Questionnaires
An appeal to Tourists

Dear Sir / Madam

I am doing a brief survey to find out more about Tourism Industry in Karnataka, as a part of my doctoral research work, under the guidance of Dr. N.I. Mulla, Karnataka University, Dharwad. The topic for the study is: "Problems and Prospects of Tourism Industry in Karnataka".

I would be grateful if you could kindly spare a few minutes to participate in it.

Thank you for your cooperation.

Prof. S. Nizar Ahmed

[Please tick √ at the appropriate place]

**QUESTIONNAIRE-1**

1. Purpose of your visit to Karnataka:
   (A) Tour only
   (B) Tour along with:
      (i) Business
      (ii) Official purpose
      (iii) Medical

2. Nature of Travel
   (i) Single
   (ii) Family

3. Tenure of Stay
   (i) 1 to 3 days
   (ii) 4 to 6 days
   (iii) 7 to 9 days
   (iv) 10 to 12 days
   (v) 13 to 15 days
   (vi) 15 & above

4. How you come to know about Karnataka:
   (i) Own interest
   (ii) Friends & relatives
   (iii) Travel agencies / tour offices
   (iv) Advertisements/Books/Magazines
   (v) Websites

5. Is Karnataka potential in Tourist activities?
   Yes □ No □ can't say □

6. Your travelling preferences:-
   (a) Sight seeing: Scenery, photography, and natural beauty
   (b) Pleasure: Relaxation, camping, nightlife (dancing Clubs / Casinos)
   spa/resorts /amusement parks etc.
   (c) Heritage: Monuments / architecture/museum
   (d) Adventure: Trekking, rock climbing water sports
   aero sports, angling
   (e) Eco tours: Jungle activities, camps
   Flora & fauna, safari Parks etc.
   (f) Coastal: Coastal line, long beaches

   Tourist Quest 1
7. Up-to-date information
   (On various services / costs / transport
   Accommodation / important places etc.),
8. Brochures / literatures in languages of choice.
9. Sufficient name boards
10. Do's & don'ts at important places.
11. Do you feel the language problem in your trip?.
12. Do you feel shortage of telephone booths / internet etc for
   communication purpose?
13. Your mode of travel: (i) Air □ (iv) Taxi / car □
   (ii) Train □ (v) Auto □
   (iii) Bus □
14. Your opinion on travel modes

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Air</th>
<th>Train</th>
<th>Bus</th>
<th>Taxi</th>
<th>Auto</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comforts</td>
<td>Highly Comfortable</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td></td>
<td>Comfortable</td>
<td>□</td>
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<td>□</td>
<td>□</td>
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<td></td>
<td>Uncomfortable</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Promptness in timings</td>
<td>On time</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
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<td>late</td>
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<td></td>
<td>Always late</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
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<tr>
<td>Fare</td>
<td>Costly</td>
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<td>Reasonable</td>
<td>□</td>
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<td>□</td>
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<tr>
<td></td>
<td>Cheap</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Adequacy</td>
<td>Easily available</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td></td>
<td>Adequate</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td></td>
<td>Inadequate</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Others</td>
<td>Takes to specified destination only</td>
<td>□</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Take to any destination</td>
<td>□</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Refuse to take certain Destinations</td>
<td>□</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Tourist Quest 2
15. Availability of suitable transport for short distance travel

<table>
<thead>
<tr>
<th>Widely available</th>
<th>Available at few places</th>
<th>Not available</th>
</tr>
</thead>
<tbody>
<tr>
<td>V. good</td>
<td>good</td>
<td>satisfactory</td>
</tr>
<tr>
<td>not satisfactory</td>
<td>bad</td>
<td></td>
</tr>
</tbody>
</table>

16. Road conditions in Karnataka

17. Condition of approach roads to tourists spots

18. Your choice of stay:

(i) Star Hotels
(ii) Budget Hotels
(iii) Resorts/clubs/home stays
(iv) Lodges
(v) Dharamshala
(vi) Youth hostels
(vii) Friends and relatives

19. Your opinion on the facilities of stay places

<table>
<thead>
<tr>
<th>Sufficiency</th>
<th>Cost</th>
<th>Comforts</th>
<th>Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adequate</td>
<td>Inadequate</td>
<td>Fair</td>
<td>Costly</td>
</tr>
</tbody>
</table>

(i) Star hotels
(ii) Budget hotels
(iii) Resorts/clubs/home stays
(iv) Lodges
(v) Dharamshala
(vi) Youth hostels
(vii) Friends and relatives

20. Your opinion on the varieties of food & beverages:

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Local food</th>
<th>regional/national</th>
<th>foreign food</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability</td>
<td>Widely available</td>
<td>Av. at few places</td>
<td>Not available</td>
</tr>
<tr>
<td>Cost</td>
<td>Costly</td>
<td>Reasonable</td>
<td>Cheap</td>
</tr>
<tr>
<td>Quality &amp; taste</td>
<td>Good</td>
<td>Better</td>
<td>Bad</td>
</tr>
</tbody>
</table>

21. Your opinion on the quality of Entertainment & recreation facilities

<table>
<thead>
<tr>
<th>V. Good</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Not Satisfactory</th>
<th>Bad</th>
</tr>
</thead>
</table>

Tourist Quest 3
22. In your opinion immediate development is required in:
   i. Sports/Games □ iv. Wild life sanctuaries □
   ii. Animal rides □ v. Fairs/Festivals' exhibitions □
   iii. Camping □ vi. Light & sound programmes □
   iv. Musical instruments/orchestras □ viii. Classical & cultural dances □
   v. Fairs/Festivals/exhibitions □ ix. Arts& Crafts □

23. Shopping facilities □
24. Midway facilities such as shelter/relax space □
25. Essentials such as water/toilets etc. enroute □
26. Parking space □
27. Camping ground for the vehicles □

28. Is cleanliness there at tourist spots? □
29. Is garbage removal & disposal there at tourist spots? □
30. Your opinion on pollution in Karnataka □
   (i) Air □ (ii) Water □ (iii) Noise □

31. Is first aid/Medical attendants' facility available at tourist spots? □
32. Is police assistance available at tourist spots? □
33. Is service stations/repair shops/ petrol bunks available en-route? □
34. Is power supply available at tourist spots? □
35. Is the facilities for charging Lap top/Mobile phone etc. available at tourist spots? □
36. Are transaction facilities available enroute? □
   (A.T.M/ Bank/ Currency exchange etc.) □
37. Your opinion on Guides □
   Availability □ Training □ Service □
   Widely available □ well trained □ V. much satisfied □
   Av. at few places □ partly trained □ Satisfied □
   Not available □ untrained □ Not satisfied □

38. Do you depend on tour operators for this visit? □
   Yes □ No □ can't say □
39. Are you satisfied with the services of travel and tour operating agencies? □
   Very much satisfied □ some what satisfied □
   not satisfied □
   Have you experienced the disturbances such as □
   Yes □ No □ can't say □

40. Beggar menance □
41. Touts menance □
42. Cheating □
43. Bias □
44. Encroachments at tourists' sites □
45. Whether the delay is at passport and customs formalities? □
46. In your opinion behavior of localites is.
47. In your opinion behaviour of staff engaged.
48. In your opinion behaviour of co passengers
49. Your opinion on promotional measures made by Karnataka state to develop tourism:
50. Level of advertisement on Karnataka tourism:
   - Within state
   - Within India
   - Worldwide
51. Involvement in tourism promotion by:
   (i) Government
   (ii) Public sector
   (iii) Private sector
   (iv) Localities
52. It has good climate.
53. It has varieties (World in a state)
54. Spots are located near by
55. Karnataka is safe
56. Travel is economical.

Your opinion on Karnataka
52. It has good climate.
53. It has varieties (World in a state)
54. Spots are located near by
55. Karnataka is safe
56. Travel is economical.

Your opinion on the trip
57. Have you enjoyed the trip?
58. Whether your purpose of visit is fulfilled?
59. Are you going to extend the trip?
60. Have you decided to visit again?
61. Are you going to recommend others?
62. Which satisfied you more in the trip?
   Pl. specify
63. Which dissatisfied you more in the trip?
   Pl. specify
64. How would you rate Karnataka?
   - Very good
   - Good
   - Satisfactory
   - Not Satisfactory
   - Bad
(Z) Demographics:

70. Please let us know a little more about you

(a) Name: ____________________________________
(b) Sex: M □  F □
(c) Nationality: ____________________________
(d) State: ________________________________
(e) Dist. __________ (f) City / Town: __________ Village: __________
(g) Age
(h) Occupation
(i) Educational qualification

(i) Below 20 Years □ (ii) Business □ (i) Illiterate □
(ii) 20 to 40 " □ (ii) Profession □ (ii) Metric □
(iii) 40 to 60 " □ (iii) Service □ (iii) Graduate □
(iv) Above 60 " □ (iv) Others □ (iv) Postgraduate □
(v) Others □

(j) Your monthly income

<table>
<thead>
<tr>
<th>Domestic Tourists in Rupees</th>
<th>Foreign Tourist in US $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 10,000 □</td>
<td>Below 5,000 □</td>
</tr>
<tr>
<td>10,000 - 20,000 □</td>
<td>5,000 - 10,000 □</td>
</tr>
<tr>
<td>20,000 - 30,000 □</td>
<td>10,000 - 15,000 □</td>
</tr>
<tr>
<td>30,000 - 40,000 □</td>
<td>15,000 - 20,000 □</td>
</tr>
<tr>
<td>40,000 &amp; Above □</td>
<td>20,000 &amp; Above □</td>
</tr>
</tbody>
</table>

(k) your expenditure pattern (% wise)

Boarding & Lodging
Internal Transport
Recreation & Entertainment
Shopping
Miscellaneous

Total 100 %

———- Thank You ————

Compiled by:

Name ________________ Occupation ________________
place ________________ Date ______ Time ______
Signature ________________

Tourist Quest 6
Dear Sir / Madam

I am doing a brief survey to find out more about Tourism Industry in Karnataka, as a part of my doctoral research work, under the guidance of Dr. N.I. Mulla, Karnataka University, Dharwad.

The topic for the study is "Problems and Prospects of Tourism Industry in Karnataka".

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Prof. S. Nizar Ahmed

QUESTIONNAIRE-2

[Please tick √ at the appropriate place]

1. Name of your company ___________________________________________

2. Address _____________________________ H. O. at ________________

3. Your office conducts tour:
   (i) Within Karnataka □
   (ii) All India □

4. Your office conducts tour on:
   (i) fixed destinations only □
   (ii) Fixed periods only □

5. Your office deals
   (i) Enquiries only □
   (ii) Bookings only □

6. Your Office handle
   (i) Independent Inclusive Tours. □
   (ii) Group Inclusive Tour. □
   (iii) Car hire □

7. You operate tours:
   (i) Of specific destination (e.g. Hampi) □
   (ii) Of specific types (e.g. adventure) □
   (iii) For specific region (e.g. north Karnataka) □
   (iv) By specific transportation (e.g. coach tours) □
   (v) For specific persons (e.g. couples) □
   (vi) For specific purpose (e.g. health) □
   (vii) All □

8. vehicles (Cars / Vans / Buses etc.) employed are:
   (i) Own □
   (ii) Rental □

9. Do you offer services such as
   (i) Tour by taxi or mini bus □
   (ii) Vehicle on hire □

   yes No
   (vi) air Tickets □
   (vii) train Tickets □

Travel and Tour Quest
10. Do you offer services while traveling such as:  
   (i) Entertainment on wheels □ □  
   (ii) Reading materials □ □  
   (iii) Medical care □ □  
   (iv) Group Tours □ □  
   (v) Special Tours □ □  
   (vi) Hotel Reservation □ □  
   (vii) Ticketing □ □  
   (viii) Travel Documents □ □  
   (ix) Foreign exchange □ □  
   (x) Documentary requirements □ □ 

11. Do you assist tourists in witnessing:  
   (i) Theatres □ □  
   (ii) Cultural and classical shows □ □  
   (iii) Indian mock wedding □ □  
   (iv) Festivals and fairs □ □ 

12. Do you provide services of conference handling □ □  
13. Are you working as a Tour conductor to corporates? □ □  
14. Do you provide home stays? □ □  
15. Do you offer complete travel shop?  
   [Ticketing / Travel Documents / Hotel Reservation] □ □  
16. Do you cater online vacation package? □ □  
17. Do you adopt the new concept of booking? (i.e. travel now & pay later). □ □  
18. Do you deliver the tickets to their houses? □ □  
19. Do you arrange local transportation? □ □  
20. Do you arrange local sight seeing? □ □  
21. Your guides are:  
   (i) Well trained. □ □  
   (ii) Same guides for the whole trip □ □  
   (iii) Drivers themselves are guides. □ □  
22. Do you discover new ideas in travel & tours?  
   If yes, pl. specify ___________________________. □ □  
23. Do you promote inbound tourism to Karnataka?  
   (i.e. bringing tourists from other states) □ □  
24. Do you have any other authorized ticket reservation agencies? □ □  
25. In general Tourists prefer:  
   Karnataka □ □  
   Neighbor States □ □  

26. Do you feel the State Government's Tourism policy is Industry friendly?  
   Yes □ □  
   No □ □  
   Can't say □ □  
27. Have you ever availed from the State Govt. / Financial Corp. etc.  
   (i) How much  
   (ii) For which activity  
   (iii) When
28. Have you ever obtained from the State Government?

<table>
<thead>
<tr>
<th>(i) Which Activity</th>
<th>(ii) When</th>
<th>(iii) In the form of</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Gifts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(b) Awards</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(c) Recognition for good performance</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

29. Have you got any other support from the state government? If yes (please specify). ____________________________________________________________________________

   Yes  No  Can't say

30. What do you expect from the state Government?

   (i) Tax concessions.  (v) Subsidies/grants
   (ii) Loan facilities  (vi) Uniform Tax policies
   (iii) Low rate of interest (vii) All
   (iv) Easy formalities/Procedures

31. Do you maintain file to cater the needs of:

   (i) Foreign Tourist
   (ii) Corporate
   (iii) VIP’s
   (iv) NRI’s
   (v) Schools & Colleges
   (vi) General public

32. Your customer will classify you as:

   (i) Honest
   (ii) Sincere
   (iii) Reliable
   (iv) Friendly
   (v) Professional
   (vi) Expert
   (vii) caring
   (viii) One who reacts with empathy
   (ix) a true businessman

33. Whether your customers stay with you, even if the competitors offer at less price?

   Yes  No  Can’t say

34. Are you sure your customers will return?

35. Are you sure your customer will bring others?

36. Are you sure your customer will recommend others?

37. Are you sure, your customer will not spread negatively?

38. Do you get the feed back from the customers?

39. After obtaining the feed back, do you act upon it?

40. Do you solve the problem as a team?

41. In your opinion problems are existing at the following stage:

   (i) Planning
   (ii) Advertisement
   (iii) Reservation & Documentation

Travel and Tour Quest 3
42. In your opinion problems are more through:

(i) Government. (ii) Tourists (iii) Public
(iv) Localites (v) None (vi) All

Your opinion on the problems of the following:

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>can't say</th>
</tr>
</thead>
<tbody>
<tr>
<td>43. Lack of support from Govt. bodies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>44. Insufficient incentives &amp; grants to tourists related activities</td>
<td></td>
<td></td>
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<tr>
<td>45. Heavy taxes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>46. Insufficient allocation of funds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>47. Lack of infrastructure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>48. Insufficient advertisements and promotional campaign</td>
<td></td>
<td></td>
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<tr>
<td>49. Lack of developments at tourists sites</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50. Lack of maintenance at tourist spots</td>
<td></td>
<td></td>
</tr>
<tr>
<td>51. Non utilization of resources</td>
<td></td>
<td></td>
</tr>
<tr>
<td>52. Lack of cooperation among various agencies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>53. Law &amp; Order problems</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

54. Please rate the resources we have: (rank in numbers 1, 2, 3 ... etc.)

(i) Natural beauty (ii) Pleasure (iii) Coastal (iv) Adventure (v) Heritage
(vi) Culture (vii) Pilgrimage (viii) Wildlife and jungle activities (ix) Others

55. Do you have any suggestion to improve Karnataka as a tourist destination?

Pl. specify: __________________________________________

Thank you.
An appeal to Service Providers

[Service Providers viz, officials of the Department of Tourism, KSTDC & others]

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QUESTIONNAIRE-3

[Please tick √ at the appropriate place]

1. Do you feel Karnataka is potential of Tourist activities? Yes □ No □ can't say □
   (i.e. is it healthy?)

2. Trend in tourist business is: growing □ constant □ decreasing □

3. Role of State Government in tourism activities:
   (i) As promoter □
   (ii) As investor □
   (iii) As regulator □
   (iv) as supervisor □
   (v) Catalyst □

4. Impact of new tourism policy of India:
   i) Only formal □
   ii) More impact □
   iii) average impact □
   iv) poor impact □

5. In your opinion the most benefited class through tourism is:
   i) Government □
   ii) Rich Class □
   iii) Middle class □
   iv) Poor people □
   v) All □

6. Competition in the services of Service Providers: Improved □ No change □

7. Neighboring States Tourism promotional activities. i) Affects our State □
   ii) No effect on our State □
   iii) Supports our state □

8. Destination accessibility □ □ □
9. Midway facilities □ □ □
10. Information □ □ □
11. Transportation □ □ □
12. Accommodation □ □ □
13. Food services □ □ □

Service Providers Quest 1
14. Safety measures □ □ □
15. Communication □ □ □
16. Emergency services □ □ □
17. Entertainment services □ □ □
18. Guides □ □ □
19. Are the Travel and Tour Operators contribute in the promotion of tourism? □ □ □
20. Are the Hoteliers contribute in the promotion of tourism? □ □ □
21. Whether the Localites contribute in the promotion of tourism? □ □ □
22. Do you feel the budget allocation for tourism is sufficient? □ □ □
23. Do you feel the budget is properly utilized? □ □ □
24. Whether the financial institutions treat Tourism on par with other Industries? □ □ □
25. Whether financial institutions lend sufficient funds for Tourism related activities □ □ □
26. Whether the formalities for granting loans are easier to tourist related activities □ □ □
27. Whether the grants or subsidies are provided to tourist related activities? □ □ □
28. Is Public, Private Partnership in Tourism activity is effective in Karnataka? □ □ □
   (i) Poor infrastructure □ □ □
   (ii) Poor publicity & advertising □ □ □
   (iii) Poor Govt. support & incentives □ □ □
   (iv) others □ □ □
30. Most obstacle element in the promotion of Tourism in Karnataka.
   (i) Govt. Tourism policies and procedures □ □ □
   (ii) Non cooperation among various agencies □ □ □
   (iii) political reasons □ □ □
   (iv) other (specify): __________
31. Problems at Plans and Policies:
   (i) Lack of futuristic outlook □ □ □
   (ii) Inadequate budget allocation □ □ □
   (iii) Data on tourism is inadequate & unreliable □ □ □
   (iv) Lack of integration in tourism policy with the general planning process □ □ □
   (v) Non integration of environmental issues in tourism policy decision □ □ □
   (vi) Frequent transfer of senior officials □ □ □
### 32. Promotional Problems:

(i) inadequate publicity & advertisement
(ii) inadequate promotional activities
(Such as Trade fairs, Exhibitions etc.)
(iii) Lack of professionalism
(iv) Lack of training to the staff engaged
(v) Lack of research activities in tourism related fields
(vi) Lack of adequate educational measures to localites, hoteliers, tour operators, guides etc. about their duties and obligations towards the visitors, environment & culture

### 33. Political Problems:

(i) inadequate representation of local communities in the planning process
(ii) Lack of Govt. initiatives to involve NGO’s, researchers & academicians into planning decisions.
(iii) Lack of support from certain vested interests
(iv) Influence of politicians in policy measure

### 34. Social Problems:

(i) influence of culture in to the localites due to Tourist’s invasion
(ii) commercialisation of arts, crafts & local folk
(iii) loss of freedom to enjoy the tourist resources by localities
(iv) Traffic at tourist spots due to migration of workers and tourists
(v) Influence of other languages due to the outsiders (Usage of local Kannada language is minimized)
(vi) disturbances to natural inhabitants

### 35. General Problems:

(i) Law & order problem
(ii) Border disputes
(iii) Religious conflicts
(iv) High cost of travel
(v) Lack of correct & full information
(vi) Lack of recognition & incentives for good efforts
(vii) Lack of coordination among various agencies

### 36. Other Problems:

(i) no coherence of thoughts on decisions
(ii) Inordinate delay in roads and flyovers
(iii) lack of professional approach
(iv) Unstandardised services
(v) aggressive promotion by other regions
(vi) promotional stage
(vii) no concessions or discounts
37. Immediate improvement of quality is required in:
   (i) Accommodation
   (ii) Transportation
   (iii) Recreation
   (iv) Food services
   (v) Other comforts
   (vi) All

38. Immediate developmental activities are required in:
   (i) Heritage sites
   (ii) Adventure activities
   (iii) Coastal areas
   (iv) Jungle activities
   (v) Others

39. Immediate investment is required in:
   (i) Advertisement & promotional
   (ii) Infrastructure

40. For the promotion of Tourism, priority be given on:
   (Please rank as 1, 2, 3, ......... 9)
   (i) Regular & rigorous advertising measures
   (ii) Promoting Karnataka Tourism abroad
   (iii) Conducting fairs / festivals
   (iv) Effective communication
   (v) Professionalism
   (vi) Coordinating various agencies of tourism
   (vii) Developing infrastructure
   (viii) More allocation of funds
   (ix) Full utilization of resources

41. New areas that we require to concentrate upon.
   Pl. specify: ..............................................................

42. Do you have any suggestion to improve Karnataka as a tourist destination?
   Pl. specify: ..............................................................

43. Demographics:
   Please let us know a little more about yourself:
   (a) Name: .........................
   (b) Designation: ....................
   (c) Department: .....................
   (d) Office: .........................
   (e) Place: .........................

----- Thank You -----

Service Providers Quest 4