ANNEXURE

Schedule of questions used in our tourist opinion survey.

QUESTIONNAIRE

1. a) Name:
   b) Sex:  
   Male   
   Female  
   c) Education:
   d) Profession/Occupation:
   e) Marital Status:
   Married  
   Unmarried  
   f) State of origin:
   g) Habitat:
   Urban  
   Rural  
   h) Nature of Tour Party:
   Single  
   Family  
   Excursion Party  
   i) Purpose of your present visit:
   Sight Seeing  
   Holidaying  
   Holidaying Cum Sight Seeing  
   Honey moon  
   Business  
   Travel  
   Official tours  
   Research  
   Cultural exchange  
   Adventure  
   Pilgrimage  
   Any other (Please specify)  

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j) What is the expected duration of your current programme?
   One week  [ ]   One month  [ ]
   2 weeks  [ ]   More than one month  [ ]
   3 weeks  [ ]

2. Which places you are covering during your current tour?
   i. vi.
   ii. vii.
   iii. viii.
   iv. ix.
   v. x.

3. What has been your experience so far in the states as far as the following are concerned?
   [Please put tick (✓) at the right spot]
   a) Outdoor attractions
      (Natural beauty, wild life, etc.)
      Very good  [ ]
      Good  [ ]
      So so  [ ]
      Not impressive  [ ]
      Disappointing  [ ]
   b) Accommodation.
      (Rooms and other arrangements in the lodge where you are currently staying)
      Very good  [ ]
      Good  [ ]
      So so  [ ]
      Poor  [ ]
      Very poor  [ ]
c) Food, restaurant and bar facilities
   - Very good
   - Good
   - So so
   - Poor
   - Very poor

d) Quantity of service of the hotel staff
   - Very good
   - Good
   - So so
   - Poor
   - Very poor

e) Tariff charged at the hotels/ lodges
   - Very cheap
   - Cheap
   - Ok
   - High
   - Very high

f) Transportation facilities
   - Very good
   - Good
   - So so
   - Poor
   - Very poor

4. Which of the following mode of travel you have mostly used during the current tour?
   - Air
   - Rail
   - Road
5. What is your opinion about introduction of long distance intra
and inter state conducted tour service.
Favour the idea  □
Against the idea  □
No clear opinion □

6. Which of the following served as the prime source of your travel
information?
Cinema, TV programme or TV advertisement □
Advertisement in newspaper or magazines □
Books travellers etc. □
The pamphlets etc. circulated by tourism promotion agencies □
Friends and relatives □
Any other (please specify) □

7. Do you feel that the overall cost of travelling in North east is too
high when compared to the some in other similar destinations.
Yes □
No □
No previous expenses about Are similar destinations □

8.a) Which states in North east India are included in your current
travel plan?
Assam   □  Meghalaya □
Manipur □  Nagaland □
Mizoram □  Arunachal Pradesh □
Tripura □

b) If time and money would have allowed then which other places
you would have covered in your current tour?
i.     vi.
ii.    vii.
iii.   viii.
iv.    ix.
v.     x.
c) Which other states is North East India your want to travel in near future?
   i. v.
   ii. vi.
   iii. vii.
   iv.

d) If time and money would have allowed, then which states of Northeast India you would have added to your travel plan?
   Assam Meghalaya
   Manipur Nagaland
   Mizoram Arunachal Pradesh
   Tripura

9. Can you please recall any of the slogans used by the tourism promotion organisations of Assam/Meghalaya in any of their advertisements that you had come accross?
   Yes
   (Please specify the slogan/slogans)
   No

10. Before coming to North east, how did you collect the necessary travel information?
    Travel agents
    State government
    Public Relation Office
    Tourist Information Offices run by the tourism Promotion Organisations
    Friends and relatives
    Any other
    (please specify)

11. Did you face any major problem during your current tour programme in Northeast India? If so, please specify.
12.a) Despite having tremendous potentialities Northeast India, so far has not been able to attract domestic or foreign tourists. What in your view could be the major reason behind this failure?

b) Do you have any specific suggestions for the tourism promotion organisations in Northeast India?