APPENDIX
APPENDIX

Appendix 1: A Questionnaire on Poverty Alleviation through Tourism survey in Kolkata taken from Tourists coming to the Destination.

Dear Sir/Madam,

I am an external Scholar of University of Burdwan, and am doing a research survey on “Poverty Alleviation through Sustainable Tourism in the city of Kolkata”. Your valued response on views of local handicrafts of the destination, would help in better understanding of the problem areas, and help in serving you with better product and services in days to come.

This questionnaire has 14 questions and you are requested to answer all of them.

1. Name:

2. Age:

3. Gender: Male ☐ Female ☐

4. Occupation: Service ☐ Business ☐ Professional/Self Employed ☐

5. Annual Income: < than Rs.2,00,000 ☐ Rs. 2,00,001 to Rs.5,00,000 ☐ > than Rs.5,00,001 ☐

6. Type of Tourist: From India ☐ From outside India ☐
7. Staying at Kolkata for:  
   a) 2 day  
   b) 3-7 days.  
   c) More than 7 days.

8. Would you buy any handicrafts of Bengal from Kolkata?  
   Yes ☐ No ☐

9. If bought, from where did you buy these handicrafts?  
   a) Local Retailers: ☐  
   b) Government Emporiums: ☐  
   c) Shopping Malls/Private shops ☐  
   d) Any other, mention ____________________________

10. If bought, what is the exact amount of purchase of handicrafts: ________________

11. Given an opportunity would you go for a repeat purchase of the handicrafts you bought?  

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<tr>
<th>Definitely would not</th>
<th>Probably would not</th>
<th>Undecided</th>
<th>Probably would</th>
<th>Definitely would</th>
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</table>
12. Would you be telling about Bengal handicrafts available at Kolkata to your Friends, Relatives, colleagues etc, while you go back to the place of origin?

<table>
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<tr>
<th>Definitely would not</th>
<th>Probably would not</th>
<th>Undecided</th>
<th>Probably would</th>
<th>Definitely would</th>
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Signature: 
Place: 
Date: 

*Thank You for sparing the time and effort!!!
Appendix 2: A Questionnaire on Poverty Alleviation through Tourism survey in Kolkata taken from Tourists coming to the Destination.

Dear Sir/Madam,

I am an external Scholar of University of Burdwan, and am doing a research survey on “Poverty Alleviation through Sustainable Tourism in the city of Kolkata”. Your valued response on views of road side local cuisine of the destination, would help in better understanding of the problem areas, and help in serving you with better product and services in days to come.

This questionnaire has 15 questions and you are requested to answer all of them.

1. Name:

2. Age:

3. Gender: Male ☐ Female ☐

4. Occupation: Service ☐ Business ☐ Professional/Self Employed ☐

5. Annual Income:< than Rs.1,00,000 ☐ Rs.1,00,000 to Rs.3,00,000 ☐
    Rs.3,00,000 to Rs. 5,00,000 ☐ > than Rs.5,00,000 ☐

6. Type of Tourist: From India ☐ From outside India ☐
7. Purpose of Visit:
   a) MICE (Meeting, Incentives, Conference, Exhibition etc)  
   b) Actual Destination being ________________________
   c) Visiting Friends & Relatives  
   d) Spending Holiday at Kolkata  

8. Stayed at Kolkata for:
   a) 2 Days.  
   b) 3 to 7 days.  
   c) More than 7 days.  

9. Did you take/consume any roadside major meal/Snacks of Kolkata?
   a) Yes  
   b) No  

10. Given an opportunity would you like to taste it again?

<table>
<thead>
<tr>
<th>Definitely would not</th>
<th>Probably would not</th>
<th>Undecided</th>
<th>Probably would</th>
<th>Definitely would</th>
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</table>
11. Would you be telling about the scope of the Local cuisine available at Kolkata to your Friends, Relatives, colleagues etc, when you go back to your native place?

<table>
<thead>
<tr>
<th>Definitely would not</th>
<th>Probably would not</th>
<th>Undecided</th>
<th>Probably would</th>
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</table>

12. Do you want the Local cuisine sold at Kolkata to be made available in your own state or Nation?

a) Yes ☐

b) No ☐

13. According to your purview how do you think the Local cuisine should be promoted for poverty alleviation of the poor food venders?

____________________________________________________

____________________________________________________

Signature: ____________________________   Place: ____________________________   Date: ____________________________

Thank You for sparing the time and effort!!!
Appendix 3: A Schedule for a structured interview (Field Interview) on Poverty Alleviation through Tourism survey in Kolkata taken from local Handicraft vendors, artisans and retailers of handcrafted gold ornaments of the city.

Respondent: a) **Local vendors selling local handicrafts**

b) **Artisans & retailers of handcrafted gold ornaments.**

Purpose: To have an insight and explore the views, ideas, and problems faced by the local community (inconsideration of the research study) of the destination i.e. the local vendors two sets of respondent groups were identified, namely:-

a) **Local vendors selling local handicrafts**

b) **Artisans & retailers of handcrafted gold ornaments.**

Date:

Time:

Place:

Interviewee: *Name of the Shopkeeper/Artisan:*

Interviewer: Nisha Saha (External Research Scholar under University of Burdwan)

A research study is being carried on “Poverty Alleviation through Sustainable Tourism in the city of Kolkata”. Your valued response on views of **local handicrafts** of the destination, would help in better understanding of the problem areas, and help in poverty alleviation of the local community in days to come.
Questions:

1. Your shop sells:-

2. Do you get domestic tourists as Customers, i.e. people from states of India other than West Bengal?

3. Do you get International Tourists as Customers, i.e. visitors from other countries than India?

4. What do you think are the factors affecting tourists because of which they do not buy handicrafts/ handcrafted gold ornaments from you? (Asked to handicrafts sellers/vendors of the city)
5. Why do you think handcrafted gold ornament is not flourishing as much as they should in spite of being a unique product to offer to the world market? *(Asked to Handcrafted gold ornament artisans and sellers)*

6. What are the Problems you face which obstruct the smooth functioning of your business, especially when the customers are Tourists, both domestic and international?

7. What are your suggestions for attracting more number of Tourists as customers?

*Thank You for sparing the time and effort!!!
Appendix 4: A Schedule for a structured interview (Field Interview) on Poverty Alleviation through Tourism survey in Kolkata taken from Road Side local Cuisine vendors of the city.

Respondent: Road Side Local cuisine vendors.

Purpose: To have an insight and explore the views, ideas, and problems faced by the local community (inconsideration of the research study) of the destination i.e. the local vendors selling road side local cuisine in the city.

Date:

Time:

Place:

Interviewee: Name of the Local Cuisine Vendor:

Interviewer: Nisha Saha (External Research Scholar under University of Burdwan)

A research study is being carried on “Poverty Alleviation through Sustainable Tourism in the city of Kolkata”. Your valued response on views of road side local cuisine of the destination, would help in better understanding of the problem areas, and help in poverty alleviation of the local community in days to come.
Questions:

1. Your shop sells:-

2. Do you get domestic tourists as Customers, i.e. people from states of India other than West Bengal?

3. Do you get International Tourists as Customers, i.e. visitors from other countries than India?

4. If the tourists do not eat meal or snacks from your shop, why do you think tourists are less inclined towards eating at your outlet compared to local customers?
5. What is your uniqueness in this profession, and how are you trying to develop your business?

6. What are your suggestions for attracting more number of Tourists as customers?

Thank You for sparing the time and effort!!!
Appendix: 5 Consent letter

In-Depth Interview taken from Mr. TVN Rao, IAS, M.D., West Bengal Tourism.

Date: 18.08.09

To,
Mr. TVN Rao, IFS.
Managing Director
West Bengal Tourism
Kolkata.

Respected Sir,

Ref: Acknowledgement of the support provided by delivering information towards completion of my research work (PhD) as external candidate of University of Burdwan.

I Nisha Saha am doing my research (PhD) as external candidate from the University of Burdwan. This is to acknowledge and thank you for the information you provided, which was needed for my research work.

Thanking You
Yours Sincerely

Nisha Saha
External Scholar of PhD
Department of Business Management Studies
University of Burdwan

Confirmed by:

[Signature]

Mr. TVN Rao, IFS.
Managing Director
West Bengal Tourism
Kolkata.

[Signature]

T.V.N. Rao, IFS
Managing Director
West Bengal Tourism
Development Corporation Ltd.
Appendix 6: Consent Letter

In-Depth Interview taken from Mr. Shashanko Dey (than ACP-ARS, Detective Department, Kolkata Police)

Date: 12.08.09

To,
Mr. Shashanka Dey
ACP-ARS
Detective Department.
Kolkata Police
Lalbazar,

Respected Sir,

Ref: Acknowledging the support provided by delivering information towards completion of my research work (PhD) as external candidate of University of Burdwan.

I Nisha Saha am doing my research (PhD) as external candidate from the University of Burdwan. This is to acknowledge and thank you for the information you provided, which was needed for my research work.

Thanking You
Yours Sincerely

Nisha Saha
External Scholar of PhD
Department of Business Management Studies
University of Burdwan

Confirmed by:

Mr. Shashanka Dey
ACP-ARS
Detective Department
Kolkata Police
Lalbazar.
Appendix 7: Consent Letter

In-Depth Interview taken from Nandan Bagchi, eminent writer, Musician, Food Critic, columnist of Daily Newspaper.

Date: 26.08.09

To,
Mr. Nandan Bagchi
Eminent Artist and Food Critic,
Kolkata.

Respected Sir,

Ref: Acknowledgement of the support provided by delivering information towards completion of my research work (PhD) as external candidate of University of Burdwan.

I Nisha Saha am doing my research (PhD) as external candidate from the University of Burdwan. This is to acknowledge and thank you for the information you provided, which was needed for my research work.

Thanking You
Yours Sincerely

Nisha Saha
External Scholar of PhD
Department of Business Management Studies
University of Burdwan

Confirmed by:

Nandan Bagchi,
Eminent Artist & Food Critic,
Kolkata
Appendix 8: Consent Letter:

In-Depth Interview taken from Bablu De, Working President, Swarna Shilpo Bachao Committee.

Date: 25.08.09

To,
Mr. Bablu De
Working President,
Swarna Shilpo Bachao Committee.
Kolkata.

Respected Sir,

Ref: Acknowledgement of the support provided by delivering information towards completion of my research work (PhD) as external candidate of University of Burdwan.

I Nisha Saha am doing my research (PhD) as external candidate from the University of Burdwan. This is to acknowledge and thank you for the information you provided, which was needed for my research work.

Thanking You
Yours Sincerely

Nisha Saha
External Scholar of PhD
Department of Business Management Studies
University of Burdwan

Confirmed by:

Mr. Bablu De,
Working President
Swarna Shilpo Bachao Committee
Kolkata.

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