INTERVIEW SCHEDULE FOR THE ADMINISTRATORS

An Analytical Study of Development of Tourism in India with Special Reference to Uttar Pradesh

Interviewer: SHIPRA V. SRIVASTAVA
DEPTT. OF COMMERCE
CHRIST CHURCH COLLEGE
KANPUR.

1. Name:

2. Address:

3. Age: 25 - 35 1
35 - 45 2
45 - 55 3
55 - 60 4
Above 60 5

4. Caste: Upper (specify) 1
Backward 2
Schedule caste 3

5. Education:
Graduation 1
Post-Graduation 2
LL.B 3
Professional (Specify) 4
Technical (Specify) 5
Any other 6

6. Present Occupation:

7. First Occupation:

8. Is your occupation concerned with Tourism?
Yes Directly 1
Yes Indirectly 2
Only Partially 3
Not at all 4

Organisation and Management of Tourism

9. Which is the apex body organising tourism in India?

10. What is its relationship with the Ministry of Tourism?

11. What are its main functions:
   . Formulation of National Tourist Policy. 1
   . Formulation and Implementation of National Tourist Policy. 2
   . Implementation of Policies as decided by the Ministry of Tourism. 3
   . Any other 4
12. Is the National Tourist Policy based on Research and Scientific Investigations of the marketability of the Country's Tourist Products:

Yes 1
Only partially 2
Based on Adhoc decisions 3
Based on National Needs 4
Not at all on Research 5

13. Which organisation/organisations undertake the following functions for the development of Tourist Industry:

- Research
- Information and Promotion within the country
- Regularisation of standards of lodging & restaurants
- Control of activities of private travel agencies
- Publicity overseas
- Technical and juridical problems
- International relations
- Development of selected areas
- Overall tourism policy and promotion

14. Are other organisations at the Central level related to promotion of Tourism?

Yes (Specify) 1
No 2
Don't know 3

15. What are their relationship with the apex organisation?

16. What is the principal tourist organisation at the state level?

17. What is the precise relationship between the Central/State organisations?

18. What are the areas in which the state organisation is free to evolve its own policies?

Absolutely none 1
Yes only partially (Specify) 2
Full powers 3
Any other 4

STATE TOURISM (General)

19. Has the tourist department made any survey of tourist areas?

Never 1
Yes sometimes (non-scientific) 2
Yes often (""") 3
Yes in a scientific manner 4
Any other 5
20. If yes what technique/documents were used?

21. Whether the information received by you through your investigation can be helpful in promoting tourism:
   - Yes 1
   - Only partially 2
   - No 3
   - Can't say 4

22. Whether you used this information in organizing tourism:
   - Yes 1
   - Only partially 2
   - No 3
   - Don't know 4

23. Have your department constituted certain committees to look after the promotion of tourism?

   Name of the committee  Date of Appointment
   - Yes(Specify) 1
   - No 2
   - Don't know 3

24. Have you established any special cell to look after different aspects of tourism?
   - Yes (Specify) 1
   - No (Give reason) 2
   - Don't know 3

25. Could you spell out the responsibility assigned to different officers of the Tourist Department?

26. Who looks after the transportation facilities of the tourist?

27. Are any special arrangements made for improving the transportation for the tourist?
   - Yes (Specify) 1
   - No (Give reasons) 2
   - Can't say 3

28. Are any special transportation arrangements for the foreign tourists?

29. What special arrangements have been made for the stay of the tourist by your department?

   IN GENERAL  IN AGRA/LKO
   - No arrangements 1 1
   - Hotels 2 2
   - Dharmashalas 3 3
   - Youth hostels 4 4
   - Tourist Centres 5 5
   - Any other (Specify) 6 6
30. Who looks after the arrangements of accommodation for the tourists?
   - Officials of the Tourist Department
   - Private Agencies
   - No one
   - Any other

31. Has your department made special accommodation arrangements for the foreign tourists?
   - Yes (Specify) -
     - Hotels (5 Star)
     - Guest House
     - Rest House
     - Holiday Houses
     - Youth Hostels
     - Any other
     - None
   - No (Give reasons)

32. Are there enough restaurants of good quality in the tourist centres?

<table>
<thead>
<tr>
<th></th>
<th>IN GENERAL</th>
<th>IN AGRA/LKO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Not many</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Just one or two</td>
<td>3</td>
<td>3</td>
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<tr>
<td>None</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Any other</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

33. Has the tourist deptt. especially planned to open restaurants and other eatable shops around the tourist centres?
   - Yes 1
   - No 2
   - Don't know 3

34. Are there banking facilities around the tourist centres?
   - Yes 1
   - No 2

35. Has any effort been made to open bank near the tourist centres apart from those already existing?
   - Yes (Specify) 1
   - No (Give reason) 2

36. Is there Post office/Telegraph office near the tourist Centres?
   - Yes 1
   - No 2

37. Are there Telephone/STD facilities?
   - Yes 1
   - No 2
38. Is there any Special Security arrangement at the tourist centres?
   Yes 1
   No 2

39. Has the tourist department made some special arrangement for the security of -
   Foreign tourist: Yes (specify) 1
   : No (give reasons) 2
   Domestic tourist: Yes (specify) 1
   : No (give reasons) 2

40. Are there travel agencies available at the tourist centres?
   Yes (Give number) 1
   Not exactly at the tourist centre 2
   No 3

41. State whether following facilities are available at the tourist centres?

<table>
<thead>
<tr>
<th>Facility</th>
<th>YES</th>
<th>NO</th>
<th>DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxi</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Tempo</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Three wheelers</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Rickshaw</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Bus</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Train</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Any other</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

42. Are there official/private guides at the tourist centres?

43. What publicity media is being used by the tourist organisation to attract the tourist?
   At centre :
   At state :

44. Have you published any tourist guide book for the tourists?
   By centre :
   By state :

45. Have you or the centre published folders of information for the tourists?
   Yes 1
   No 2
   Don't know 3

46. Have you published tourist maps for the tourist centres?

47. Have you provided information, brochures indicating the availability of hotels, restaurants, clubs, cinema houses, parks and gardens etc. around the tourist centres?
48. Have you ensured the availability of clean drinking water at the tourist centres?

49. Has your department made adequate electricity arrangements at the tourist centres?

50. What is the quality of roads connecting the tourist centres?
   - Kachcha Road
   - Pucca but in an awfully bad condition
   - Needs improvement
   - Satisfactory
   - Good

51. Is there any particular department which looks after the maintenance of roads in the tourist centres?
   - Yes (Specify)
   - No

52. Has any documentary ever been made highlighting the importance and attractive features of the tourist centre?
   - Never
   - Once
   - Number of times
   - Don't know
   - Any other

53. Is there any cell where the tourist can lodge complaints for the non-availability of facilities?
   - Yes
   - No

**MARKETING**

54. Are there shops selling products/handicrafts/curio relating to the tourist centre in the area?
   - Yes
   - No

55. Has there any sales policy to promote goods?
   - Yes (Specify)
   - No

**FISCAL POLICY**

56. What is the total yearly fetch from the tourist centre/s?
   - ALL INDIA
   - FROM THIS CENTRE

57. Is there any increase in the earnings as compared to last year (Give percentage of increase)?
58. What is the amount of foreign exchange earning through tourism in India (take figures of last three years)?
   Centre  1
   State  2
   Specific tourist centre of the study  3

59. Has there been any increase in the tourism over the years?
   Yes (how much)  1
   No (give reasons)  2

60. What special efforts are being made by the centre/state in attracting more foreign exchange? What is the percentage of foreign tourist at this centre?

61. What is the extent of employment exclusively due to the tourist centre?
   At the central level  1
   At the state level  2
   At this specific centre  3

62. What are the areas where tourism industry has been able to generate employment?
   Travel agencies  1
   Press and publicity  2
   Restaurants  3
   Canteen  4
   Guides  5
   Hotels  6
   Guest-houses  7
   Shops  8
   Construction industries  9
   Any other  10

63. What are the main sources of employment due to tourism at this centre?

64. What is the total revenue by way of taxes?
   Sales tax
   Income tax
   Any other

65. What in your opinion is the main motivation for the tourist at this centre? Please tick in order of preference:
   Physical motivation  1
   Relaxation and rest  2
   Sporting activities  3
   Medical treatment
   Cultural motivation
   To learn about the culture of other countries  4
   Art (i)
   Music (ii)
   Lecture (iii)
   Folklore (iv)
Inter-personal motivation
To visit relatives (i)
To visit friends (ii)
To meet new people (iii)
To escape from daily routine (iv)
Any other (v)

Status and prestige motivation
For business purposes (i)
For education (ii)
For personal development (iii)
Any other (iv)

Any other motivation
To see natural scenes (i)
Gardens (ii)
Zoo (iii)
Place of historical importance (iv)
Water falls, lakes (v)
Hills (vi)
Any other (vii)

Divine motivation
Journey of sacred places (i)
Participation in religious ceremony (ii)

Any other (viii)
**INTERVIEW SCHEDULE FOR THE TOURISTS**

*An Analytical Study of Development of Tourism in India with Special Reference to Uttar Pradesh*

Interviewer: Shipra V. Srivastava  
Department of Commerce  
Christ Church College  
Kanpur

Schedule No.: 

**Personal Background**

1. Name of the respondent

2. Address

3. Age:

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Number</th>
</tr>
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<tbody>
<tr>
<td>18 - 25</td>
<td>1</td>
</tr>
<tr>
<td>26 - 35</td>
<td>2</td>
</tr>
<tr>
<td>36 - 45</td>
<td>3</td>
</tr>
<tr>
<td>46 - 55</td>
<td>4</td>
</tr>
<tr>
<td>56 - 65</td>
<td>5</td>
</tr>
<tr>
<td>above 65</td>
<td>6</td>
</tr>
</tbody>
</table>

4. Caste:

- Upper
  - Brahmin (i)
  - Khatri (ii)
  - Vaishya (iii)
  - Kayastha (iv)
  - Any other (v)
- Backward class
  - (Specify) 2
- Schedule castes
  - (Specify) 3
- Any Other
  - (Specify) 4

5. Religion:

<table>
<thead>
<tr>
<th>Religion</th>
<th>Number</th>
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<tbody>
<tr>
<td>Hinduism</td>
<td>1</td>
</tr>
<tr>
<td>Islamic</td>
<td>2</td>
</tr>
<tr>
<td>Christianity</td>
<td>3</td>
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<tr>
<td>Sikhism</td>
<td>4</td>
</tr>
<tr>
<td>Jainism</td>
<td>5</td>
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<tr>
<td>Any other</td>
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</table>

6. Education:

<table>
<thead>
<tr>
<th>Education</th>
<th>Number</th>
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<tbody>
<tr>
<td>Illiterate</td>
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<tr>
<td>Just literate</td>
<td>2</td>
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<tr>
<td>Upto Primary</td>
<td>3</td>
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<tr>
<td>Upto Junior</td>
<td>4</td>
</tr>
<tr>
<td>Upto High school</td>
<td>5</td>
</tr>
<tr>
<td>Upto Graduation</td>
<td>6</td>
</tr>
<tr>
<td>Upto Post-graduation</td>
<td>7</td>
</tr>
<tr>
<td>Professional (specify)</td>
<td>8</td>
</tr>
<tr>
<td>LL.B.</td>
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<tr>
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<td>Ph.D.</td>
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<td>Engineering</td>
<td>12</td>
</tr>
<tr>
<td>Medical</td>
<td>13</td>
</tr>
<tr>
<td>Any other</td>
<td>14</td>
</tr>
</tbody>
</table>

7. Occupation:

- Unemployment            | 1      |
- Agriculture             | 2      |
- Land owner              | 3      |
- Money lender             | 4      |
- Industrialist           | 5      |
- I.A.S.                  | 6      |
- Army Officer            | 7      |
- Doctor                  | 8      |
- Engineer                | 9      |
- Private Service         | 10     |
- Teacher                 | 11     |
- Advocate                | 12     |
- Any other               | 13     |
- (Specify)               |        |
8. Monthly Income:

- 0 - 500  1
- 500 - 1000  2
- 1000 - 2000  3
- 2000 - 4000  4
- 4000 - 6000  5
- 6000 - 8000  6
- 8000 - 10000  7
- 10000 - 20000  8
- above 20000  9

9. Number of total members in the family:

10. Marital Status:

Tourism Motivation and Reasons

11. How did you plan tourism?
   - Own decision  1
   - Sponsored by Private/Govt. organisation  2
   - Collective decision  3
   - Any other  4

12. What are your main objectives in undertaking tourism?
   - Natural Scenic beauty  1
   - Curiosity and culture  2
   - Spiritual and religious  3
   - Health/Medical  4
   - Sports  5
   - Entertainment/Relaxation  6
   - Profession/Business  7
   - Visiting friends/relatives  8
   - Status and Prestige  9
   - To promote regional/national understanding  10
   - International understanding  11
   - Any other  12

13. Why did you choose this particular centre?
   - Historical reasons  1
   - Cultural  2
   - Religious  3
   - Natural  4
   - Educational  5
   - Any other(Specify)  6

General Information

14. How much time did you spend in visiting the centre?
   - More than three days  1
   - More than two days  2
   - More than one day  3
   - More than eight hours  4
   - More than four hours  5
   - More than two hours  6
15. How many persons have come with you?
   - All alone 1
   - One friend 2
   - Husband/wife with children 3
   - Husband/wife without children 4
   - With a group of friends 5
   - With a group of relatives 6
   - Sponsored tour (educational) 7
   - Sponsored tour (organisational) 8

16. Do you feel yourself a stranger in this centre?
   - Yes 1
   - No 2
   - Don't know 3

17. Do you find any language problem at this centre?
   - Yes only partially 1
   - Definitely yes 2
   - No 3

18. How do you feel when you compare yourself with the local population?
   - We are strangers 1
   - We are superior 2
   - We are inferior 3
   - No difference 4
   - Any other 5

19. How do the local people behave with you?
   - Very good 1
   - Good 2
   - Bad 3
   - Very bad 4
   - Satisfactory 5
   - Any other 6

20. How much money did you spend in visiting this centre?

21. What was the source of funds?
   - Government agency 1
   - Scholarship 2
   - Own 3
   - Any other (Specify) 4

22. Did you visit this centre earlier also?
   - No, this was first visit 1
   - Yes 2
   - Yes, twice/thrice 3
   - Yes, many times 4
23. How frequently do you go to visit tourist centre?
   - Almost every year: 1
   - Once in three years: 2
   - Once in five years: 3
   - Whenever we get opportunity: 4
   - Any other: 5
   - Can't say: 6

24. How satisfied were you with this tour?
   - Satisfied: 1
   - Extremely satisfied: 2
   - Dissatisfied: 3
   - Extremely dissatisfied: 4

25. What centres are you going to visit in India?

26. How do you compare the tourist centre of your native place with this centre?

27. What was the source of this exchange?
   - Government: 1
   - Welfare scheme: 2
   - Own funds: 3
   - Scholarship: 4

28. How did you get information about the centre?
   - Through reference books: 1
   - Through publicity media: 2
   - Through tourist centres: 3
   - Through friends/relatives: 4
   - Any other: 5

29. What transport you used to reach this place?
   - Train: 1
   - Bus: 2
   - Own vehicle: 3
   - Aeroplane: 4
   - Any other (Specify): 5

30. What lodging arrangement did you make?
   - Guest house: 1
   - Tourist bungalow: 2
   - Hotel: 3
   - Dharmashala: 4
   - Relatives/friends: 5
   - Any other (Specify): 6
31. How did you get the local information and details about the tourist centre?
- From the folders 1
- From the booklet 2
- Tourist guides 3
- Tourist officials 4
- Friends/relatives 5
- Any other (Specify) 6

32. How, in your opinion, is the maintenance of this centre?
- Excellent 1
- Good 2
- Satisfactory 3
- Bad 4
- Very poor 5
- Can't say 6
- Any other 7

33. What is your opinion about the condition of the road linking to tourist centre?
- Pucca road but in bad condition 1
- Pucca road but in good condition 2
- Kachcha road 3
- Any other 4

34. Are there restaurants and other eatable shops?
- Yes, satisfactory 1
- Yes, but not satisfactory 2
- No 3
- Don't know 4

35. What is your opinion about the following arrangements at the centre?
- Transport
- Residential
- Restaurant
- Information
- Travelling
- Security
- Postal-facilities
- Any other

| (1) Excellent | (2) Good | (3) Satisfactory | (4) Bad | (5) Unsatisfactory | (6) Awful |

36. What are the security arrangements at the centre?
- Police post 1
- Police guards 2
- Kotwali 3
- Flying squad 4
- Any other 5
**Socio-economic Importance**

37. What you liked best about this centre?
   - Surroundings and natural scenery 1
   - Buildings 2
   - Gardens 3
   - Lake, mountain and falls 4
   - Museum 5
   - Market 6
   - Historical movements 7
   - Any other (Specify) 8

38. Do you think this centre is really of national importance?
   - Yes 1
   - No 2

39. Do you think this centre is really of international importance?
   - Yes 1
   - No 2

40. Can't this centre be helpful in improving international relations?
   - Yes (How) 1
   - No (Why) 2
   - Don't know 3

41. Do you think the customs/traditions of this centre/place are different than yours?
   - Yes 1
   - Some what 2
   - No 3

42. How much foreign exchange did you obtain for your visit to India?

43. How much money in terms of foreign exchange did you spend at this centre?

**Marketing**

44. Are there shops selling curios/status/other articles around the tourist centres?
   - Yes 1
   - No 2
   - Any other 3

45. Did you buy any thing from these shops?
   - Yes (Specify the items) 1
   - No 2
Aspects and Prospects

46. What specific problems are you confronted with at this centre?

47. What suggestions would you make for the improvement of the tourist centre?

48. What suggestions would you make to attract more foreign tourist?