DATA SHEET

1.1 NATIONALITY: U.S.A.
1.2 COUNTRY OF NORMAL RESIDENCE: Same
1.3 WHETHER OF INDIAN ORIGIN: (1) Yes (2) No
1.4 SEX: (1) male (2) female.
1.5 AGE: (1) below 3 (2) 3-16 (3) 17-30 (4) 31-50 (5) 51-65, above 65.
1.6 OCCUPATION: (1) professional (2) educationist-scientist
(3) businessman (4) official
(5) student (6) housewife
(7) retired (8) unemployed
(9) others - Self employed.
1.7 ANNUAL INDIVIDUAL INCOME: Currency: $ Amount: $ 15,000 (estimate)
1.8 FAMILY SIZE: myself
1.9 ANNUAL FAMILY INCOME: Currency: $

2.1 COUNTRIES VISITED ENROUTE: TAILAND, KOREA,
2.2 COUNTRIES TO BE VISITED: TAILAND, INDIA
2.3 TOTAL DURATION OF THE WHOLE TRIP: 4 Months or more.
2.4 DATE OF ARRIVAL IN INDIA: Nov. 29, 1991
2.5 PORT OF ENTRY: Bombay
2.6 MODE OF TRANSPORT: Air
2.7 CARRIER: INDIAN
2.8 NUMBER OF PREVIOUS VISITS TO INDIA: 0
2.9 TRAVELLING: (1) individual (2) group (3) charter
2.10 NUMBER OF FAMILY MEMBERS TRAVELLING TOGETHER: 1
2.11 MAIN PURPOSE OF PRESENT VISIT TO INDIA:

(1) business, official *(2) study, education
(3) Visiting friend, relatives (4) pilgrimage
(5) seeing archaeological (6) sports, cultural events
   monuments.
(7) sight-seeing (8) hill resort
(9) beach resorts *(10) others (Visit Holy places)

2.12 SOURCE OF INFLUENCE ON CHOICE OF HOLIDAY TO INDIA:

(a) own previous experience, interest
*(b) others who visited India
(c) India tourist office or Air India
(d) Travel agents or tour operators
(e) exhibition
(f) film or advertisements
(g) others.

2.13 WHETHER INDIA TOURIST OFFICE AIR INDIA INDIAN MISSION
     IN THE COUNTRY CONSULTED IN PLANNING PRESENT TRIP:

(1) Yes *(2) No.

3.1 ITEMS PREPAID FOR:

(a) travel in India (b) sightseeing
(c) accommodation (d) food
*(e) others: Air Fare.

3.2 FOR PREPAID TOURS TOTAL AMOUNT PAID:

Currency: amount:

3.3 TOTAL NUMBERS OF DAYS COVERED BY THE PACKAGE:

3.4 NAME OF AGENCY IN INDIA:

3.5 EXPENDITURE IN INDIA (EXCLUDING AMOUNTS PREPAID)
     FOR INDIVIDUAL FAMILY:
### Expenditure in India

<table>
<thead>
<tr>
<th>ITEM</th>
<th>CURRENCY</th>
<th>AMOUNT</th>
<th>ITEM</th>
<th>CURRENCY</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>total shopping</td>
<td></td>
<td>₹1500</td>
<td>accommodation</td>
<td>Month</td>
<td>Very little</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>food &amp; drink</td>
<td>Daily</td>
<td>others</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>entertainment</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### 3.6 DETAILS OF EXPENDITURE ON SHOPPING:

**Souvenir From India**

<table>
<thead>
<tr>
<th>Item</th>
<th>Currency</th>
<th>Amount</th>
<th>Item</th>
<th>Currency</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jewellery/gems</td>
<td>Gifts for friends</td>
<td>₹1000</td>
<td>ivory goods</td>
<td></td>
<td>illegal</td>
</tr>
<tr>
<td>Carpets</td>
<td></td>
<td></td>
<td>handicrafts/curios</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leather goods</td>
<td>readymade garments</td>
<td>3</td>
<td>₹300</td>
<td></td>
<td></td>
</tr>
<tr>
<td>textiles</td>
<td></td>
<td></td>
<td>other items</td>
<td></td>
<td></td>
</tr>
<tr>
<td>brass/copperware</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### 4.1 TYPE OF ACCOMMODATION PREFERRED:

1. hotel
2. youth hostel type
3. camps
4. with host families
5. rent free places.
6. others: Apartment

#### 4.2 IF HOTEL ACCOMMODATION NEEDED, TYPE PREFERRED:

1. very luxurious (5 Star)
2. luxurious (4 Star)
3. very comfortable (3 Star)
4. comfortable (2 Star)
5. moderately comfortable
6. inexpensive and clean (1 Star)
DAILY TARIFF CONSIDERED FESONABLE FOR

4.3 SINGLE ACCOMMODATION  Currency : 50-100 Rs. amount:

4.4 DOUBLE ACCOMMODATION  Currency : Same amount:

4.5 FACILITIES CONSIDERED ESSENTIAL AT PLACE OF STAY:

(1) Yes  (2) No

(a) air conditioning  (b) room heating
(c) running hot water  (d) telephone in room
(e) refrigerator in room  (f) restaurant in premies
(g) 24 hours room service  (h) barber shop, beauty parlour
(i) Swimming pool  (j) evening entertainment
(k) outdoor sports facilities.
(l) travel agents

Plaes visited in India OR/ decided to visit

5. ACCOMMODATION AT PLACES OF NIGHT HALT & PLACES VISITED.

<table>
<thead>
<tr>
<th>Place of night halt (in time sequence)</th>
<th>Transport to reach</th>
<th>nights halted</th>
<th>accommodation used</th>
<th>Places visited from there</th>
</tr>
</thead>
<tbody>
<tr>
<td>PUNE</td>
<td>TAXI</td>
<td>5 WEEKS</td>
<td>FLAT</td>
<td>ASHRAM</td>
</tr>
</tbody>
</table>


6.1 MODE PREFERRED FOR LONG DISTANCE TRAVEL BETWEEN CITIES:
   (1) air *(2) rail *(3) road

6.2 MODE OF TRAVEL PREFERRED FOR LOCAL SIGHTSEEING:
   (1) air conditioned coach (2) air conditioned car
   (3) non-air conditioned *(4) others : TOUR BUS coach
   (5) non-air conditioned car.

7.1 MOST IMPRESSIVE THING IN INDIA: History, Spiritual Anthropology.

7.2 MOST ANNOYING THING IN INDIA: Asking for Rupees, fraud, deception coercion, Indian timing, Indian promise.

7.3 GENERAL ASSESSMENT OF PRESENT TRIP TO INDIA:
   *(1) satisfactory (2) unsatisfactory (3) no comments

7.4 REASONS, IF UNSATISFACTORY:

7.5 WHETHER VISITING INDIA AGAIN: *(1) yes (2) No (3) undecided

7.6 WHETHER ADVISING OTHERS TO VISIT INDIA:
   (1) Yes (2) No (3) undecided.

7.7 ANY OTHER COMMENTS/SUGGESTIONS: Yes
   1) Radical Birth Control.
   2) Get rid of inept politicians, Fools/Greedy, self serving, Beaurocrats.
   3) Broader scientific education of the masses Literacy extremist
   4) Down play coerciveness of fundamentalists of all religions.
   5) Separation of religion from affairs of State.
   6) Cows off the roads
   7) Ban pesticide use
   8) Education for sanitation
9. IMPORTANCE OF A FACTOR FOR A FOREIGN TOUR AND FULFILMENT OF ITS EXPECTATION IN INDIA

<table>
<thead>
<tr>
<th>Factor</th>
<th>Importance in planning a foreign tour</th>
<th>Fulfilment of expectation in India</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Very little</td>
<td>Some</td>
</tr>
<tr>
<td>Friendly &amp; interesting people</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Ease of communication with people</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Personal security &amp; safety</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Interesting &amp; historical place</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Sightseeing facilities</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Tourist guides</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Accommodation; comfortable &amp; clean</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Factor</td>
<td>Importance in planning a foreign tour</td>
<td>Fulfilment of expectation in India</td>
</tr>
<tr>
<td>---------------------------------------</td>
<td>---------------------------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td></td>
<td>Very little</td>
<td>Some</td>
</tr>
<tr>
<td>Service</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Food</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Good sanitary &amp; Health conditions</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Long distance travel facilities</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Local transportation facilities</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Entertainment/cultural activities</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Night life</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Shopping facilities</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Reasonable cost</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Climate</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>
10 INCONVENIENCES EXPERIENCE IN INDIAN: 1) Yes 2) no

INCONVENIENCE CAUSED BY

inhospitable climate

poor quality of accommodation

non-availability of right type of food

poor sanitary conditions

Yes, streets

tiresome customs & immigration procedures

Yes

unhelpful people/unethical traders

Yes

non-availability of air bookings

non-availability of air-conditioned cars/coaches

inadequate tourist guide service

problems of personal security & safety

limited shopping facilities

Lack of cultural activities/entertainment

inadequate night life

11.1 QUALITY OF ACCOMMODATION (INDIA) AVAILABLE IN POONA.
(a) Excellent (b) Good *(c) Satisfactory (d) Non-satisfactory.

11.2 QUALITY OF SERVICES FROM HOTEL, TOURIST CAMPS- Reasonable

11.3 LOCATION OF HOTEL CAMPS TOURIST.

11.4 REASONABLENESS OF THE HOTEL CHARGES: (a) Yes (b) No

11.5 OPINION REGARDING TRANSPORT FACILITIES AT POONA:
Need English signs on Buses & bus stops, English street signs.

11.6 REACTIONS ABOUT THE TOURIST COUNTER
(a) Helpful (b) Unhelpful *(c) Inadequate (d) Indifferent.

11.7 SUGGESTIONS REGARDING HOTEL RATES:
SUGGESTIONS REGARDING ACCOMMODATION: Accommodation are very costly.

SUGGESTIONS REGARDING FOOD: Food is very spicy.