Bibliography
APPENDIX - I

TOURISM A HOTELIERS PERCEPTION INTERVIEWEE
(use tick wherever required)

Name of the Hotel: _______________________
Interviewee's Name: _______________________
Address: ________________________________

Category: ________________________________

TOURIST PROFILE

1. Type of Tourist
   ____ Tourist  ____ Holiday/  ____ Culture
   ____ Educational  ____ Honeymoon  ____ Conference
   ____ others

2. Total Tourist Check in for the year 91-92 ___________

3. Occupancy Rate of the Hotel
   Season _______________  Off-Season _______________
   (Specify months)  (Specify months)

4. Occupation and Age Group of Guests having stayed in
   Hotel last year

<table>
<thead>
<tr>
<th>Male</th>
<th>Male</th>
<th>Female</th>
<th>Occupation</th>
<th>Average</th>
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<tbody>
<tr>
<td>Less than 15 years</td>
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<tr>
<td>Less than 30 years</td>
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<tr>
<td>Less than 60 years</td>
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<tr>
<td>60 years and above</td>
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5. Average staying time of Guests in the Hotel:
   ______ Less than 3 days
   ______ Less than 6 days
   ______ 6 days and above

5. Average staying time Guests in the Hotel:
   ______ Less than 3 days
   ______ Less than 6 days
   ______ 6 days and above.

6. Are Bookings in your Hotel through Travel Agents?

7. Nationality of Guests visiting Hotel:
   ______ Indians ______ Others (Specify country)
   ______ 1 - 25% ______ 26 - 50% ______ 1 - 25%
   ______ 26 - 50% ______ 51 - 75% ______ 51 - 75%
   ______ 76 - 100%

8. Average money spent by each tourist:

9. What are the other facilities offered in Hotel?
   ______ Dance/Cultural Programme ______ Sight seeing Trips
   ______ Other facilities (Specify) (A) Self arranged
   ______ Currency exchange of (B) In collaboration
   (A) Self arranged
   ______ Credit cards ______ Outsiders.

10. No. of repeated guests to the Hotel:
    ______ Less than 10 ______ Less than 25
    ______ Less than 40 ______ More than 40
11. Type of food liked more by Tourists

____ S.Indian ______ N.Indian ______ Chinese
____ Continental

Percentage of Amount of spent by Tourist on
1 - 20% 20 - 40% 40 - 60% More than 60%

Food
Accommodation
Tours

12. Has Govt. Policies had any impact in the Business?

13. How much Tourism has contributed to the growth of the Hotel place of Origin of Tourists.

Tamil Nadu __________ Andhra Pradesh __________
Kerala __________ Bombay __________
Delhi __________ Karnataka __________
Others __________

15. What is your concept of tourism?
APPENDIX 2

PROMOTIONAL ACTIVITIES OF HOTEL INDUSTRY IN PONDICHERRY

Name of the Hotel : ____________________________
Interviewee's Name : __________________________
Address __________________________

1. Name of the Hotel:

2. Category to which the Hotel belongs: (Put tick)
   (a) Star Category    (b) Others

3. Does the hotel have a distinct promotional wing (use tick)
   Yes/No

4. Strength of the Promotional division (use tick)
   (a) 2-5 personnel  6-10 persons and 10 persons or more

5. What are the different promotional activities undertaken by the Hotel (put tick)
   (a) Advertising    (b) Exhibitions    (c) Sponsorships
       (d) Pamphlets   (e) Cinema Slides (f) through travel agents

6. How promotion through the Hotel advertising is done by the Hotel (use tick)
   (a) Newspaper    (b) Magazines    (c) Television    (d) Radio
       (e) Advertisement Boardings   (f) Cinema Slides
7. Nature of Promotional Activities (use tick)
   (a) Done in Pondicherry (b) Done outside Pondicherry also

8. What are the designations responsible for promotional activities (use tick)
   (a) Marketing Manager  (b) General Manager  (c) Sales Executive  (d) No special designation

9. What are the other strategies taken for sales promotion by the hotel (use tick)
   (a) Special food packages
   (b) Reduction in Room Rents
   (c) Hoisting of widely attended conventions and other activities
   (d) Tie-ups with other hotels outside Pondicherry

10. What is the budget allocation for the marketing activity (use tick)
    (a) below 10% of N.R  (b) 10-20% of N.R  (c) above 20% N.R  (d) No specific

11. Does the hotel have any separal promotional activity for the foreign Tourists (use tick)
    Yes/No

12. Why the hotel is doing promotional activities (use tick)
    (a) For improving sales
    (b) For creating better image
    (c) For cutting down the competition

13. How the hotel helps in tourism promotion in Pondicherry (use tick)
    (a) By giving a place for the tourist attractions also in the hotel advertisement
    (b) By organising tour packages for the Hotel customers
    (c) By offering special room tariffs and other packages for tourist who stays for a longer period
APPENDIX 3

QUESTIONNAIRE OF TRAINING IN HOTELS

(Tick wherever required)

Name of the Hotel : ____________________________
Interviewee's Name : ____________________________
Address

___________________________________________________________________________

2. Category: 3 Star 2 Star 1 Star 1Star others
3. Is the Hotel managed by : Proprietor
   Professional
4. Any other hotel of the same management :
   If yes named of the group of other hotel
5. Facilities offered by the Hotel :

6. Total No. of rooms

   TARIFF
   A/c     Non A/c

   (i) Single room
   (ii) Double room

7. Training period and type of training
   before confirmation of the job, for
   the following:

   Period       Type

   Front Office Assistance
   Cashier
   Sales Representative
   Stores and Purchase Personnel
   House Keepers
   Cooks
8. What subjects are imparted to executives during training
   (a) Course on Tourism
   (b) Managerial Development
   (c) Hospitality Management
   (d) Foreign language

11. The method of Trainees performance evaluation:
   Feed Back from Trainees
   Work on the Job after Training
   Feed back from Supervisor

12. Who imparts training to the employees:
   Immediate supervisors
   Training Institute

13. Location of the training Programme:
   In the work place : Y/N
   In other Hotel : Y/N
   Other places specify

14. Unique attraction of the hotel

15. Total No. of confirmed employees
   1-10, 11-20, 21-30, 31-40, 41-50

Total No. of unconfirmed employees
   1-5, 6-10, 11-15, 16-20, 21-25, 26-30
APPENDIX 4

A QUESTIONNAIRE JOB AND ROLES AND EDUCATIONAL QUALIFICATION IN HOTELS IN PONDICHERRY

(Tick wherever required)

Name of the Hotel : ______________________
Interviewee's Name : ______________________
Address

2. Category in which the hotel belongs

   (a) 3 star  (b) 2 star  (c) Others

3. Total number of employees in the hotel __________

4. Number of employees in the decisional level __________

5. Number of employees in the operation level __________

6. Percentage strength of operation level employees to the total number of employees __________

7. Percentage strength of decisional level employees to the total __________
8. Number of employees in each department

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<th>Department</th>
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<td>Front Office</td>
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<td>Material Management</td>
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9. Minimum qualification for operational level employees (tick)
   (a) Graduation (b) Post Graduation (c) Any Qualification

10. Minimum qualification for decisional level employees (tick)
    (a) Post Graduation (b) Graduation (c) Management degree (d) Qual in Hotel Management

11. Is any tourism related qualification given preference in promotion (tick)

12. If yes, at which level a jobs:
    (a) Operational (b) Decisional

13. Is any orientation training given to employees in Tourism - Y/N
14. If yes, at which organisational level:
   (a) Operational (b) Decisional

15. If any orientation course is given, what is the subject of the course:
   (a) Tourism Promotion (b) Customer Service (c) Other Hotel Management related subjects

16. Is there any job rotation practised among the departments: (tick)
   Yes/No

17. If yes, what are the norms for rotation of jobs: (ticks)
    (a) Experience (b) Qualification (c) Performance

18. Is there any job automated: (tick)
    Yes/No

19. If yes, which are the departments automated:
    (a) Food and Beverage (b) Front Office (c) Accounts (d) House Keeping
APPENDIX 5

QUESTIONNAIRE
DEVELOPMENTS AFFECTING HOTELS

Name of the Hotel : _______________________
Interviewee's Name : ______________________
Address ____________________________________

1) Background:

1.1. Age of the Establishment/Hotel

(1-5) (6-10) (11-15) (16-20) (21-25) (26-30) (30-above)

1.2. Mission of the Establishment/Hotel (Emphasis on Segment and their Purpose)

1.3. Form of Business :

2) Forces: Fabourable Unfavourable

2.1. Technological :

1.________ 1.________

2.________ 2.________

3.________ 3.________

4.________ 4.________

2.2. Knowledge Explosion :

1.________ 1.________

2.________ 2.________

3.________ 3.________

4.________ 4.________
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