were visited Sikkim during the month of April. Furthermore, maximum (24963) number of domestic same day visitor visited Sikkim during the month of August and there were no same day foreign visitor during the year 2011/2012.

Table 10 Total Number of Domestic and Foreign Tourists and Day Visitors

Month	No. of Tourist			No. of same day visitors		
	Domestic	Foreigner	Total	Domestic	Foreigner	Total
Jun-11	64618	1672	66290	18634	Visitors were not found in the survey	18634
Jul-11	77249	2457	79706	21833		21833
Aug-11	68698	3421	72119	24963		24963
Sep-11	37566	1650	39216	12828		12828
(*)Oct-11	41645	3352	44997	14336		14336
(*)Nov-11	42911	3319	46230	14773		14773
(*)Dec-11	23918	2619	26537	6745		6745
Jan-12	36272	2004	38276	13609		13609
Feb-12	23509	3575	27084	13263		13263
Mar-12	60073	3406	63479	20488		20488
Apr-12	61237	3930	65167	20929		20929
May-12	117778	2026	119804	6400		6400
Total	655474	33431	688905	188801		188801

(*) Figures have been taken from the survey conducted in the month of October, November & December 2012 & estimated for corresponding months namely October, November & December for the year 2011.

Table 11 gives the distribution of place of stay for domestic tourists. The survey findings suggest that hotel was the first choice for the domestic tourists, followed by staying at friends/relatives place and staying elsewhere. During the month of May maximum number (114290) of domestic tourists selected hotels to stay. Whereas in month of July maximum number (3617) of domestic tourists selected friend•s/relative•s place for the stay and maximum (2269) number of tourist reported that they stayed elsewhere in August.

Table 11 Distribution of Domestic Tourist Visitors by Place of Stay

Month	No. Domestic Tourists			
	Staying at Hotel	Staying at Friends / Relatives	Staying elsewhere	Total
Jun-11	61234	1389	1995	64618
Jul-11	71515	3617	2117	77249
Aug-11	65106	1323	2269	68698
Sep-11	36277	462	826	37565
(*)Oct-11	40218	503	924	41645
(*)Nov-11	41441	518	952	42911
(*)Dec-11	22464	577	877	23918
Jan-12	34660	669	944	36273
Feb-12	22233	797	480	23510
Mar-12	57811	1099	1162	60072
Apr-12	58939	1119	1179	61237
May-12	114290	1416	2072	117778
Total	626188	13489	15797	655474

(*) Figures have been taken from the survey conducted in the month of October, November & December 2012 & estimated for corresponding months namely October, November & December for the year 2011.

Figure 5. Distribution of Domestic Tourists by Place of Stay

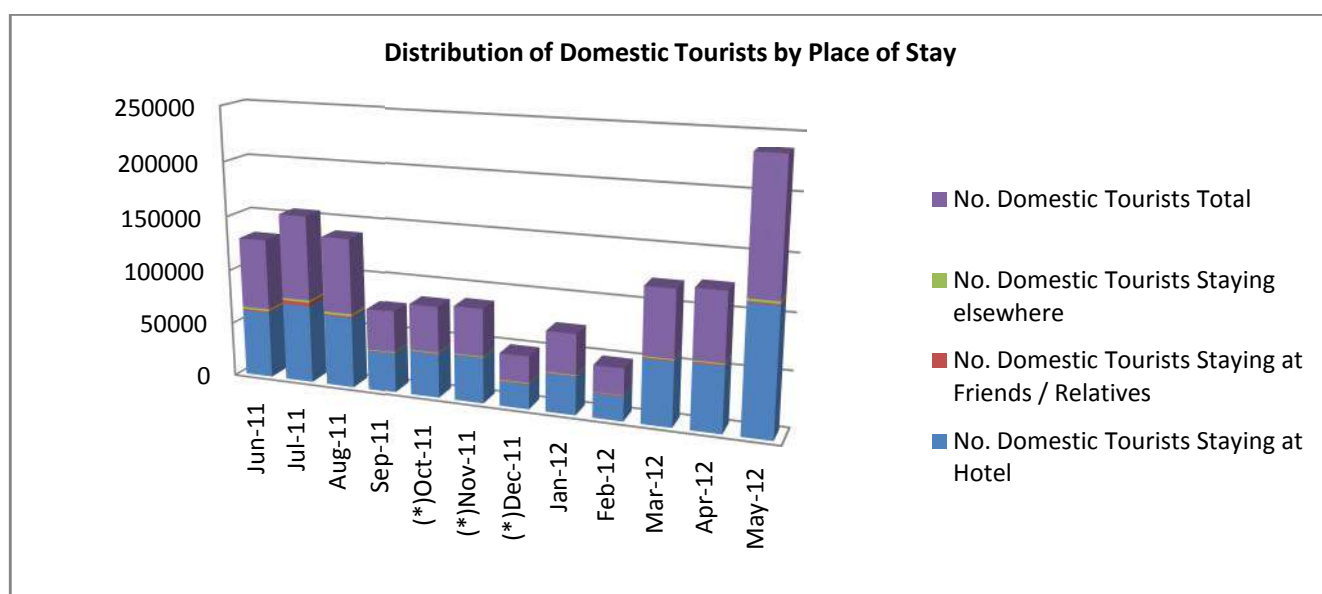


Table 12 gives the distribution of place of stay for foreigner tourists. The survey findings suggest that during the month of April, maximum (2700) number of foreigner tourists selected hotel for stay.

Table 12 Distribution of Foreign Tourists by Place of Stay

Month	No. Foreigner Tourists			
	Staying at Hotel	Staying at Friends / Relatives	Staying elsewhere	Total
Jun-11	1473	75	124	1672
Jul-11	1542	237	678	2457
Aug-11	1813	280	1328	3421
Sep-11	1173	4	473	1650
(*)Oct-11	2279	0	1073	3352
(*)Nov-11	2232	0	1087	3319
(*)Dec-11	1380	216	1023	2619
Jan-12	1607	75	321	2003
Feb-12	1967	280	1328	3575
Mar-12	2415	0	991	3406
Apr-12	2700	21	1209	3930
May-12	1432	0	595	2027
Total	22013	1188	10230	33431

(*) Figures have been taken from the survey conducted in the month of October, November & December 2012 & estimated for corresponding months namely October, November & December for the year 2011.

Figure 6. Distribution of Foreigner Tourists by Place of Stay

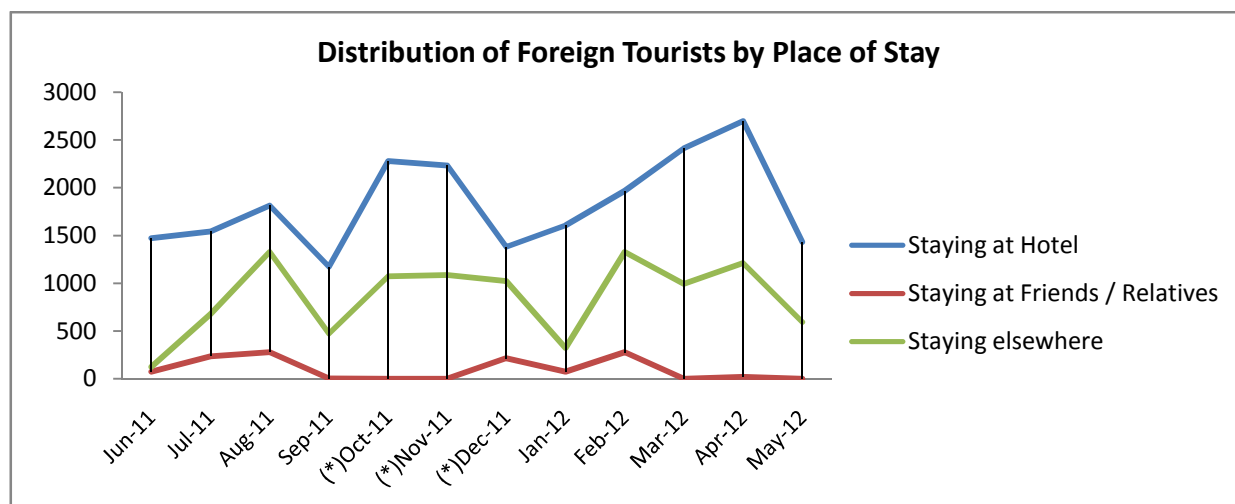


Table 13 represents the distribution of states for domestic tourists in the state of Sikkim. The survey findings suggests that contribution of West Bengal state was highest (55.8%) in contribution of domestic tourists for the state, followed by Sikkim itself (12.2%), Delhi (7.4%) ,Assam (5.1%) and U.P. (4.5%). On the other hand, the contribution of other in domestic tourists for the state of Sikkim was only 1.5%.

Table 13 Distribution of State wise Domestic Tourists (in %)

Place Of Origin	Percentage Of Domestic Tourists
West Bengal	55.8
Sikkim	12.2
Delhi	7.4
Assam	5.1
U.P.	4.5
Bihar	3.8
Maharashtra	3.5
Arunachal Pradesh	3.3
Gujarat	2.9
Others	1.5
Total	100

Figure 7 Distribution of state wise domestic Tourists

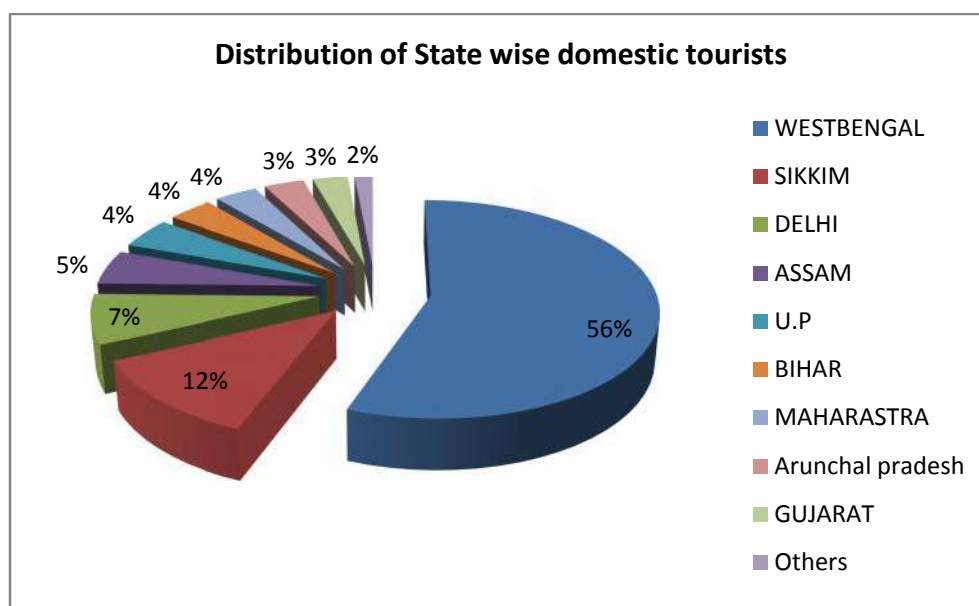


Table 14 represents the distribution of countries for foreign tourists in the state of Sikkim. The survey findings suggest that contribution of U.S.A. was highest (**21.3%**) in contribution of foreign tourists for the state of Sikkim, followed by UK and Nepal (**12%**).

Table 14 Distribution of Country wise Foreign Tourists (in %)

Place Of Origin	Percentage Of Foreign Tourists
USA	21.3
UK	12
Nepal	12
France	8.5
Spain	8
Canada	8
Italy	7.2
Australia	7
Others	16
Total	100

Figure 8 Distribution of country wise foreign tourists

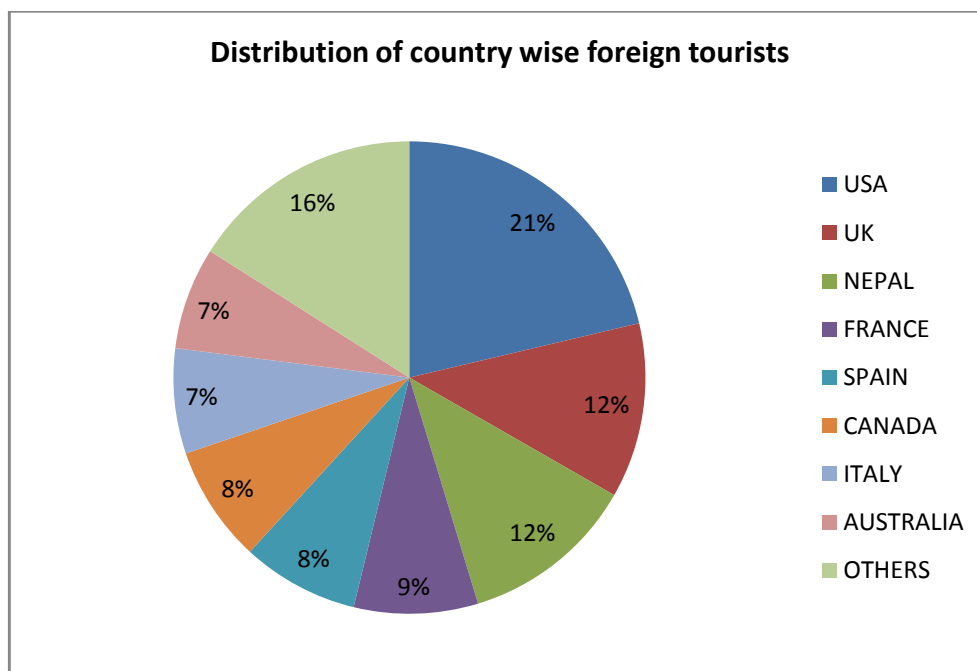


Table 15 gives the details of number of accommodation units, availability of rooms/beds and occupancy rate.

Table 15 No. of accommodation units, Rooms / Beds Available and Occupancy Rate

Month	No. of Accommodation units	No. of Rooms Available	No. of Beds Available	No. of Beds Occupied	Occupancy Rate (%)
Jun-11	367	5039	292240	84750	29
Jul-11	408	5568	314060	100499	32
Aug-11	418	5778	302253	123924	41
Sep-11	408	5568	312653	112555	36
(*)Oct-11	408	5568	301023	102348	34
(*)Nov-11	408	5568	310056	102318	33
(*)Dec-11	418	7710	412539	33003	8
Jan-12	418	5778	326596	35925	11
Feb-12	418	5778	330026	26402	8
Mar-12	408	5568	334080	106906	32
Apr-12	411	5617	337020	121327	36
May-12	498	6748	404880	139684	34.5

(*) Figures have been taken from the survey conducted in the month of October, November & December 2012 & estimated for corresponding months namely October, November & December for the year 2011.

Table 16 gives the details of total number of domestic guest•s checked-in, number of domestic guests spent bed nights and average stay duration at accommodation units. The survey findings suggest that maximum number (97486) of checked-in during the month of May at accommodation units.

Table 16 Total No. of Domestic Guests checked-in, bed nights spent & average stay duration at Accommodation Units

Month	No. of Guests checked-in	No. of bed nights spent	Average duration of Stay
Jun-11	71256	78382	1.1
Jul-11	78026	79678	1.0
Aug-11	89632	89976	1.0
Sep-11	85426	102876	1.2
(*)Oct-11	76281	84286	1.1
(*)Nov-11	81273	89729	1.1
(*)Dec-11	32695	36865	1.1
Jan-12	34512	36359	1
Feb-12	21593	26612	1.2
Mar-12	74273	81936	1.1
Apr-12	86953	87293	1.0
May-12	97486	108435	1.1
Total	829406	902427	1.1

(*) Figures have been taken from the survey conducted in the month of October, November & December 2012 & estimated for corresponding months namely October, November & December for the year 2011.

Table 17 represents the details of number of foreign guests checked-in, number of bed nights and average stay duration at Accommodation Units. The survey findings suggest that maximum number (3657) of tourists checked-in during the month of April at accommodation units. Maximum number (4158) of bed nights spent by foreign guests was also during the month of April at accommodation units.

Table 17 Total No. of Foreign Guests checked-in, bed nights spent & average stay duration at Accommodation Units

Month	No. of Guests checked-in	No. of bed nights spent	Average duration of Stay
Jun-11	1676	1869	1.1
Jul-11	2219	2458	1.1
Aug-11	3125	3167	1.0
Sep-11	1584	1742	1.1
(*)Oct-11	3439	3809	1.1
(*)Nov-11	3426	3856	1.1
(*)Dec-11	2341	3098	1.3
Jan-12	1871	2345	1.3
Feb-12	3474	3523	1.0
Mar-12	3317	3698	1.1
Apr-12	3657	4158	1.1
May-12	2078	2364	1.1
Total	32207	36087	1.1

(*) Figures have been taken from the survey conducted in the month of October, November & December 2012 & estimated for corresponding months namely October, November & December for the year 2011.

Table 18 gives the details of total number of guests including both domestic and foreign guests checked-in, number of bed nights spent an average stay duration at Accommodation Units. The survey findings suggest that maximum number (152547) of checked-in during the month of August at accommodation units. Whereas, maximum number (155752) of bed nights spent by the guests was reported during the month August at accommodation units.

Table 18 Total No. of Total Guests checked-in, bed nights spent & average stay duration at Accommodation Units

Month	No. of Guests checked-in	No. of bed nights spent	Average duration of Stay
Jun-11	72932	80251	1.1
Jul-11	80245	82136	1.0
Aug-11	92757	93143	1.0
Sep-11	87010	104618	1.2
(*)Oct-11	79720	88095	1.1
(*)Nov-11	84699	93585	1.1
(*)Dec-11	35036	39963	1.1
Jan-12	36383	38704	1.1
Feb-12	25067	30135	1.2
Mar-12	77590	85634	1.1
Apr-12	90610	91451	1.0
May-12	99564	110799	1.1
Total	861613	938514	1.1

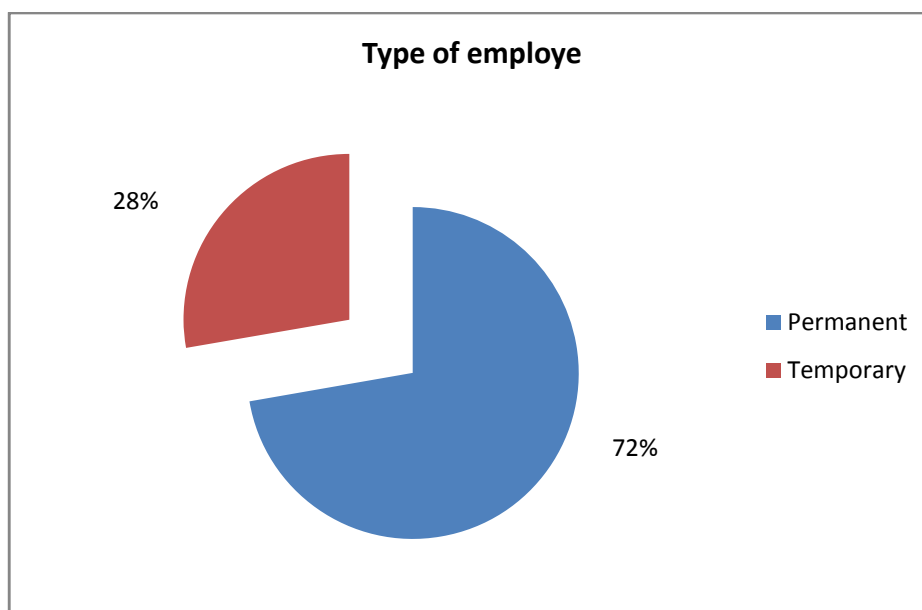
(*) Figures have been taken from the survey conducted in the month of October, November & December 2012 & estimated for corresponding months namely October, November & December for the year 2011.

Table 19 gives the details of number of accommodation units, number of rooms available and the details about the employment during the year 2011/2012. The survey findings suggest that in total 644 accommodation units were available during the year 2011/2012, including 8132 rooms.

Table 19 Number of Accommodation units, Rooms, and Employment

Quarter	No. of accommodation units	No. of Rooms	Number of Employees		
			Permanent	Temporary	Total
census	644	8132	644	247	891

Figure 9. Types of Employees

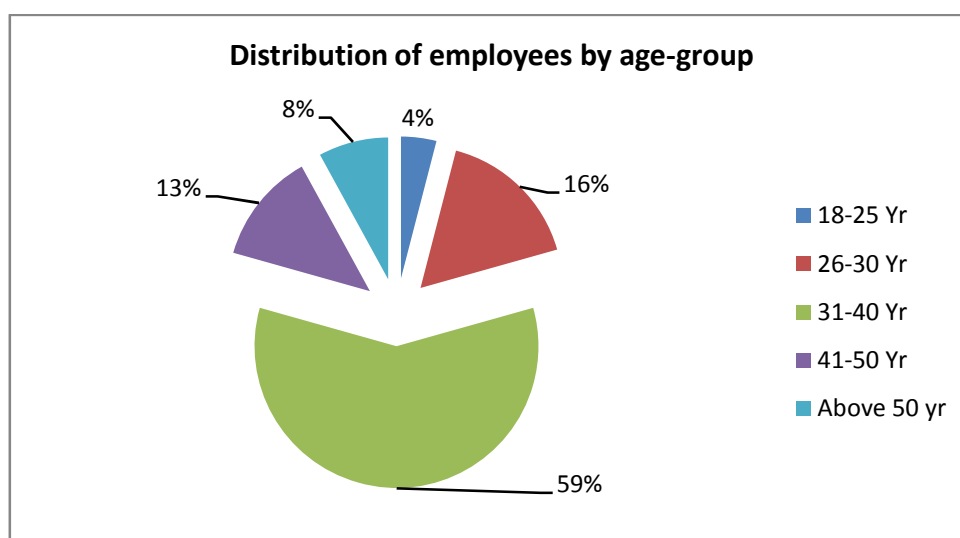


Details of distribution of employees in accommodation units by age group are given in the table 20 in total 891 numbers of employees were working in the 644 accommodation units.

Table 20 Distribution of Employees in Accommodation Units by Age Group

Quarter	No. of accommodation units	Number of Employees	Distribution of employees by age-group				
			18-25 Yr	26-30 Yr	31-40 Yr	41-50 Yr	Above 50 yr
census	644	891	36	148	523	113	71

Figure 10 Distribution of employees by age-group

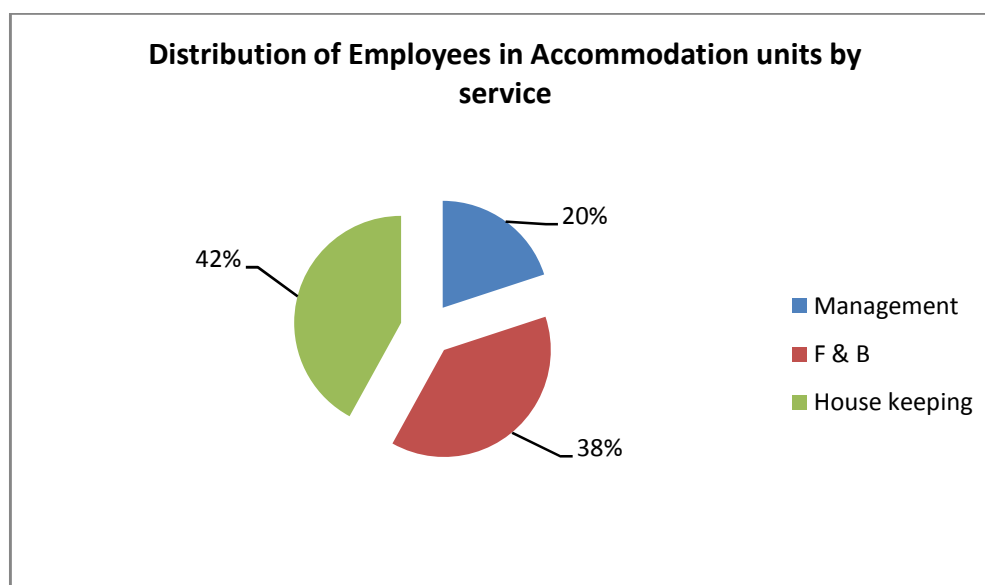


Details of distribution of employees in accommodation units by service are given in the table 21.

Table 21 Distribution of Employees in Accommodation Units by Service

Quarter	No. of accommodation units	Number of Employees	Distribution of employees by service			
			Management	F & B	House keeping	Total
census	644	891	178	339	374	891

Figure 11 Distribution of Employees in Accommodation units by service

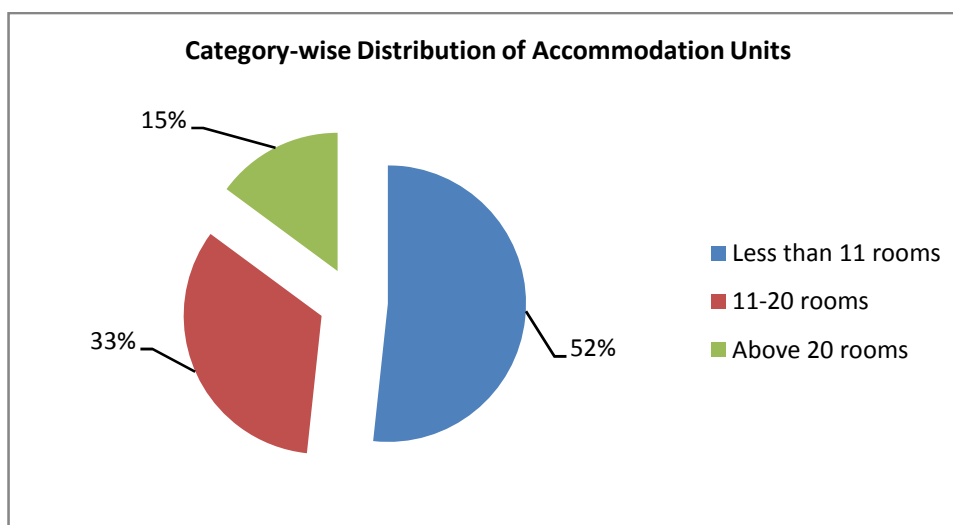


Category-wise distribution of accommodation units is given in the table 22. Out of 644 accommodation units, 333 were less than 11 rooms, 215 were between 11-20 rooms and 96 were above 20 rooms.

Table 22 Category-wise Distribution of Accommodation Units

Quarter	No. of accommodation units			
	Less than 11 rooms	11-20 rooms	Above 20 rooms	Total
census	333	215	96	644

Figure 12 Category-wise distribution accommodation units

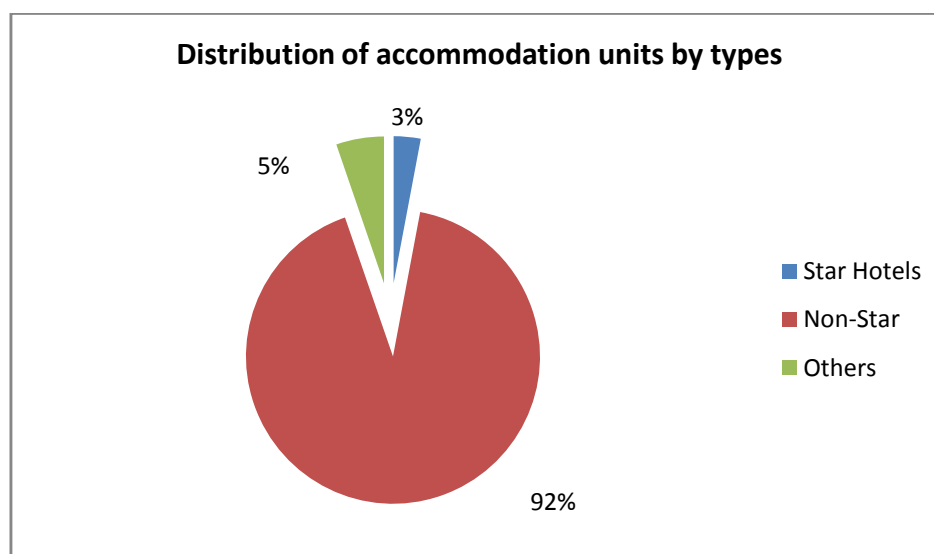


Details of distribution of accommodation units by types are given the table 23. Out of 610 accommodation units, 19 were Star Hotels, 591 were Non-Star Hotels and 34 were others.

Table 23 Distribution of Accommodation Units by Types

Quarter	Accommodation Units by Types			
	Star Hotels	Non-Star	Others	Total
census	19	591	34	644

Figure 13 Distribution of accommodation units by types



Details of distribution of Star Hotels are given in the table 24. Out of 19, 4 were 4 star Hotels, 12 were 3 star Hotels and 3 were 2 star Hotels.

Table 24 Distribution of Star Hotels

Quarter	Accommodation Units by Types			
	4 star	3 star	2 star	Total
census	4	12	3	19

Details of distribution of accommodation units by type of ownership are given in the table 25. Out of 1283 accommodation units maximum (341) numbers of the accommodation units were owned by Proprietor / Partnership.

Table 25 Distribution Accommodation Units by Type of Ownership

Quarter	Accommodation Units by Type of ownership				
	Central Govt.	Private	Proprietor / Partnership	Other	Total
census	9	260	341	34	644

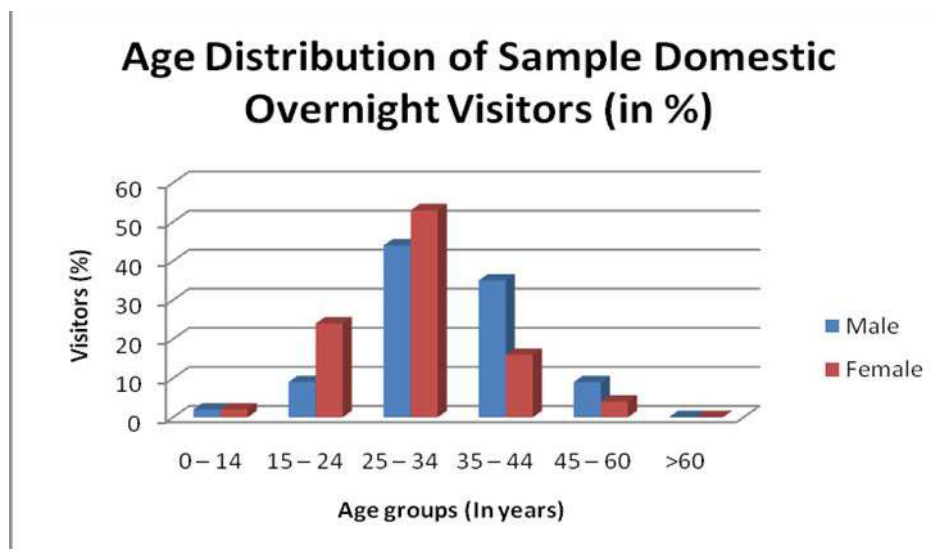
Tourists Demographic Profile

Age distributions of sample domestic visitors are given in the table 26. The survey findings suggest that maximum (44) Percent of male (age 25 , 34 Years) domestic overnight visitors were selected for the study, followed by 47 Percent male (age 25 , 34 Years) domestic same day visitor.

Table 26 Age Distribution of Sample Domestic Visitors (in %)

Age Group	Percentage of Domestic Overnight Visitors		Percentage of Domestic Same day Visitors	
	Male	Female	Male	Female
0 €14 Years	2.0	2.0	2.0	2.0
15 €24 Years	9.0	24.0	18.0	33.0
25 €34 Years	44.0	53.0	47.0	45.0
35 €44 Years	36.0	17.0	25.0	19.0
45 €60 Years	9.0	4.0	8.0	1.0
>60 Years	0.0	0.0	0.0	0.0
Total	100.0	100.0	100.0	100.0

Figure 14 Age Distribution of sample domestic overnight visitors (in %)

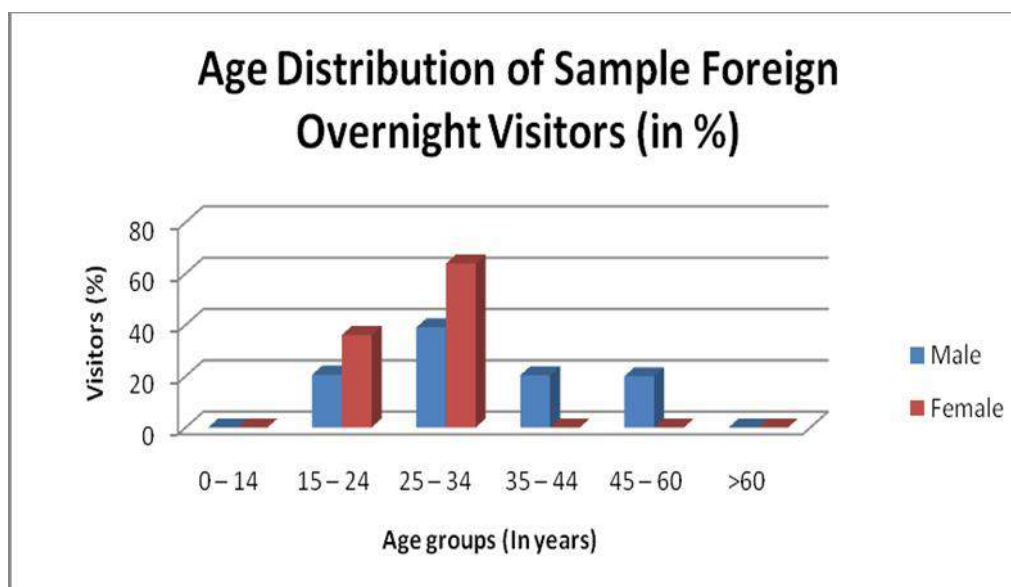


Age distributions of sample foreign visitors are given in the table 27. The survey findings suggest that there were maximum (39) Percent of male (age 25 , 34 Years) foreign overnight visitors; followed by 63.9 Percent female (age 25 , 34 Years).

Table 27 Age Distribution of Sample Foreign Visitors (in %)

Age Group	Percentage of Foreign Overnight Visitors	
	Male	Female
0 - 14 Years	0.0	0.0
15 - 24 Years	20.6	36.1
25 - 34 Years	39.0	63.9
35 - 44 Years	20.4	0.0
45 - 60 Years	20.0	0.0
>60 Years	0.0	0.0
Total	100.0	100.0

Figure 15 Age distribution of sample foreign overnight visitors (in %)

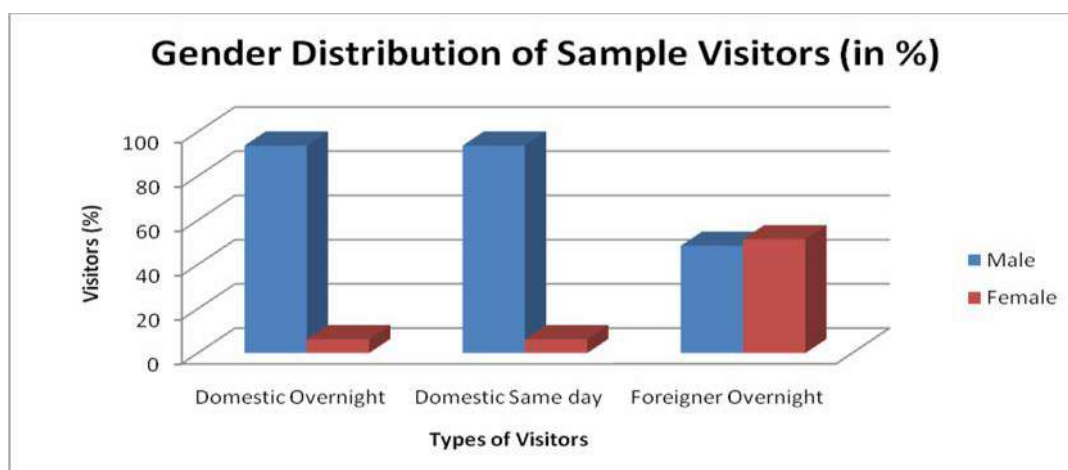


Details of gender distribution of sample visitors are given in the table 28. The survey findings suggest that in the case of domestic visitor's percentage of male overnight and same day visitor were higher than female visitors. On the other hand, in the case of foreign tourist's Percentage of female visitor were higher than male.

Table 28 Gender Distribution of Sample Visitors (in %)

Gender	Domestic		Foreigner
	Overnight	Same day	Overnight
Male	93.8	93.8	48.5
Female	6.2	6.2	51.5
Total (n)	100	100	100

Figure 16 Gender distribution of sample visitors (in %)

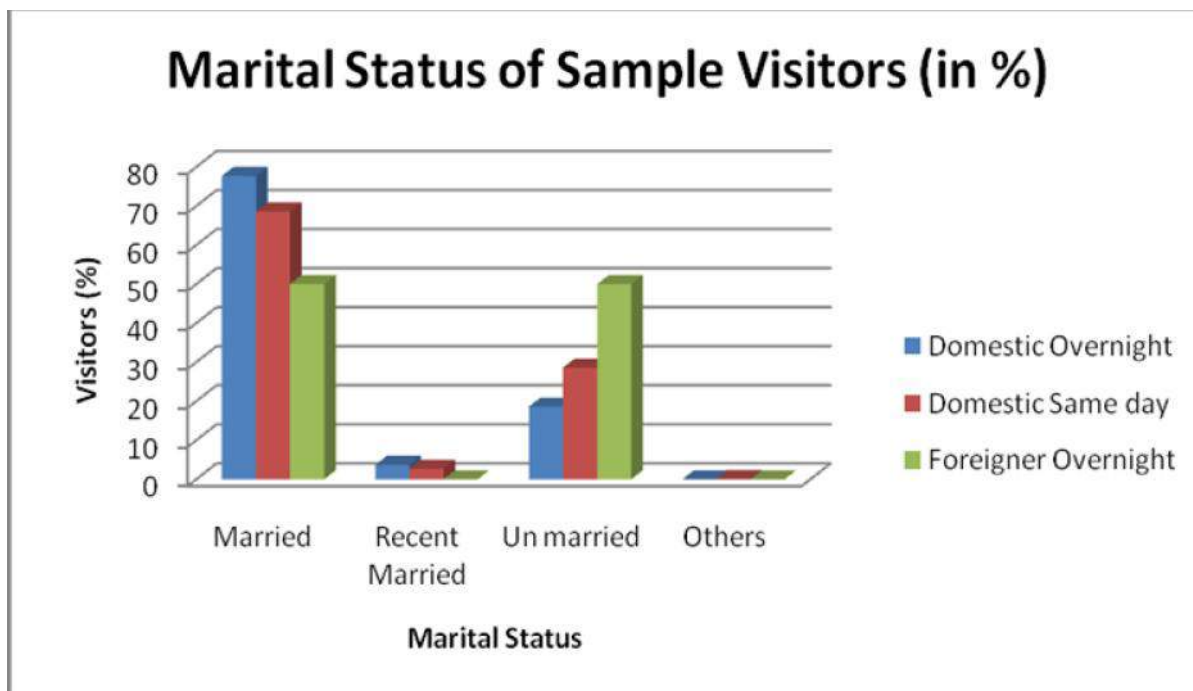


Details of marital status of sample visitors are given in the table 29. The survey findings suggest that maximum domestic visitors were married, 77.7 Percentage overnight visitors and 68.6 same day visitors. In the case of foreign visitors were equally divided in married and unmarried.

Table 29 Marital Status of Sample Visitors (in %)

Marital Status	Domestic		Foreigner
	Overnight	Same day	Overnight
Married	77.7	68.6	50.0
Recent Married	3.7	2.7	0.0
Un married	18.6	28.6	50.0
Others	0.0	0.1	0.0
Total	100.0	100.0	100.0

Figure 17 Marital status of sample visitors (in %)

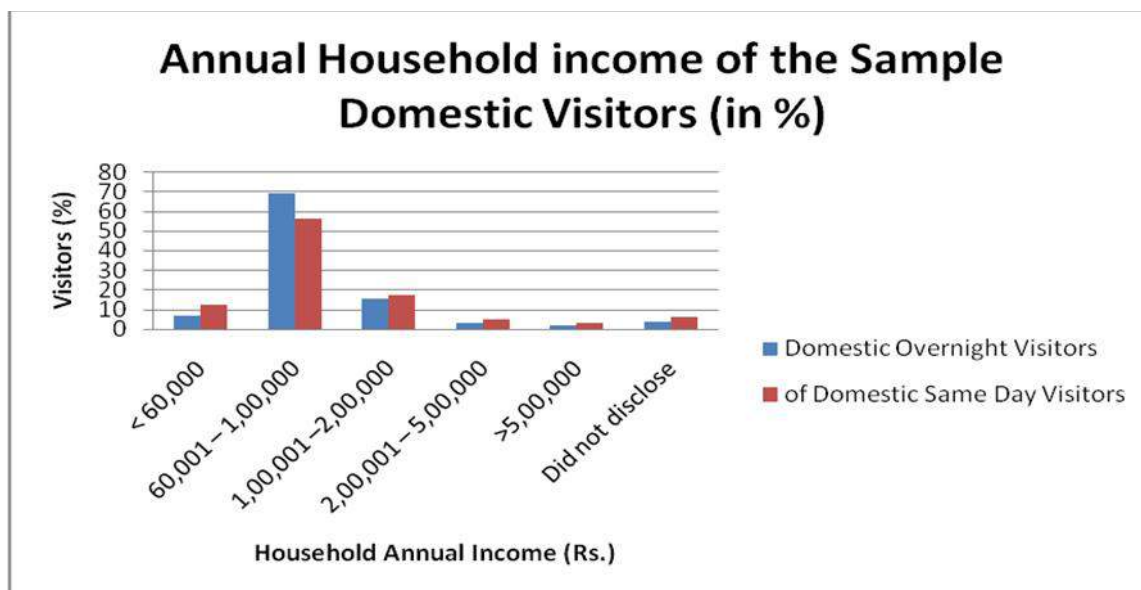


Details of annual household income of the sample domestic visitors are given in the table 30. The survey findings suggest that maximum (69.2%) of the domestic overnight visitors were coming under the household annual income range of Rs.60,001 , Rs.1,00,000, and maximum (56.1%) of the domestic same day visitors were coming under the household annual income range of Rs.60,001 , Rs.1,00,000.

Table 30 Annual Household income of the Sample Domestic Visitors (in %)

Household annual income	Percentage of Domestic Overnight Visitors	Percentage of Domestic Same Day Visitors
Less than Rs.60,000	6.6	12.3
Rs.60,001 €Rs.1,00,000	69.3	56.2
Rs.1,00,001 €Rs.2,00,000	15.2	17.3
Rs.2,00,001 €Rs.5,00,000	3.0	5.0
Above Rs.5,00,000	1.9	3.2
Did not disclose	4.0	6.0
Total	100.0	100.0

Figure 18 Annual household income of the sample domestic visitors (in %)

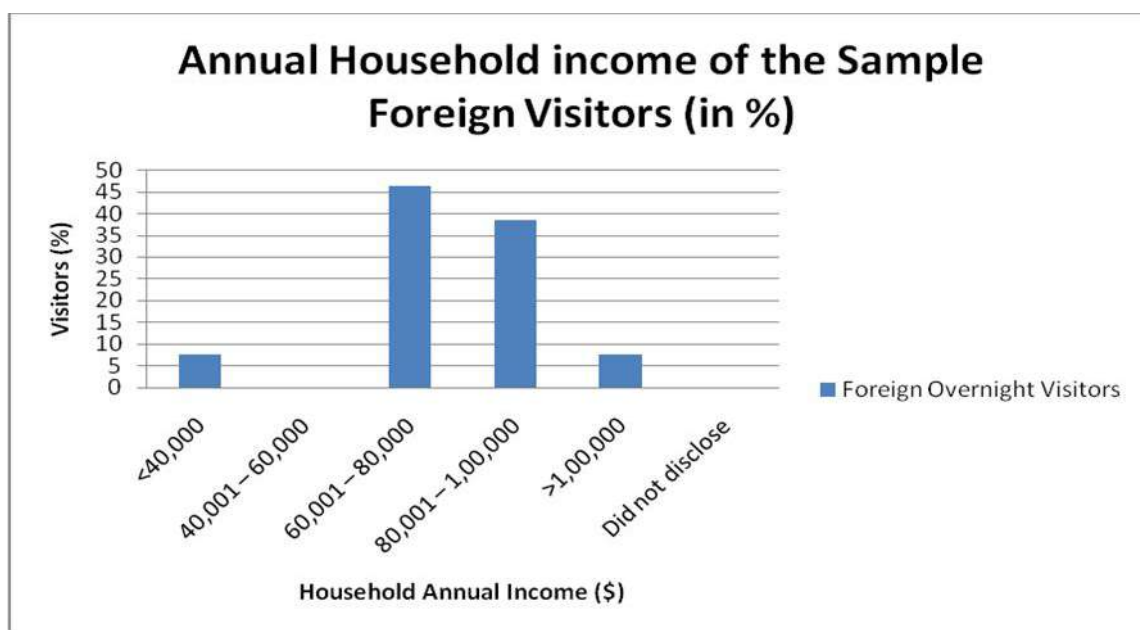


Details of annual household income of the sample foreign visitors are given in the table 31. The survey findings suggest that maximum (46.2%) of the foreign overnight visitors were coming under the household annual income range of \$.60, 001 , \$.80, 000.

Table 31 Annual Household income of the Sample Foreign Visitors (in %)

Household annual income	Percentage of Foreign Overnight Visitors
Less than \$.40,000	7.7
\$.40,001 €\$.60,000	0.0
\$.60,001 €\$.80,000	46.1
\$.80,001 €\$.1,00,000	38.5
Above \$.1,00,000	7.7
Did not disclose	0.0
Total	100.0

Figure 19 Annual Household income of the Sample Foreign Visitors (in %)

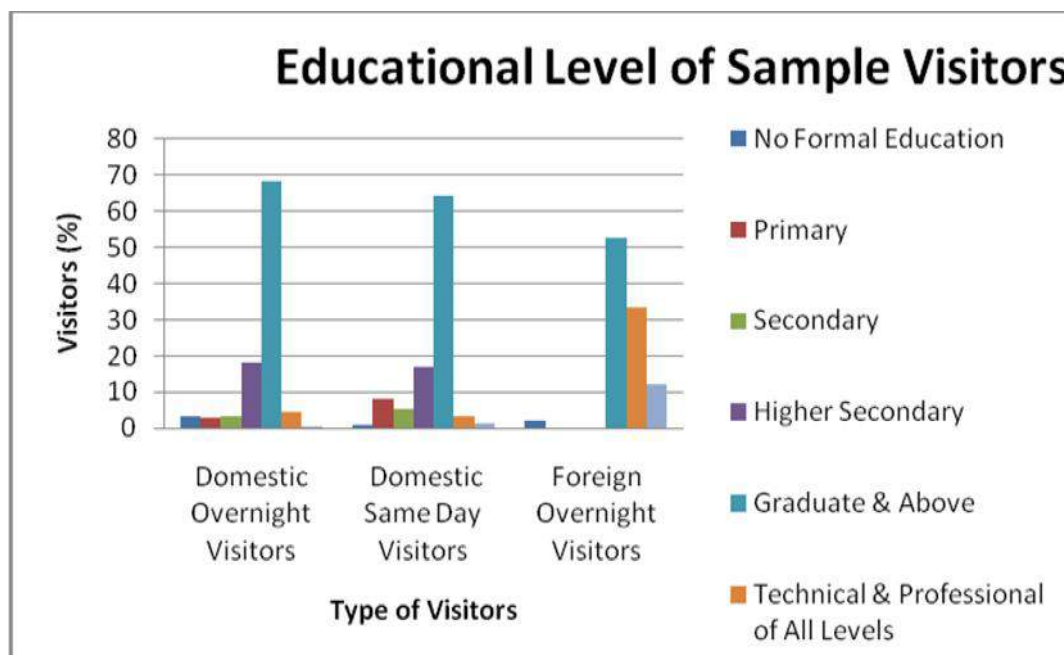


Details of educational level of sample visitors are given in the table 32. The survey findings suggest that maximum (68.2%) of the domestic overnight visitor's education level were graduate & above, whereas in the case of domestic same day visitors, for most (64.3) of the respondents maximum level of education were also graduate and above. Furthermore, most (52.6%) of the foreign overnight visitors were educated to the level of graduate and above.

Table 32 Educational Level of Sample Visitors

Level of Education	Percentage of Domestic Overnight Visitors	Percentage of Domestic Same Day Visitors	Percentage of Foreign Overnight Visitors
No Formal Education	3.1	0.8	1.9
Primary	2.7	8.2	0
Secondary	3.3	5.2	0
Higher Secondary	18.0	16.8	0
Graduate & Above	68.2	64.3	52.6
Technical & Professional of All Levels	4.3	3.3	33.4
Others	0.4	1.4	12.1
Total	100.0	100.0	100

Figure 20 Educational Level of Sample Visitors

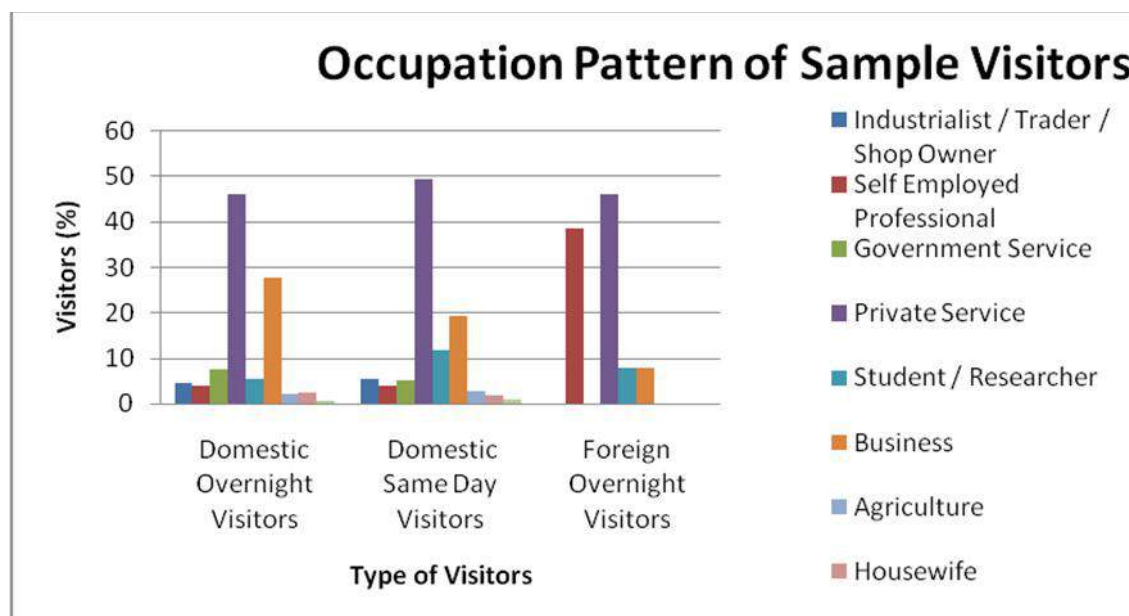


Details of occupation pattern of sample visitors are given in the table 33. The survey findings suggest that in all type visitors• occupation were Private Service with 46.2% of domestic overnight visitors, 49.4 % domestic same day visitors and 46.2% foreign overnight visitors.

Table 33 Occupation Pattern of Sample Visitors

	Percentage of Domestic Overnight Visitors	Percentage of Domestic Same Day Visitors	Percentage of Foreign Overnight Visitors
Industrialist / Trader / Shop Owner	4.6	5.4	0.0
Self Employed Professional	3.8	3.9	38.5
Government Service	7.5	5.1	0.0
Private Service	46.2	49.3	46.1
Student / Researcher	5.3	11.7	7.7
Business	27.6	19.3	7.7
Agriculture	2.1	2.6	0.0
Housewife	2.3	1.8	0.0
Other	0.6	0.9	0.0
Total	100.0	100.0	100.0

Figure 21 Occupation Pattern of Sample Visitors

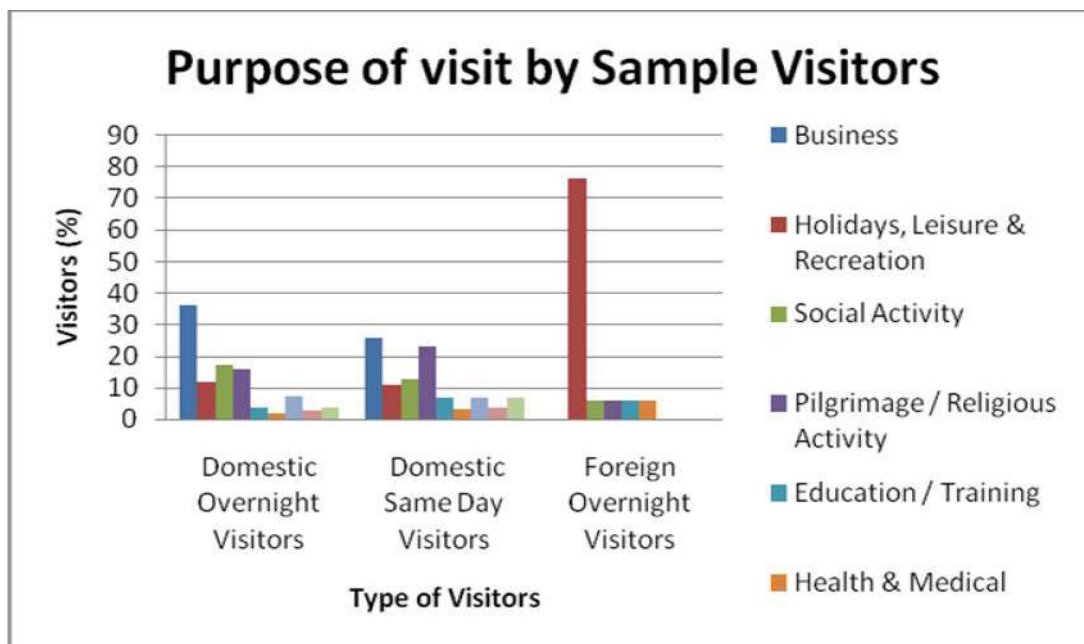


Details of purpose of visit by sample visitors are given in the table 34. The survey findings suggest that most (36.1%) of the domestic overnight visitors and (26.0%) domestic same day visitors visited Sikkim for their business purpose. In the case of foreign overnight visitors most (76.5%) of them visited Sikkim in their Holidays, Leisure & Recreation.

Table 34 Purpose of visit by Sample Visitors

	Percentage of Domestic Overnight Visitors	Percentage of Domestic Same Day Visitors	Percentage of Foreign Overnight Visitors
Business	36.1	26.0	0.0
Holidays, Leisure & Recreation	11.9	11.0	76.5
Social Activity	17.0	12.5	5.9
Pilgrimage / Religious Activity	15.9	23.1	5.8
Education / Training	3.8	6.8	5.9
Health & Medical	1.8	3.2	5.9
Shopping	7.3	7.0	0.0
For getting work done from govt. authority	2.6	3.8	0.0
Others	3.6	6.6	0.0
Total	100.0	100.0	100.0

Figure 22 Purpose of visit by Sample Visitors

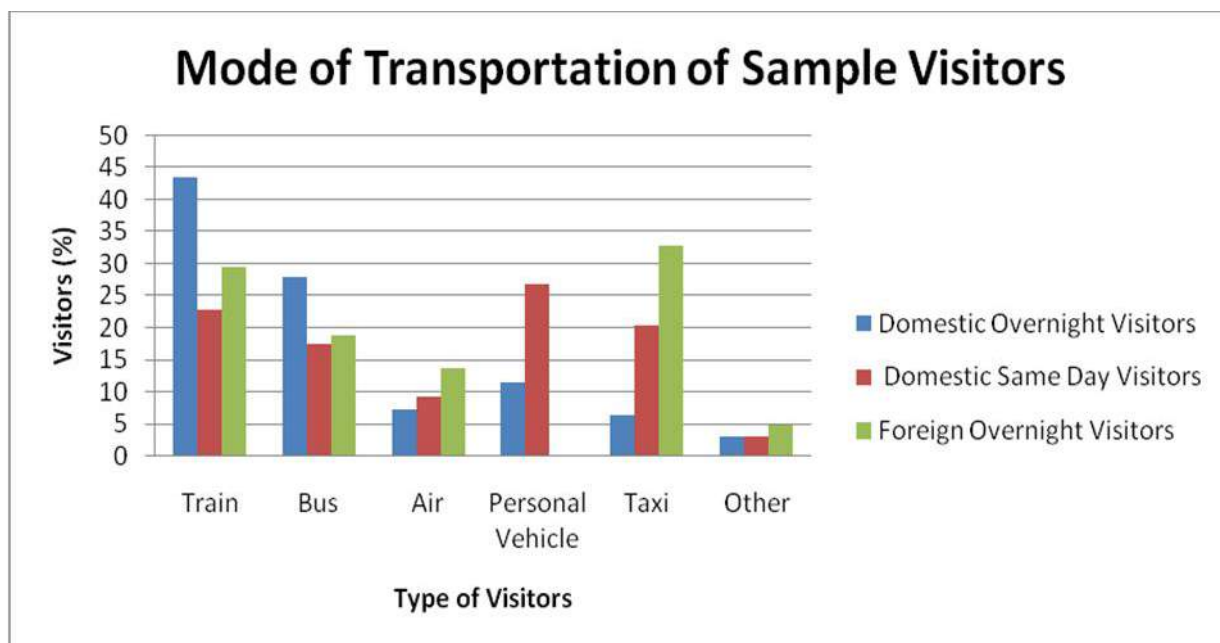


Details of mode of transportation selected by sample visitors are given in the table 35. The survey finding suggest that most (43.5%) of the domestic overnight visitors selected train as mode of transportation, whereas most (26.8%) of the domestic same day visitors selected their own vehicle as mode of transportation. In the case of foreign overnight visitors, most (32.9%) of them selected taxi as the mode of transportation.

Table 35 Mode of Transportation of Sample Visitors

Mode of Transportation	Percentage of Domestic Overnight Visitors	Percentage of Domestic Same Day Visitors	Percentage of Foreign Overnight Visitors
Train	43.5	22.8	29.5
Bus	27.9	17.5	18.9
Air	7.4	9.4	13.8
Personal Vehicle	11.5	26.8	0
Taxi	6.5	20.4	32.9
Other	3.2	3.1	4.9
Total	100.0	100.0	100.0

Figure 23 Mode of Transportation of Sample Visitors

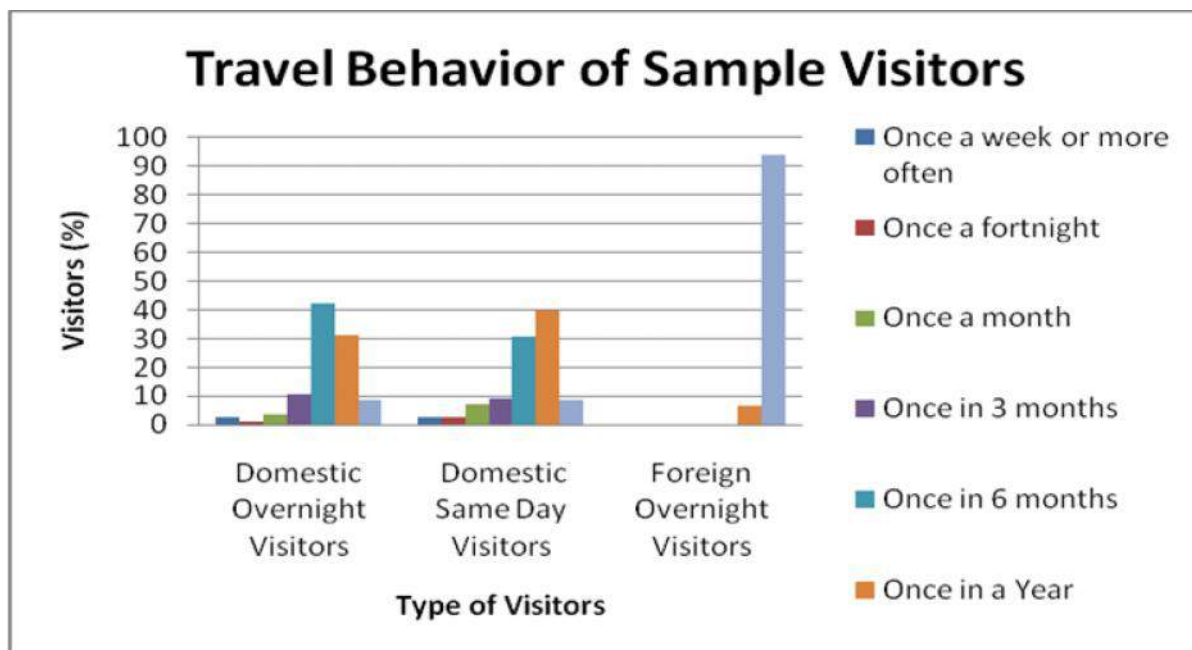


Details of travel behavior of sample visitors are given in the table 36. The survey findings suggest that most of the domestic overnight visitors (42.4%) traveling once in 6 months and domestic same day visitors (39.8%) were traveling once in a year, whereas 93.8% foreign overnight visitors were traveling less often.

Table 36 Travel Behavior of Sample Visitors

Category	Percentage of Domestic Overnight Visitors	Percentage of Domestic Same Day Visitors	Percentage of Foreign Overnight Visitors
Once a week or more often	2.4	2.3	0.0
Once a fortnight	0.9	2.5	0.0
Once a month	3.7	6.9	0.0
Once in 3 months	10.8	9.2	0.0
Once in 6 months	42.4	30.9	0.0
Once in a Year	31.3	39.8	6.3
Less Often	8.5	8.2	93.7
Total	100.0	100.0	100.0

Figure 24 Travel Behavior of Sample Visitors



Details of propensity of availing package tour of sample visitors are given in the table 37. Majority of the domestic overnight visitors (97.1%) and same day visitors (96.9%) were not availing tour package. On the other hand, 75.0% of the foreign overnight visitors were availing tour package.

Table 37 Propensity of availing package tour of Sample Visitors

Category	Percentage of Domestic Overnight Visitors	Percentage of Domestic Same Day Visitors	Percentage of Foreign Overnight Visitors
% of Tourists availing package tour	2.9	3.1	75.0
% of Tourists not availing package tour	97.1	96.9	25.0
Total	100.0	100.0	100.0

Details of travel arrangement mode of sample visitors are given in the table 38. Majority of the domestic overnight visitors (97.9%) and same day visitors (96.3%) were arranging the travel mode by themselves. On the other hand, 64.7% of the foreign overnight visitors were arranging the travel mod with the help of travel operator.

Table 38 Travel Arrangement Mode of Sample Visitors

Category	Percentage of Domestic Overnight Visitors	Percentage of Domestic Same Day Visitors	Percentage of Foreign Overnight Visitors
Self	97.9	96.3	35.3
Office / Employer	0.8	0.7	0.0
Travel Agent	0.4	0.4	0.0
Tour Operator	0.8	2.2	64.7
Others	0.1	0.4	0.0
Total	100.0	100.0	100.0

Details of distribution of overnight visitors by place of stay of sample visitors are given in the table 39.

Table 39 Distribution of overnight visitors by place of stay of sample visitors

Place of Stay	Percentage of Domestic Overnight Visitors	Percentage of Foreign Overnight Visitors
4 star	5.5	1.6
3 star	1.4	35.3
2 star	6.3	11.8
Non-Star	27.4	22.9
Friends & Relatives/Others temporary free stay in tent etc	9.9	2.3
Others	49.5	26.1
Total	100	100

Details of distribution of visitor by their preferred eating place of sample visitors are given in the table 40. Restaurants were the major eating place for the majority of the foreign overnight visitors (68.3%), domestic overnight visitors (77.2%) and domestic same day visitors (67.1%).

Table 40 Distribution of visitor by their preferred eating place of sample visitors

Category	Percentage of Domestic Overnight Visitors	Percentage of Domestic Same Day Visitors	Percentage of Foreign Overnight Visitors
Restaurant	77.2	67.1	68.3
Fast Food Outlets	1.0	1.0	10.6
Cafeteria	0.1	2.1	2.1
Dhaba	8.9	15.9	0
Bars	0.3	0.9	6.5
Mobile Van	0.4	4.3	0
Food Kiosk	0.1	0.4	0
Refreshment Stand	0.0	0.0	0
Place of Lodging	0.2	0.1	0
Dharamshala/Sarai	0.2	0.0	0
Gurudwara/Temple/Monastery/other free accommodation	0.2	0.2	0
Others	11.4	8.0	12.5
Friends & Relatives	0.0	0.0	0
Total	100.0	100.0	100

Figure 25 Distribution of visitor by their preferred eating place of sample visitors

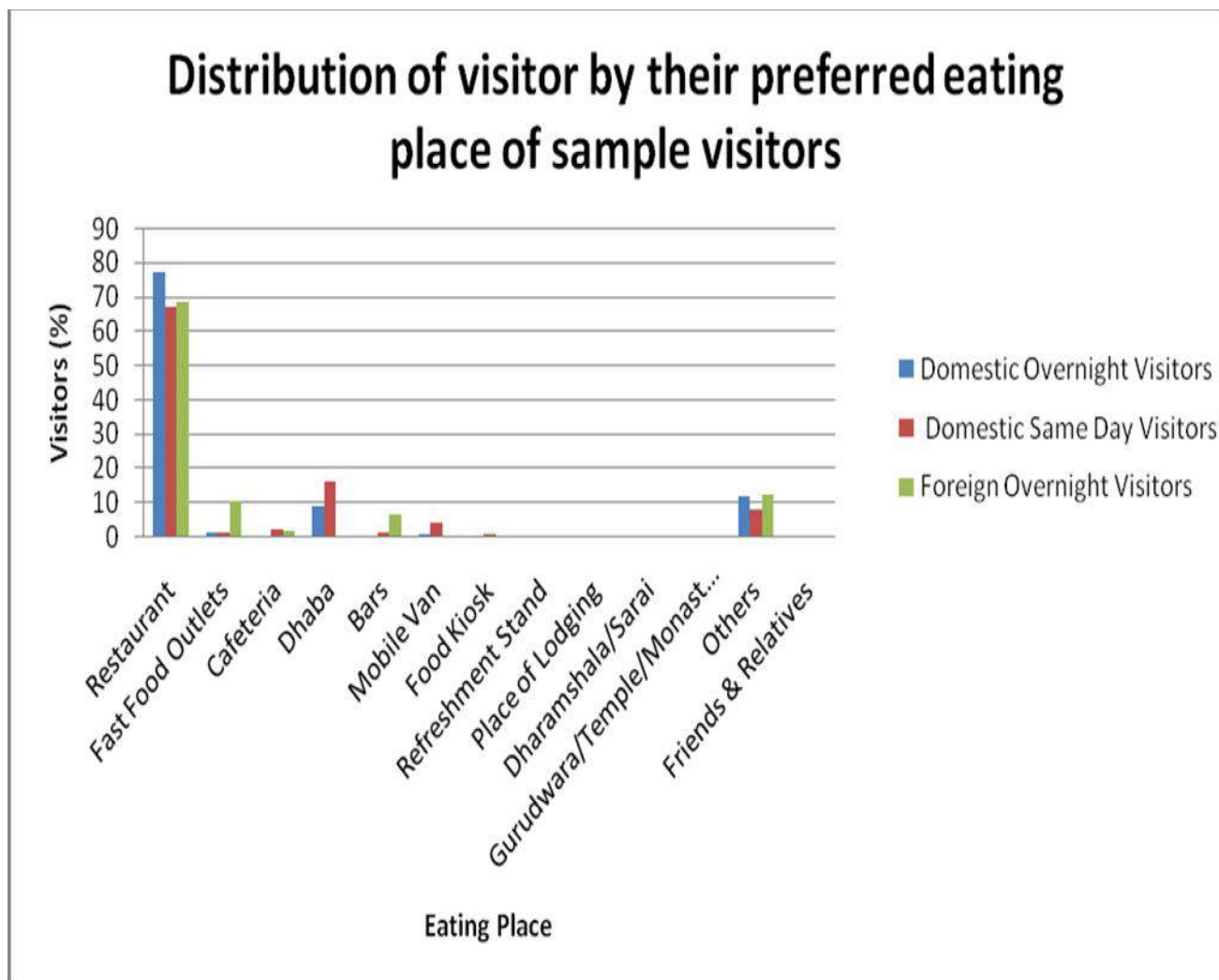


Table 41 Satisfaction level of services by Sample Domestic Overnight Visitors
(in %)

Percentage of Domestic Overnight Visitors					
Parameters	Highly Satisfied	Satisfied	Satisfied but not completely	Unsatisfied	Completely dissatisfied
Availability of Tour Operator	3.8	5.3	38.0	42.4	10.5
Availability of Transportation	3.4	9.8	59.9	25.4	1.5
Availability of Tourist Guide	3.5	11.7	25.1	53.9	5.8
Quality of accommodation	3.1	9.3	44.2	40.7	2.7

Public Convenience	4.5	16.9	39.7	36.8	2.1
Eating Places	14.0	12.5	33.2	38.5	1.8
Information Centers	5.2	21.6	28.3	30.3	14.6
Souvenir Shops	3.5	21.5	38.7	33.5	2.8
Entertainment Places	10.0	26.5	31.7	27.6	4.2
Quality of Roads	6.4	12.3	53.3	25.1	2.9
Security	7.4	30.7	31.3	28.0	2.6
Behavior of Local People	15.4	20.4	36.3	23.6	4.3
Shops other than souvenir	31.6	9.6	8.3	16.5	34.0
Upkeep of tourist sites	4.6	10.1	33.2	30.7	21.4
Accommodation tariff	3.5	12.6	50.6	29.5	3.8
Quality of Information	5.7	10.9	51.3	28.3	3.8

**Table 42 Satisfaction level of services by Sample Domestic Same day Visitors
(in %)**

Percentage of Domestic Overnight Visitors					
Parameters	Highly Satisfied	Satisfied	Satisfied but not completely	Unsatisfied	Completely dissatisfied
Availability of Tour Operator	1.64	2.62	23.28	57.05	15.41
Availability of Transportation	1.59	8.03	55.11	31.81	3.46
Availability of Tourist Guide	1.20	5.71	15.32	66.07	11.7
Public Convenience	3.16	12.68	47.50	33.77	2.89
Eating Places	8.04	11.29	35.57	43.66	1.44
Information Centers	4.04	14.00	22.86	44.32	14.78
Souvenir Shops	2.39	15.80	31.48	47.83	2.50
Entertainment Places	8.18	19.50	24.21	39.93	8.18
Quality of Roads	8.95	12.94	46.85	28.26	3.00
Security	3.90	19.13	27.72	45.73	3.52
Behavior of Local People	7.80	17.26	33.96	35.88	5.10
Shops other than souvenir	11.75	14.47	26.81	37.43	9.54
Upkeep of tourist sites	4.73	12.92	28.21	47.80	6.34
Accommodation tariff	2.79	9.36	33.52	49.02	5.31
Quality of Information	4.13	5.94	40.32	43.81	5.80

**Table 43 Satisfaction level of services by Sample Foreign Overnight Visitors
(in %)**

Parameters	Percentage of Foreign Overnight Visitors				
	Highly Satisfied	Satisfied	Satisfied but not completely	Unsatisfied	Completely dissatisfied
Availability of Tour Operator	0.0	0.0	7.1	28.6	64.3
Availability of Transportation	0.0	0.0	6.3	56.3	37.4
Availability of Tourist Guide	0.0	0.0	7.7	30.8	61.5
Quality of accommodation	0.0	0.0	18.8	50.0	31.2
Public Convenience	0.0	0.0	26.7	60.0	13.3
Eating Places	0.0	7.7	15.4	61.5	15.4
Information Centers	0.0	9.1	0.0	63.6	27.3
Souvenir Shops	7.1	0.0	7.1	78.6	7.2
Entertainment Places	0.0	14.3	14.3	28.6	42.8
Quality of Roads	31.3	37.4	25.0	6.3	0.0
Security	0.0	6.7	20.0	73.3	0.0
Behavior of Local People	0.0	0.0	13.3	20.0	66.7
Shops other than souvenir	0.0	0.0	0.0	66.7	33.3
Upkeep of tourist sites	0.0	5.9	17.6	52.9	23.6
Accommodation tariff	0.0	0.0	5.9	70.6	23.5
Quality of Information	0.0	0.0	7.1	71.4	21.5

Details of expectation level of their visit to district /state of sample visitors are given in the table 44. Most of the domestic overnight visitors (80.4%), domestic same day visitors (78.7%) and foreign overnight visitors (94.1%) selected the option *fAs per expectation*,,

**Table 44 Expectation level of their visit to district / State of Sample Visitors
(in %)**

Category	Percentage of Domestic Overnight Visitors	Percentage of Domestic Same Day Visitors	Percentage of Foreign Overnight Visitors
Much better than expectation	3.4	3.5	0.0
Somewhat better than expectation	2.6	2.7	0.0
As per expectation	80.4	78.7	94.1
Worse than expectation	12.3	13.4	5.9
Much worse than expectation	1.3	1.7	0.0
Total	100.0	100.0	100.0

Figure 26 Expectation level of their visit to district / State of Sample Visitors (in %)

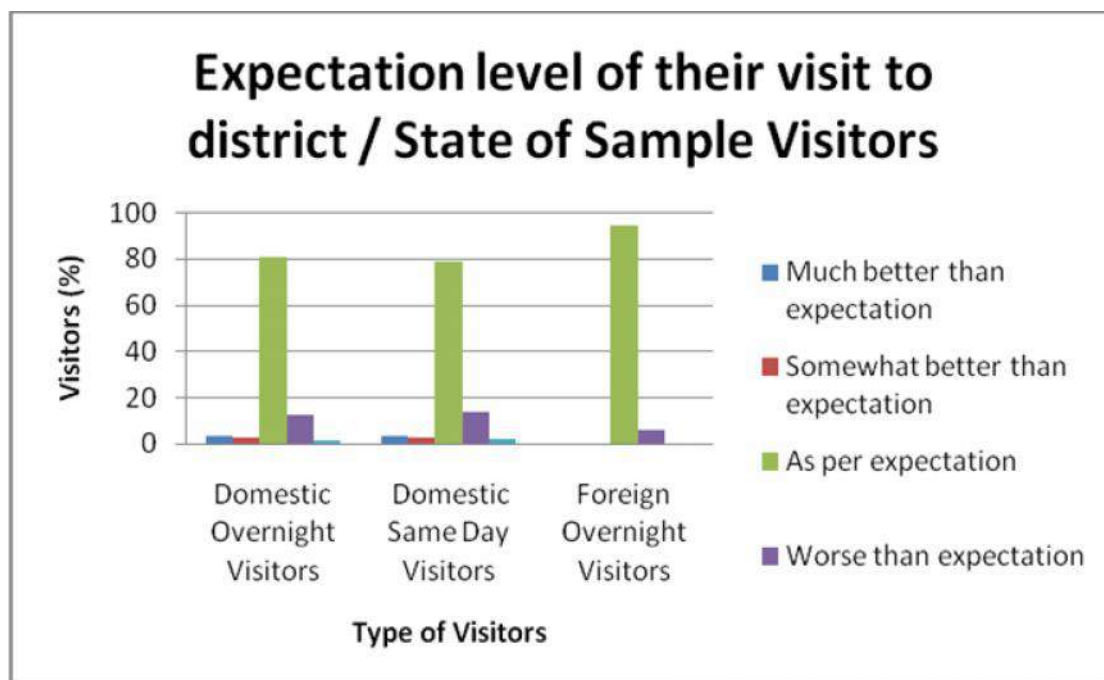


Table 45 Average Expenditure on Package Component plus non-package component of Sample Domestic Visitors availing package tour

Package Component	Overnight Visitors	Non Package Component Expenditure Rs.					Total.
	Expenditure Rs.	Accommodation	Transport	Food	Shopping	Recreation	
Travel + Food	800	1550	1650	-	1400	1000	6400
Travel + Transport + Accommodation	2500	-	-	3000	3100	2700	11300
Travel + Transport + Accommodation + Food	3000	-	-	-	3600	3200	9800

Table 46 Expenditure on non-package component of Sample Visitors

Non-Package Component	Avg. Expenditure of Domestic	Avg. Expenditure of Foreign
Accommodation	520	2150
Food & Drinks	475	590
Transport	1025	1775
Shopping	400	1050
Recreation, Leisure & Cultural Activities	1525	3225
TOTAL	3945	8790

Table 47 Expenditure on non-package component before trip of Sample Visitors

Non-Package Component	Avg. Expenditure of Domestic	Avg. Expenditure of Foreign
Accommodation	850	2500
Food & Drinks	450	550
Transport	1200	2500
Shopping	200	600
TOTAL	2700	6150

Table 48 Average Expenditure on non-package component during trip of Sample Visitors

Non-Package Component	Avg. Expenditure of Domestic	Avg. Expenditure of Foreign
Accommodation	490	1800
Food & Drinks	500	630
Transport	850	1050
Shopping	600	1500
Recreation, Leisure & Cultural Activities	200	300
TOTAL	2640	5280

Details of reasons for choosing this state as a tourist destination are given in the table 49.

Table 49 this visit which were the States/ UTs visited by you during the last two years (in %)

Name of the State / UTs	Domestic	Foreigner	Total
Tamilnadu	11.6	16.3	13.95
Uttar Pradesh	22.3	9.2	15.75
Maharashtra	2.3	16.3	9.3
Andhra Pradesh	18	1	9.5
Delhi	11.3	15.3	13.3
Uttarakhand	3.3	8.6	5.95
West Bengal	4.6	5.3	4.95
Rajasthan	2.9	5.2	4.05
Karnataka	4.8	2.1	3.45
Bihar	3.5	2.2	2.85
Kerala	1	3.7	2.35
Goa	2.6	2.5	2.55
Punjab	1.9	2.3	2.1
Gujarat	1.3	5.6	3.45
Himachal Pradesh	1.4	1.6	1.5
Jammu Kashmir	3.2	0.3	1.75
Odisha	1	1.3	1.15
Others	3	1.2	2.1
Total	100	100	100

Table 50 your experience of visiting the State with the last State/ UT visited (out of total Yes Response only in %)

Non-Package Component	Domestic	Foreigner	Total
This State Destination is better managed	31.4	40.0	34.0
Infrastructure better in this State	58.6	70.0	62.0
People in tourism related sector more hospitable	22.9	66.7	36.0
People are more hospitable	78.6	86.7	81.0

Table 51 Reason for choosing this State as a tourist destination (%)

Reasons	Domestic in Percentage
Location of preferred destination.	96.7
Visiting Friends and relatives or for Business and Professional Purposes.	87.5
Nearer to the Place of Residence.	90.6
Better infrastructure.	89.8
Less costly.	52.6
Attracted by Publicity Measures.	12.5
Others	5.4

Figure 27 Reason for choosing this State as a tourist destination (%)

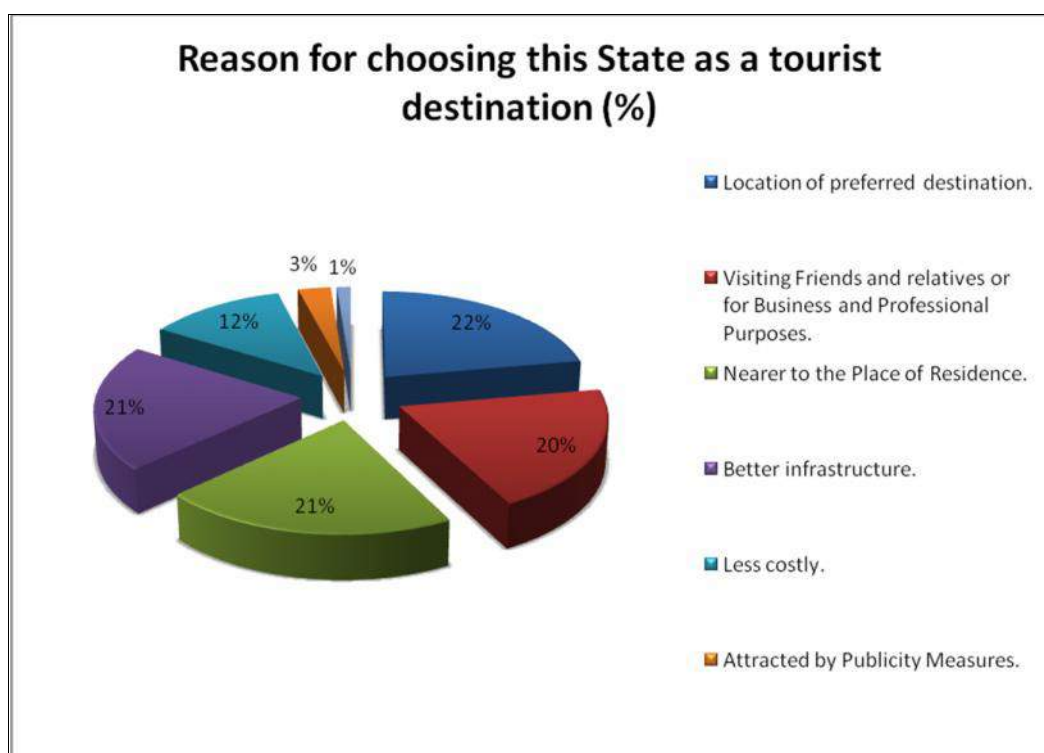


Table 52 shows major source for domestic (55.40%) for the advertisement on Sikkim tourism were Newspaper and Television both and foreign (36.59%) from others.

Table 52 Have you watched / seen/ heard the advertisement of the State Government for tourism promotion on (%)

Sources	Domestic	Foreigner	Tourist
Newspaper	5.81	23.17	5.95
Radio	6.56	0.00	6.50
Television	7.18	24.39	7.32
Newspaper and Radio both	1.57	0.00	1.56
Newspaper and Television both	55.40	4.88	54.99
Radio and Television both	6.78	0.00	6.73
All Three	4.90	10.98	4.95
Others*	11.80	36.59	12.00

*Local Magazine, web site, poster etc.

Figure 28 Have you watched / seen/ heard the advertisement of the State Government for tourism promotion on (%)

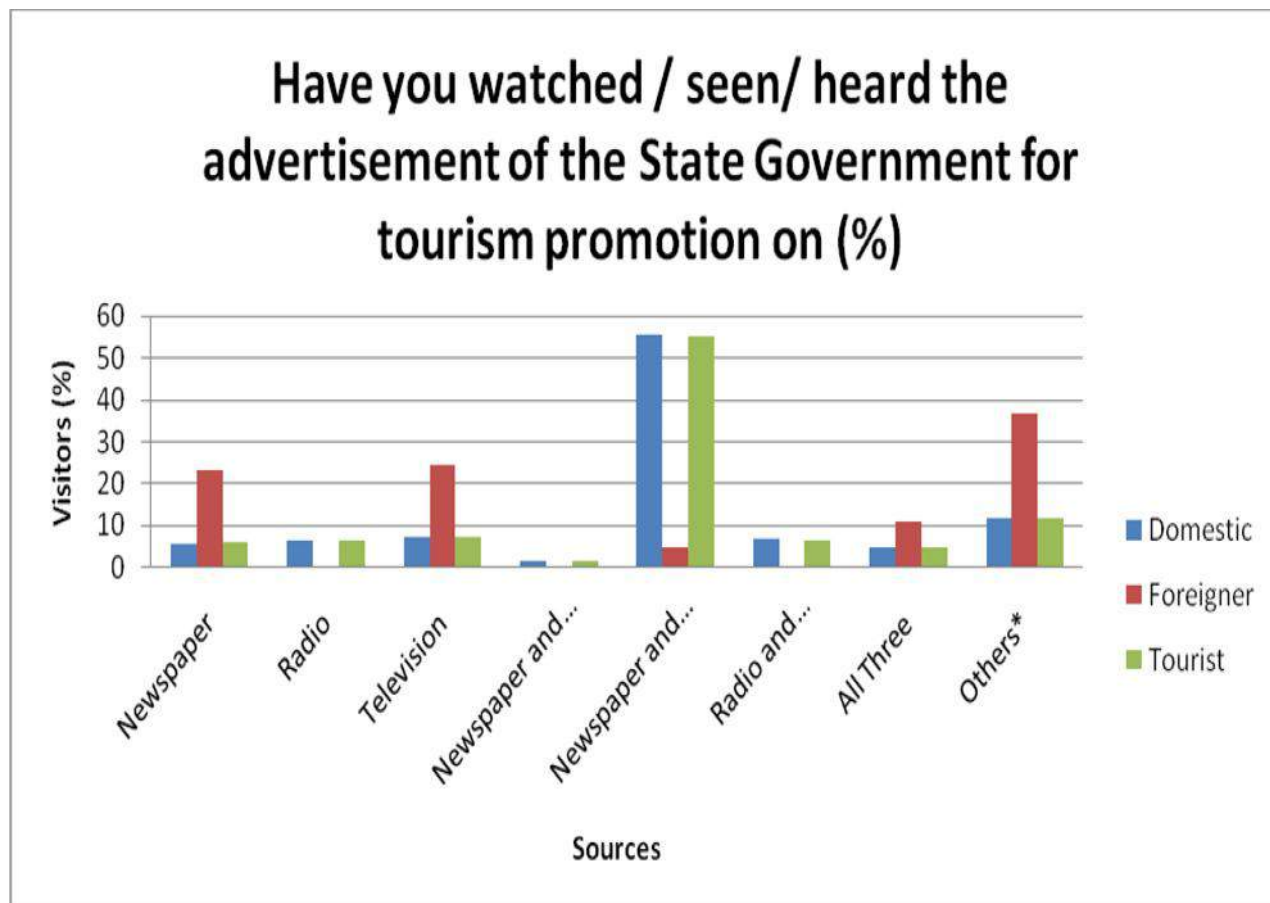


Table 53 Comparison between Sikkim Govt. Statistics with Survey findings for Domestic Tourists for the year 2011-2012

Table 53 is showing comparison between Sikkim Govt. Statistics for no. of Domestic tourists with our survey findings.

Month	No. of Domestic tourists from Survey	No. of Domestic tourists (by Sikkim Govt.)
Jun-11	64618	69784
Jul-11	77249	29540
Aug-11	68698	38964
Sep-11	37566	13943
(*)Oct-11	41645	9682
(*)Nov-11	42911	8326
(*)Dec-11	23918	13249
Jan-12	36272	28560
Feb-12	23509	29642
Mar-12	60073	45231
Apr-12	61237	65341
May-12	117778	120212
Total	655474	472474

(*) Figures have been taken from the survey conducted in 2012 & estimated for the year 2011.

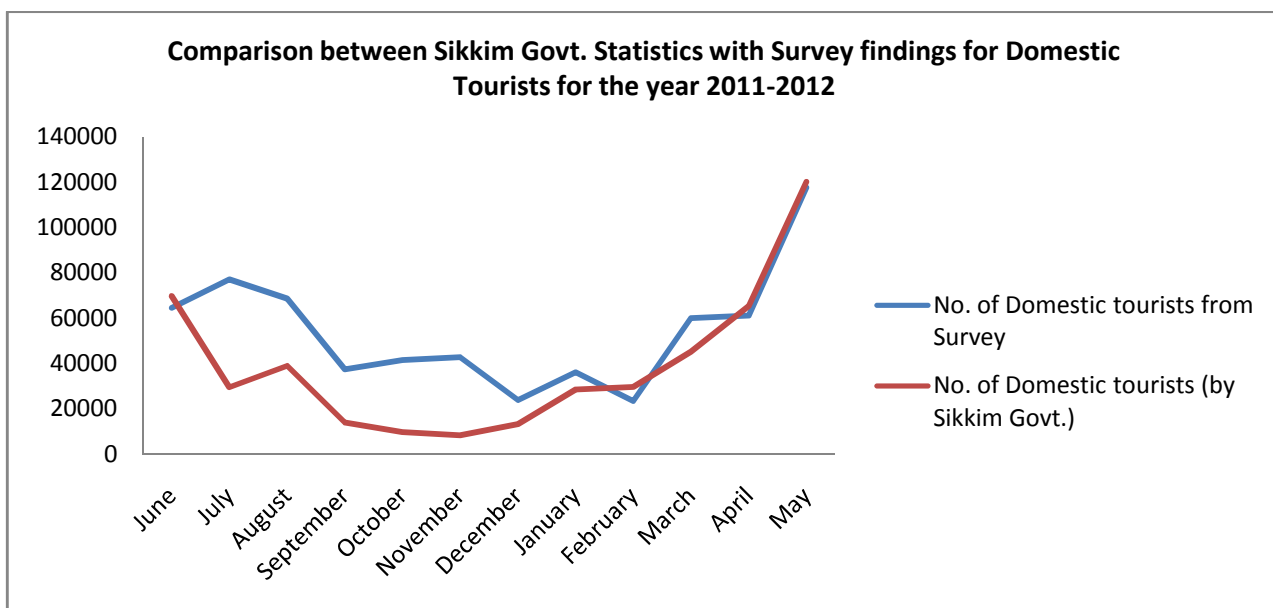


Figure 28

Table 54 Comparison between Sikkim Govt. Statistics with Survey findings for Foreign Tourists for the year 2011-2012

Month	No. of Foreign tourists from Survey	No. of Foreign tourists (by Sikkim Govt.)
Jun-11	1672	643
Jul-11	2457	553
Aug-11	3421	873
Sep-11	1650	1415
(*)Oct-11	3352	4286
(*)Nov-11	3319	3323
(*)Dec-11	2619	2438
Jan-12	2004	1904
Feb-12	3575	2406
Mar-12	3406	3199
Apr-12	3930	3939
May-12	2026	2058
Total	33431	27037

(*) Figures have been taken from the survey conducted in 2012 & estimated for the year 2011.

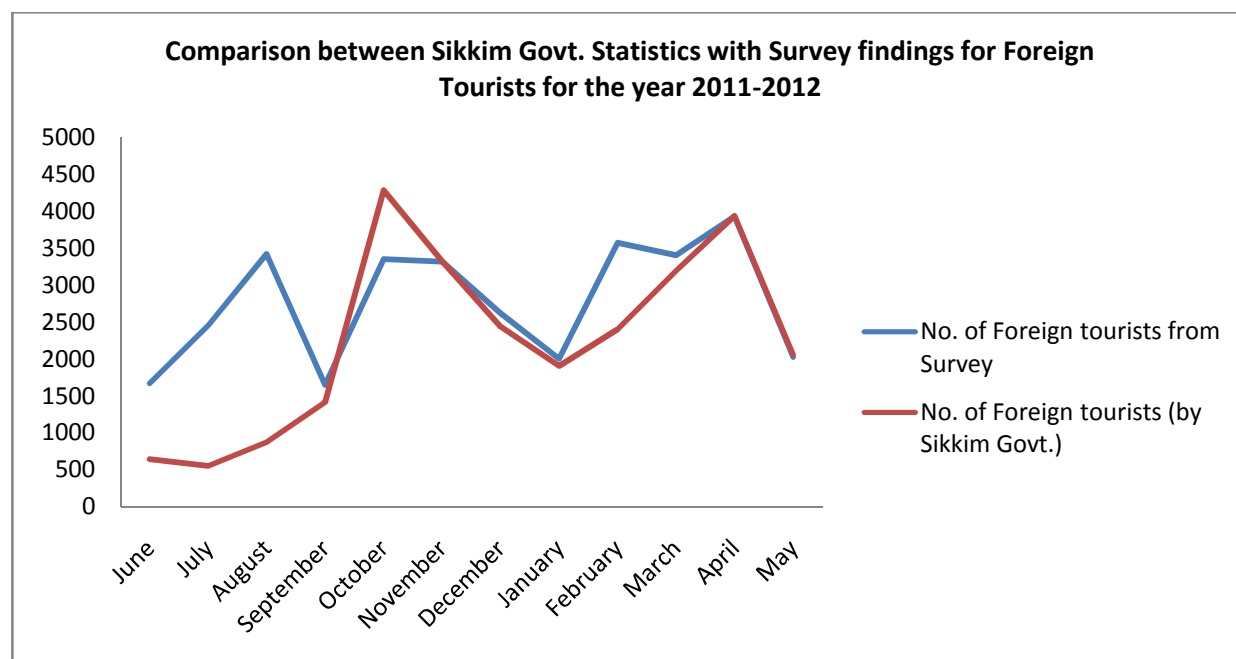


Figure 29

We can see clearly in Table 53 & 54 that Domestic tourists count is more than by 183000 with Sikkim Govt. Statistics while this difference is 6394 for the no. of foreign tourists. We can see in the line diagram that overall trend is similar for domestic as well as foreign tourists with our survey findings as well as Sikkim Govt. tourism Statistics.



Rock Garden, Namchi, South Sikkim, Sikkim

Annexure I: Methodology

Introduction

The tourism industry in India is substantial and vibrant, and the country is fast becoming a major global destination. India's travel and tourism industry is one of the most profitable industries in the country, and also credited with contributing a substantial amount of foreign exchange. The Tourism Ministry has also played an important role in the development of the industry, initiating advertising campaigns such as the '**Incredible India**' campaign, which promoted India's culture and tourist attractions in a fresh and memorable way. The campaign helped create a colorful image of India in the minds of consumers all over the world, and has directly led to an increase in the interest among tourists.

Definitions

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

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

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

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

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

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

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

Tourist Destination: The tourist destinations should generally be as defined by the State in terms of geographical area and tourist interest. A tourist destination should be a clearly identified area/location. A tourist location could be a ticketed closed area, non-ticketed closed area, or an open area without clearly specified boundaries. It may be a location maintained by Central Govt., State Govt., local body or any other organization, including those run by the private sector. A tourist location may consist of more than one tourist spots.

However, the following norms should be adhered to for identifying a tourist location as a tourist destination:

1. Each ticketed tourist location will be considered as one tourist destination irrespective of the number of tourist spots at that location covered under the common ticket.
2. If there are 2 or more tourist spots within close proximity which are not ticketed. The location would be considered to be a single destination if a visitor usually visits most or all the spots in the same visit.

Objectives of the Study

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

a. Estimated number of visits

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

- Staying with friends and relatives
- Others, such as those staying in tented accommodations provided by State Govt. or by any other charitable organizations, etc.

(ii) Visits by same-day visitors

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

Approach

To meet the objectives, first the tourist destinations have to be identified before the start of the survey. Two possible variables studied for identification of the tourist destination were- number of tourists and number of accommodation units. However, interaction of the consultant with the state authority revealed that past data on number of tourists at various destinations are generally not available. Similarly, the analysis of the unit level data of Economic Census 2005 revealed that data

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

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

Methodology

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

(i) Selection of Towns important for Tourism

In the absence of reliable information about the number of tourists or accommodation units at tourist destination, towns, which are important from tourism perspective, will be identified in each district in consultation with the State Government. Apart from such towns, the towns which cater to the accommodation needs of visitors to important tourist destinations located in non-urban areas, will also be identified. For the latter cases, only one, the most

important , town will be identified with one tourist destination. Therefore, as per this methodology, the first stage in this survey will be the identification of towns important for tourism purposes.

(ii) Selection of Tourist Destinations in the Selected Town

All the tourist destinations in a selected town will be covered in the survey. In case the number of tourist destinations in the selected town is large, only the important ones will be covered in the survey.

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

(a) Sample size of visitors at district level

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

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

Where p= anticipated proportion to be estimated

$100(1 - \frac{\alpha}{2})$ % is the confidence level and

d=absolute precision required on either side in the proportion in percentage points

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

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

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

Month	Weeks	Days of weeks	Dates of the month
First	First and Third	1 st week: 1-3 days 3 rd week: 4-7 days	1,2,3,18,19,20,21

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

The date and week on which important tourism event is scheduled to take place at the selected tourist destination will be positively covered. If the important tourist event at the selected tourist destination falls outside the selected week and dates, the nearest week/dates will be substituted by the week/dates of the special event.

(d) Canvassing of schedules to the visitors for brief profile

The monthly sample size of visitors at a selected tourist destination should be distributed equally on the 7 days of the survey work (in 2 weeks) at the destination. The services of 2 investigators would be required on the selected days at a non- ticketed tourist destination. The first investigator will basically count the number of visitors and second investigator will canvass the schedule to seek the information about overnight/ same-day visitors, domestic/ foreign visitors, etc. At a ticketed tourist destinations perhaps one investigator will be able to canvass the Schedule because counting of the visitors may not be required.

Details of the Surveys

(A) Survey at Tourist Destinations

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

(a) Total number of visits

- (i) **Ticketed Destinations:-** If the tourist destination is a ticketed destination with differential pricing for domestic and foreign visitors, the data on number of foreign and domestic visits separately during any day would be available from sale record of tickets. If the destination has common ticket for both domestic and foreign visitors, then an assessment of the distribution of visits by domestic and foreign visitors would have to be made by counting the visitors at the entry point(s). To capture the variations in

visitors number on different days of the week as well as at different time periods of a day, this exercise would have to be carried out at different periods of time of the day, and on different days of the week. Many destinations attract large number of visitors during specific periods of the year, such as Kumbh Mela, Suraj Kund Mela, etc. Such periods should be identified in advance, and the survey should cover such specific periods.

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

Brief Profile of Visitors

Break-up of number of visitors into overnight visitors staying at accommodation units, overnight visitors staying with friends and relatives, other overnight visitors, and the same-day visitors, separately for domestic and foreign visitors, has to be obtained. For this, a small questionnaire, comprising 5-6 questions, has to be canvassed. As getting this information is the prime objective of the survey, the sample size should be adequate to provide the desired breakup of different type of visits.

In para IV (A) (ii) (a), the desired sample size at district level has been worked out to be 400 visitors. However, it has been decided that the number of visitors to be selected for this short profile survey will be 800 per district per month.

Survey of Accommodation Units

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

The accommodation units so listed will be grouped in the following categories:

- (i) Classified hotels
- (ii) Other accommodation units-
 - a. Having more than 20 rooms
 - b. Having 10-20 rooms
 - c. Having less than 10 rooms

From all the selected accommodation units, the following 2 types of information will be collected:

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

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

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

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

(C) Survey at Entry/Exit Points of the district

The survey at the tourist destinations will not be able to capture the following categories of visitors:

- (1) Visitors staying with friends and relatives and not visiting any tourist destination;
- (2) Visitors staying in accommodation units but not visiting any tourist destination;

(3) Same day visitors not visiting any tourist destination

For having an idea about the total number of visitors in the district, information about visitors collected at tourist destinations has to be supplemented by information on the above categories of visitors. To meet this objective, exit survey of the visitors at the major exit/ entry points of the district will be conducted to have information about the above mentioned categories of visitors as well as for detailed profiling of the visitors. In view of the fact that profiling of the visitors is not likely to change over a short time interval, profile of visitors will be generated only at district level on quarterly basis. The requirement of the sample size for this exercise would also be less. It has been decided to conduct the interview of 200 visitors every quarter in each district.

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

Annexure II- Questionnaire for Enumeration Survey

COUNTING SHEET (FOR NON TICKETED DESTINATIONS)

Tourist Spot / Destination _____

State Code: _____ District Code _____

Month: _____ Year: _____

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

Use one sheet for each date

Modify Time Slot according to Destination

Short Survey Questionnaire:

Entry Point: _____ Month: _____ Year: _____

1. Is your purpose of travel one of the following

- a. Travelling /commuting to work or getting employment. Yes / No
- b. Travelling/ commuting for setting up of residence. Yes / No

If the answer to 1.a or 1.b is yes then discontinue the Questionnaire.

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

2 If Indian, where do you reside

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

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

Frequency of visit to this Tourist spot

- a) Once in 7 days b) once in 15 days c) Once in a month
- d) Once in six months

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

3. Type of Tourist

- [1] Overnight visitor [2] same day visitor

4. If Foreigner country of nationality _____

5. If NRI, country of residence _____

6. If overnight visitor, place of stay

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

7. Sex: MALE /FEMALE

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

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

Name of the investigator: _____ Date: _____

Back Check Done: ☐ Tick Date: _____ Back Checked by: _____

Annexure III Questionnaire for the Exit Point Survey

State	
Dist	
Dest	

--	--	--	--	--

TOURIST SURVEY (EXIT POINTS)

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

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

1. Survey Point (RECORD BY TICKING ONE OPTION)

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

DEMOGRAPHIC PROFILE:

(IN CASE OF FAMILY / GROUP, RESPONDENT IS THE HEAD OF THE FAMILY / GROUP)

1. Is your purpose of travel one of the following

- a. Travelling /commuting to work or getting employment. Yes / No
- b. Travelling/ commuting for setting up of residence. Yes / No

If the answer to 1.a or 1.b is yes then discontinue the Questionnaire.

2. Type of tourist: [1] Over-night visitor [2] Same-day visitor

3. Name: _____ Telephone Mobile No. (With STD/ISD Codes) _____
E. Mail Address: _____

4. Please tell me your approximate age? _____ Years

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

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

7. When did you arrive here? Date: _____

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

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

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

9. How many people have traveled with you? _____

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

Male	Age Comp. Yrs	Female	Age Comp. YRS

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

12. Are you a [1] Indian (GO TO Q.13) [2] Foreigner (GO TO Q. 20) [3] NRI (GO TO Q. 26)

<IF RESPONDENT IS AN INDIAN IN Q. 12, THEN ASK Q. 13>

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

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

14. [1] Do you live in this city? Y/N ☐
- [2] Within same district ☐
- [3] Other district of same state ☐

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

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

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

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

17. Before this visit which were the States/ UTs visited by you during the last two years

- [1] None
[2] Name of the State /UT

18. How do you compare your experience of visiting the State with the last State/ UT visited.

- a. This State Destination is better managed (w.r.t hygiene/ landscaping etc. [1] Yes [2] No
b. Infrastructure better in this State [1] Yes [2] No
c. People in tourism related sector more hospitable [1] Yes [2] No
d. People are more hospitable [1] Yes [2] No

18a. Reason for choosing this State as a tourist destination.

- a. Location of preferred destination.
- b. Visiting Friends and relatives or for Business and Professional Purposes.
- c. Nearer to the Place of Residence.
- d. Better infrastructure.
- e. Less costly.
- f. Attracted by Publicity Measures.
- g. Others Specify~~~~~

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

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

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

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

20. Which country do you reside in? _____

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

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

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

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

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

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

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

26. In which country do you live? _____

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

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

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

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

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

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

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

<ASK ALL>

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

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

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

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

34. What is your approximate annual household income? READ OUT OPTIONS & TICK (SINGLE RESPONSE)

<ASK FROM INDIAN VISITOR>

- [1] Less than Rs. 60,000 [2] Rs. 60,001 , Rs. 1,00,000 [3] Rs. 1,00,001 , Rs. 2,00,000
- [4] Rs. 2,00,001 , Rs. 5,00,000 [5] Above Rs. 5,00,000

<ASK FROM FOREIGN VISITOR>

- [1] Less than US \$ 40,000 [2] US \$ 40,001 , US \$ 60,000 [3] US \$ 60,001 , US \$ 80,000
- [4] US \$ 80,001 , US \$ 100,000 [5] Above US \$ 100,000

TRAVEL BEHAVIOR:

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

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

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

- [1] Business [2] Holidaying, leisure & recreation
- [3] Social (visiting friends & relatives, etc) [4] Pilgrimage /Religious activity
- [5] Education /Training [6] Health & Medical
- [7] Shopping [8] For getting work done from govt. authorities.
- [9] Others

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

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

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

- [1] Travel + Food [2] Travel +Accommodation
- [3] Travel +Transport +Accommodation [4] Travel + Transport + Accommodation + Food
- [5] Any other

40. How did you make your travel arrangement? READ OUT OPTIONS & TICK (MULTIPLE RESPONSES)

- [1] Self [2] Office / Employer [3] Travel Agent
[4] Tour Operator [5] If any other, please specify _____

41. Where did you stay during your visit? Read Out Options & Tick (Single Response)

- [1] 5 Star Deluxe Hotel [2] 5 Star Hotel
[3] 4 Star Hotel [4] 3 Star Hotel
[5] 2 Star Hotel [6] 1 Star Hotel
[7] Apartment Hotel (Service Apartment) [8] Heritage Hotel
[9] Non-star Hotel [10] Motel
[11] Govt. Guest House/ Circuit House/ Bhawan/ Sadan [12] Private Guest House/ Inn / Rest House / Tourist Bungalow
[13] Dharamshala/ Sarai/ Musafirkhana [15] Friends & Relatives
[14] Gurudwara / Temple/ Monastery /Other temporary free stay in tent etc [16] Bed & Breakfast Unit
[17] Youth/ YMCA Hostel [18] If any other, please specify _____

42. Which of these eating-places did you eat in? Read Out Options & Tick (Multiple Codes)

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

43. On an Overall Basis How Satisfied or Dissatisfied Are You On Account Of• Mention Each Parameter?

Show Card No. 1 <Use 5 point scale>

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

ASK SATISFACTION LEVEL ONLY IF RESPONSE IS <YES>

	PARAMETER	Yes	No	Level of Satisfaction (Use Code)
1	Availability of Tour Operator			
2	Availability of transportation			
3	Availability of tourist guide			
4	Availability of good quality accommodation			
5	Public convenience			
6	EATING PLACES			
7	Information centres			
8	Souvenir shops			
9	Entertainment places			
10	Quality of roads			
11	Security			
12	Behavior of local people			
13	Shops other than souvenir ones			
14	Upkeep of tourist sites			
15	Accommodation tariff			
16	Quality of information provided			

44. Did you find your visit to this State better than or worse than or as per your expectations?

ASK & RECORD

(SINGLE RESPONSE)

[5] Much better than expectation

[4] somewhat better than expectation [3] As per expectation

[2] Worse than expectation

[1] Much worse than expectation

45. Which places have you visited in this district?

46. Have you watched watched/ seen/ heard the advertisement of the State Government for tourism promotion on

a. Newspaper

b. Radio

c. Television

d. Newspaper and Radio both

e. Newspaper and Television both

f. Radio and Television both

g. All three

EXPENDITURE PATTERN:

47. Please tell us, how much have you spent DURING YOUR VISIT?

<READ OUT OPTIONS AND FILL THE AMOUNT> (MULTIPLE RESPONSES)

Package Component in INR _____

48. For Non Package Component, please ask the following (This question is to be asked for those availing package facilities also.)

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

49. Food & Drink

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

50. Transport

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

51. Shopping

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

52. Recreation, Leisure, Cultural, Sporting activities

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

53. Others

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

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

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Name of the investigator: _____ Date: _____

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

Annexure IV (A) Questionnaire for Accommodations Survey (Monthly)

State	
Dist	
Dest	

--	--	--	--	--	--

ACCOMODATION SURVEY (MONTHLY)

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

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

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

3.1 Number of room days occupied in the last month: _____ 3.2 Occupancy % _____
(TO BE COMPUTED AS SUM OF NUMBER OF DAYS THAT EACH CUSTOMER HAS STAYED FOR)

3.3 Total number of customers: _____

3.4 Total number of domestic customers: _____

3.5 Total number of bed nights for domestic customers: _____

3.6 Total number of foreign customers: _____

3.7 Total number of bed nights for foreign customers: _____

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

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

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

Annexure IV (B) Questionnaire for Accommodations Survey (Census)

State	
Dist	
Dest	

ACCOMODATION SURVEY (CENSUS)

--	--	--	--

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

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

- | | |
|---|------------------------------------|
| [1] 5 Star Deluxe Hotel | [2] 5 Star Hotel |
| [3] 4 Star Hotel | [4] 3 Star Hotel |
| [5] 2 Star Hotel | [6] 1 Star Hotel |
| [7] Apartment Hotel (Service Apartment) | [8] Heritage Hotel |
| [9] Non-star Hotel | [10] Youth/ YMCA Hostel |
| [11] Dharamshala / Sarai/ Musafirkhana | [12] Gurudwara / Temple/ Monastery |
| [13] BED & Breakfast Unit | [14] Motel |

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

- [1] Yes, Please specify _____ [2] No

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

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

- | | | |
|---------------------------------|--|---------------------|
| [1] Central Government | [2] State Government | [3] Private Limited |
| [4] Proprietorship/ Partnership | [5] Public Limited | [6] PSU |
| [7] Charitable Trust/ Society | [8] If any other, please specify _____ | |

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

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

7. Please furnish the details of the following:

S. No.	Type of Room	Number of rooms	Number of beds	Room Tariff	
				Rs.	US Dollar (US \$)
1	Single AC				
2	Double AC				
3	Deluxe AC				
4	Suits AC				
5	Single Non AC				
6	Double Non AC				
7	Deluxe Non AC				
8	Suits Non AC				
9	Dormitory / Hall				
10	Any other				
Total (Post Code)					

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

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

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

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

10. Category of accommodation unit for Sampling

[1] Classified hotels

[2] Having more than 20 rooms

[3] 10 -20 rooms

[4] less than 10 rooms

Annexure V Estimation Procedure

Estimation Procedure

(a) Estimation from survey at Entry/ Exit points in a Quarter

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

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

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

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

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

Similarly, we define

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

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

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

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

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

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

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

(b) Estimation of tourists for a tourist destination in a month

Define the following notations:

Assume that i stands for i th destination selected in the selected town, j stands for j th day selected for survey at the i th destination ($j=1,2,\dots,d_i$); k stands for the k th entry point at the i th destination ($k=1,2,\dots,e_i$); l stands for the l th entry hour at the k th entry point at i th destination ($l=1,2,\dots,h_{ik}$).

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

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

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

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

n_i^{DS}	No. of visits by domestic same day visitors surveyed at the i th destination on all days of survey at all entry points at all hours;
n_i^D	No. of visits by all domestic visitors surveyed at the i th destination on all days of survey at all entry points at all hours; = n_i^{DT} + n_i^{DS}
n_i^{FT}	No. of visits by foreign tourists surveyed at the i th destination on all days of survey at all entry points at all hours;
n_i^{FT-h}	No. of visits by foreign tourists surveyed at the i th destination and stayed in hotels
n_i^{FT-f}	No. of visits by foreign tourists surveyed at the i th destination and staying with friends and relatives
n_i^{FT-o}	No. of visits by foreign tourists surveyed at the i th destination and stayed at other accommodation units.
n_i^{FS}	No. of visits by foreign same day visitors surveyed at the i th destination on all days of survey at all entry points at all hours;
n_i^F	No. of visits by all foreign visitors surveyed at the i th destination on all days of survey at all entry points at all hours; = n_i^{FT} + n_i^{FS}
$N_i^{DT}(s)$	Total number of visits by domestic tourists at the i th destination on all days of survey;
$N_i^{DT-h}(s)$	Total number of visits by domestic tourists at the i th destination who stayed in hotels
$N_i^{DT-f}(s)$	Total number of visits by domestic tourists at the i th destination and staying with friends and relatives
$N_i^{DT-o}(s)$	Total number of visits by domestic tourists at the i th destination and stayed at other accommodation units
$N_i^{DS}(s)$	Total number of visits by domestic same day visitors at the i th destination on all days of survey;
$N_i^D(s)$	Total no. of visits by domestic visitors at the i th destination on all days of survey = $N_i^{DT}(s)$ + $N_i^{DS}(s)$
$N_i^{FT}(s)$	Total number of visits by foreign tourists at the i th destination on all days of survey;
$N_i^{FT-h}(s)$	Total number of visits by foreign tourists at the i th destination and stayed in hotel
$N_i^{FT-f}(s)$	Total number of visits by foreign tourists at the i th destination staying with friends and relatives

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

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

$N_i^{F(s)}$ = Total no. of visits by foreign visitors at the i th destination on all days of survey
 $= N_i^{FT(s)} + N_i^{FS}(s)$

N_i^{DT} = Total number of domestic tourists at the i th destination during the month

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

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

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

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

N_i^D = Total number of visits by all domestic visitors at the i th destination during the month;
 $= N_i^{DT} + N_i^{DS}$

N_i^{FT} = Total number of visits by foreign tourists at the i th destination during the month;

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

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

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

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

N_i^F = Total number of visits by all foreign visitors at the i th destination during the month;
 $= N_i^{FT} + N_i^{FS}$

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

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

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

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

Case I: Non-ticketed destinations

In this case, it may be observed that

- N_i is not available;
- $N_i^D(s)$ and $N_i^F(s)$ are to be estimated by a count of visitors;
- An estimate of N_i is given by

$$N_i = [N_i^D(s) + N_i^F(s)] \times \text{No. of days in the month} / d_i ; \quad (d_i = 7)$$
- Estimates of N_i^D and N_i^F are given by

$$N_i^D = N_i^D(s) \times \text{No. of days in the month} / 7$$

$$N_i^F = N_i^F(s) \times \text{No. of days in the month} / 7$$
- Estimates for tourists and same day visitors will be obtained as

$$\begin{aligned}
 N_i^{DT-h} &= \left[\frac{n_i^{DT-h}}{n_i^D} \right] N_i^D & N_i^{FT-h} &= \left[\frac{n_i^{FT-h}}{n_i^F} \right] N_i^F \\
 N_i^{DT-f} &= \left[\frac{n_i^{DT-f}}{n_i^D} \right] N_i^D & N_i^{FT-f} &= \left[\frac{n_i^{FT-f}}{n_i^F} \right] N_i^F \\
 N_i^{DT-o} &= \left[\frac{n_i^{DT-o}}{n_i^D} \right] N_i^D & N_i^{FT-o} &= \left[\frac{n_i^{FT-o}}{n_i^F} \right] N_i^F \\
 N_i^{DS} &= \left[\frac{n_i^{DS}}{n_i^D} \right] N_i^D & N_i^{FS} &= \left[\frac{n_i^{FS}}{n_i^F} \right] N_i^F
 \end{aligned}$$

For special occasions like the Kumbh Mela, the Surajkund Mela etc., the average number of tourists per day at the respective destination is worked out based on the sample days observed during the special occasion (Mela period). The estimate of the number of tourists in that destination for the special occasion

(Mela period) is obtained by multiplying the average number of tourists per day by the number of days of the special occasion. The estimates for days other than those of the special occasion in the month are obtained as usual. Monthly estimates are obtained by adding the number of tourists for Special occasion days and other days. This is explained with the help of an example in a later section.

Case II: Destinations with common ticketing for domestic and foreign visitors

It may be observed that

- i) N_i is available
- ii) $N_i^D(s)$ and $N_i^F(s)$ are to be estimated by a count of visitors.
- iii) Steps (iv) and (v) of case I are to be followed. First divide N_i into N_i^D and N_i^F , and then N_i^D into N_i^{DT-h} , N_i^{DT-f} , N_i^{DT-o} and N_i^{DS} , and N_i^F into N_i^{FT-h} , N_i^{FT-f} , N_i^{FT-o} and N_i^{FS} respectively.

Case III: Destinations with differential ticketing for domestic and foreign visitors

In this case,

- i) N_i , N_i^D and N_i^F are available.
- ii) N_i^D will be sub-divided into N_i^{DT-h} , N_i^{DT-f} , N_i^{DT-o} & N_i^{DS} , and N_i^F will be sub-divided into N_i^{FT-h} , N_i^{FT-f} , N_i^{FT-o} & N_i^{FS} as in step (v) of case I.

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

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

Estimation for a month including a special tourist Event

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

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

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

For the month of November

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

- (a) 9 days of the special event in November
- (b) 3 (or 4) Mondays of November excluding the 9 days of the special event
- (c) 18 (or 17) remaining days of November

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

For a month other than November (say January)

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

(e) Estimation of total visitors in the district

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

Let R^{DT-h} = No. of non-leisure visitors in the district staying in hotels.

Similarly, define R^{DT-f} , R^{DT-o} , R^{DS} , R^{DT} and R^{FT-h} , R^{FT-f} , R^{FT-o} , R^{FS} , R^{FT} .

Then R^{DT-h} is estimated using the following expression:

$$R^{DT-h} = \frac{[Q^{DT-h} + Q^{DT-f} + Q^{DT-o} + Q^{DS}] \times X^{DT-h-nl}}{[X^{DT-h-l} + X^{DT-f-l} + X^{DT-o-l} + X^{DS-l}]}$$

Similarly, estimate R^{DT-f} , R^{DT-o} , R^{DS} and R^{FT-h} , R^{FT-f} , R^{FT-o} , R^{FS} .

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

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

Let S^{DT-h} = No. of all (leisure as well as non-leisure) visitors in the district staying in hotels

Similarly, define S^{DT-f} , S^{DT-o} , S^{DS} , S^{DT} and S^{FT-h} , S^{FT-f} , S^{FT-o} , S^{FS} , S^{FT} .

The total no. of visitors in the district for different categories is then obtained as the sum of leisure and non-leisure visitors of the respective categories. That is,

$$S^{DT-h} = Q^{DT-h} + R^{DT-h}, \text{ and so on.}$$

(f) Estimation of visitors at the State level

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

Annexure VI Selected tourist destinations for Tourism Survey

Selected Tourist Destination in Sikkim for Tourism Survey

Selected Destination Points and sample distribution

S. No	District	Name of The Destinations
1	North Sikkim	KABI LUNGCHOK, KABI
2	North Sikkim	SEVEN SISTERS WATERFALLS, PHAMTHAM
3	North Sikkim	PHENSANG MONASTERY, PHENSANG
4	North Sikkim	PHODONG MONASTERY, PHODONG
5	North Sikkim	SIRIJUNGA YUMA MANGHEEM-MANGSHILA
6	North Sikkim	RONG LUNGTEN LEE (NAMPRIKDANG)
7	North Sikkim	SINGHIK
8	North Sikkim	MANGAN
9	North Sikkim	CHUNGTHANG
10	North Sikkim	LACHUNG
11	North Sikkim	YUMTHANG-VALLEY OF FLOWERS (11,800 FT)
12	North Sikkim	LACHEN MONASTERY, LACHEN
13	North Sikkim	THANGU (13,500 FT)
14	North Sikkim	GURU DONGMAR LAKE (17,800 FT)
15	North Sikkim	DZONGU HOMESTAY, DZONGU
16	North Sikkim	TINGCHIM HOMESTAY, TINGCHIM
17	South Sikkim	SAMDRUPTSE, NAMCHI
18	South Sikkim	ROCK GARDEN, NAMCHI
19	South Sikkim	TENDONG HILL, NAMCHI
20	South Sikkim	MAENAM HILL, RABONG
21	South Sikkim	TEMI TEA GARDEN, TEMI
22	South Sikkim	ADVENTURE BASE CAMP, CHEMCHEY
23	South Sikkim	BORONG, NEAR YANGYANG
24	South Sikkim	SIKIP, NEARLEGSHIP
25	South Sikkim	PHURTSACHU, LEGSIP
26	South Sikkim	BON MONASTERY, BAKHIM
27	South Sikkim	RALONG MONASTERY, RALONG

28	South Sikkim	SOLOPHOK CHAAR DHAM, NAMCHI
29	South Sikkim	RABONGLA
30	South Sikkim	KEWZING HOME STAY, KEWZING
31	South Sikkim	YANGANG
32	South Sikkim	LINGI PAYONG HOME STAY, LINGI PAYONG
33	South Sikkim	RONG, ABOVE MELLI
34	South Sikkim	TAOBIN HOME STAY
35	East Sikkim	IENCHEY MONASTERY, NEAR T.V. TOWER, GANGTOK
36	East Sikkim	FLOWER SHOW COMPLEX , WHITE HALL, GANGTOK
37	East Sikkim	DIRECTORATE OF HANDLOOMS AND HANDICRAFTS, ZERO POINT, GANGTOK
38	East Sikkim	CHORTEN MONASTERY, DEORALI
39	East Sikkim	NAMGYAL INSTITUTE OF TIBETOLOGY, DEORALI
40	East Sikkim	RUMTEK MONASTERY, RUMTEK
41	East Sikkim	JAWAHARLAL NEHRU BOTANICAL GARDEN, RUMTEK
42	East Sikkim	HUR-HURAYDARA,NAM-NANG
43	East Sikkim	ROPEWAY,DEORALI
44	East Sikkim	CHOGYAL PALDEN THONDUP NAMGYAL PARK,DEORAU
45	East Sikkim	PALZURMANG KAGYUD MONASTERY, LINGDUM
46	East Sikkim	SARAMSA FLOWER PAVILION AND CONFERENCE CENTRE, SARAMSA
47	East Sikkim	WATER GARDEN ,32nd MILE
48	East Sikkim	BANJHAKRI FALLS, LOWER SICHEY
49	East Sikkim	TASHI VIEW POINT, PANGTHANG
50	East Sikkim	GANESH TOK, 2nd MILE, UPPER CHANDMARI
51	East Sikkim	HANUMANTOK
52	East Sikkim	HIMALAYAN ZOOLOGICAL PARK , BULBULAY
53	East Sikkim	FAMBONG LHO WILDLIFE SANCTUARY, TUMIN
54	East Sikkim	GONJANG MONASTERY
55	East Sikkim	' BAKTHANG WATERFALLS, GANGTOK
56	East Sikkim	SA-NGOR-CHOTSOG CENTRE ,
57	East Sikkim	PASTANGA VILLAGE,ASSAM LINGZEY

58	East Sikkim	GADI BUDONG, LOWER TUMIN (HOME STAY)
59	East Sikkim	SCIENCE CITY, MARCHAK
60	East Sikkim	TSOMGO LAKE, TSOMGO
61	East Sikkim	BABA HARBHAJAN SINGH MEMORIAL TEMPLE, BETWEEN NATHULA & JELEPLA PASSES
62	East Sikkim	NATHULAPASS, BORDER OF INDIA AND CHINA
63	East Sikkim	ARITAR, NEAR RHENOCK
64	West Sikkim	PEMAYANGTSE MONASTERY, PELLING
65	West Sikkim	SANGA CHOLING MONASTERY, PELLING
66	West Sikkim	DARAPCHERRY VILLAGE, PELLING
67	West Sikkim	RABDEMTSE PALACE RUINS, PELLING
68	West Sikkim	KHECHEOPALRI LAKE, KHECHEOPALRI
69	West Sikkim	YUKSAM
70	West Sikkim	DUBDI MONASTERY, YUKSOM
71	West Sikkim	PHAMRONG WATERFALLS, TASHIDING
72	West Sikkim	RANGIT WATER WORLD, LEGSHIP
73	West Sikkim	SHIVMANDIR, LEGSHIP
74	West Sikkim	TASHIDING MONASTRY, TASHIDING †
75	West Sikkim	KONGRI- LABDANG, TASHIDING
76	West Sikkim	JHANDIDARA, SORENG
77	West Sikkim	CHAKUNG, NEAR SORENG
78	West Sikkim	LIMBOO CULTURAL CENTRE, THARPU
79	West Sikkim	JURELIDEANRA VIEW POINT, NEAR HILLEY
80	West Sikkim	BARSEY, NEAR HILLEY
81	West Sikkim	JOR POKHARI (TWIN LAKE), BARSEY '
82	West Sikkim	RINCHENPONG-KALUK
83	West Sikkim	HEEBERMIOK
84	West Sikkim	SRIJUNGA FOKU AND WADHAN (CAVE), HEE BERMOIK
85	West Sikkim	DENTAM VALLEY, DENTAM
86	West Sikkim	SINGSHORE BRIDGE, UTTAREY
87	West Sikkim	UTTRAY VALLEY, NEAR DENTAM

Annexure VII Abbreviations and Acronyms

MOT: Ministry of Tourism

AUs: Accommodation Units

DOVs: Domestic Overnight Visitors

DDVs: Domestic Day Visitors