APPENDIX

Questionnaire for Tourist Survey:

1. Name: ________________________________

2. Age: a) 18-30 ( ) b) 30-40 ( ) c) 40-50 ( )
   d) 50-60 ( ) e) 60 and above ( )

3. Sex: a) Male ( ) b) Female ( )

4. Marital Status: a) Unmarried ( ) b) Married ( )

5. Domicile: ____________________________


7. Your average yearly income:
   a) Less than 12000 per year b) 12000-20000 per year
   c) 20000-35000 " " d) 35000-50,000 " "
   e) 50,000 and above

8. Educational qualification: a) Up to Graduation b) Post Graduation c) Professional degree d) Research Scholar

9. Purpose of visit:
   a) Religious b) Pleasure / Recreation c) Educational
   d) Business e) Adventure/Culture f) Any other, please specify

10. Duration of stay:
    a) < 2 days b) 3-5 days c) 6-8 days d) 9-11 days
    e) 11 days and above

11. Do you use:
    a) Credit Card: Yes / No, if Yes what brand ______
    b) Debit Card: Yes / No, if Yes what brand ______
    c) E-ticketing: Yes / No, where ______

12. Give your opinion over the following questions on the following scale:

Scale:

1- Strongly Agree, 2- Almost strongly Agree, 3- Medium Agree, 4- Less Agree, 5- Completely Disagree

a) Traveling is an essential form of entertainment ----
   b) Travelling has become more expensive these days ----
   c) There are many alternatives available now for traveling ----
   d) The available facilities at destinations attract people for traveling ----
   e) One should travel in every holiday to a nearby destination for getting new ideas and energy ----
   f) Travelling help in making a healthy atmosphere ----
   g) Group traveling reduces the cost of travel ----

13. How often do you travel:
    a) At weekend b) at monthly interval
    c) At holidays only d) Very rarely

241
14. Do You enjoy 
   a) Individual Travel  
   b) individual with family  
   c) Group Travel  
   d) Small group

15. Tourism products you are most attracted to 
   a) Performing Arts  
   b) Handicrafts  
   c) Fairs & festivals  
   d) Flora & Fauna  
   e) Wild Life  
   f) Historical buildings & monuments  
   g) Natural & scenic beauty  
   h) Special Interest

16. What are the factors that motivate you most for traveling. Give your agreement in the following scale 
   (Rank 1-Most to Rank 5 - Least, respectively)
   a) Available holidays  
   b) Financial availability  
   c) Facilities from organizations you work  
   d) Relation with travel agency  
   e) The destination itself

17. Which factors reduces your scope for traveling  
   a) Money  
   b) Time pressure  
   c) Family Pressure  
   d) Less interest in destination  
   e) Travel related problem

18. When do you think about any destination in India, which are the destinations that come to your mind

19. Have you heard about the following destinations?
   a) Kolkata  
   b) Bankura/Vishnupur  
   c) Sunderban  
   d) Darjeeling  
   e) Digha, Shankarpur  
   f) Shantiniketan  
   g) Maida, Murshidabad  
   h) Mayapur, Nabadwip

20. Have you heard about the following destinations?
   a) Jaipur  
   b) Jodhpur  
   c) Jaisalmer  
   d) Jaiselmer  
   e) Bikaner  
   f) Mount Abu  
   g) Kota, Bundi  
   h) Bharatpur

21. What are the factors you take into account while selecting a destination?  
   (In a scale of 1 as least important factor and 5 as the most important factor)
   a) Reputation of the destination  
   b) Quality of service  
   c) Advertisement of the destination  
   d) Number of products offered  
   e) Convenience and accessibility

22. Who plays an important role in the choice of a destination?
   a) Friends  
   b) Children  
   c) Spouse  
   d) Travel Agent

23. How often have you visited this destination?
   a) First time  
   b) Second time  
   c) Third Time  
   d) Frequently

24. Are you interested in visiting West Bengal this year -- Yes / No,

25. If Yes, what are the destinations you plan to visit--

26. If No, why  
   i) unaware  
   ii) not interested
27. Give your opinion on these statements: [scale 1-not at all satisfied to 5-completely satisfied]
   i) Overall satisfaction with this destination
   ii) Degree to which needs and wishes are fulfilled
   iii) Satisfaction with the quality of service
   iv) Satisfaction with the quality of manpower
   v) Satisfaction with the creativity of product offerings

28. Do you think that it is important for a good relationship between tourists and local people for the success of the destination?
   1- Strongly Agree, 2- Almost strongly Agree, 3- Medium Agree, 4- Less Agree, 5- Completely Disagree

29. Do you think that it is important to have advanced technology to increase the quality of service?
   1- Strongly Agree, 2- Almost strongly Agree, 3- Medium Agree, 4- Less Agree, 5- Completely Disagree

30. Do you think that it is important to involve local community in the development, management and operation of tourism industry for its success?
   1- Strongly Agree, 2- Almost strongly Agree, 3- Medium Agree, 4- Less Agree, 5- Completely Disagree

31. Do you think that it is important to have strong Public and Private sector partnership for the success of Tourism Industry?
   1- Strongly Agree, 2- Almost strongly Agree, 3- Medium Agree, 4- Less Agree, 5- Completely Disagree

32. What problems do you face while traveling and what suggestions you want to give?