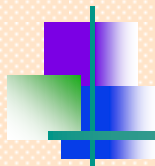


Incredible India



Tourism Survey for Dadra & Nagar Haveli (Jan – Dec 2014)



Final Report

*Ministry of Tourism
(Market Research Division)
Government of India*

By

Nielsen India Pvt. Ltd.

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Executive Summary

E.1 Tourism in Dadra & Nagar Haveli

Snuggled cozily amid the state of Maharashtra and Gujarat, **Dadra & Nagar Haveli** is located in the western corner of India. It lies on the north bank of the Daman Ganga River. This small union territory (UT) sprawls over an area less than 500 sq. km, covered with tall, awesome trees and winding rivers.

Dadra and Nagar Haveli (DNH) are in the watershed of the Daman Ganga River, which flows through the territory. The towns of Dadra and Silvassa lie on the north bank of the river. The Western Ghats range rises to the east, and the foothills of the range occupy the eastern portion of the district. The territory is landlocked, although the Arabian Sea coast lies just to the west in Gujarat. The major spoken languages in the territory are Gujarati, Hindi and Marathi.

A land of spell bounding beauty, Dadra & Nagar Haveli is endowed with lush green forests, thundering waterfalls, gurgling streams, undulating mountain ranges and a dazzling show of flora and fauna.

E.2 Research Aim

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

E.3 Research Objective

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

- a. To enlist prime tourist locations in the union territories and available accommodation facility thereof.
- b. To generate details about available infrastructural facility at the prime tourist spots in the union territories.
- c. To collate month wise information about domestic as well as foreign tourists availing accommodation in all facilities in those locations
- d. To collate month wise expenditures made by the Union Government for development of tourism and its potential earnings
- e. To accrue information on employment in the accommodation units, estimate direct employment generated in accommodation units at district & territory level.

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

- a. Estimated number of visits
 - (i) Visits by overnight visitors- staying at accommodation units;
 - staying with friends and relatives
 - Others, such as those staying in tented accommodations provided by Union Govt. or by any other charitable organizations, etc.
 - (ii) Visits by same-day visitors
- b. Profile of visitors, their expenditure pattern, purpose of visits, etc.
- c. Occupancy rates and direct employment in accommodation units.

E.4 Terms of Reference

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

- *Prepare a frame /list of all important places in the State*
- *As per the methodology developed by Ministry of Tourism for preparation of month wise & annual estimates, prepare the following estimate, separately for*

foreign and domestic visitors (with break-up of overnight tourists and same day visitors) for the selected tourist places, at district level and at State level.

- Total no: of tourists (overnight)
 - Total number of same day visitors
 - Total number of tourists staying with friends /relatives
 - Expenditure incurred by tourists (overnight)
 - Expenditure incurred by same day visitors
 - Expenditure incurred by tourists staying with friends / relatives
 - Profiling the tourists /visitors at district and state level in respect of age, sex, occupation, purpose of visit, state /UT of residence or country of origin, duration of stay, mode of journey, use of package tour etc.
- As per the methodology prepare month wise and annual estimates of occupancy rate of accommodation units at district and State levels.
 - Conduct one-day Inception workshop for the officers of the State. Details of the exercise and the proposed methodology to be adopted for estimating the number of tourists and other parameters mentioned in other paras of TOR were explained by the consultants in the workshop. Also organize a workshop /meeting in the state at the end of the survey to discuss the report of the survey.
 - Prepare a frame/list of tourist place-wise all accommodation units, like Hotels, Dharamshallas, Guest houses, etc. for conduction State level survey on tourism, Update this frame/list on quarterly basis; and accordingly revise the coverage, This frame should include information on rooms, beds and employment, etc. Also conduct survey of selected tourists staying in accommodation units to identify the purpose of their visits.
 - Based on the methodology collect, compile data about domestic and foreign tourists to provide information as mentioned at S. No. (ii) Above.
 - Based on the information on employment in the accommodation units in the sampling frame, estimate direct employment generated in accommodation units at district and State levels.
 - Collect information on the annual expenditure incurred by State Government at the selected tourist places, at district level and at the State level for development of tourism.

E.5 Research Methodology

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

- a. This study was conducted in the only district of Dadra Nagar Haveli and at 8 destinations of tourist interest
- b. **Selection of Tourist Destinations and Locations:** Important destinations of tourist attraction and their location in the district were selected in consultation with the State Tourism Department
- c. **Survey Period:** The field survey was conducted for a period of 12 months (January 2014 till December 2014) at selected destinations. In a particular month at a particular destination the survey was done for 7 days covering two specified weeks. The details are available at Annexure-1
- d. **Survey Instruments:** The survey instruments or questionnaires given at Annexure - 3 covers three types of survey, namely, survey at destinations (Short Survey), survey at exit point(s) (Exit Point Survey) and survey at accommodation units (AUs) specified briefly below.
- e. In total of 4 surveys were conducted for this study. They were:
 - **The Counting Survey:** In this survey, head counts were taken at each tourist destination in the state. This survey was conducted every month from January 2014 till December 2014
 - **The Short Survey:** In this survey, 600 tourists per district were interviewed at each tourist location and information regarding tourists' duration of visit, place of stay, frequency of visit, nationality/residence state, etc. was collected. This survey was conducted every month from January 2014 till December 2014
 - **The Accommodation Survey:** In this survey, accommodation units in the district were visited and information regarding number of domestic and foreign guests staying, number of bed nights spent, employee details and residency state/ country of guests was collected. This survey was done every month from January 2014 till December 2014

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

- f. Data from all the above surveys were used to calculate the number of tourists or visitors to the districts and hence to the UT of Dadra Nagar Haveli.

E.6 Tourist Destinations Covered

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

Towns	Destination
Silvasa	Silvasa
Dadra	Dadra
Dudhni	Dudhni
Luhari	Luhari
Khanvel	Khanvel
Satmalia	Satmalia
Vasona	Vasona
Kauncha	Kauncha

E.7 Sample Distribution among Destinations for Short Survey

Destination	Monthly Sample	Total Monthly Sample
Silvasa	75	900
Dadra	75	900
Dudhni	75	900
Luhari	75	900
Khanvel	75	900
Satmalia	75	900
Vasona	75	900
Kauncha	75	900

E.8 Sample Distribution among Districts for the Exit Survey

The sample size for each district to be covered in the Exit Survey was 800. The distribution of tourists interviewed in the Exit survey for each of the 4 Quarters (January 2014, April 2014, July 2014 and October 2014) is given below.

District	January 2014		April 2014		July 2014		October 2014		Total		Gross Total
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	
Dadra & Nagar Haveli	392	8	396	4	398	2	391	9	1577	23	1600
TOTAL	392	8	396	4	398	2	391	9	1577	23	1600

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

Month		Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Aggregate Sample Size		600	600	600	600	600	600	600	600	600	600	600	600
Overnight Tourists	Foreigner	23	19	17	16	14	12	8	10	14	22	27	30
	Domestic (from within the state)	0	0	0	0	0	0	0	0	0	0	0	0
	Domestic (from outside the state)	223	209	205	224	205	201	226	215	208	209	210	210
Same Day Visitor	Foreigner	0	0	0	0	0	0	0	0	0	0	0	0
	Domestic (from within the state)	113	119	121	115	122	124	117	123	121	134	128	151
	Domestic (from outside the state)	241	253	257	245	259	263	249	261	257	238	238	209
Total		600	600	600	600	600	600	600	600	600	600	600	600

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

Destinations	January	February	March	April	May	June	July	August	September	October	November	December	Total
Silvasa	6449	4449	11629	10136	12090	14142	13092	14638	15345	16143	19203	22032	159348
Dadra	6893	4984	14076	12359	16603	17280	17283	18133	18863	20803	24765	27615	199657
Dudhni	4778	3914	9423	8185	9094	9785	9435	10337	11284	12009	15159	16866	120269
Luhari	4313	3475	8513	7410	8912	9899	9332	10238	10861	11611	14620	16750	115934
Khanvel	4273	3752	9391	8176	9867	10783	10327	11384	11900	12769	15904	17390	125916
Satmalia	6950	5684	14792	12906	14940	15676	15345	16541	17054	18015	21510	24931	184344
Vasona	7247	5609	13768	11921	11765	12566	12052	13081	13709	14695	17435	19043	152891
Kauncha	4147	3623	8910	7747	8938	9454	9078	10198	10785	11556	14572	16337	115345
TOTAL	45050	35490	90502	78840	92209	99585	95944	104550	109801	117601	143168	160964	1173704

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

Destinations	January	February	March	April	May	June	July	August	September	October	November	December	Total
Silvasa	9	5	6	4	4	2	2	5	7	11	14	22	91
Dadra	0	0	0	0	0	0	0	0	0	0	0	0	0
Dudhni	0	0	0	0	0	0	0	0	0	0	0	0	0
Luhari	16	14	13	11	10	7	5	7	9	15	23	31	161
Khanvel	0	0	0	0	0	0	0	0	0	0	0	0	0
Satmalia	59	28	33	30	26	21	18	22	26	35	48	59	405
Vasona	86	47	54	49	42	35	31	36	40	49	61	76	606
Kauncha	6	0	3	0	0	0	0	0	0	0	0	0	9
Total	176	94	109	94	82	65	56	70	82	110	146	188	1272

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

Destinations	January	February	March	April	May	June	July	August	September	October	November	December	Total
Silvasa	6458	4454	11635	10140	12094	14144	13094	14643	15352	16154	19217	22054	159439
Dadra	6893	4984	14076	12359	16603	17280	17283	18133	18863	20803	24765	27615	199657
Dudhni	4778	3914	9423	8185	9094	9785	9435	10337	11284	12009	15159	16866	120269
Luhari	4329	3489	8526	7421	8922	9906	9337	10245	10870	11626	14643	16781	116095
Khanvel	4273	3752	9391	8176	9867	10783	10327	11384	11900	12769	15904	17390	125916
Satmalia	7009	5712	14825	12936	14966	15697	15363	16563	17080	18050	21558	24990	184749
Vasona	7333	5656	13822	11970	11807	12601	12083	13117	13749	14744	17496	19119	153497
Kauncha	4153	3623	8913	7747	8938	9454	9078	10198	10785	11556	14572	16337	115354
TOTAL	45226	35584	90611	78934	92291	99650	96000	104620	109883	117711	143314	161152	1174976

E.13 District Wise Details of Total Number of Accommodation Units in Dadra Nagar Haveli:

Destinations	Total Accommodation Units	Total Rooms
Silvasa	68	1581
Dadra	3	85
Dudhni	1	12
Khanvel	6	71
TOTAL	78	1749

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



Dadra & Nagar Haveli



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

Dadra Nagar Haveli	No. of Visits by Domestic Tourists / Same Day Visitors			No of visits by Foreign Tourists / Same Day Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	(2)	(3)	(4)	(5)	(6)	(7)
January'2014	21373	29375	50748	211	0	211
February'2014	16317	23682	39999	112	0	112
Marhc'2014	46913	55357	102270	130	0	130
April'2014	37232	48960	86192	111	0	111
May'2014	53552	49658	103210	96	0	96
June'2014	56732	54526	111258	76	0	76
July'2014	59475	56661	116136	83	0	83
August'2014	59475	56661	116136	83	0	83
September'2014	63104	59025	122129	98	0	98
October'2014	65449	64142	129591	129	0	129
November'2014	83136	75509	158645	173	0	173
December'2014	90765	87297	178062	222	0	222
Total	653523	660853	1314376	1524	0	1524

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

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

Dadra Nagar Haveli	No. of Visits by Domestic Tourists / Same Day Visitors			No of visits by Foreign Tourists / Same Day Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	(2)	(3)	(4)	(5)	(6)	(7)
January'2014	26552	29831	56383	387	0	387
February'2014	20293	24036	44329	206	0	206
Marhc'2014	57116	56241	113357	239	0	239
April'2014	46122	49728	95850	205	0	205
May'2014	63995	50514	114509	178	0	178
June'2014	68162	55472	123634	141	0	141
July'2014	70414	57559	127973	139	0	139
August'2014	71432	57651	129083	153	0	153
September'2014	75638	60069	135707	180	0	180
October'2014	79200	65602	144802	239	0	239
November'2014	99823	77296	177119	319	0	319
December'2014	109560	89293	198853	410	0	410
Total	788307	673292	1461599	2796	0	2796

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

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

Dadra Nagar Haveli	No. Domestic Tourists / Visitor			No of Foreign Tourists / Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	(2)	(3)	(4)	(5)	(6)	(7)
January'2014	14722	24694	39416	176	0	176
February'2014	11266	19894	31160	94	0	94
Marhc'2014	32640	46775	79415	109	0	109
April'2014	26449	42731	69180	94	0	94
May'2014	37490	43419	80909	82	0	82
June'2014	39574	47636	87210	65	0	65
July'2014	38375	45731	84106	56	0	56
August'2014	41921	49679	91600	70	0	70
September'2014	44499	51723	96222	82	0	82
October'2014	45958	56427	102385	110	0	110
November'2014	58405	66285	124690	146	0	146
December'2014	63568	76605	140173	188	0	188
Total	454867	571599	1026466	1272	0	1272

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

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

Dadra Nagar Haveli	No. of Overnight Tourists			No. of Same Day Visitors		
	Leisure	Non Leisure	Total (col.2+3)	Leisure	Non Leisure	Total (col.5+6)
Month	(2)	(3)	(4)	(5)	(6)	(7)
January'2014	14722	5179	19901	24694	456	25149
February'2014	11266	3976	15241	19894	354	20249
Marhc'2014	32640	10203	42843	46775	884	47659
April'2014	26449	8890	35339	42731	768	43501
May'2014	37490	10443	47934	43419	856	44275
June'2014	39574	11430	51004	47636	946	48581
July'2014	38375	10939	49315	45731	898	46629
August'2014	38375	10939	49315	45731	898	46629
September'2014	44499	12534	57034	51723	1044	52767
October'2014	45958	13751	59711	56427	1460	57887
November'2014	58405	16687	75093	66285	1787	68072
December'2014	63568	18795	82365	76605	1996	78601
Total	451321	133766	585095	567651	12347	579999

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

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

Dadra Nagar Haveli	No. of Overnight Tourists			No. of Same Day Visitors		
Month	Leisure	Non Leisure	Total (col.2+3)	Leisure	Non Leisure	Total (col.5+6)
(1)	(2)	(3)	(4)	(5)	(6)	(7)
January'2014	176	0	176	0	0	0
February'2014	94	0	94	0	0	0
March'2014	109	0	109	0	0	0
April'2014	94	0	94	0	0	0
May'2014	82	0	82	0	0	0
June'2014	65	0	65	0	0	0
July'2014	56	0	56	0	0	0
August'2014	70	0	70	0	0	0
September'2014	82	0	82	0	0	0
October'2014	110	0	110	0	0	0
November'2014	146	0	146	0	0	0
December'2014	188	0	188	0	0	0
Total	1272	0	1272	0	0	0

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

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

Dadra Nagar Haveli	No. of Tourists			No. of Day Visitors		
Month	Domestic	Foreign	Total (col.2+3)	Domestic	Foreign	Total (col.5+6)
(1)	(2)	(3)	(4)	(5)	(6)	(7)
January'2014	19901	176	20079	25149	0	25149
February'2014	15241	94	15335	20249	0	20249
March'2014	42843	109	42952	47659	0	47659
April'2014	35339	94	35434	43501	0	43501
May'2014	47934	82	48014	44275	0	44275
June'2014	51004	65	51067	48581	0	48581
July'2014	49315	56	49371	46629	0	46629
August'2014	53881	70	53951	50669	0	50669
September'2014	57034	82	57116	52767	0	52767
October'2014	59712	110	59822	57889	0	57889
November'2014	75095	146	75241	68073	0	68073
December'2014	82363	188	82551	78601	0	78601
Total	589662	1272	590933	584042	0	584042

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

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

Dadra Nagar Haveli	No. Domestic Tourists				No of Foreign Tourists			
	Staying at Hotels	Staying with F&R	Staying elsewhere	Total (col.2+3+4)	Staying at Hotels	Staying with F&R	Staying elsewhere	Total (col.6+7+8)
Month(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
January'2014	7261	9778	2860	19901	176	0	0	176
February'2014	5904	7114	2222	15241	94	0	0	94
March'2014	15528	21942	5375	42843	109	0	0	109
April'2014	13363	17213	4763	35339	94	0	0	94
May'2014	18012	24006	5914	47934	82	0	0	82
June'2014	19588	25766	5649	51004	65	0	0	65
July'2014	19214	24629	5472	49315	56	0	0	56
August'2014	20188	26406	7287	53881	70	0	0	70
September'2014	22186	27985	6863	57034	82	0	0	82
October'2014	23637	28155	7919	59711	110	0	0	110
November'2014	30273	34886	9934	75093	146	0	0	146
December'2014	33820	37417	11128	82365	188	0	0	188
Total	228974	285297	75386	589661	1272	0	0	1272

The above table presents the distribution of domestic and foreign tourists, visiting Dadra Nagar Haveli, by place of stay. As we can see the maximum no. of domestic visitors (285297) to Dadra Nagar Haveli are staying at friends & relatives place, followed by hotels (228974). All the sample foreign tourists stayed at hotels during their visit to Dadra Nagar Haveli.

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

Dadra Nagar Haveli	No. of Accommodation units	No. of Rooms Available per day	No. of Beds Available per day	No. of Beds Occupied per day	Occupancy Rate (%) (Col5 as % of Col4)
Months					
(1)	(2)	(3)	(4)	(5)	(6)
January'2014	78	1749	3934	1849	47%
February'2014	78	1749	3934	1850	47%
March'2014	78	1749	3934	1849	47%
April'2014	78	1749	3934	1851	47%
May'2014	78	1749	3934	1847	47%
June'2014	78	1749	3934	1888	48%
July'2014	78	1749	3934	1890	48%
August'2014	78	1749	3934	1928	49%
September'2014	78	1749	3934	1967	50%
October'2014	78	1749	3934	1925	49%
November'2014	78	1749	3934	1927	49%
December'2014	78	1749	3934	1931	49%

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

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

Dadra Nagar Haveli	No. of Guests checked-in			No. of bed nights spent			Average duration of Stay		
Month	Indians	Foreigners	Total (col.2+3)	Indians	Foreigners	Total (col.5+6)	Indians (Col.5/Col.2)	Foreigners (Col.6/Col.3)	Total (Col.7/Col.4)
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
January'2014	8631	168	8799	11917	298	12215	1.38	1.77	1.39
February'2014	6193	94	6287	8837	169	9006	1.43	1.80	1.43
March'2014	19184	108	19292	25627	220	25847	1.34	2.04	1.34
April'2014	15008	108	15116	20084	221	20305	1.34	2.05	1.34
May'2014	21638	78	21716	28572	139	28711	1.32	1.78	1.32
June'2014	20203	59	20262	27206	119	27325	1.35	2.02	1.35
July'2014	18361	51	18412	24451	104	24555	1.33	2.04	1.33
August'2014	21336	65	21401	28540	132	28408	1.34	2.03	1.33
September'2014	23756	77	23833	28465	130	28595	1.20	1.69	1.20
October'2014	22669	94	22763	26538	154	26692	1.17	1.64	1.17
November'2014	28050	134	28184	35915	232	36147	1.28	1.73	1.28
December'2014	30367	174	30541	38335	287	38622	1.26	1.65	1.26
Total	235396	1210	236606	304487	2205	306428	1.29	1.82	1.30

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

Tables 10 – 15 give the quarterly data pertaining to information collected from accommodation survey held in the UT of Dadra & Nagar Haveli. As shown in the tables below, the no. of accommodation units surveyed were 78 during the period January 2014 – December 2014. Most of the accommodations units are sole proprietorship/partnership entities. These accommodation units employ nearly 1400 persons. A majority of the accommodation units (72) fall under the Non- Star category. The survey reveals that nearly 72 accommodation units in Dadra & Nagar Haveli come under Non – Classified category.

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

Dadra Nagar Haveli	No. of AUs	No. of Rooms	No. of Beds	No. of Employees		
Quarter				Temporary	Permanent	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Quarter – 1	78	1749	3934	912	491	1403
Quarter – 2	78	1749	3934	824	443	1267
Quarter – 3	78	1749	3934	780	419	1199
Quarter – 4	78	1749	3934	957	514	1471

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

Dadra Nagar Haveli	No. of AUs	No. of Employees	Distribution of employees by age-group				
Quarter			18-25 yrs	26-30 yrs	31-40 yrs	41-50 yrs	> 51 yrs
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Quarter – 1	78	1403	253	477	449	210	14
Quarter – 2	78	1267	228	431	405	190	13
Quarter – 3	78	1199	216	408	384	180	12
Quarter – 4	78	1471	265	500	471	221	15

Table - 12
Distribution of Employees in Accommodation Units by Service

Dadra Nagar Haveli	No. of AUs	No. of Employees	Distribution of employees by service			
Quarter			Management	F&B	House Keeping	Others
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Quarter – 1	78	1403	182	351	533	337
Quarter – 2	78	1267	165	317	481	304
Quarter – 3	78	1199	156	300	456	288
Quarter – 4	78	1471	191	368	559	353

Table - 13
Category-wise Distribution Accommodation Units

Dadra Nagar Haveli	No. of Accommodation units					
Quarter	Classified	Non-classified				Total
		Having more than 20 rooms	10-20 rooms	Less than 10 rooms	Sub-Total (Col. 3+4+5)	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Quarter – 1	6	21	39	14	72	78
Quarter – 2	6	21	39	14	72	78
Quarter – 3	6	21	39	14	72	78
Quarter – 4	6	21	39	14	72	78

Table - 14
Distribution Accommodation Units by Types

Dadra Nagar Haveli	No. of Accommodation units								
Quarter	Star Hotels	Apartment Hotels	Non-Star Hotels	Youth/ YMCA Hostels	Dharamshalas/ Sarais/ Musafirkhanas	Gurudwaras/ Temples/ Monastries	Bed & Breakfast Units	Motels	Total
Quarter – 1	6	0	72	0	0	0	0	0	78
Quarter – 2	6	0	72	0	0	0	0	0	78
Quarter – 3	6	0	72	0	0	0	0	0	78
Quarter – 4	6	0	72	0	0	0	0	0	78

Table - 15
Distribution Accommodation Units by Type of Ownership

State:	No. of Accommodation units								
Quarter	Central Govt.	State Govt.	Pvt. Ltd.	Prop./ Partnership	Public Limited	PSU	Charitable Trust/ Society	Others	Total
Quarter – 1	0	0	3	75	0	0	0	0	78
Quarter – 2	0	0	3	75	0	0	0	0	78
Quarter – 3	0	0	3	75	0	0	0	0	78
Quarter – 4	0	0	3	75	0	0	0	0	78

Visitors Profiling Tables
Table – 16
Age Distribution of Sample Visitors in the State

Age Group	%age of Domestic Overnight Visitors		%age of Domestic Day Visitors		%age of Foreign Overnight Visitors	
	Male	Female	Male	Female	Male	Female
(1)	(2)	(3)	(5)	(6)	(8)	(9)
15 – 24 Years	18	17	24	24	10	9
25 – 34 Years	30	31	28	27	30	29
35 – 44 Years	37	36	35	34	35	37
45 – 60 Years	14	15	12	14	23	24
>60 Years	1	1	1	1	2	1
Total	100	100	100	100	100	100

It is to be noted from the table above that predominant age group was 35-44 years among domestic overnight, day and foreign visitors. Most of the visitors to Dadra Nagar Haveli are males with females comprising a small proportion.

Table – 17
Sex Distribution of Sample Visitors in the State

Gender	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Male	64	55	72
Female	36	45	28
Total	100	100	100

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

Table – 18
Marital Status of Sample Visitors in the State

Marital Status	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Married	63	42	41
Unmarried	33	52	53
Others	04	06	06
Total	100	100	100

It is clear from the table above that most of the sample domestic overnight visitors to Dadra Nagar Haveli have marital status as married. However, majority of domestic day visitors and foreign visitors have marital status as unmarried. Others mentioned above cover the Widows, Divorcee etc.

Table – 19
Educational Level of Sample Visitors in the State of

Level of Education	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
No Formal Education	9	11	0
Primary	16	17	0
Secondary	22	20	2
Higher Secondary	20	23	14
Graduate & Above	17	16	33
Technical & Professional of All Level	16	13	48
Total	100%	100%	100%

The above table represents the education level of sample visitors to Dadra Nagar Haveli. It is evident from the table that majority of the sample domestic visitors have educational qualification as secondary and higher secondary and less than 15% of the domestic visitors have a Technical and professional qualification. Majority of foreign visitors have technical and professional qualification.

Table – 20
Occupation Pattern of Sample Visitors in the State of

Occupation	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Industrialist / Trader / Shop Owner	15	13	2
Self Employed Professional	5	6	4
Government Service	1	1	1
Private Service	33	25	41
Student / Researcher	3	12	8
Business	38	37	37
Agriculture	2	3	1
Housewife	2	2	2
Other	1	1	4
Total	100	100	100

The above table represents the occupation pattern of sample visitors to Dadra Nagar Haveli. As it can be seen most of the visitors are either into private service or business. Self-employed professionals and Industrialists are in a very small proportion.

Table – 21

Purpose of visit by Sample Visitors in the State of

Purpose	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Business	48	49	55
Holidays, Leisure & Recreation	24	33	30
Social Activity	4	2	0
Pilgrimage / religious Activity	1	1	0
Education / Training	18	9	2
Health & Medical	1	1	0
Shopping	1	1	0
Others	3	4	13
Total	100	100	100

As it can be concluded from the table above, nearly half of the domestic and foreign visitors to Dadra Nagar Haveli, were for the purpose of business. Holidays, leisure & recreation activities also drive a good number of tourists to Dadra Nagar Haveli.

Table – 22

Mode of Transportation of Sample Domestic Visitors in the State

Mode of Transportation	%age of visitors from within the State		%age of visitors from Outside the State	
	Overnight Visitors	Same day Visitors	Overnight Visitors	Same day Visitors
(1)	(2)	(3)	(4)	(5)
Train	00	00	24	15
Bus	42	28	45	52
Air	0	0	0	0
Personal Vehicle	58	72	31	33
Total	100	100	100	100

The above table presents the mode of transportation used by sample domestic visitors in Dadra Nagar Haveli. Most of the domestic visitors from within the Dadra Nagar Haveli used personal vehicle to travel. For overnight visitors as well as day visitors from outside Dadra Nagar Haveli, bus followed by personal vehicle is the prominent mode of transportation.

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

Mode of Transportation	%age of Foreign visitors
	Overnight Visitors
(1)	(4)
Train	12
Air	0
Personal Vehicle	0
Taxi	88
Total	100

The above table represents the mode of transportation used by foreign visitors to travel to Dadra Nagar Haveli. As clearly stated above, nearly 90% of foreign tourists traveled by taxi to Dadra Nagar Haveli. Train is the next preferred option.

Table – 24
Travel Behavior of Sample Visitors in the State

Frequency of Visits	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Once a week or more often	0	1	0
Once a fortnight	0	3	0
Once a month	24	13	0
Once in 3 months	25	27	4
Once in 6 months	19	22	17
Once in a Year	21	20	48
Less Often	11	15	31
Total	100	100	100

The above table evaluates the travel behavior of sample visitors to Dadra Nagar Haveli. It is clear from the table above that for more than a quarter of the domestic visitors to Dadra Nagar Haveli; the frequency of visit is once in six months or once in 3 months. For most of the foreign visitors, the frequency of travel to Dadra Nagar Haveli is once in a year.

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

	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Percentage of Tourists availing package tour	16	1	4

The above mentioned is the measure the propensity of availing package tour among the sample visitors in the district of Dadra Nagar Haveli. And we conclude less people avail package tours for traveling to Dadra Nagar Haveli.

Table – 26

Travel Arrangement Mode of Sample Visitors in the State

Travel Arrangement Mode	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Self	46	55	8
Office / Employer	30	26	52
Travel Agent	22	18	24
Tour Operator	2	1	16
Total	100	100	100

As concluded from the previous table that few people avail package tour, thus most of the domestic visitors traveling to Dadra Nagar Haveli make their travel arrangements themselves, which can be justified from the findings presented in the above table. However, foreign visitors rely on their office/ employer for making travel arrangements to Dadra Nagar Haveli.

Table – 27

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

Place of Stay	%age of Domestic Overnight Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)
Star Hotel	18	44
Non-Star Hotel	70	66
Motel	0	0
Govt. Guest House / Circuit House / Bhawan / Sadan	0	0
Private Guest House / Inn / Rest House / Tourist Bungalow	0	0
Dharamshala / Sarai / Musafirkhana	0	0
Gurudwara / Temple / Monastery / Other Temporary free stay in tent etc.	0	0
Friends & Relative	12	0
Bed & Breakfast Unit	0	0
Youth / YMCA Hostel	0	0
Other (Company guest house, Community Dharamshalas, etc.)	0	0
Total	100	100

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

Table – 28

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

Eating Place	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Restaurant	28	48	22
Fast Food Outlets	9	22	4
Cafeteria	2	4	3
Dhaba	0	0	0
Bars	19	21	11
Mobile Van	0	0	0
Refreshment Stand	1	2	0
Dharamshala / Sarai	0	0	0
Gurudwara / Temple / Monastery / Other free accommodation	0	0	0
Friends & Relatives	10	3	0
Other	0	0	0
Lodging Place	30	0	60
Total	100	100	100

The above table gives the percentage distribution of visitor by their preferred eating place of sample visitors in the district of Dadra Nagar Haveli. It may be seen that majority of domestic day visitors preferred Restaurants for eating whereas majority of domestic overnight visitors preferred their place of lodging for eating. Most of the foreign visitors, like domestic overnight visitors, preferred their place of lodging for eating.

Table – 29

Satisfaction level of services by Sample Visitors in the State

Services	%age of Domestic Overnight Visitors		%age of Domestic Day Visitors		%age of Foreign Overnight Visitors	
	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Availability of Tour Operator	22	68	60	40	20	80
Availability of Transportation	45	55	40	60	40	55
Availability of Tourist Guide	30	70	80	20	30	70
Availability of good quality accommodation	70	30	50	50	75	25
Public Convenience	35	65	40	60	90	10
Eating Places	78	32	70	30	75	25
Information Centers	10	90	20	80	10	90
Souvenir Shops	30	70	40	60	30	70
Entertainment Places	70	30	70	30	55	45
Quality of Roads	65	35	40	60	45	55
Security	70	30	70	30	50	50
Behavior of Local People	60	40	60	40	55	45
Shops other than souvenir ones	50	50	50	50	20	80
Upkeep of tourist sites	30	70	25	75	30	70
Accommodation tariff	30	70	00	00	65	45
Quality of Information	25	75	30	70	30	70

Table – 30

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

Expectation level	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Much Better than expectation	5	2	4
Somewhat better than expectation	15	12	5
As per expectation	77	76	80
Worse than expectation	2	5	10
Much worse than expectation	1	5	1
Total	100	100	100

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

Table – 31

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

Information Source	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Indian Embassy in your Country	0	0	14
Indian Tourism Bureau in your country	0	0	0
Indian Tourism Office in India	8	0	4
State Tourism department	35	30	6
Travel Agent	5	5	26
Internet	15	16	13
Travel Books / Guides / Magazines / Newspaper	10	12	22
Relatives / Friends	25	28	4
Other	10	10	11

The categories (Information Source) in the above table reflect on the popular source of information about tourist destinations in Dadra Nagar Haveli. As seen from the table above, The State Tourism department and relatives & friends have been the most popular source of information for domestic visitors traveling to the district. For foreign visitors to Dadra Nagar Haveli, internet and travel books has been the most important source of information.

Table – 32
Annual Household income of the Sample Domestic Visitors in the State

HH Income (Rs.)	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors
(1)	(2)	(3)
Less than Rs60,000	1	15
Rs60,001 – Rs1,00,000	4	20
Rs1,00,001 – Rs2,00,000	15	35
Rs2,00,001 – Rs5,00,000	45	18
Above Rs5,00,000	35	12
Total	100	100

The annual household income of the sample domestic visitors to Dadra Nagar Haveli is spread across different categories as mentioned in the table above. The visitors fall under three different categories ranging from Rs. 60,000 to Rs. 5, 00,000. Majority of domestic overnight visitors have annual household income from Rs2,00,001 – Rs5,00,000 and majority of domestic day visitors have annual household income from Rs1,00,001 – Rs2,00,000.

Table – 33
Annual Household income of the Sample Foreign Visitors in the State

HH Income (US \$)	%age Foreign Overnight Visitors
(1)	(2)
Less than \$40,000	1
\$40,001 – \$60,000	7
\$60,001 – \$80,000	31
\$80,001 – \$1,00,000	37
Above \$1,00,000	24
Total	100

The above table gives an idea about the household incomes of sample foreign visitors to Dadra Nagar Haveli. Most of the foreign tourists have household income in the range of \$80,000 to \$1, 00,000.

Table – 34
Average Expenditure of Sample Visitors in the State (Expenditure in INR)

Non-Package Component	Avg. Expenditure of DOVs	Avg. Expenditure of DDVs	Avg. Expenditure of FOVs
(1)	(2)	(3)	(4)
Accommodation	750	0	7500
Food & Drinks	250	250	3500
Transport	100	300	700
Shopping	50	100	400
Recreation, Leisure & Cultural Activities	100	200	300
Total	1250	850	12400

Table – 35

Total number of Domestic Visitors from outside the State

State	Overnight Visitors		Domestic Day Visitors	
	Absolute Number	Percentage	Absolute Number	Percentage
(1)	(2)		(3)	
Maharashtra	72	13	31	4
Delhi	11	2	0	0
Karnataka	5	1	0	0
Kerala	5	1	0	0
Madhya Pradesh	11	2	0	0
Tamil Nadu	5	1	0	0
West Bengal	17	3	0	0
Uttar Pradesh	66	12	0	0
Bihar	55	10	0	0
Gujarat	293	53	718	94
Orissa	6	1	0	0
Rajasthan	6	1	15	2
Total	552	100	764	100

The above table is a depiction of the proportion of people of respective states from where they come to visit Dadra Nagar Haveli. Maximum visitors come from its neighboring states like Gujarat (53% for overnight & 94% for day visitors) and Maharashtra (13% for overnight & 4% for day visitors).

Table – 36

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

Country	Foreigner Overnight Visitors	
	Absolute Number	Percentage
(1)	(2)	(3)
Australia	2	10
China	1	4
France	1	4
Japan	1	4
UAE	1	4
UK	9	39
USA	8	35
Total	23	100

The above table is a depiction of the proportion of people of respective countries from where they come to visit Dadra Nagar Haveli. Maximum visitors come from UK USA and Australia.

ANNEXURE – 1

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

I. Introduction

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

II. Definitions

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

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

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

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

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

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

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

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

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

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

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

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

Town:

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

III. Objective

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

- a. Estimated number of visits
 - (i) Visits by overnight visitors- staying at accommodation units;
 - staying with friends and relatives
 - others, such as those staying in tented accommodations provided by State Govt. or by any other charitable organizations, etc.
 - (ii) Visits by same-day visitors
- b. Profile of visitors, their expenditure pattern, purpose of visits, etc.
- c. Occupancy rates and direct employment in accommodation units.

IV. Approach

To meet the objectives, first the tourist destinations have to be identified before the start of the survey. Two possible variables studied for identification of the tourist destination 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 these information surveys at important Entry/Exit Points of the district will be also conducted. The ratio obtained from this exit survey will be used to find out the estimate of tourist for non-leisure purposes. However, this adjustment will be done only at district level.

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

V. Methodology

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

(i) Selection of Towns important for Tourism

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

(ii) Selection of Tourist Destinations in the Selected Town

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

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

(a) Sample size of visitors at district level

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

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

Where p= anticipated proportion to be estimated
100(1- α /2) % is the confidence level and

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

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

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

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

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

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

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

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

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

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

(v) Details of the Surveys

(A) Survey at Tourist Destinations

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

(a) Total number of visits

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

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

(b) Brief Profile of Visitors

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

(B) Survey of Accommodation Units

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

visiting that destination, the list of additional accommodation units located near such tourist destinations will also be included in the list of accommodation units of the town.

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

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

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

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

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

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

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

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

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

- (a) Visitors staying with friends and relatives and not visiting any tourist destination;
- (b) Visitors staying in accommodation units but not visiting any tourist destination;
- (c) Same day visitors not visiting any tourist destination

For having an idea about the total number of visitors in the district, information about visitors collected at tourist destinations has to be supplemented by information on the above categories of visitors. To meet this objective, exit survey of the visitors at the major exit/ entry points of the district will be conducted to have information about the above mentioned categories of visitors as well as for detailed profiling of the visitors. In view of the fact that profiling of the visitors is not likely to change over a short time interval, profile of visitors will be generated only at district level on quarterly basis. The requirement of the sample size for this exercise would also be less. It has been decided to conduct the interview of 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 – 2: Estimation Procedure

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

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

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

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

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

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

Similarly, we define

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

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

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

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

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

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

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

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

Define the following notations:

Assume that i stands for 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^{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;**

$N_i^{DT}(s)$ = **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;**

$N_i^{FT}(s)$ = **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 ith destination on all days of survey;

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Case I: Non-ticketed destinations

In this case, it may be observed that

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

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

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

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

* Number of days in the surveyed month

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

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

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

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

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

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

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

$$N_i^{DS} = \left[\frac{n_i^{DS}}{n_i^D} \right] N_i^D$$

$$N_i^{FS} = \left[\frac{n_i^{FS}}{n_i^F} \right] N_i^F$$

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

Case II: Destinations with common ticketing

It may be observed that

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

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

Case III: Destinations with differential ticketing

In this case,

- i) N_i , N_i^D and N_i^F are available.
- ii) N_i^D and N_i^F will be split as in step (V) of case I

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

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

Estimation for a month including a special tourist Event

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

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

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

For the month of November

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

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

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

For a month other than November (say January)

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

- (a) 4 (or 5) Mondays
- (b) 27 (or 26) remaining days of the month

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

III. Estimation of tourists for a town in a month

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

Let M_u = No. of visits by visitors to tourist destinations in the u^{th} town in the month

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

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

Then,

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

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

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

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

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

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

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

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

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

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

$$M_u^D = M_u^{DT} + M_u^{DS}$$

$$M_u^F = M_u^{FT} + M_u^{FS}$$

$$M_u = M_u^D + M_u^F$$

Let the population of the town u be p_u

IV. Estimation for a District in a month

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

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

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

Then,

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

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

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

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

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

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

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

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

$$Q^{DT} = Q^{DT-h} + Q^{DT-f} + Q^{DT-o}$$

$$Q^{FT} = Q^{FT-h} + Q^{FT-f} + Q^{FT-o}$$

$$Q^D = Q^{DT} + Q^{DS}$$

$$Q^F = Q^{FT} + Q^{FS}$$

$$Q = Q^D + Q^F$$

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

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

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

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

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

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

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

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

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

Similarly define

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

And

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

Then,

$$\begin{aligned} Q^{#DT-h} &= Q^{*DT-h} / a^{DT-h-l} & Q^{#FT-h} &= Q^{*FT-h} / a^{FT-h-l} \\ Q^{#DT-f} &= Q^{*DT-f} / a^{DT-f-l} & Q^{#FT-f} &= Q^{*FT-f} / a^{FT-f-l} \\ Q^{#DT-o} &= Q^{*DT-o} / a^{DT-o-l} & Q^{#FT-o} &= Q^{*FT-o} / a^{FT-o-l} \\ Q^{#DS} &= Q^{*DS} / a^{DS-l} & Q^{#FS} &= Q^{*FS} / a^{FS-l} \end{aligned}$$

V. Estimation of total visitors in the district

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

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

Similarly define,

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

and

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

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

Similarly estimate

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

$$\begin{aligned} R^{DT} &= R^{DT-h} + R^{DT-f} + R^{DT-o}, R^D = R^{DT} + R^{DS} \\ R^{FT} &= R^{FT-h} + R^{FT-f} + R^{FT-o}, R^F = R^{FT} + R^{FS} \end{aligned}$$

$$R = R^D + R^F$$

VI. Estimation of visitors at the State level

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

State	
Dist	
Dest	

--	--	--	--	--

TOURIST SURVEY (EXIT POINTS)

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

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

1. Survey Point (RECORD BY TICKING ONE OPTION)

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

DEMOGRAPHIC PROFILE:

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

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

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

4. Please tell me your approximate age? _____ Years

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

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

7. When did you arrive here? Date: _____

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

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

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

9. How many people have traveled with you? _____

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

Male	Age Comp. Yrs	Female	Age Comp. YRS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

20. Which country do you reside in? _____

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

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

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

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

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

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

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

26. In which country do you live? _____

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

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

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

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

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

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

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

<ASK ALL>

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

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

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

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

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

<ASK FROM INDIAN VISITOR>

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

<ASK FROM FOREIGN VISITOR>

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

TRAVEL BEHAVIOR:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ASK SATISFACTION LEVEL ONLY IF RESPONSE IS <YES>

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

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

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

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

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

45. Which places have you visited in this district?

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

[1] Indian Embassy in you country

[2] Indian tourism bureau in your country

[3] Indian tourism offices in India

[4] State tourism department

[5] Travel agents

[6] Internet: a) WEBSITE OF MOT b) OTHER

WEBSITE

[7] Travel books/ guides/ magazines / newspaper

[8] Relatives/ friends

[9] If any other, please specify _____

EXPENDITURE PATTERN:

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

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

Package Component in INR _____

48. For Non Package Component, please ask the following

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

49. Food & Drink

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

50. Transport

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

51. Shopping

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

52. Recreation, Leisure, Cultural, Sporting activities

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

53. Others

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

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

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Name of the investigator: _____ Date: _____

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

COUNTING SHEET

Tourist Spot / Destination _____

State Code: _____

District Code _____

Month:

Year:.....

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

Use one sheet for each date

State	
Dist	
Dest	

ACNielsen ORG-MARG

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Short Survey Questionnaire:

Entry Point: _____ Month: _____ Year: _____

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

2 If Indian, where do you reside

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

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

Frequency of visit to this Tourist spot

a) Once in 7 days e in 15 days ce in a month
d) Once in six months

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

3. Type of Tourist

[1] Overnight visitor [2] same day visitor

4. If Foreigner country of nationality _____

5. If NRI, country of residence _____

6. If overnight visitor, place of stay

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

7. Sex: MALE /FEMALE

Name of the investigator: _____ Date: _____

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

State	
Dist	
Dest	

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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			
<i>Other departments</i>			
Total			

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

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

10. Category of accommodation unit for Sampling

[1] Classified hotels

[2] Having more than 20 rooms

[3] 10 -20 rooms

[4] less than 10 rooms

State	
Dist	
Dest	

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**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			

<i>Other departments</i>			
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

[illegible]

TOTAL							
STATE CODES				COUNTRY CODES			
1	J & K	19	CHATTISGARH	1.	UK	19	UAE
2	H.P.	20	BIHAR	2.	USA	20	SPAIN
3	PUNJAB	21	JHARKHAND	3.	CANADA	21	SWITZERLAND
4	HARYANA	22	A.P	4.	GERMANY	22	CHINA
5	UTTARANCHAL	23	KARNATAKA	5.	EUROPE	23	SAUDI ARABIA
6	U.P.	24	KERALA	6.	AUSTRALIA	24	GREECE
7	DELHI	25	TAMIL NADU	7.	SRI LANKA	25	ARGENTINA
8	MANIPUR	26	ARUNACHAL PRADESH	8.	FRANCE	26	BELGIUM
9	TRIPURA	27	ASSAM	9.	JAPAN	27	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	LAKSHWADEEP	14	NETHERLANDS	32	PHILIPNIES
15	RAJASTHAN	33	PONDICHEERY	15	KOREA	33	DENMARK
16	GUJARAT	34	CHANDIGARH	16	ISRAEL	34	EGYPT
17	MAHARASHTRA	35	DADRA & NAGAR HAVELI	17	PAKISTAN	35	SOUTH AFRICA
18	M.P.			18	BANGLADESH	36	FINLAND