Questionnaire-Tourists -Kerala

Marketing Strategies Adopted by Tourism Industry in South India-A Comparative Study between Kerala and Tamil Nadu.

Sir/Madam,

Please be kind enough to fill in the appended questionnaire pertaining to my doctoral study entitled “Marketing Strategies adopted by Tourism Industry in South India-A comparative study between Kerala and Tamil Nadu”.

Thanking you,

Yours faithfully,

Nimi Dev R.

**QUESTIONNAIRE**

A) Personal Profile :-

1. Age:

2. Nationality: Indian □ □ Non Indian
   - In case you are an Indian, please mention your native State:
   - In case you are a non Indian please mention your nationality:

3. Sex: Male □ Female □

4. Average monthly family income:
   - a) Upto Rs.15,000 □
   - b) Rs.15,000-Rs.30,000 □
   - c) Rs.30,000 – Rs.45,000 □
   - d) Above Rs.45,000 □
• If in other currencies please specify

5. Number of members in the family:

2 3-4 5-6 Above 6

B) Preference for tourist location:
6. Name the places you have visited under the following heads? Please indicate the frequency of visits by giving numbers in the respective columns:-

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7. Please rate your level of satisfaction about the places you have visited on a 3 point scale. 3- highly satisfied, 2-satisfied, 1-not satisfied.
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8. Rank your priority during your tourist visit?

1. Sightseeing
2. Curio/handicraft collection
3. Enjoy local art forms
4. Houseboat cruise
5. Visit places of historical importance
6. for medical treatments
7. Ayurvedic treatments
8. Others (please specify)
9. Please rate your opinion on the following promotional measures on tourism in a 5 point scale? 5-Excellent, 4-Very Good, 3-Good, 2-Average, 1-Poor.

1. Information brochure
2. Advertisement
3. Tour operators
4. Websites
5. District Promotion Councils
6. Tourist guides
7. Publicity
8. Others

10. Do you have suggestions for improvement in facilities in the places you have visited?

11. Have you visited any other places in the following states?
   a) Tamil Nadu
   b) Andhra Pradesh
   c) Karnataka
   d) Any other states specify

   Thank you.
Questionnaire-Tourists –Tamil Nadu

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Thanking you,

Yours faithfully,

Nimi Dev R.

QUESTIONNAIRE

A) Personal Profile :-

3. Age:

4. Nationality: Indian □ □ Non Indian
   - In case you are an Indian, please mention your native State:
   - In case you are a non Indian please mention your nationality:

3. Sex: Male □ □ Female □ □

4. Average monthly family income:
   a)Upto Rs.15000 □ □ b) Rs.15000-Rs.30000 □ □ c)Rs.30000 –Rs45000 □ □
   d)Above Rs.45000 □ □
If in other currencies please specify

5. Number of members in the family:

2  3-4  5-6  Above 6

B) Preference for tourist location:

6. Name the places you have visited under the following heads? Please indicate the frequency of visits by giving numbers in the respective columns:- ‘A’ denotes pilgrimage centres, ‘B’ denotes hill stations, ‘C’ denotes backwaters, ‘D’ denotes beaches, ‘E’ denotes health centres, ‘F’ denotes eco-tourist centres, ‘G’ denotes festivals.

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   4. Websites
   5. District Promotion Councils
   6. Tourist guides
   7. Publicity
   8. Others

10. Do you have suggestions for improvement in facilities in the places you have visited?

11. Have you visited any other places in the following states?
   a) Kerala
   b) Andhra Pradesh
   c) Karnataka
   d) Any other states

   Thankyou.
**Questionnaire-Hotels**

*Marketing Strategies Adopted by Tourism Industry in South India-A Comparative Study between Kerala and Tamil Nadu.*

Sir/Madam,

Please be kind enough to fill in the appended questionnaire pertaining to my doctoral study entitled “Marketing Strategies adopted by Tourism Industry in South India-A comparative study between Kerala and Tamil Nadu”.

Thanking you,

Yours faithfully,

Nimi Dev R.

**QUESTIONNAIRE**

1. Name of Hotel:
2. Date of commencement of operation:
3. Is your hotel a classified one?
4. If classified, which class does your hotel belong to?
   a) Five star deluxe  b) Five star  c) Four star  d) Three star  e) Two star  f) One star  g) Heritage
5. Services provided:
6. Area of operation:
7. Number of personnel working in your hotel:
8. State the pricing strategy adopted by your hotel:
   a) Cost plus pricing
   b) Pricing in line
   c) What the traffic will bear
9. What is the occupancy rate in the hotel?

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<th>Tourist season</th>
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<td>b) 20-40</td>
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<td>f) Above 100</td>
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10. Do you provide the following services in your hotel?

a) Swimming pool

b) Shopping

c) Emergency health care

d) Linkage with tour operators and government

e) Conference hall

f) Restaurant
g) Others (please specify)
11. What is your Unique Selling Proposition (USP) in comparison to your competitors?

12. What are your promotional strategies?
   a) Advertisement
   b) Integrated packages
   c) Information Brochures
   d) Publicity
   e) Website
   f) Participation in fairs

13. If you adopt advertisement as your promotional strategy, please specify the media used for it:
   a) Television
   b) Radio
   c) Newspapers
   d) Internet
   e) All
   f) If any other medium, please specify…….
14. What is the approximate budget fixed for incurring expenditure related to promotion?
   a) Upto Rs.10,00,000
   b)Rs.10,00,000-15,00,000
   c)Rs.15,00,000-20,00,000
   d)Above Rs.20,00,000

15.a) Are you an accredited organization for compliance with standards?
   b)If yes, state the award

   1. ISO
   2. Environment award
   3. Certification from government
   4. Others (please specify)

16. a) Are you complying with the environment standards?
   b) If yes, state the certification received?

17. How would you rate the following services in your hotel? Please rate using a 3 point scale. 3-Good 2-Average 1-Poor
   1. Front Office
   2. Housekeeping
   3. Food and Beverages
   4. Accessibility
18. Do you receive any form of incentives from government?

19. State how you envisage your hotel project in terms of present and future investment?

1. Holiday resorts
2. Tourist resorts
3. Independent villas
4. Ayurvedic resorts
5. Others (please specify)

Thank you
Questionnaire-Tour Operators

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Sir/Madam,

Please be kind enough to fill in the appended questionnaire pertaining to my doctoral study entitled “Marketing Strategies adopted by Tourism Industry in South India-A comparative study between Kerala and Tamil Nadu”.

Thanking you,

Yours faithfully,
Nimi Dev R.

QUESTIONNAIRE

1. Name of Tour operator/Travel agency:

2. Date of commencement of operation:

3. Services provided:

4. Area of operation:

5. Number of personnel working under the organization:

6. State the pricing strategy adopted by your organization:
   a) Cost plus pricing
   b) Pricing in line
   c) What the traffic will bear
   d) Competitive pricing
   e) Demand-based pricing

XXXI
f) Others please specify……………

7. How many customers do you get per day?
   A) Domestic
      a) Below 40 □ □ □ □
   B) Foreign
      a) Below 40 □ □ □ □

8. What are your promotional strategies?
   a) Advertisements □ □ □ □
   b) Personal contact □ □ □ □
   c) Information Brochures □ □ □ □
   d) Others please specify □ □ □ □

9. If you adopt advertisement as your promotional strategy, please specify the media used for it:-
   a) Television □ □ □ □
   b) Radio □ □ □ □
   c) Newspapers □ □ □ □
   d) Internet □ □ □ □
   e) All □ □ □ □
   f) If any other medium, please specify……..
10. What is the approximate budget fixed for incurring expenditure related to promotion?

   a) Up to Rs.2,00,000
   
   b) Rs.2,00,000-4,00,000
   
   c) Rs.4,00,000-6,00,000
   
   d) Above Rs.6,00,000

Thank you