Survey on the Economic Impact of CIAL in the Development of Tourism in Kerala with Special Reference to Cochin.

Survey on Tourists

1. Name:
2. Sex:
3. Age:
4. Nationality:
5. Occupation: a) Business b) Profession c) Others (specify)
6. Airline:
7. Next destination:
8. Class of ticket: a) Economy b) Executive c) First class
9. Purpose of visit: a) Business b) Pilgrimage c) Medical treatment d) Sight seeing e) Others (specify)
10. Is it your first visit to Kerala?
   a) Yes b) No
11. Who arranged your trip to Kerala?
    a) Tour operator b) Travel agent c) Friends/Relatives d) Others (specify)
12. Duration of stay in Kerala
    a) less than two weeks b) 2-4 weeks c) 1 month
d) more than two months e) Others
13. Is this your first visit to Cochin Airport?
    a) Yes b) No
14. On what basis you choose this airport
    a) Location b) Facilities provided by airport c) Airline Facilities d) Others
15. Why you did not choose any other airports in the state like Trivandrum or Calicut?
   a) Bad location b) Bad facilities provided in the airport
c) Direct connection d) Others (specify)

16. How do you rate airport facilities provided by the CIAL? Please put (x) mark against your opinion.

<table>
<thead>
<tr>
<th>Details</th>
<th>Excellent</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immigration</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customs</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Security</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Checking Facilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sanitation and Cleanliness</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Passenger Amenities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boarding Pass</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff Behaviour</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Duty Free Shopping</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

17. List the facilities you would like to see in Cochin Airport before your next visit
1. 
2. 

18. Problems faced in Cochin Airport
   a) Hostile Treatment b) Delay c) Lack of Communication d) Others)

19. Do you think Kerala is a safe destination?
   a) Yes b) No

20. Your source of information about Kerala
   a) Media b) Tour operators c) Internet d) Friends/Relatives e) Others
21. Your mode of transport within Kerala
   a) Air  b) Water  c) Road  d) Railways
22. Mode of accommodation
   a) Five Star Hotel  b) Home Stays  c) Budget Hotel
      d) Dormitory Accommodation
23. Mention your place of interest?
   a) Backwaters  b) Spiritual satisfaction  c) Beaches  d) Ayurveda
      e) Hill Station  f) Others
24. Will you recommend Kerala as a destination to your friends/relatives?
   a) Yes  b) No
25. Do you have any suggestions to improve Kerala Tourism?
26. Did you face problem with language, communicating to people?
   a) Yes  b) No
27. Will you come back again?
   a) Yes  b) No
28. Opinions about facilities provided at the places you stayed in Kerala. Please mark (x) against your preference

<table>
<thead>
<tr>
<th>No</th>
<th>Details</th>
<th>Excellent</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Transportation Facilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Attitude of Local People</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Behaviour of Auto/Taxi Drivers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Communication Facilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Tourist Guide Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Public Utility Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Behaviour of Hotel Staff</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Cleanliness</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Availability and Quality of Food</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
29. Problem faced in Kerala
(Please rank in the preference mark 1 for excellent, 2 for good,
3 for satisfactory and 4 for poor)

<table>
<thead>
<tr>
<th>Problems</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hostile treatment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High cost of transportation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corruption</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unsanitary condition</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

30. General assessment of present trip
a) Highly satisfactory b) Satisfactory c) Not satisfactory d) Okay

31. Will you prefer Cochin Airport?
   a) Yes b) No

32. Did you find anything unique in CIAL

33. Suggestions based on foreign airports you have visited?
   1.
   2.
   3.
APPENDIX II

Survey on the Economic Impact of CIAL in the Development of Tourism in Kerala with Special Reference to Cochin.

Survey on Tour Operators

1. Name of the organisation:

2. Address:

3. Where is your office located?
   a) In the state  b) Outside the state  c) Both

4. How do you handle tourists?
   a) Groups  b) Individual  c) Both

5. What proportion of the tourists you handle, annually constituted
   a) Domestic tourists (%)  b) Foreign tourists (%)

6. What is the total number of tourists that have visited Kerala through you last year?

<table>
<thead>
<tr>
<th>Year</th>
<th>Foreign Tourists</th>
<th>Domestic Tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002-03</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>2003-04</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>2004-05</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

   a) Domestic tourists [   ]
   b) Foreign tourists [   ]

7. What is the medium of publicity?
   a) Media  b) Through Brochures  c) Participation in fairs
   d) Direct contact through foreign agencies  e) Others
8. From which country do you get maximum tourists? Please rank in the order of preference
   a) U.K.   b) Australia   c) Switzerland
   d) Srilanka   e) Korea   f) Italy
   g) Maldives   h) Others (specify)

9. Which according to you is the peak season of the year?
   a) Oct to Dec b) Jan to March   c) April to June
   d) Others (Specify)

10. Which is the off-season of the year?
    a) Monsoon b) Summer (c) Winter d) Others

11. Which categories of tourists do you prefer to handle?
    a) High income   b) middle income   c) backpackers

12. What types of package are offered to the tourists?
    a) Tailor made b) Ready made packages c) Others (specify)

13. What type of transportation is offered to the tourists?
    a) Car   b) Boats   c) Coaches   d) Others (specify)

14. What type of hotel accommodation do you provide?
    a) Five Star Hotels   b) Home Stays   c) Budget Hotels
    d) Dormitory Accommodation   e) Others

15. Opinion about hotel rates, compared to other states
    a) High b) Moderate   c) Low

16. Are there any shortage of rooms during peak season?
    a) Yes   b) No

17. According to you, which tourism product has the greatest potential for tourism promotion in Kerala. Please rank in the order of preference?
    a) Beaches   b) Hill Stations   c) Medical Care   d) Back Waters
    e) Festivals   f) Others

18. Do you receive any incentives from Government?
    a) Yes   b) No
18A. Do you receive any incentives from agencies?
   a) Yes  b) No

18B. If yes, please rank in the order of preference
   a) Concession from Airlines  b) Concession from Transporters
   c) Concession from Authorities  d) Others

19. Mention the feature you dislike the most in Cochin Airport
   a) Unhelpful behavior of staff  b) High entry fee  c) Others  d) No

20. How you rate the airport facilities provided by Cochin airport? Please mark (x) against your preference

<table>
<thead>
<tr>
<th>Details</th>
<th>Excellent</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immigration</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Security</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Checking Facilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sanitation &amp; Cleanliness</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Passenger Amenities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff Behaviour</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Duty Free Shopping</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coordination between Airport Authorities and Private Tour Operators</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

21. Over all rating of the airport
   a) Excellent  b) Good  c) Bad

22. Which is the most attractive place in Kerala for the tourists?
   a) Kovalam  b) Kumarakam  c) Munnar  d) Cochin  e) Others
23. Please rate the facilities available in Kerala. Please mark (x) against your preference.

<table>
<thead>
<tr>
<th>No.</th>
<th>Details</th>
<th>Excellent</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Transportation Facilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Attitude of Local People</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Communication Facilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Tourist Guide Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Accommodation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Cleanliness</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Availability and Quality of Food</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

24. Suggestion or recommendations to improve the facilities in the airport.
   1.
   2.