

Incredible India



Tourism Survey for Daman & Diu

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 Daman Diu

Daman & Diu, the second smallest Union Territory of India, is located on the west coast. Daman and Diu are two separate areas, geographically located within the state of Gujarat. Daman is close to the town of Vapi in southern Gujarat, while Diu is near Junagarh in the Saurashtra Peninsula of Gujarat. Daman & Diu were part of the Portuguese territories in India, and joined the Indian Union in 1961. English, Hindi, Gujarati, Marathi are the official and main languages. The use of Portuguese goes on declining because it is no longer official nor taught at school for undisclosed reasons, though a number of elderly people can still understand it, some even preferring it for discourse at home. In addition to standard Portuguese, there are also two shrinking Portuguese-based Creole languages in Daman and Diu. English is increasingly accepted for official purposes.

Daman was the battleground to oust the Portuguese and had witnessed many wars waged against the alien powers. It had been a melting pot where races and cultures met and mixed to bring forth a multicolored identity. This paradise of peace, solitude and contentment with its coastline about 12.5 km along the Arabian Sea (the Gulf of Khambhat) was once known as Kalana Pavri or Lotus of Marshlands.

Diu is a major tourist center has many attractions and sightseeing like Bunder Chowk, Fort, Panikota, St. Paul's Church, INS Kukri. Diu city is best known as a place that mixes tradition with modernity. This perfect blend is evident in its architecture, with number of historical monuments and structures.

E.2 Research Aim

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

E.3 Research Objective

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

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

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

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

E.4 Terms of Reference

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

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

- *As per the methodology developed by Ministry of Tourism for preparation of month wise & annual estimates, prepare the following estimate, separately for foreign and domestic visitors (with break-up of overnight tourists and same day visitors) for the selected tourist places, at district level and at State level.*
 - Total no: of tourists (overnight)
 - Total number of same day visitors
 - Total number of tourists staying with friends /relatives
 - Expenditure incurred by tourists (overnight)
 - Expenditure incurred by same day visitors
 - Expenditure incurred by tourists staying with friends / relatives
 - Profiling the tourists /visitors at district and state level in respect of age, sex, occupation, purpose of visit, state /UT of residence or country of origin, duration of stay, mode of journey, use of package tour etc.
- As per the methodology prepare month wise and annual estimates of occupancy rate of accommodation units at district and State levels.
- Conduct one-day Inception workshop for the officers of the State to be surveyed and a few other States and organizations. Total number of participants would be about 30. Details of the exercise and the proposed methodology to be adopted for estimating the number of tourists and other parameters mentioned in other paras of TOR will be explained by the consultants in the workshop. Also organize a workshop in each state at the end of the survey to discuss the report of the survey.
- Prepare a frame/list of tourist place-wise all accommodation units, like Hotels, Dharamshallas, Guest houses, etc. for conduction State level survey on tourism, Update this frame/list on quarterly basis; and accordingly revise the coverage, This frame should include information on rooms, beds and employment, etc. Also conduct survey of selected tourists staying in accommodation units to identify the purpose of their visits.
- Based on the methodology collect, compile data about domestic and foreign tourists to provide information as mentioned at S. No. (ii) Above.

- Based on the information on employment in the accommodation units in the sampling frame, estimate direct employment generated in accommodation units at district and State levels.
- Collect information on the annual expenditure incurred by State Government at the selected tourist places, at district level and at the State level for development of tourism.

E.5 Research Methodology

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

- a. This study was conducted in 2 districts of Daman & Diu and at 19 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 Tourism Department of Daman & Diu
- 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 600 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 Union Territory of Daman & Diu.

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 Daman & Diu Tourism Ministry.

Districts	Destination
Daman	Fort of Moti Daman
	Fort of Nani Daman
	Devka Beach
	Jampore Beach
	Daman Ganga Tourist Complex
	Kadaiya Lake Garden
	Jetty Garden, Moti Daman
	Mirasol Water park
	INS Khukri Memorial
Diu	Fortim-do-Mar
	Hoka Trees
	Diu Fort
	Water Sports
	Sea Shell Museum
	Nagoa
	Ghogla
	Jallandar
	St. Paul's Church / St. Francis of Assissi / AT. Thomas Church
	Gangeshwar temple

E.7 Sample Distribution among Destinations for Short Survey

Districts	Destination	Monthly Sample	Total Sample
Daman	Fort of Moti Daman	75	900
	Fort of Nani Daman	75	900
	Devka Beach	75	900
	Jampore Beach	75	900
	Daman Ganga Tourist Complex	75	900
	Kadaiya Lake Garden	75	900
	Jetty Garden, Moti Daman	75	900
	Mirasol Water park	75	900
Diu	INS Khukri Memorial	54	648
	Fortim-do-Mar	54	648
	Hoka Trees	54	648
	Diu Fort	55	660
	Water Sports	54	648
	Sea Shell Museum	54	648
	Nagoa	55	660
	Ghogla	55	660
	Jallandar	55	660
	St. Paul's Church / St. Francis of Assissi / AT. Thomas Church	55	660
	Gangeshwar temple	55	660

E.8 Sample Distribution among Districts for the Exit Survey

The sample size for each district to be covered in the Exit Survey was 600. Out of this 300 Domestic tourists and 300 Foreign Tourists were to be interviewed. 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	
Daman	584	16	581	19	589	11	588	12	2342	58	2400
Diu	571	29	582	18	583	17	579	21	2315	85	2400

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

Daman & Diu													
Month		January	February	March	April	May	June	July	August	September	October	November	December
Aggregate Sample Size		1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200
Overnight Tourists	Foreigner	30	26	14	20	6	4	14	9	9	26	38	52
	Domestic (from within the state)	74	68	62	63	89	62	63	66	62	77	62	70
	Domestic (from outside the state)	206	208	228	222	253	240	228	227	232	221	206	238
Same Day Visitor	Foreigner												
	Domestic (from within the state)	650	670	675	682	637	603	671	670	682	654	638	606
	Domestic (from outside the state)	240	228	221	213	215	231	224	218	215	222	226	234

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

District	January	February	March	April	May	June	July	August	September	October	November	December	Total
Daman	80259	71595	68100	70374	72951	99249	87410	80904	77028	87753	93305	107944	996872
Diu	94328	86524	80381	76211	73778	89224	79118	74404	72533	82119	95474	107357	1011451
Total	174587	158119	148481	146585	146729	188473	166528	155308	149561	169872	188779	215301	2008323

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

District	January	February	March	April	May	June	July	August	September	October	November	December	Total
Daman	90	74	62	61	55	67	58	47	47	55	69	78	763
Diu	489	521	324	194	97	79	110	179	189	154	319	347	3002
Total	579	595	386	255	152	146	168	226	236	209	388	425	3765

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

District	January	February	March	April	May	June	July	August	September	October	November	December	Total
Daman	80349	71669	68162	70435	73006	99316	87468	80951	77075	87808	93374	108022	997635
Diu	95121	87271	81107	76914	74441	89637	79507	74752	72884	82513	96057	108239	1018443
TOTAL	175470	158940	149269	147349	147447	188953	166975	155703	149959	170321	189431	216261	2016078

E.13 District Wise Details of Total Number of Accommodation Units in Daman & Diu

District	Total Accommodation Units	Total Rooms
Daman	96	1865
Diu	49	971
Total	145	2836

This does not include Company Guest houses, Guest houses run by trusts, Dormitories, free dharamshalas, tourist bungalows and free accommodation units in the Union Territory of Daman & Diu.



Daman&Diu



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

Daman & Diu	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	99230	113155	212385	1365	0	1365
February'2014	67853	110724	178577	1267	0	1267
March'2014	51721	107267	158988	1215	0	1215
April'2014	55764	102801	158565	1025	0	1025
May'2014	55681	102135	157816	961	0	961
June'2014	125952	109786	235738	647	0	647
July'2014	80044	103991	184035	603	0	603
August'2014	73613	97406	171019	531	0	531
September'2014	76133	91037	167170	534	0	534
October'2014	83469	102037	185506	530	0	530
November'2014	90114	115587	205701	765	0	765
December'2014	99320	134307	233627	1115	0	1115
Total	958894	1290233	2249127	10558	0	10558

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

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

Daman & Diu	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	137752	148700	286452	1365	0	1365
February'2014	102692	142930	245622	1267	0	1267
March'2014	84476	137499	221975	1215	0	1215
April'2014	87475	133500	220975	1025	0	1025
May'2014	87561	132805	220366	961	0	961
June'2014	167205	149048	316253	647	0	647
July'2014	116479	138688	255167	603	0	603
August'2014	107559	129780	237339	531	0	531
September'2014	108774	122235	231009	534	0	534
October'2014	120879	137173	258052	530	0	530
November'2014	131448	154754	286202	765	0	765
December'2014	146547	178933	325480	1115	0	1115
Total	1398847	1706045	3104892	10558	0	10558

As inferred from the table above the maximum no. of visits by domestic visitors to tourist destinations in Daman & Diu has been in the months of June and December. As far as foreign

leisure tourists are concerned, maximum no. of visits to tourist destinations in Daman & Diu is in the month January.

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

Daman & Diu	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	23563	76957	100520	579	0	579
February	15832	75240	91072	595	0	595
March	12599	72894	85493	386	0	386
April	17410	66765	84175	255	0	255
May	17896	66285	84181	152	0	152
June	36966	70992	107958	146	0	146
July	33242	62155	95397	168	0	168
August	30684	58304	88988	226	0	226
September	31282	54440	85722	236	0	236
October	35698	61631	97329	209	0	209
November	38335	69941	108276	388	0	388
December	42263	81183	123446	425	0	425
Total	335770	816787	1152557	3765	0	3765

The maximum no. of domestic leisure visitors to Daman & Diu are spread across the months of November – December. For foreign leisure visitors to Daman & Diu, 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

Daman & Diu	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	23563	38522	62085	76957	35545	112502
February	15832	34839	50672	75240	32206	107447
March	12599	32755	45354	72894	30232	103127
April	17410	31711	49120	66765	30699	97465
May	17896	31880	49775	66285	30670	96954
June	36966	41253	78218	70992	39262	110255
July	33242	36435	69676	62155	34697	96852
August	30684	33946	64630	58304	32374	90678
September	31282	32641	63923	54440	31198	85638
October	35698	37410	73106	61631	35136	96767
November	38335	41334	79669	69941	39167	109108
December	42263	47227	89492	81183	44626	125809
Total	335770	439953	775720	816787	415812	1232602

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

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

Daman & Diu	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	579	0	579	0	0	0
February'2014	595	0	595	0	0	0
March'2014	386	0	386	0	0	0
April'2014	255	0	255	0	0	0
May'2014	152	0	152	0	0	0
June'2014	146	0	146	0	0	0
July'2014	168	0	168	0	0	0
August'2014	226	0	226	0	0	0
September'2014	236	0	236	0	0	0
October'2014	209	0	209	0	0	0
November'2014	388	0	388	0	0	0
Deceber'2014	425	0	425	0	0	0
Total	3765	0	3765	0	0	0

Considering both leisure as well as non-leisure foreign tourists to Daman Diu, 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

Daman & Diu	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	62085	579	62664	112502	0	112502
February'2014	50672	595	51267	107447	0	107447
March'2014	45354	386	45740	103127	0	103127
April'2014	49120	255	49375	97465	0	97465
May'2014	49775	152	49927	96954	0	96954
June'2014	78218	146	78364	110255	0	110255
July'2014	69676	168	69844	96852	0	96852
August'2014	64630	226	64856	90678	0	90678
September'2014	63923	236	64159	85638	0	85638
October'2014	73106	209	73315	96766	0	96766
November'2014	79670	388	80058	109109	0	109109
December'2014	89492	425	89917	125809	0	125809
Total	775721	3765	779486	1232602	0	1232602

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

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

Daman & Diu	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	35103	17973	9007	62085	579	0	0	579
February'2014	29026	13926	7719	50672	595	0	0	595
March'2014	25993	12517	6843	45354	386	0	0	386
April'2014	28323	13688	7110	49120	255	0	0	255
May'2014	28259	14165	7351	49775	152	0	0	152
June'2014	45346	22291	10582	78218	146	0	0	146
July'2014	40038	19598	10040	69676	168	0	0	168
August'2014	36520	18216	9894	64630	226	0	0	226
September'2014	37633	17736	8554	63923	236	0	0	236
October'2014	44115	19829	9162	73106	209	0	0	209
November'2014	48088	21201	10380	79669	388	0	0	388
December'2014	53762	24053	11677	89492	425	0	0	425
Total	452206	215193	108319	775720	3765	0	0	3765

The above table presents the distribution of domestic and foreign tourists, visiting Daman & Diu, by place of stay. As we can see the maximum no. of domestic visitors (4,52,206) Daman & Diu are staying at hotels, followed by friends & relatives place (2,15,193). All the foreign tourists stayed at hotels during their visit to Daman & Diu.

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

Daman & Diu	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	145	2836	6889	3789	55%
February'2014	145	2836	6889	3720	54%
March'2014	145	2836	6889	3720	54%
April'2014	145	2836	6889	3720	54%
May'2014	145	2836	6889	3513	51%
June'2014	145	2836	6889	3513	51%
July'2014	145	2836	6889	3445	50%
August'2014	145	2836	6889	3445	50%
September'2014	145	2836	6889	3513	51%
October'2014	145	2836	6889	3582	52%
November'2014	145	2836	6889	3720	54%
December'2014	145	2836	6889	3927	57%

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

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

Daman & Diu	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/C ol.2)	Foreigners (Col.6/ Col.3)	Total (Col.7/ Col.4)
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
January'2014	28777	579	29356	38715	1100	39815	1.3	1.9	1.4
February'2014	24749	595	25344	36181	1309	37490	1.5	2.2	1.5
March'2014	22084	386	22470	28612	811	29423	1.3	2.1	1.3
April'2014	24272	255	24527	28451	561	29012	1.2	2.2	1.2
May'2014	25260	152	25412	33636	304	33940	1.3	2.0	1.3
June'2014	41603	146	41749	53289	307	53596	1.3	2.1	1.3
July'204	37570	168	37738	48279	353	48632	1.3	2.1	1.3
August'2014	37570	226	37796	48279	475	48754	1.3	2.1	1.3
September'2014	35664	236	35900	40012	519	40531	1.1	2.2	1.1
October'2014	38099	209	38308	42083	439	42522	1.1	2.1	1.1
November'2014	42514	388	42902	48130	815	48945	1.1	2.1	1.1
December'2014	48980	425	49405	56472	935	57407	1.2	2.2	1.2
Total	407142	3765	410907	502139	7907	510046	1.2	2.1	1.2

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

Tables 10 – 15 give the quarterly data pertaining to information collected from accommodation survey held in Daman & Diu. As shown in the tables below, the no. of accommodation units surveyed were 145 during the period January 2014 – December 2014. Most of the accommodations units are sole proprietorship/partnership entities. These accommodation units employ nearly 1820 persons. A majority of the accommodation units (140) fall under the Non- Star category. The survey reveals that nearly 140 accommodation units in Daman & Diu come under Non – Classified category.

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

Daman & Diu Quarter	No. of AUs	No. of Rooms	No. of Beds	No. of Employees		
(1)	(2)	(3)	(4)	Temporary (5)	Permanent (6)	Total (7)
Quarter – 1	145	2836	6889	1006	542	1548
Quarter – 2	145	2836	6889	1203	544	1730
Quarter – 3	145	2836	6889	913	536	1450
Quarter – 4	145	2836	6889	1274	546	1820

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

Daman & Diu Quarter	No. of AUs	No. of Employees	Distribution of employees by age-group				
(1)	(2)	(3)	18-25 yrs (4)	26-30 yrs (5)	31-40 yrs (6)	41-50 yrs (7)	> 51 yrs (8)
Quarter – 1	145	1548	279	526	483	232	28
Quarter – 2	145	1730	316	588	536	260	30
Quarter – 3	145	1450	261	493	450	218	28
Quarter – 4	145	1820	332	619	564	273	32

Table - 12
Distribution of Employees in Accommodation Units by Service

Daman & Diu Quarter	No. of AUs	No. of Employees	Distribution of employees by service			
(1)	(2)	(3)	Management (4)	F&B (5)	House Keeping (6)	Others (7)
Quarter – 1	145	1548	216	403	511	418
Quarter – 2	145	1730	242	450	570	468
Quarter – 3	145	1450	203	377	479	391
Quarter – 4	145	1820	255	473	601	491

Table - 13
Category-wise Distribution Accommodation Units

Daman & Diu	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	5	35	48	57	140	145
Quarter – 2	5	35	48	57	140	145
Quarter – 3	5	35	48	57	140	145
Quarter – 4	5	35	48	57	140	145

Table - 14
Distribution Accommodation Units by Types

Daman & Diu	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	5	0	140	0	0	0	0	0	145
Quarter – 2	5	0	140	0	0	0	0	0	145
Quarter – 3	5	0	140	0	0	0	0	0	145
Quarter – 4	5	0	140	0	0	0	0	0	145

Table - 15
Distribution Accommodation Units by Type of Ownership

State: Daman & Diu	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	11	134	0	0	0	0	145
Quarter – 2	0	0	11	134	0	0	0	0	145
Quarter – 3	0	0	11	134	0	0	0	0	145
Quarter – 4	0	0	11	134	0	0	0	0	145

Visitors Profiling Tables

Table – 16
Age Distribution of Sample Visitors in the State

Age Group	%age of Domestic Overnight Visitors		%age of Domestic Day Visitors		%age of Foreign Overnight Visitors	
	Male	Female	Male	Female	Male	Female
(1)	(2)	(3)	(5)	(6)	(8)	(9)
15 – 24 Years	21	19	29	28	20	18
25 – 34 Years	32	36	29	28	28	28
35 – 44 Years	27	28	24	26	26	25
45 – 60 Years	18	16	16	17	22	25
>60 Years	2	1	2	1	4	4
Total	100	100	100	100	100	100

It is to be noted from the table above that predominant age group was 25-34 years among domestic overnight and day visitors and also among foreign visitors. Most of the visitors to Daman & Diu 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	57	59	57
Female	43	41	43
Total	100	100	100

The gender wise distribution of sample visitors to Daman & Diu 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 observation occurs for foreign visitors also.

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	47	49	52
Unmarried	48	46	42
Others	5	5	6
Total	100	100	100

It is clear from the table above that most of the sample domestic day and foreign visitors to Daman & Diu have marital status as married. In domestic overnight visitors, majority are unmarried though only greater than married visitors by a percentage. 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	2	7	0
Primary	6	10	0
Secondary	10	20	5
Higher Secondary	44	31	31
Graduate & Above	24	20	43
Technical & Professional of All Level	14	12	21
Total	100	100	100

The above table represents the education level of sample visitors to Daman & Diu. It is evident from the table that almost half of the sample domestic visitors have educational qualification as higher secondary & below and 1/4th of the domestic visitors have a graduate & above qualification. Majority of foreign visitors are graduate & above.

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	17	25
Self Employed Professional	14	9	11
Government Service	2	2	1
Private Service	11	12	15
Student / Researcher	6	15	15
Business	38	26	22
Agriculture	3	4	3
Housewife	9	12	6
Other	2	3	2
Total	100	100	100

The above table represents the occupation pattern of sample visitors to Daman & Diu. As it can be seen most of the visitors are into business. Self-employed professionals and Industrialists are in a considerable 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	5	6	41
Holidays, Leisure & Recreation	81	78	58
Social Activity	5	7	0
Pilgrimage / religious Activity	3	3	0
Education / Training	3	3	0
Health & Medical	1	1	0
Shopping	1	1	0
Others	1	1	1
Total	100	100	100

As it can be concluded from the table above, nearly 80% of domestic visitors to Daman & Diu, were for the purpose of Holidays, leisure & recreation activities. Business & Holidays, leisure & recreation activities drive majority of foreign tourists to Daman & Diu.

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	0	0	28	23
Bus	53	50	52	59
Personal Vehicle	47	50	20	18
Total	100	100	100	100

The above table presents the mode of transportation used by sample domestic visitors in Daman & Diu. Half of the same day visitors from within the Daman & Diu used bus to travel while the other half travelled by personal vehicle. For overnight visitors as well as day visitors from outside Daman & Diu, bus is the prominent mode of transportation.

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

Mode of Transportation	%age of visitors from Outside the State
	Overnight Visitors
(1)	(4)
Train	20
Air	0
Personal Vehicle	0
Taxi	80
Total	100

The above table represents the mode of transportation used by foreign visitors to travel to Daman & Diu. As clearly stated above, nearly 80% of foreign tourists traveled by taxi to Daman & Diu. Train is the next preferred option.

Table – 24
Travel Behavior of Sample Visitors in the State

Frequency of Visits	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Once a fortnight	16	22	0
Once a month	18	16	1
Once in 3 months	28	22	1
Once in 6 months	23	23	7
Once in a Year	12	13	46
Less Often	3	4	45
Total	100	100	100

The above table evaluates the travel behavior of sample visitors to Daman & Diu. It is clear from the table above that for most of the domestic visitors to Daman & Diu; the frequency of visit is once in six months or once in 3 months. For foreign visitors the frequency of visit is once in a year to less often.

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	14	100

The above mentioned is the measure the propensity of availing package tour among the sample visitors in the district of Daman & Diu. And we conclude less domestic visitors avail package tours for traveling to Daman & Diu.

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

Travel Arrangement Mode	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Self	83	92	13
Office / Employer	4	2	47
Travel Agent	6	2	37
Tour Operator	7	4	3
Total	100	100	100

As concluded from the previous table that few domestic visitors avail package tour, thus most of the domestic visitors traveling to Daman & Diu make their travel arrangements themselves, which can be justified from the findings presented in the above table. Majority of foreign visitors arrange their travel through their office/employer.

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

Place of Stay	%age of Domestic Overnight Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)
Star Hotel	12	43

Non-Star Hotel	72	57
Motel	0	0
Dharamshala / Sarai / Musafirkhana	0	0
Gurudwara / Temple / Monastery / Other Temporary free stay in tent etc.	0	0
Friends & Relative	8	0
Bed & Breakfast Unit	8	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 and Friends & relatives place is 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	27	35	25
Fast Food Outlets	16	22	1
Cafeteria	4	5	7
Dhaba	1	2	0
Bars	12	18	9
Mobile Van	0	0	0
Refreshment Stand	1	6	0
Place of Lodging	28	0	57
Sharamshala / Sarai	0	0	0
Gurudwara / Temple / Monastery / Other free accommodation	0	0	0
Friends & Relatives	11	12	1
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 Daman & Diu. It may be seen that proportion of domestic overnight and foreign visitors who preferred Restaurants and place of lodging for eating are the maximum. Domestic day visitors prefer restaurants and fast food outlets for place to eat.

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	14	86	60	40	20	80
Availability of Transportation	89	11	90	10	80	20
Availability of Tourist	70	30	70	30	32	68

Guide						
Availability of good quality accommodation	65	35	60	40	62	38
Public Convenience	40	60	65	35	23	77
Eating Places	65	35	53	47	18	82
Information Centers	10	90	80	20	39	61
Souvenir Shops	30	70	40	60	40	60
Entertainment Places	65	35	60	40	8	92
Quality of Roads	85	15	90	10	87	13
Security	90	10	90	10	79	21
Behavior of Local People	80	20	80	20	80	20
Shops other than souvenir ones	62	38	50	50	21	79
Upkeep of tourist sites	30	70	25	75	33	67
Accommodation tariff	38	62	38	62	49	51
Quality of Information	30	70	35	65	27	73

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	18	16	0
Somewhat better than expectation	30	24	27
As per expectation	30	41	69
Worse than expectation	11	13	3
Much worse than expectation	11	6	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 Daman & Diu as per expectation or somewhat better than expectation.

Table – 31

Most Visited Tourist Destination	%age of Visitors	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)	(5)
Diu Fort	12%	16%	15%	37%
Fort of Moti Baman	10%	12%	9%	4%
Gangeshwar temple	9%	10%	14%	13%
Fort of Nani Daman	8%	9%	10%	4%
INS Khukri Memorial	2%	2%	10%	19%
Devka Beach	3%	4%	8%	1%
Jampore Beach	2%	2%	8%	1%

Ghogla	2%	2%	4%	3%
Kadaiya Lake Garden	9%	8%	3%	0%
Nagoa	1%	1%	3%	7%
Jetty Garden, Moti Daman	2%	2%	2%	1%
Mirasol Water park	15%	15%	2%	0%
Hoka Trees	2%	1%	2%	0%
Daman Ganga Tourist Complex	1%	1%	2%	0%
Water Sports	3%	2%	2%	2%
Fortim-do-Mar	4%	3%	2%	1%
St. Paul's Church / St. Francis of Assissi / AT. Thomas Church	1%	1%	2%	6%
Sea Shell Museum	1%	1%	1%	1%
Jallandar	12%	9%	1%	0%

Most visited tourist destination of Sample Visitors

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

Table – 32
Popular Source of Information of tourist destination of the Sample Visitors in the State

Information Source	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Indian Embassy in your Country	5	1	23
Indian Tourism Bureau in your country	1	1	7
Indian Tourism Office in India	12	9	21
State Tourism department	13	15	16
Travel Agent	31	30	14
Internet	12	14	16
Travel Books / Guides / Magazines / Newspaper	16	20	2
Relatives / Friends	10	10	1
Other	5	1	23

The categories (Information Source) in the above table reflect on the popular source of information about tourist destinations in Daman & Diu. As seen from the table above, travel agents have been the most popular source of information for domestic visitors traveling to the UT.

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

HH Income (Rs.)	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors
(1)	(2)	(3)
Less than Rs.60,000	2	9
Rs.60,001 – Rs.1,00,000	7	18
Rs.1,00,001 – Rs.2,00,000	16	23
Rs.2,00,001 – Rs.5,00,000	32	28
Above Rs.5,00,000	43	22
Total	100	100

The annual household income of the sample domestic visitors to Daman & Diu 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 an annual household income of above Rs. 5 lakh.

Table – 34
Annual Household income of the Sample Foreign Visitors in the State

HH Income (US \$)	%age Foreign Overnight Visitors
(1)	(2)
Less than \$40,000	14
\$40,001 – \$60,000	20
\$60,001 – \$80,000	43
\$80,001 – \$1,00,000	20
Above \$1,00,000	3
Total	100

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

Table – 35
Average Expenditure on non-package component of Sample Visitors in district (Expenditure in Indian Rs.)

Non-Package Component	Avg. Expenditure of DOVs	Avg. Expenditure of DDVs
-1	-2	-3
Accommodation	700	0
Food & Drinks	300	225
Transport	375	250
Shopping	250	150
Recreation, Leisure & Cultural Activities	50	50
Total	1300	500

For visitors availing non package tour to travel to Daman & Diu, spend on an average Rs. 1300 per person per night.

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

State	Overnight Visitors		Domestic Day Visitors	
	Absolute Number	Percentage	Absolute Number	Percentage
-1	-2	-3	-4	-5
Gujarat	2308	87	1100	86
Maharashtra	80	3	39	3
Uttar Pradesh	79	3	51	4
Bihar	53	2	38	3
Other	133	5	51	4
Total	2653	100	1279	100

The above table is a depiction of the proportion of people of respective states from where they come to visit Daman & Diu. Maximum visitors come from its neighboring states like Gujarat, Maharashtra and Uttar Pradesh.

Table – 37

Total number of Foreign Visitors (Including NRI) by their country of residence at the year end

Country	Foreigner Overnight Visitors	
	Absolute Number	Percentage
-1	-2	-3
Australia	33	23
China	3	2
France	6	4
S.Korea	6	4
Japan	6	4
UAE	5	4
UK	51	36
USA	33	23
Total	143	100

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

ANNEXURE – 1

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

I. Introduction

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

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 600 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 i th destination on all days of survey;**

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^{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 = Total number of visits at the i th 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

- N_i is not available;
- $N_i^D(s)$ 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 $(10/30) \times 100\%$ 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 $M_u^{\text{DT-f}}$, $M_u^{\text{DT-o}}$, M_u^{DS} , M_u^{DT} , M_u^{D} , and $M_u^{\text{FT-h}}$, $M_u^{\text{FT-f}}$, $M_u^{\text{FT-o}}$, M_u^{FS} , M_u^{FT} , M_u

Then,

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

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

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

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

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

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

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

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

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

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

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

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

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

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 $u: 1, 2, \dots, t$) 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,

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

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

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

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

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

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

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

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

$$u = 1$$

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

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

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

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,

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

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

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

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

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

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

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

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

V. Estimation of total visitors in the district

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

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

Similarly define,

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

and

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

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

Similarly estimate

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

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

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

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

VI. Estimation of visitors at the State level

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

State	
Dist	
Dest	

--	--	--	--	--

TOURIST SURVEY (EXIT POINTS)

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

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

1. Survey Point (RECORD BY TICKING ONE OPTION)

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

DEMOGRAPHIC PROFILE:

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

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

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

4. Please tell me your approximate age? _____ Years

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

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

7. When did you arrive here? Date: _____

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

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

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

9. How many people have traveled with you? _____

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

Male	Age Comp. Yrs	Female	Age Comp. YRS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

20. Which country do you reside in? _____

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

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

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

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

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

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

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

26. In which country do you live? _____

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

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

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

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

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

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

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

<ASK ALL>

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

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

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

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

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

<ASK FROM INDIAN VISITOR>

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

<ASK FROM FOREIGN VISITOR>

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

TRAVEL BEHAVIOR:

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

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

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

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

Nielsen India Pvt. Ltd.

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Short Survey Questionnaire:

Month: _____ Year: _____

Entry Point: _____

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

2 If Indian, where do you reside

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

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

Frequency of visit to this Tourist spot

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

d) Once in six months

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

3. Type of Tourist

[1] Overnight visitor [2] same day visitor

4. If Foreigner country of nationality _____

5. If NRI, country of residence _____

6. If overnight visitor, place of stay

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

7. Sex: MALE /FEMALE

Name of the investigator: _____ Date: _____

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

State	
Dist	
Dest	

Nielsen India Pvt. Ltd.

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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
[3] 10 -20 rooms

[2] Having more than 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

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	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	PHILIPINIES

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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