Appendix -II

Semi-Structured Questionnaire Schedule on Hotel Entrepreneurs in Nagaland

1. Name of Hotel : 
   Capacity (in beds) : 
   Location : 
   Year of Establishment : 

2. i) Initial Investment (Rs.) : 
    ii) Investment at the time of Investigation (Rs.) : 

3. Tribal Status (Please Tick) : Naga / Non-Naga 

4. What was your capacity utilisation ? (fill in the %age) 
   Year Jan-March April-June July-Sept. Oct. - December 
   1994 
   1995 
   1996 

5. Do you think the occupancy rate of your hotel is low ? (Please tick) Yes / No 
   If yes, in your opinion, what are the reason for low occupancy rate ? 
   Assign ranks in the bracket provided. 
   i) Law and Order problem [ ] 
   ii) Too many hotels [ ] 
   iii) Demand for other facilities [ ] 
   iv) Inconvenient Location of hotel [ ] 
   v) Any other [ ] 

6. What are the various service line offered by you to the customers ? 
   (please tick) 
   i) Only Lodging [ ] 
   ii) Lodging and Snacks [ ] 
   iii) Lodging and Fooding [ ] 
   iv) Full service line. [ ] 

7. What is the pricing policy adopted in your hotel ? 
   (Please mention)
8. How many employees of various categories employed in your hotel?
   i) Executive [ ]
   ii) Clerical [ ]
   iii) Worker [ ]

9. How much you pay salary to employees of various categories per month?

10. What is your annual turnover in your hotel?

11. Please mention the room-tariff structure in your hotel.

12. What are the major problems your hotel is facing?
   (Please rank the following)
   i) Law and Order [ ]
   ii) Water [ ]
   iii) Irregular Electricity supply [ ]
   iv) Non-availability of goods in the local market [ ]
   v) Low occupancy rate [ ]
   vi) Working capital [ ]
   vii) Any other [ ]