

# **Concept Note: Tourist Destination Assessment**

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**Ministry of Tourism**

## Introduction

Honourable Minister of Tourism vide minutes of the meeting dated 03.06.2020 and 07.12.2020 had suggested to develop a framework to assess and evaluate tourist sites in the country in areas of cleanliness, hygiene and public services etc.

In this regard, a framework is being developed for evaluation of tourist destinations and their associated tourist sites in terms of *infrastructure* and *hygiene*.

## PART A: FRAMEWORK FOR TOURIST DESTINATION ASSESSMENT

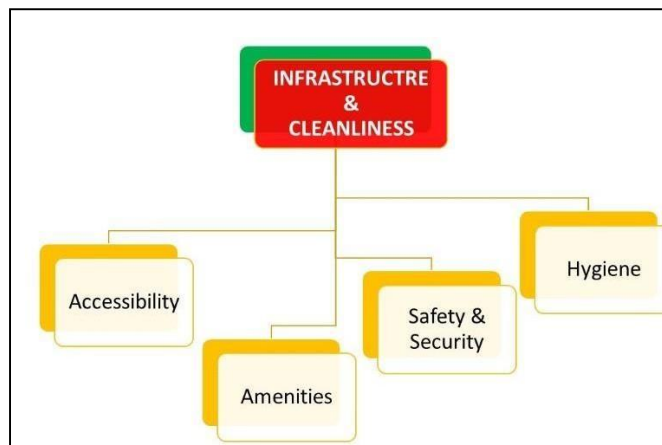
### A.1 Objectives of Tourist Destination Assessment

The major objectives of the tourist destination assessment are as given below:

- Comprehensive picture on the availability and quality of basic services and facilities
- Identification of gaps and areas of improvement
- Increasing tourist inflow and satisfaction

### A.2 Scope of the framework for Tourist Destination Assessment

The broad scope of the framework for tourist destination assessment is presented in the figure below:



The assessment of tourist destination and their associated tourist sites would be done on two broad areas, namely, *Infrastructure* and *Cleanliness*. The areas are chosen for the reasons as mentioned below:

- They have a major impact on the overall tourist inflow and satisfaction.
- These are areas where the various stakeholders can actively intervene for continuous improvement.

The tourist destination assessment framework would include the following **four key elements** for evaluation:

1. **Accessibility:** This would capture the availability and quality of modes of accessibility of the tourist to the tourist site, evaluating aspects like transportation, accommodation among others.
2. **Amenities:** This would capture the availability and quality of basic services and facilities at the tourist site.

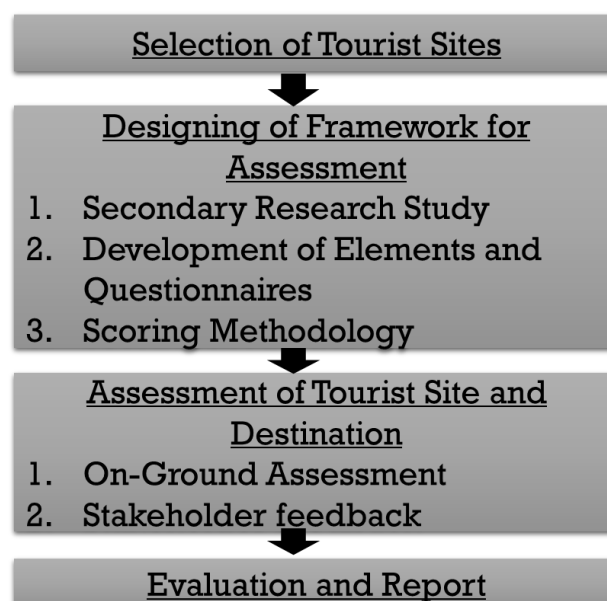
3. **Safety and Security:** This would capture the availability and quality of measures at the tourist site to ensure a safe and secure environment for the tourists.
4. **Hygiene:** This would capture the level of cleanliness and hygiene at the tourist site and its surrounding areas and the availability and quality of measures to ensure due maintenance of the same.

The aforementioned elements would comprise of objective parameters for tourist destinations assessment. The following table presents an indicative list of sub-elements to be considered for developing the parameters:

Elements	Sub-elements
<b>Accessibility</b>	Transport access to tourist site, Quality of the roads, Proximity to tourist site, Public conveniences along roads/streets, Quality and availability of accommodations etc.
<b>Amenities</b>	Information centres, Manual Guides/Radio Guides, Parking facility, F&B services at the site, Illumination at the tourist site, Presence and condition of the signage, POS/e-payment facility for ticketing etc.
<b>Safety and Security</b>	Availability of tourist helpline, Emergency rescue facilities, Availability of evacuation routes, Medical facilities, Availability of tourist police etc.
<b>Hygiene</b>	Sewerage and drainage system, Garbage disposal, Availability and cleanliness of toilets, Presence of cleaning staff, Availability and Quality of cleaning machineries etc.

### A.3 Methodology

The broad methodology of tourist destination assessment framework is given in the figure:



### **1. Selection of Tourist Destination and their associated Tourist Sites**

Tourist destinations and their associated Tourist Sites have been selected for assessment and categorized based on the type of sites, for example, wildlife, historical, coastal, marketplace etc.

### **2. Designing of framework for assessment**

To conduct the assessment of tourist sites and its subsequent evaluation of tourist destinations, an extensive assessment framework has been developed. The steps for developing the framework are as under:

#### **a. Secondary Research Study**

A secondary research study has been conducted for each type of site to be assessed in order to develop and design the framework.

#### **b. Development of elements**

Based on the research study and after due consultation with concerned stakeholders, a set of elements and objective parameters have been developed for assessment.

### **3. Assessment of the Tourist Sites and Destination**

The assessment of selected tourist sites and Destination would be conducted via on-site assessments:

#### **a. Direct observation**

On-site assessment will be carried out by domain expert/auditor based on the questionnaires developed

#### **b. Stakeholder feedback**

The assessment will incorporate feedback based on the questionnaires developed from relevant stakeholders like tourists, tour guides, cleaning agencies, shopkeepers, hoteliers etc.

### **4. Evaluation of Tourist Destination**

A scoring methodology has been developed which would be used for analyzing the findings of on-ground tourist sites/destination assessment. Based on the same, tourist destinations would be finally evaluated.

## PART B: TOURIST DESTINATION AND TOURIST SITE SELECTION

With regard to the aforementioned assessment framework, a total of 185 cultural and natural sites have been selected across 52 tourist destinations for the assessments.

The rationale for selection of the tourist sites is based on the below mentioned factors:

- **Types of sites:** The sites have been selected from the following categories to ensure different type of tourist sites are considered for assessment:
  - Wildlife
  - Coastal/ Beaches
  - Spiritual/ religious
  - Historic
  - Marketplace
- **Destination/Sites of cultural and natural significance:** The sites have been selected from the following destinations:
  - Swadesh Darshan
  - PRASHAD
  - Iconic Site

Preference were given to UNESCO World Heritage sites and Incredible India sites among the aforementioned destinations.

The below table summarizes the list of sites selected from different categories:

S.NO	Criteria	Destinations selected	Number of sites selected with the destination
1.	Swadesh Darshan	24	89
2.	PRASAD	16	59
3.	Iconic Sites	16	60
	<b>Total (excluding commons)</b>	52	185

*Table A*

The detailed approach for selection of tourist sites and destinations is given in Annexure 1.

## PART C: METHODOLOGY FOR IDENTIFICATION OF STAKEHOLDERS FOR TOURIST SITE ASSESSMENT

In order to assess the *infrastructure* and *cleanliness* of the tourist sites in a holistic manner, the survey is designed, comprising questions based on the following:

1. Direct Observation
2. Documentation
3. Stakeholder Feedback

Different stakeholders were identified for feedback depending on the type of the tourist site for a diverse range of perspectives as given in Table A.

S.no	Type	Category of Stakeholders
1.	<b>Historic site</b>	Key Stakeholder: <ul style="list-style-type: none"> <li>• Tourist</li> </ul> Other Stakeholder: <ul style="list-style-type: none"> <li>• Tour Guides</li> <li>• Shopkeepers</li> <li>• Cleaning agency/staff</li> <li>• Site manager</li> <li>• Tour operator/Travel agent</li> <li>• Hoteliers</li> </ul>
2.	<b>Spiritual site</b>	Key Stakeholder: <ul style="list-style-type: none"> <li>• Tourist</li> </ul> Other Stakeholder: <ul style="list-style-type: none"> <li>• Temple trust/ Site manager</li> <li>• Shopkeepers</li> <li>• Cleaning agency/staff</li> <li>• Tour operators/Travel agent</li> <li>• Hoteliers</li> </ul>
3.	<b>Coastal and Lakes</b>	Key Stakeholder: <ul style="list-style-type: none"> <li>• Tourist</li> </ul> Other Stakeholder: <ul style="list-style-type: none"> <li>• Beach Supervisor/ Site manager</li> <li>• Beach cleaners/ Cleaning agency/staff</li> <li>• Lifeguards</li> <li>• Boat owners</li> <li>• Shopkeepers</li> <li>• Tour operators/Travel agent</li> <li>• Hoteliers</li> </ul>

4.	<b>Wildlife</b>	<p>Key Stakeholder:</p> <ul style="list-style-type: none"> <li>• Tourist</li> </ul> <p>Other Stakeholder:</p> <ul style="list-style-type: none"> <li>• Tour Guides</li> <li>• Shopkeepers</li> <li>• Forest guards</li> <li>• Protected Area Manager/ Site manager /Forest officials</li> <li>• Lodge/resort owners</li> <li>• Cleaning agency/staff</li> <li>• Tour operators/ Travel agent</li> <li>• Hoteliers</li> </ul>
5.	<b>Marketplace</b>	<p>Key Stakeholder:</p> <ul style="list-style-type: none"> <li>• Tourist</li> </ul> <p>Other Stakeholder:</p> <ul style="list-style-type: none"> <li>• Shopkeepers</li> <li>• Tour operators/Travel agent</li> <li>• Hoteliers</li> </ul>

*Table A*

## Methodology for identification of stakeholders for feedback

### For Tourists

- A sample number of tourists is computed based on the available tourist footfall of different categories of sites for 7 State/UTs<sup>1</sup>. The methodology of the same is given in Annexure 2.
- Feedback question is posed to the computed number of samples of tourists present at the site (around 360).

### For other stakeholders

- Feedback question is posed to a fixed number of 3 respondents each from stakeholders other than tourists as given in Table B. Note that, as per the questionnaire, the category of stakeholders may vary across the questions. This is due to the selection of only the relevant category of respondent for each question and to avoid any conflict of interests.

The weightage of tourists' feedback would be 40%, while for the other stakeholders such as (Tour operators/Travel agent, Tourist Guides and Hoteliers), the same would be 60%.

Stakeholder	Weightage
Tourist	40%
Other Stakeholders (Site Management, cleaning staff, Tourist Guides, Hoteliers etc.)	60%

Number of Category of Stakeholders as respondents	Number of respondents	Example
1	3	Question: Whether adequate ticketing counters are available at the site? Category of stakeholder: Tourist guide Number of respondents: 3
2	6	Question: How would you rate the tourist congestion management in and around the site?

<sup>1</sup> Chandigarh, Chhatisgarh, Goa, Kerala, Tripura, Uttar Pradesh, Uttarakhand



		Category of stakeholder: Tourist guide, Shopkeeper Number of respondents: 6
3	9	Question: What are the issues that you have been facing with the road near the site? Category of stakeholder: Tourist guide, Shopkeeper and Cleaning agency/staff Number of respondents: 9

*Table B*

Similarly, combination for a greater number of stakeholders can be made on the above lines.

## PART D: SCORING METHODOLOGY FOR TOURIST DESTINATION ASSESSMENT

The tourist destination and sites would be evaluated across four key elements as given below:

- Accessibility
- Amenities
- Safety and Security
- Hygiene

The aforementioned elements comprise of objective parameters evaluating aspects like transportation, accommodations, and tourist facilities among others. For the purpose of assessments, the parameter has been designed to a detailed questionnaire to be implemented by the assessor for each category of tourist sites.

The questions have been categorized to the following types based on the response to be collected as:

1. **Direct Observation:** Response to the questions would be given by the assessor for an independent inspection of the site. For example, 'Is the entrance road towards the site (within a proximity of 100m) paved?'
2. **Documentation:** Response to these questions have to be supported by relevant evidences in the form of records. For example, 'Are authorized tourist guides available at the site?'
3. **Stakeholder feedback:** Response to these questions would be taken as feedback from concerned stakeholders. These questions would be mainly related to qualitative aspects of the site's infrastructure and hygiene. For example, 'How would you rate the overall hygiene and cleanliness maintained at restaurants/ eating joints available inside the site?'

These questions will be posed to the tourists and other key stakeholder available at the site, wherein the weightage of tourists' feedback would be 40% while for the other stakeholders the same would be 60% (Refer PART C of this document).

For the purpose of scoring, these questions are categorized into two categories:

1. Questions for scoring
  2. Questions for information only
- Each element would be given an equal of weightage with the questions for scoring under them also having an equal weightage.
  - The score would be computed for each question which would be normalized and averaged to arrive at the final score of the site and the destination.
  - Based on the score of the tourist sites available within each destination and the assessment score of the destination, final score would be calculated for the destination.

The methodology of scoring has been detailed below. The relevant question wise scores are available in the questionnaire.

## **Methodology of Scoring and Ranking**

### **Assumptions:**

1. Tourist Sites 1, 2, and 3 may belong to the same or different category (e.g: Wildlife,Marketplace...etc.) of the tourist site
2. Tourist Sites 1, 2, and 3 belong to Tourist Destination 1.

Question	Tourist Site 1		Tourist Site 2		Tourist Site 3	
	Score	Normalized Score	Score	Normalized Score	Score	Normalized Score
Question 1	S <sup>11</sup>	N <sup>11</sup>	S <sup>12</sup>	N <sup>12</sup>	S <sup>13</sup>	N <sup>13</sup>
Question 2	S <sup>21</sup>	N <sup>21</sup>	S <sup>22</sup>	N <sup>22</sup>	S <sup>23</sup>	N <sup>23</sup>
Question 3	S <sup>31</sup>	N <sup>31</sup>	S <sup>32</sup>	N <sup>32</sup>	S <sup>33</sup>	N <sup>33</sup>
Question 4	S <sup>41</sup>	N <sup>41</sup>	S <sup>42</sup>	N <sup>42</sup>	S <sup>43</sup>	N <sup>43</sup>
Total	S <sub>1</sub>	N <sub>t1</sub>	S <sub>2</sub>	N <sub>t2</sub>	S <sub>3</sub>	N <sub>t3</sub>
<b>Tourist Site Assessment Score</b>	TS <sup>1</sup> = N <sub>t1</sub> /4		TS <sup>2</sup> = N <sub>t2</sub> /4		TS <sup>3</sup> = N <sub>t3</sub> /4	
<b>Total Tourist Site Score (TS<sup>1</sup>+ TS<sup>2</sup> + TS<sup>3</sup>)</b>	(N <sub>t1</sub> /4) + (N <sub>t2</sub> /4) + (N <sub>t3</sub> /4)					
<b>Average Tourist Site Score (T<sup>i</sup>)</b>	(TS <sup>1</sup> + TS <sup>2</sup> + TS <sup>3</sup> )/3					

Question	Tourist Destination 1		Tourist Destination 2		Tourist Destination 3	
	Score	Normalized Score	Score	Normalized Score	Score	Normalized Score
Question 1	S <sup>11</sup>	N <sup>11</sup>	S <sup>12</sup>	N <sup>12</sup>	S <sup>13</sup>	N <sup>13</sup>
Question 2	S <sup>21</sup>	N <sup>21</sup>	S <sup>22</sup>	N <sup>22</sup>	S <sup>23</sup>	N <sup>23</sup>
Question 3	S <sup>31</sup>	N <sup>31</sup>	S <sup>32</sup>	N <sup>32</sup>	S <sup>33</sup>	N <sup>33</sup>
Total	S <sub>1</sub>	N <sub>d1</sub>	S <sub>2</sub>	N <sub>d2</sub>	S <sub>3</sub>	N <sub>d3</sub>
<b>Tourist Destination Assessment Score</b>	TD <sup>1</sup> = N <sub>d1</sub> /3		TD <sup>2</sup> = N <sub>d2</sub> /3		TD <sup>3</sup> = N <sub>d3</sub> /3	
<b>Final Tourist Destination Score for Tourist Destination 1</b>	(0.75)T <sup>i</sup> + (0.25)TD <sup>1</sup>					

### **Formulae and Explanations**

$$N_{t1} = N^{11} + N^{21} + N^{31} + N^{41}$$

Tourist Site Assessment Score, TS<sup>1</sup> = N<sub>t1</sub>/Total

Number of Questions = N<sub>t1</sub>/4

$$\begin{aligned} \text{Total Tourist Site Score} &= \text{Total Tourist Site Score (within the same destination)} \\ &= (TS^1 + TS^2 + TS^3) \end{aligned}$$

<sup>1</sup> The normalisation of question score would be done across sites under the same category (type) of site. In case of different categories of sites within the same destination, the normalised scores may be scaled to a same range.

<sup>2</sup> The summation of the normalised score would be as per the equal weightages of the four elements viz, Accessibility, Amenities, Safety & Security and Hygiene.

$$= (N_{t1}/4) + (N_{t2}/4) + (N_{t3}/4)$$

Average Tourist Site Score ( $T^i$ ) = Total Tourist Site Score/ Total Number of Tourist Sites within the same destination

$$= (TS^1 + TS^2 + TS^3)/3$$

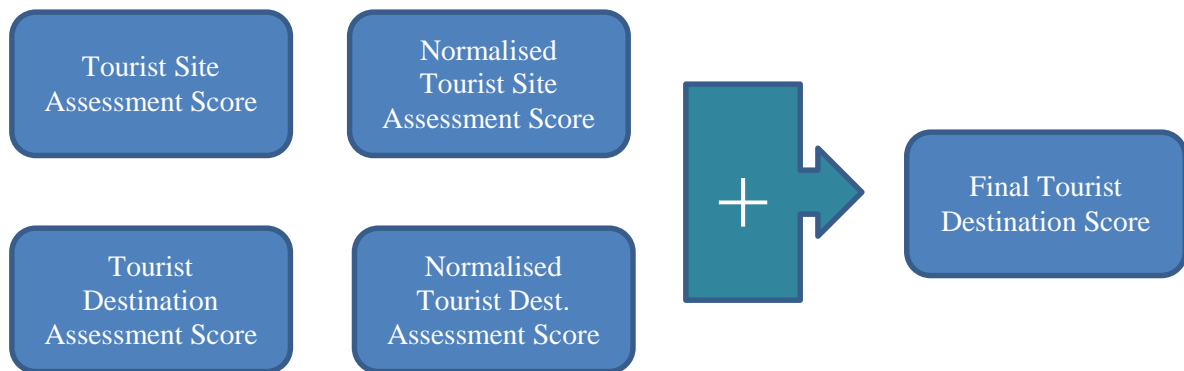
Tourist Destination Assessment Score,  $TD^1 = N_{d1}/\text{Total Number of Questions}$  <sup>3</sup>  
 $= N_{d1}/3$

Final Tourist Destination Score for a Tourist Destination = Average Tourist Site Score + Tourist Destination Assessment Score

$$= (0.75)T^i + (0.25)TD^1$$
 <sup>4</sup>

**Ranking Criteria:**

For Tourist Destinations - The Tourist Destinations are ranked based on the descending order of the Final Tourist Destination Score



*Figure A: Scoring Process*

<sup>3</sup> The normalisation of questions score in case of tourist destination would be across the 52 destinations

<sup>4</sup> The weightage of Tourist Site Score and Tourist Destination Score is 75% and 25% for calculating the Final Tourist Destination Score

## **Annexure 1: Approach for selection of Tourist Destination and Sites**

A total of 52 destinations across States/UTs with 185 tourist sites have been selected for assessment. These destinations and the associated sites were selected based on the criteria mentioned below.

### **Criteria for selection of Tourist Destination**

#### **1. Destinations associated with Swadesh Darshan Scheme**

Destinations covered under Swadesh Darshan 1.0 and those proposed under SD 2.0 where the Ministry of Tourism has intervened or plans to intervene have been selected.

#### **2. Destination associated with PRASHAD Scheme**

Destinations where interventions has been made or proposed by Ministry of Tourism under PRASHAD scheme has been selected for assessment.

#### **3. Destinations associated with Iconic Sites:** Destinations where Iconic sites are located were selected.

### **Criteria for selection of Tourist sites within the destination**

Based on the framework of tourist sites assessment, sites across various categories, namely, Historical, Spiritual, Coastal & Lakes, Wildlife and Marketplace have been selected for assessment. This includes sites from the following:

1. UNESCO World Heritage Sites designated for their cultural or natural significance.
2. Iconic Sites identified by Ministry of Tourism to be developed into world class tourist destination in terms of tourist facilities and infrastructure.
3. Popular sites mentioned on Incredible India and State Tourism website.

The complete list of sites is annexed.

## Annexure 2: Computation of Tourist Sampling

Year	Total number of Sites	Total footfall
2019-20	282	478152271

*Tourist footfall data for Sites of 7 States*

**Total Footfall:** 478152271

**Average footfall per day per Site** = Total Footfall/(Total number of sites\*365)  
= 478152271/(282\*365)  
=4645

**Confidence level:** 95%

**Confidence interval:** 5%

**Sample of tourist to be taken for feedback:** 355

The detailed computation approach is annexed in the excel sheet.