

REPORT OF  
THE WORKING GROUP  
ON DOMESTIC TOURIST STATISTICS

CENTRAL STATISTICAL ORGANISATION  
DEPARTMENT OF STATISTICS  
MINISTRY OF PLANNING  
GOVERNMENT OF INDIA

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## P R E F A C E

The growing emphasis on domestic tourism in the tourism sector of the Five Year Plan has posed a challenge to tourism planners, faced as they are with the problem of lack of precise statistical data on domestic tourism. The recommendation of the Third Conference of Central and State Statistical Organisations to set up a Working Group to examine in depth the question of compilation of domestic tourist statistics, including the definition of a domestic tourist, therefore came none too soon. This Report is the product of the deliberations of the Working Group that had been set up in pursuance of this recommendation.

2. The major hurdle that the Working Group had to tackle was evolving a satisfactory definition of a domestic tourist. The task was made more difficult as there is no universally accepted definition of a domestic tourist as in the case of an international tourist. In view of this, instead of defining a domestic tourist first and then working out the methodology for compiling domestic tourist statistics, the Working Group went about it the other way round. First the methodologies were considered on the basis of a broad definition, and through a process of elimination, the definition of a domestic tourist was arrived at.

3. This definition may raise some queries, but the Working Group held the view that given the main purpose for which domestic tourist statistics are required to be compiled, the definition recommended by it serves the purpose adequately. The methodology suggested for compiling domestic tourist statistics can be easily adopted by State Governments/Union Territories as its implementation does not require an elaborate organisation at the initial stage. As it is important that the compilation of domestic tourist statistics is undertaken on a continuing basis, the Working Group has found it necessary to comment upon the need to provide for an organisational support without which it would not be possible to undertake this work.

4. While presenting this Report, I would like to thank the Members and Convenor of the Working Group for their cooperation and zeal which has made this Report possible. In particular I would like to thank the Department of Evaluation and Statistics, Government of J & K, the Bureau of Economics, Statistics and Evaluation, Government of Goa, Daman & Diu, and the Market Research Division of the Central Department of Tourism for undertaking the pilot study which helped to evolve the definition of a domestic tourist and the methodology for compiling domestic tourist statistics.

New Delhi,  
30 March 1979

A. Mehta (Miss)  
C h a i r m a n

## CHAPTER I

### INTRODUCTION

Tourism in India has so far been measured mainly in terms of international tourist arrivals and foreign exchange earnings. The absence of precise statistical data on domestic tourism has caused a serious handicap in achieving a more balanced growth of tourism in the country. To rectify this lacuna in tourist statistics, the Department of Tourism, Ministry of Tourism and Civil Aviation prepared a paper on "Guidelines for the estimation of domestic tourism" for the consideration of the Conference of Central and State Statistical Organisations at its Third Session held in New Delhi from the 24th to 28th February 1977 (Annexure I). Recognising the need for such data for more purposeful and effective planning of facilities for domestic tourists, the Conference recommended the setting up of a Working Group for evolving a definition of a domestic tourist, and for determining suitable procedure for the collection of domestic tourist statistics. In pursuance of this recommendation, the Standing Committee of the Conference constituted, in July 1977, a Working Group with the following composition and terms of reference to study the matter in depths:

#### Composition

1. Miss A. Mehta, .. Chairman  
Additional Director General,  
Department of Tourism.
2. Shri Gul Mohammad, .. Member  
Director, Department of Evaluation  
& Statistics, Government of  
Jammu & Kashmir.
3. Shri S.K. Gandhe, .. Member  
Director, Bureau of Economics,  
Statistics & Evaluation,  
Government of Goa, Daman & Diu.
4. Shri P.L. Aware, .. Member  
Director (Market Research),  
Department of Tourism.
5. Shri Kulbir Singh, .. Member  
Joint Director, Traffic  
Commercial (Rates),  
Railway Board.
6. Shri S. Vishwanathan, .. Member  
Deputy Director (Statistics),  
Railway Board.

- |    |   |    |          |
|----|---|----|----------|
| 7. | Shri G.R. Ayachit,<br>Officer-on-Special Duty,<br>National Sample Survey Organisation | .. | Member   |
| 8. | Shri M.S. Ahluwalia,<br>Officer-on-Special Duty,<br>Central Statistical Organisation. | .. | Convener |

Terms of Reference

- (i) To examine the concepts, definitions and procedures involved in the collection of statistics on domestic tourism with a view to suggesting suitable methodology; and
- (ii) To develop a suitable system of collection, compilation and reporting of domestic tourism statistics.

1.2 The Working Group co-opted representatives of the Planning Commission (Shri A.K. Chandra, Research Officer, Transport & Communications Division) and the India Tourism Development Corporation (Shri T.L. Narasimhan, Deputy Divisional Manager (Planning)). Later, on the transfer of Shri Kulbir Singh and Shri A.K. Chandra, the Railway Board and the Planning Commission were represented by Shri A. Mukherjee, Joint Director, Traffic Commercial (Rates) and Shri N.C. Ahuja, Senior Research Officer respectively. On the retirement of Shri G.R. Ayachit and Shri Gul Mohammad, the National Sample Survey Organisation was represented by Shri S. Ramanatha Iyer, Officer-on-Special Duty, and the Department of Evaluation and Statistics, Jammu & Kashmir by Shri T.N. Khar, its Director.

1.3 The Working Group held seven meetings. It examined the definition of a domestic tourist adopted by 22 member countries of the World Tourism Organisation (WTO) to arrive at a suitable definition applicable to the Indian situation. It also examined the methodology followed by the Department of Evaluation and Statistics (DES), Government of Jammu and Kashmir and the Bureau of Economics, Statistics and Evaluation (BESE), Government of Goa, Daman and Diu, for the collection and compilation of domestic tourist statistics as these are the only States which compile domestic tourist statistics on a regular basis. An on-the-spot study of the methodology adopted by BESE in the compilation of domestic tourist statistics was also made by the Working Group which visited Panaji on the 5th and 6th February 1978. The Working Group took the opportunity of discussing compilation of domestic tourist statistics with Mr. Peter Shackelford, Deputy Chief of Research, WTO and Mr. R. Theivendra, Programme Research Officer, Secretariat for South Asia of the WTO Commission for South Asia during their brief halt in New Delhi. Mr. Shackelford appreciated

the initiative taken by India to fill a major gap in tourism statistics and made valuable suggestions for the consideration of the Working Group for devising a suitable methodology for compiling domestic tourist statistics. He also mentioned that member-countries of WTO have adopted different definitions of a domestic tourist to meet their own specific needs.

1.4 Since the purpose of statistical information is mainly to assist in the decision and policy-making processes, the Working Group reached the conclusion that the definition of a domestic tourist should be related to the planning and provision of tourist infrastructural facilities rather than to serve merely the purpose of collecting such statistics. The Working Group felt that the latter approach would only inflate the figures of domestic tourists thereby distorting investment priorities. This has particular relevance in a situation where resources for tourism development are limited. The definition of a domestic tourist is discussed in Chapter III.

1.5 In order to test the definition of a domestic tourist arrived at by the Working Group, and to determine the methodology for the collection, compilation and reporting of domestic tourist statistics, a pilot study was undertaken simultaneously for a week at Delhi, Srinagar (J&K) and Panaji (Goa) in the third week of May 1978. A summary of the pilot study is given in Annex III and the methodology recommended for the collection and compilation of domestic tourist statistics is discussed in Chapter IV.

1.6 The Working Group also considered the organisational set up necessary at the Centre and in the States for the collection, compilation and reporting of domestic tourist statistics on a regular and scientific basis. This is discussed in Chapter V.

1.7 A summary of conclusions and recommendations of the Working Group are given in Chapter VI.

## CHAPTER II

### TOURIST STATISTICS - PRESENT POSITION

The Department of Tourism, Ministry of Tourism & Civil Aviation has been compiling statistics of international tourist arrivals on a regular basis since 1951. This information is collected from the disembarkation cards filled in by tourists, and is published every month as well as annually. It also publishes every quarter and annually tourist statistical data nationality-wise, age-wise, occupation-wise, etc. Periodically the Department also undertakes foreign tourists surveys for determining their profile, as well as their reaction and expenditure pattern for planning purposes and for effecting improvements in tourist facilities.

2.2 The Central Department of Tourism has also been compiling data since 1972 on the availability and occupancy of hotel rooms based on the monthly returns prescribed for submission by hotels on the approved list of the Department. This information covers both domestic and international tourists. Such information is also collected in respect of subsidiary accommodation, namely, tourist lodges, tourist bungalows, etc. run by State Governments. Since this information is collected for departmental use for assessing hotel room requirements and the volume of tourist traffic to a particular place for planning facilities, it is not published for general dissemination.

2.3 The Central Department of Tourism also collects from the Archaeological Survey of India statistics on the number of visitors to archaeological monuments. This information, however, is limited only to those monuments, entry to which is by tickets. Another limiting factor is that the data so collected does not differentiate between a domestic and an international tourist and covers all the visitors to the monuments irrespective of their nationality. The information based on the sale of tickets is also not complete since no entry fee is charged for children below the age of 12 years, and for visitors to the monuments on certain days of the week, generally Fridays. Moreover, out of 3500 nationally protected monuments/archaeological sites, the statistical data collected through entry tickets is in respect of only the following monuments:

<u>State</u>	<u>Centre</u>	<u>Monuments/Archaeological Sites</u>
Andhra Pradesh	Hyderabad	(i) Char Minar
Bihar	Patna	(ii) Kumbhar
	Nalanda	(iii) Entire site

Delhi	--	(iv)	Red Fort
		(v)	Humayun's Tomb
		(vi)	Safdarjung's Tomb
		(vii)	Qutab Minar
Karnataka	Bijapur	(viii)	Gol Gumbaz
	Seringapatam	(ix)	Daria Daulat Bagh
	Somnathpur	(x)	Kesava temple
Madhya Pradesh	Khajuraho	(xi)	Western group of temples
	Sanchi	(xii)	Buddhist monuments
Madras	Gingee	(xiii)	Fortress including monuments on Krishnagiri and Rajagiri hills.
Maharashtra	Ajanta	(xiv)	Buddhist caves
	Aurangabad	(xv)	Bibi-ka-Maqbara
	Ellora	(xvi)	Cave no.16 (Kailasa)
	Elephanta Island	(xvii)	Caves
	Kanheri	(xviii)	Buddhist caves
	Karla	(xix)	Cave temple and inscriptions.
Rajasthan	Chittorgarh	(xx)	Fort
Uttar Pradesh	Agra	(xxi)	Fort, Taj Mahal, Itmad-ud-Daulah.
	Fatehpur Sikri	(xxii)	All monuments excluding the mosque
	Sikandra	(xxiii)	Akbar's Tomb
	Lucknow	(xxiv)	Residency buildings

2.4 The Central Department of Tourism had commissioned in October 1970 a Survey of Tourism in Jammu and Kashmir covering both domestic and international tourists visiting the State. The purpose of the survey was "to develop an outline blueprint for the tourist industry in the State, in particular for the next three years". It covered the profile of tourists visiting the State such as their age, sex, occupation, purpose of visit and income; the mode of transport and the type of accommodation used by them; expenditure incurred; their reaction pattern; additional facilities to be provided, etc. The methodology used was sample survey based on interviews of tourists and members of travel trade. The Department has also undertaken ad hoc surveys of domestic tourist traffic at selected centres.

2.5 At the State level, except for the States of Jammu & Kashmir and Goa, Daman and Diu, the source for compiling domestic tourist statistics is mainly the occupancy returns received from accommodation establishments such as tourist bungalows, holiday homes, rest houses, etc. owned by the State



Governments. The present position on the availability of domestic tourist statistics and the methodology used in collecting it as communicated by the State Governments/Union Territories in response to the circular issued by the Working Group is as follows:

- Assam No data on domestic tourism is collected.
- Delhi A survey of Domestic Tourist Traffic was conducted in 1976 by the Delhi Tourism Development Corporation.
- Goa, Daman and Diu Statistics on tourists are collected every month from the places of stay (hotels, lodges, tourist cottages, agrashalas etc.). The returns prescribed for the purpose give separate details of guests of Indian and foreign nationality staying in accommodation establishments. All persons of foreign nationality are considered as foreign tourists. In regard to guests of Indian nationality, a distinction is made between the normal residents of Goa, Daman and Diu and other Indians. Indian nationals who are not normal residents of the Union Territory are considered as domestic tourists.
- Gujarāt Gujarat Tourism Development Corporation has recently started collecting data on tourists staying at Government holiday homes and tourist bungalows. Data on tourists visiting certain picnic spots, pilgrim and tourist places, etc. has also been collected by local authorities. Some information on the profile of domestic tourists has been attempted in respect of tourists staying in holiday homes and tourist bungalows managed by the State Government. A person with Indian nationality including a resident of the State is treated as a domestic tourist.
- Haryana The information available relates to the occupancy in the accommodation available in the tourist complexes and on the number of visitors to Pinjore where entry fee for visitors above the age of 12 years is being charged.
- Himachal Pradesh The only data collected are the number of visitors who stay in the Tourist Bungalows and other accommodation owned by the Himachal Pradesh Tourism Development Corporation.

Jammu & Kashmir

The data on domestic tourists relate to the number of tourists visiting Kashmir Valley and Ladakh and the pilgrims going to Shri Vaishnodevi and Shri Amarnathji Caves; but no information on the profile of tourists is being compiled. The tourist arrival card introduced for all passengers travelling by air, however, provides for the purpose of visit. No information on arrivals in accommodation establishments is being collected by the State Government except for some ad hoc studies. A person with Indian nationality but not a resident of the State is treated as a domestic tourist.

Kerala

No data on domestic tourism is being collected.

Maharashtra

No methodology has been adopted to undertake traffic surveys of tourists. The only method available is of compiling data on guests checking in the luxury class hotels and the State Government holiday camps, of which in due course they would be taking analytical view.

Meghalaya

The data is collected on monthly basis at State level covering the purpose of visit, mode of transport, whether single or in group, place of stay, nights spent in tourist bungalows, circuit houses, hotels, etc. An Indian national is treated as a domestic tourist.

Punjab

Data on occupancy of the tourist bungalows and nights spent by Indians and foreigners are collected.

Tamil Nadu

No statistical survey or study on domestic tourism has been conducted or methodologies evolved for such studies and sample surveys.

Rajasthan

Data on number of tourists visiting Jaipur, Udaipur, Chittorgarh, Bharatpur and Sariska and pilgrims to Pushkar, Nathdwara, Dargah (Khwaja Sahab), Ajmer is compiled monthly, based on the information collected in the proforma prescribed by the Department of Tourism. Data in regard to arrivals, stay etc. of tourists in different accommodation establishments have also been collected in respect of certain centres.

Uttar Pradesh

The data collected relate to arrival, stay etc. of tourists in hotels, tourist bungalows, travellers lodges, youth hostels, (Government), etc. The data are compiled on a monthly basis at State, region and centre level. The tourists visiting plains are

contacted in the accommodation establishments while for hill regions both the records of the toll barriers and accommodation establishments are used. In the case of Badrinath and Kedarnath, the temple registers constitute the source of information. The data are compiled in the regional tourist offices and sent to the Directorate of Tourism. A person with Indian nationality is treated as a domestic tourist.

West Bengal An attempt is being made to collect information on domestic tourists from the Indian Airlines, the three Zonal Railways and standard hotels in Calcutta.

2.6 From the above it will be clear that there is neither a uniform definition of a domestic tourist nor a uniform methodology being followed for the collection of domestic tourist statistics. Excepting for the States of Jammu & Kashmir and Goa, Daman and Diu, the information collected is not exhaustive, and in most cases incomplete.

2.7 In so far as other countries are concerned, the compilation of domestic tourist statistics takes into account the following items: (i) number of trips made, (ii) arrivals in accommodation establishments, and (iii) guest nights spent. The domestic tourist statistics compiled by these countries, however, are not comparable due to different definitions of a domestic tourist and methodology adopted.

## CHAPTER III

### DEFINITION OF A DOMESTIC TOURIST

While the definition of an international tourist has found general acceptance, this is not the case with regard to the definition of a domestic tourist. Each country has adopted different definition in respect of domestic tourists to meet its own specific needs. The Working Group examined the definition of a domestic tourist adopted by 22 member-countries of the World Tourism Organisation (WTO) given at Annexure II. These have the following three factors in common:-

- (i) Place of residence of tourist - domestic tourism consists of travel by residents and nationals of a country within that country.
- (ii) Geographical setting of travel - the geographical setting is the national territory.
- (iii) Duration of travel - analogous to the accepted definition of international tourist, the domestic tourist is one who spends not less than 24 hours or makes an overnight stay away from his usual place of residence.

3.2 Two other factors influencing the definition of a domestic tourist are: (i) distance travelled and (ii) travel motivation. Some countries specify a minimum distance travelled in their definition which varies between 40 and 160 kms. Travel motivation has been considered important by majority of the countries. Thus a domestic tourist is generally considered as a person travelling for a purpose other than exercising gainful employment at the place visited.

3.3 In India, the definition of a domestic tourist also varies from State to State. In Jammu and Kashmir, a domestic tourist is defined as "a person with Indian nationality but not a resident of the State". Gujarat, Uttar Pradesh and Meghalaya define a domestic tourist as "an Indian national". The Union Territory of Goa, Daman and Diu on the other hand defines a domestic tourist as "a person visiting Goa from any part of India (other than Goa, Daman and Diu) for a period of not less than 24 hours and not exceeding six months, at a time, for such purposes as pleasure, business-cum-pleasure, sightseeing, etc."

3.4 The XXIIIrd General Assembly of the International Union of Official Travel Organisations (IUOTO) held at Caracas, Venezuela in October, 1973 called for a study at international level for establishing a definition of a domestic tourist. Based on this study the following definition was put forward

by IUOTO in 1974-75 which was "intended to serve as a basis for discussion only" and therefore had no official character:

"For statistical purposes, the expression 'domestic tourist' designates any person residing within a country irrespective of nationality, travelling to a place within the country other than his usual residence for a period of not less than 24 hours or one night for a purpose other than the exercise of remunerated activity. The motives for such travel may be as follows:

- (i) leisure (recreation, holiday, health, studies, religion, sports);
- (ii) business, family, mission, meeting."

3.5 The Working Group considered the definitions adopted by some States in India and 22 member-countries of WTO, as also the definition suggested by IUOTO (now termed the World Tourism Organisation). It also considered whether the definition of a domestic tourist should serve the purpose of only collecting statistical data as an end in itself, or it should serve some other purpose as well such as planning of infrastructural facilities, devising of marketing strategy, etc. In view of the fact that planning of tourist infrastructural facilities, for domestic tourists is greatly handicapped by the lack of scientifically collected data on domestic tourists, and also because mere counting of heads may lead to inflationary figures based on which the assessment of infrastructural facilities could turn out to be quite disproportionate to their actual ultimate utilisation, the Working Group felt that the definition of a domestic tourist should be related to the planning and provision of tourist facilities. This conclusion is supported by the following illustrative example:

Delhi receives a large number of visitors who can be categorised as follows:

- (a) those who come on home leave and stay in their own homes or with relations using neither accommodation establishments nor transport facilities for sight-seeing provided for tourists;
- (b) those who come on a holiday and stay in accommodation establishments and utilise sight-seeing tours provided for tourists;
- (c) those who come on a holiday and stay with friends and relations thereby not utilising any accommodation facilities, but for sightseeing would use transport facilities provided for the purpose, would do some

shopping, eat out in restaurants and may see one or two cultural programmes organised for tourists;

- (d) those who come on business or to attend conferences and utilise accommodation establishments, but not transport facilities provided for sightseeing;
- (e) those who come on business or to attend conferences and stay in Company Guest Houses or with friends and relations, and also do not use tourist transport facilities provided for sightseeing.

It will be seen that those visitors falling in category (b) would require both accommodation and transportation facilities for stay and sightseeing; those falling in category (c) would require only transportation facilities for sightseeing; and those falling in category (d) would require only accommodation facilities; while those falling in categories (a) and (e) would require neither.

3.6 Hence, in planning tourist infrastructural facilities, the main consideration in determining a domestic tourist rests on the fact whether the visit of such a person entails a demand on any of the tourist facilities or not. In reverse, therefore, those persons availing of these facilities would be considered as domestic tourists. Taking these facts into consideration, the Working Group concluded that the definition of a domestic tourist should be related to and serve the purpose of planning and provision of tourist infrastructural facilities so as to make planning more realistic and effective. Accordingly, the following definition of a domestic tourist was suggested:

"A person will be considered a domestic tourist who stays at a place other than his usual place of residence for a duration of not less than 24 hours or one night and for not more than 6 months at a time for any of the following purposes:

- (i) Pleasure (holiday, leisure, sports, etc.)
- (ii) Pilgrimage, study and health;
- (iii) Business, conferences and meetings.

The following would not be regarded as domestic tourists:

- (i) Persons arriving, with or without a contract, to take up an occupation or engage in activities remunerated from within the State/Centre;
- (ii) Persons coming to establish more or less permanent residence in the State/Centre;

- (iii) Persons visiting their home towns or native place on leave or short visit for meeting relations or friends, attending social and religious functions, etc. and not staying at hotels or other accommodation establishments run on commercial basis."

3.7 The above definition was tested in a pilot study, discussed in the following chapter, undertaken simultaneously at Delhi, Srinagar (J & K) and Panaji (Goa). In the light of the findings of this study, the Working Group modified the definition of a domestic tourist as follows:

"A person will be considered a domestic tourist who travels within the country to a place other than his usual place of residence and stays at hotels or other accommodation establishments run on commercial basis or in dharamshalas/sarais/musafir-khanas/agrashalas/choultries etc. for a duration of not less than 24 hours or one night and for not more than 6 months at a time for any of the following purposes:

- (i) Pleasure (holiday, leisure, sports, etc.)
- (ii) Pilgrimage, religious and social functions;
- (iii) Business, conferences and meetings; and
- (iv) Study and health.

The following will not be regarded as domestic tourists:

- (a) Persons arriving, with or without a contract, to take up an occupation or engage in activities remunerated from within the State/Centre;
- (b) Persons coming to establish more or less permanent residence in the State/Centre;
- (c) Persons visiting their home-town or native place on leave or short visit for meeting relations and friends, attending social and religious functions, etc. and stay in their own homes or with relations and friends.
- (d) Foreigners resident in India".

3.8 It was noted that in certain countries such as the USA, Australia and some European countries, distance has been taken into consideration for defining a domestic tourist because of high road mobility. The Working Group did not consider it necessary to adopt distance as a criterion for defining a domestic tourist, as travel in one's own car in India has not reached that high proportion as to have an economic impact as in the countries mentioned above.

3.9 The definition of a domestic tourist recommended by the Working Group makes a deviation from that suggested by IUOTO (WTO) in 1974-75 in the following respects:

- (i) Foreigners resident in the country are not considered as domestic tourists;
- (ii) Persons visiting home-town or native place on leave or short visit for meeting relations and friends, for attending social and religious functions and staying in their own homes or with friends and relations are not considered as domestic tourists; and
- (iii) An upper limit of 6 months has been fixed on the stay of domestic tourists at a particular place.

3.10 Foreigners resident in the country have not been considered as domestic tourists as their number being much less compared to the domestic tourist movement, the impact of their travel on the type of facilities required for the vast majority of domestic tourists would be negligible. Besides, for purposes of statistics they would be accounted for as foreign tourists in the returns received from hotels and other accommodation establishments. Persons visiting their home-town or native place and staying in their own homes or with friends and relations and not utilising tourist facilities provided, have not been considered domestic tourists as they would have no impact on the facilities required to be provided at that place for domestic tourists. An upper limit of 6 months for stay at a particular place has been fixed as those staying longer would normally make a more permanent arrangement and therefore would not be utilising the tourist facilities provided.

3.11 The Working Group thus recommends for adoption the definition of a domestic tourist as stated in para 3.7 above.



METHODOLOGY FOR THE COMPILATION OF DOMESTIC TOURIST STATISTICS

For estimating the volume of domestic tourist traffic, the Working Group considered the following methodologies:-

- (i) Collection of data at various entry points;
- (ii) Collection of data from the registers maintained by hotels and other accommodation establishments;
- (iii) Ad-hoc surveys at selected tourist centres.

4.2 The estimation of tourist traffic by the method suggested at (i) above would involve not only the collection of data at each entry point but also by different modes of transportation, viz. rail, road and air. The Working Group therefore felt that this method would be suitable for centres/States having only a few entry points as in the case of Kashmir Valley which has only two, the road check-post and the air terminal. It was also felt that this method was useful to the extent of making only a head count of tourists as it does not lend itself to collecting more detailed statistical information such as duration of stay, purpose of visit, etc. due to the time element involved.

4.3 The estimation of domestic tourist traffic on the basis of the returns received from hotels and other accommodation establishments is a much more widely used method, employed by many countries, for determining both domestic and international tourist traffic.

4.4 Ad-hoc surveys if conducted at previously identified tourist spots simultaneously over a given period taking the seasonal factor into consideration can yield more complete data about domestic tourists. It was, however, felt that this method might result in duplication as there was a likelihood of the same tourists being contacted at more than one tourist spot/place.

4.5 It was also brought out that in addition to the above, some countries compile data on domestic tourism through household surveys. The information so collected covers the number of holiday trips made, places visited, nights spent, mode of transport used, pattern of travel, facilities availed of, expenditure incurred, etc.

4.6 The Working Group considered the various methodologies described above for compiling domestic tourist statistics and came to the conclusion that for compiling data on a uniform basis at Central and State level, the estimation of domestic tourists through the records maintained by hotels and other accommodation establishments would be the most suitable

methodology to adopt. Even so, those persons staying with friends and relations or in private accommodation rented for the duration of the holidays and utilising sightseeing facilities, would not be included in the statistical data if the compilation of data on domestic tourists was limited to the returns received from hotels and other accommodation establishments. The Working Group, therefore, felt that in order to cover this category of visitors a different methodology would have to be evolved. For this purpose it has suggested the 'card method' which is described subsequently.

4.7 The Working Group also considered the possibility of collecting data on some aspects of domestic tourism through household surveys by the National Sample Survey Organisation (NSSO). The NSSO had collected data on household railway travels during the 30th round (1975-76). Some information on journeys made by household members was also collected by the NSSO during the 32nd round (1977-78). The information on the items relating to 'purpose of journey', 'mode of transport', 'alternative mode of transport' etc. collected during the 32nd round (Schedule 1.0 Block 11) has been found to be quite useful. The Working Group therefore recommends that NSSO may include surveys on the touring habits of households in its regular programme as the findings of such surveys would supplement the data collected through the surveys suggested in para 4.9 below.

4.8 Besides the compilation of data as suggested above, the Working Group would strongly urge undertaking comprehensive surveys periodically for assessing changes in the domestic tourist profile.

4.9 Taking into consideration the foregoing, the Working Group recommends that the following methodologies be adopted for compilation of domestic tourist statistics:-

- (i) A systematic compilation of domestic tourist statistics each month from the returns received from hotels and other accommodation establishments;
- (ii) A systematic compilation of data through the 'card method' on the number of persons staying with friends and relations or in private rented houses and utilising sightseeing facilities;
- (iii) A comprehensive survey to be undertaken periodically for assessing changes in the domestic tourist profile.

4.10 With regard to the systematic compilation of domestic tourist statistics from the returns received from hotels and other accommodation establishments, the Working Group considered it desirable to standardise the registers maintained

by these establishments for ensuring comparability of statistics so collected by various States/Union Territories. The formats of registers maintained by hotels and other accommodation establishments in different parts of the country were obtained and considered by the Working Group. It was observed that the majority of hotels on the approved list of the Central Department of Tourism maintained separate registers for recording the guest arrivals and departures. While a number of unapproved hotels maintained only one register as per the proforma prescribed under Section 4 of Societies Registration Act XXII of 1867. It was also observed that a few other hotels maintained their registers as per the Registration of Foreigners Rules 1939 - Form F. While the Working Group held the view that a combined register for recording the arrival and departure of guests instead of two separate registers would be more convenient to maintain, it accepted the fact that the registers of hotels and other accommodation establishments of various categories were likely to differ because of varying demands of the registration authorities in the States/Union Territories. Thus, while conceding that a common format for registers to be maintained by hotels and other accommodation establishments in the country need not be insisted upon, the Working Group has devised a model format which it recommends for adoption by hotels and other accommodation establishments with modifications, as considered necessary. This format given at page 19 will ensure uniformity in the compilation of tourist statistics.

4.11 For estimating the number of persons staying with friends and relations, as also in private houses rented for a short period, and utilising sightseeing facilities provided for the tourists, the Working Group suggests the collection of this information through what it terms the 'card method'. For this purpose, specially devised cards can be given to tourists taking conducted sightseeing tours by coaches/tourist taxis/cruise-boats, etc. to be filled during the tour and handed back to the conductor/guide/driver. A copy of the card devised for this survey is placed at page 20. While suggesting this method, the Working Group is aware of its limitations as it may cover only the pure holiday-makers taking the sightseeing tours leaving out those domestic tourists who may be visiting the centre for purposes of pilgrimage, health, study, business, etc. In the absence of any other suitable method, the proposed 'card method' appears to be the only feasible one for making a quick rough estimation of persons staying with friends, relations or in private rented houses.

4.12 A comprehensive survey once in five years has been suggested as it will help to determine changes, if any, in the profile of domestic tourists. The survey should preferably be undertaken as preliminary to the formulation of Five Year Plans so that the assessment of tourist facilities proposed to be provided can be made more realistically. It was also felt that if these periodic comprehensive surveys were undertaken simultaneously by all State Governments/Union Territories, it would facilitate compilation of domestic tourist statistics on an all-India basis.

4.13 In order to check the definition of a domestic tourist arrived at by the Working Group, as also to test the forms and questionnaires evolved for collecting domestic tourist statistics, the Working Group decided to undertake a pilot study covering the following:-

- (i) test checking of the format of register evolved for hotels and other accommodation establishments;
- (ii) test checking of the card devised to collect information on persons staying with friends, relations or in private rented accommodation;
- (iii) test checking of the questionnaire to determine the domestic tourist profile through interviewing tourists staying at hotels and other accommodation establishments.

The pilot study was undertaken simultaneously from 14th to 20th May 1978 at Delhi by the Central Department of Tourism, at Srinagar by the Department of Evaluation and Statistics, Government of Jammu and Kashmir, and at Panaji by the Bureau of Economics, Statistics and Evaluation, Government of Goa, Daman and Diu. The Working Group considered the reports of the pilot study, a summary of which is given at Annexure III, and in light of the experience gained, it revised the forms as also modified the definition of a domestic tourist to that stated in para 3.7 at page 12. The forms as revised by the Working Group and recommended for the compilation of domestic tourist statistics are given with explanatory notes in Schedules A, B and C at pages 19-28. Schedule A is the format proposed for the register to be maintained by hotels, tourist bungalows, travellers lodges, youth hostels, rest houses, house-boats, paying guest houses, dharamshalas, sarais, musafirkhanas, choultries, etc. Schedule B is the suggested card for

ascertaining the number of persons staying with friends, relations, or in private rented accommodation for a short duration and utilising sightseeing facilities. Schedule C is the questionnaire recommended for undertaking periodic surveys for determining the domestic tourist profile.

4.14 In order to facilitate the collection of statistical information from hotels and other accommodation establishments by agencies concerned at Central/State levels, the Working Group recommends that the scope of the Collection of Statistics Act 1953 be enlarged to cover the field of tourism.

Register of Guests

Name of establishment:

Address:

Guest Regd. No.	Name of guest (In block letters)	Date of arrival	Time of arrival	Nationality/ State of residence	C Form No. for foreigners)	Address in India	Arrived from	Purpose of visit
1	2	3	4	5	6	7	8	9

Address to which proceeding	Room No.	No. of persons			Rate in Rs.	Date of departure	Time of departure	Baggage clearance pass No.	Remark	
		Adults	Child- ren(a)							Total
		M	F							
10	11	12	13	14	15	16	17	18	19	20

(a) Below 15 years of age should be considered as children.

C A R D\*

INFORMATION TO BE COLLECTED FROM SIGHT-SEERS TRAVELLING ON CONDUCTED TOURS/TOURIST TAXIS/BOAT-CRUISES

A. Centre B. Agency conducting the tour

1. Respondent's name \_\_\_\_\_ Age \_\_\_\_\_ Sex \_\_\_\_\_
2. Place of normal residence: State \_\_\_\_\_  
District \_\_\_\_\_  
Town/Village \_\_\_\_\_
3. a. Whether travelling: Alone/with family/with friends  
b. Size of group:
4. Date of:  
a. Arrival  
b. Likely Departure
5. Main purpose of visit to the centre:  
a. Pleasure (holiday, leisure, sports, etc.)  
b. Pilgrimage/religious functions  
c. Social functions  
d. Study (including study tours)  
e. Health  
f. Business, Conference or meeting  
g. Visiting home town or native place on leave or short visit  
h. Any other (Please specify)
6. Place of stay  
a. Hotel/Tourist bungalow/Travellers lodge/Youth Hostel/Circuit House/Dak Bungalow/Retiring Room/Tourist Cottage/Dharamshala/Sarai/Temple priest/House boat.  
b. With friends/relatives  
c. In a temporarily rented house/As a paying guest

---

\* Note: Need not be filled if information in a similar card has already been supplied on any other tour.

SURVEY OF DOMESTIC TOURISTS

QUESTIONNAIRE

(To be canvassed with tourists staying in hotels, tourist bungalows, travellers lodges, youth hostels, rest houses, house-boats, paying guest houses, dharamshalas, sarais, musafirkhanas, choultries, etc.)

1. Name of the respondent:
2. Name and address of the establishment, where staying
3. Place of normal residence:
  - a. State
  - b. District
  - c. Town/Village
4. Duration of stay at the centre:
  - a. Date of arrival
  - b. Likely date of departure
  - c. If you have visited the centre earlier, please indicate how many times?
5. Transport used for reaching the Centre:
  - a. Rail
  - b. Road
  - c. Sea
  - d. Air
6. How are you travelling?: (Along/with family/with friends/organised tour)  
If travelling on organised tour, please give the name and address of the operator.
7. If travelling with family/friends or on an organised tour, please give the size of your group:
8. Age and sex distribution of members of travelling group:

<u>Age - Group</u>	<u>Number of members</u>		
	<u>Total</u>	<u>Male</u>	<u>Female</u>
Upto 12 years			
13 to 29 years			
30 to 55 years			
Above 55 years			



9. What is the main purpose of your visit to the Centre?
- a. Pleasure (holiday, leisure, sports etc.)
  - b. Pilgrimage/religious functions
  - c. Social functions
  - d. Study (including study-tours)
  - e. Health
  - f. Business, conference or meeting
  - g. Visiting home town or native place on leave or short visit
  - h. Any other (Please specify)

10. Please tick mark the income group in which the gross Annual income of your family falls:

- a. Below Rs. 6,000
- b. Rs. 6,001 to Rs.10,000
- c. Rs.10,001 to Rs.20,000
- d. Rs.20,001 to Rs.30,000
- e. Rs.30,001 to Rs.50,000
- f. Above Rs.50,000

11. Expenditure incurred at the centre:

Approximate Amount

	<u>Spent so far</u>	<u>Expected to be spent still</u>	<u>Total</u>
a. Accommodation			
b. Food, beverages and drinks			
c. Transport within centre (for sight seeing etc.)			
d. Entertainment			
e. Shopping:			
i. Handicrafts			
ii. Others			
f. Any other (Please specify)			

Total

12. Reaction to facilities:

a. Transport used for reaching the Centre  
(please indicate your views on each mode of transport used)

- (a) Excellent
- (b) Very Good
- (c) Good
- (d) Below expectation  
(Why?.....)

b. Accommodation

(i) Cleanliness

- (a) Excellent
- (b) Very Good
- (c) Good
- (d) Below expectation  
(Why?.....)

(ii) Tariff

- (a) Reasonable
- (b) High
- (c) Low

(iii) Please indicate the range of tariff you would like to have in the Centre:

Type	Range (Rs.)	
	From	To
(a) Single -bedroom		
(b) Double - bedroom		
(c) Treble -- bedroom		
(d) One bed in a common room		

c. Local Transport

Buses for conducted tours

(i) Fares

- (a) Reasonable
- (b) High
- (c) Low

(ii) Timeliness and speed

- (a) Good
- (b) Below expectation  
(Why?.....)

- (iii) Condition of transport
  - (a) Excellent
  - (b) Good
  - (c) Below expectation  
(Why?.....)
  
- (iv) Guide service
  - (a) Excellent
  - (b) Good
  - (c) Indifferent
  
- d. Tourist Taxis
  - (i) Fares
    - (a) Reasonable
    - (b) High
    - (c) Low
  
  - (ii) Condition of transport
    - (a) Excellent
    - (b) Good
    - (c) Below expectation  
(Why?.....)
  
  - (iii) Behaviour of taxi drivers
    - (a) Excellent
    - (b) Good
    - (c) Below expectation  
(Why?.....)
  
  - (iv) Guide service
    - (a) Excellent
    - (b) Good
    - (c) Indifferent
  
- e. Hotels, restaurants, bars etc.
  - (i) Quality of food
    - (a) Excellent
    - (b) Good
    - (c) Below expectation  
(Why?.....)
  
  - (ii) Quality of beverages and drinks
    - (a) Excellent
    - (b) Good
    - (c) Below expectation  
(Why?.....)

- (iii) Cleanliness
  - (a) Excellent
  - (b) Good
  - (c) Below expectation  
(Why?.....)
- (iv) Charges
  - (a) Reasonable
  - (b) High
  - (c) Low

f. Tourist Spots

(i) Please state the facilities such as toilets, resting sheds, drinking water, snack bars, guide service, guide books, picture post cards etc. you would expect to be provided or any negative aspects removed at various spots/ archaeological monuments.

Spot/archaeological monument	Facilities required
(a)	(i)
	(ii)
	(iii)
(b)	(i)
	(ii)
	(iii)
.	.
.	.
.	.

(ii) Please state any other facilities that need to be provided to make your stay at the Centre more comfortable and enjoyable.

- 1.
- 2.
- 3.
- 4.
- 5.

13. Please indicate number of hotels, lodges etc. (if any), where accommodation was refused, before you could get accommodation.

14. Other tourist centres

- (i) Please name other tourist centres if any, visited by you on your way to the centre.
- (ii) Please name tourist centres/spots visited in the vicinity of the centre.
  - a. one day's visit
  - b. for over-night stay
  - c. In the case of (b) please indicate number of days stayed and type of accommodation used.
- (iii) Also give names of other tourist centres you propose to visit hereafter.
- (iv) What will be the approximate duration of your stay away from home on your current trip?

EXPLANATORY NOTES/CLARIFICATIONS (SCHEDULE C)

- Q.1. The name of the respondent may not be insisted upon, if there is reluctance in giving the name.
- Q.2. If the tourist has stayed at more than one place, the particulars of the establishments with the days spent at each centre should be mentioned.
- Q.10. The income refers to gross annual income of the person interviewed and his/her spouse. If the individual interviewed is dependent, the gross income of the family to which he/she belongs is to be taken. In case of tourists travelling in a group/organised tour, the income of the person interviewed and his/her spouse and not the income of all the members in the group will be recorded.
- Q.11. It aims at ascertaining from all whether on group tour/organised tour or alone or with the members of family, the itemised expenditure on board and lodging, entertainment, transport, shipping and miscellaneous items - cigarettes, stationery and postage, guide service, medical charges, entrance fee and other incidentals. The following cases may be taken note of:
- (1) In case of an individual tourist, his item-wise expenditure is to be recorded:
- (i) upto the date of interview, in the first column;
  - (ii) expected expenditure during the remaining period of his stay at the centre, in the second column;
  - (iii) total of the two columns, in the third column.
- Similarly, for a tourist travelling with family, all item-wise family expenditure will be recorded as stated above.
- (2) In the case of tourists travelling in a group, item-wise expenditure per person, and not of all members of the group, is to be recorded in the respective columns.

(3) In case of tourists travelling in an organised tour, item-wise total expenditure per person may be recorded in the last column. For instance, suppose that in an organised tour a fixed amount per person is to be paid in advance which covers expenditure on:

(a) accommodation,

(b) food etc., and

(c) transport from the starting point,

in such a case, charges per person are to be shown in total-column against the items a, b, & c. The other expenditure incurred over and above the fixed charges will be taken into account to work out the expenditure per person to be recorded against the corresponding items, in the last column.

SUGGESTIONS REGARDING ORGANISATIONAL SET UP FOR  
COMPILATION OF DOMESTIC TOURIST STATISTICS

It is essential that the compilation of domestic tourist statistics is undertaken as a continuing process, and for which purpose the State Governments/Union Territories provide for an organisation which can undertake this work on a regular and systematic basis. The Working Group thus recommends that each State Government/Union Territory set up a statistical cell within its Department of Tourism. This arrangement has been suggested as the statistics collected would be primarily utilised by the Department of Tourism, and therefore it should have the requisite wherewithal for collecting at least the basic tourist statistics. These statistical cells can work in close cooperation with and under the technical guidance of the State Statistical Bureaus.

5.2 The size of the statistical cell will naturally differ from state to state depending upon the number of major tourist centres in the state as well as the volume of tourist traffic to the state. The actual size of the statistical cell is therefore left to the States/Union Territories to determine. However, it is suggested that the cell should have a minimum staff of 3 to 6 persons and should be headed by a sufficiently senior officer to enable him to function independently. Wherever the State Department of Tourism does not have any representation at divisional/district level by way of tourist officers, it is suggested that the District Statistical Officers should be entrusted with the work of ensuring that returns from hotels and other accommodation establishments located in their areas are sent to the statistical cell regularly.

5.3 Besides the statistical data that would be regularly collected from hotels and other accommodation establishments, as well as through the 'card method', five yearly surveys have been suggested for determining the domestic tourist profile. These surveys could be undertaken either by the State Departments of Tourism themselves or through the agency of the State Statistical Bureaus or private market research organisations.

5.4 A consolidated centre-wise statement of domestic tourist statistics should be sent each month by States/Union Territories to the Central Department of Tourism for coordinating, analysing and consolidating domestic tourist statistics on an all-India basis. For this purpose as also to enable it to undertake domestic tourism surveys at selected centres, it would be necessary to strengthen the Market Research Division of the Central Department of Tourism.



SUMMARY OF CONCLUSIONS AND RECOMMENDATIONS

6.1 Compilation of domestic tourist statistics has not so far been taken up on a regular and systematic basis excepting in the State of Jammu & Kashmir and the Union Territory of Goa, Daman & Diu.

(Paragraph 2.5)

6.2 The Central Department of Tourism compiles domestic tourist statistics from the monthly returns furnished by the hotels on its approved list and by subsidiary accommodation such as tourist lodges/tourist bungalows/rest houses etc. managed by the State Governments. It also collects from the Archaeological Survey of India data on the number of visitors (domestic and foreign combined) to monuments/archaeological sites, entry to which is regulated by tickets. In addition, it undertakes ad-hoc surveys at selected tourist centres for determining the profile of domestic tourists. The data so collected being for departmental use, it is not published.

(Paragraphs 2.2-2.4)

6.3 There is no universally accepted definition of a domestic tourist. Each member-country of the World Tourism Organisation has adopted a definition to meet its specific needs. There is also no uniformity in the definition of a domestic tourist and the methodology adopted by States/Union Territories for compiling domestic tourist statistics.

(Paragraphs 3.1, 3.3)

6.4 The Working Group recommends the following definition of a domestic tourist:

"A person will be considered a domestic tourist who travels within the country to a place other than his usual place of residence and stays at hotels or other accommodation establishments run on commercial basis or in dharamshalas/sarais/musafir khanas/agrashalas/choultries etc., for a duration of not less than 24 hours or one night and for not more than 6 months at a time for any of the following purposes:

- (i) Pleasure (holiday, leisure, sports, etc.);
- (ii) Pilgrimage, religious and social functions;
- (iii) Business, conferences and meetings; and
- (iv) Study and health.

The following will not be regarded as domestic tourists:

- (a) Persons arriving, with or without a contract, to take up an occupation or engage in activities remunerated from within the State/centre;
- (b) Persons coming to establish more or less permanent residence in the State/centre;
- (c) Persons visiting their home-town or native place on leave or short visit for meeting relations and friends, attending social and religious functions, etc. and stay in their own homes or with relations and friends;
- (d) Foreigners resident in India".

(Paragraph 3.7)

6.5 For the compilation of domestic tourist statistics on a regular and systematic basis, following methodologies are recommended:

- (i) A systematic compilation of domestic tourist statistics each month from the returns received from hotels and other accommodation establishments;
- (ii) A systematic compilation of data through the 'card method' on the number of persons staying with friends and relations or in private rented houses and utilising sightseeing facilities;
- (iii) A comprehensive survey to be undertaken once in five years for assessing changes in the domestic tourist profile.

(Paragraph 4.9)

6.6 The comprehensive survey suggested at sub-para 6.5(iii) above should preferably be undertaken before the formulation of Five Year Plans to enable a realistic assessment of the requirements of tourist facilities. It is further recommended that the survey may be undertaken by all the States/Union Territories simultaneously for facilitating compilation of domestic tourist statistics on an all-India basis.

(Paragraph 4.12)

6.7 The following schedules are suggested for adoption throughout the country for the surveys recommended in order to ensure uniformity in the statistical data compiled:

- (i) Format of register to be maintained by hotels and other accommodation establishments given in Schedule A at page 19.

(ii) A card to be canvassed with tourists taking tours by coaches/tourist taxies/cruise-boats, etc. given in Schedule B at page 20.

(iii) A questionnaire for the survey to assess changes in the profile of domestic tourists given in Schedule C at pages 21-26.

(Paragraph 4.13)

6.8 The NSSO should include surveys on touring habits of households in its regular programme.

(Paragraph 4.7)

6.9 For facilitating the collection of tourist statistics, the scope of the Collection of Statistics Act, 1953, should be enlarged to cover the field of tourism.

(Paragraph 4.14)

6.10 The responsibility for the collection of basic data on domestic tourism should rest with the State Departments of Tourism. For this purpose the creation of a Statistical Cell having a minimum staff of 3 to 6 persons within the State Department of Tourism is recommended depending upon the number of major tourist centres in the State/Union Territory and the volume of tourist traffic to the State/Union Territory. These statistical cells should work in close cooperation with and under the technical guidance of the State Statistical Bureaus.

(Paragraphs 5.1, 5.2)

6.11 Wherever appropriate agencies at divisional/district level do not exist under the control of the State Departments of Tourism, the District Statistical Officers may be entrusted with the work of ensuring that various accommodation establishments in their areas send the returns regularly to the Statistical Cell.

(Paragraph 5.2)

6.12 A consolidated centre-wise statement of domestic tourist statistics should be sent each month by States/Union Territories to the Central Department of Tourism for coordinating, analysing and consolidating on an all-India basis domestic tourist statistics. For this purpose as also to enable it to undertake domestic tourism survey at selected centres, it would be necessary to strengthen the Market Research Division of the Central Department of Tourism.

(Paragraph 5.4)

GUIDELINES FOR THE ESTIMATION OF DOMESTIC TOURISM IN INDIA

(Paper presented by Department of Tourism at the Third Conference of Central and State Statistical Organisations).

At present most of the countries including India are compiling and publishing data on (i) international travel to the country and principal activities and outlays of international visitors in the country and (ii) the characteristics and operations of principal establishments serving international and domestic tourism like hotels and similar accommodation. No data is however being compiled on (i) Domestic Tourism and (ii) international travel and outlays on tourism on residents of the country.

2. It is generally admitted that Indian Tourism is labour-oriented and provides several times more employment than normal manufacturing industries. According to NCAER study of 1975, the manpower requirements in the hotel sector is on an average 2.5 persons per room. Tourism is, therefore, predominantly service-oriented activity and its contribution to the generation of employment opportunities in India is both direct and indirect. Tourism, therefore, plays an important role in our socio-economic development. There is, therefore, a pressing demand for such statistics from National and International agencies for proper planning, policy formulation and international comparability.

3. In this connection it may be mentioned that the National Sample Survey Organisation (NSSO) are organising continuous country-wide surveys to meet the requirements of Central Ministries and State Governments. During the 30th Round (1975-76) the NSSO conducted a 'Survey of Railway Travel' as a part of the NSS programme. The items on which information has been collected related to destination, cost of travel, purpose of journey, type of tickets, class of travel, preference for alternate mode of travel, etc. It is felt that similar information relating to 'Domestic Tourism' with suitable modification in the coverage of items may be collected through the NSSO. A tentative list of items on which information may be collected is given under paragraph 14.

4. Domestic tourism, according to the guidelines published by the U.N. Statistical Commission, primarily consist of holidays of residents of a country away from home, staying in a hotel or other accommodation in the particular country. Further, the demands for accommodation and other services to domestic tourists may complement or compete with, those of tourists from abroad,

depending on the extent to which their demands coincide or differ in respect of seasons of the year, type of resorts and type of establishments.

5. An attempt has been made here to define the subject of domestic tourism and its estimation by making use of different methods.

Definition:- Domestic tourist, in conformity with the World Tourism Organisation's (WTO) definition, may be defined as a person visiting the centre (any place of tourist importance) either from within the State or from other parts of the country and staying for a period of at least 24 hours at that centre and the purpose of whose visit can be classified under one of the following:-

- (i) Leisure (recreation, holiday, health, study, religion and sport);
- (ii) Business, family, mission, meeting.

The following are not regarded as 'domestic tourists':

- (i) Persons arriving, with or without a contract, to take up an occupation or engage in activities remunerated from within the State/centre;
- (ii) Persons coming to establish residence in the State/centre;
- (iii) 'Excursionists', i.e. temporary visitors staying less than twenty four hours in the State/centre visited.

#### METHODOLOGY

6. Estimation of the volume of domestic tourists visiting any centre is a gigantic problem. However, following are some of the methods on the basis of which volume of domestic tourist traffic at any centre can be estimated:-

- (i) By collecting data on domestic tourists visiting at various entry points;
- (ii) By compiling information from the monthly returns received regularly from various types of lodging establishments viz., Hotels, Lodging-cum-boarding houses, Dharamsalas, Tourist Bungalows etc.
- (iii) By conducting ad-hoc surveys at various tourist spots located in the State.

7. The collection of tourist traffic data at the entry points will require estimation of all the tourists travelling by different modes of transport viz. Rail, Road or Air. For this purpose, a survey will have to be conducted to elicit the information on various points of interest viz., duration of stay, purpose, places of stay etc. This job could be undertaken by a team of field investigators and they may be deployed on ad-hoc basis. This method will, however, require lot of resources and funds for the purpose. This method may, therefore, be attempted at a later stage when some experience is gained by other simpler methods.

8. The volume of domestic tourist traffic at any particular centre could be easily estimated from the returns received from the various accommodation establishments located at that centre. It may, however, be stated that this is the most widely used method and is being employed by majority of other countries for measuring domestic tourist traffic. Though it is the easiest method for estimating the flow of domestic tourist traffic but it gives an under-estimate of the volume of such traffic.

9. The type of information to be furnished by the lodging establishments may be classified as under:-

- (a) the number of domestic visitors staying at various places;
- (b) their purpose of visit;
- (c) their places of permanent residence;
- (d) their duration of stay at the accommodation establishments etc.

10. The Statistical Cell created in the Tourist Department of the State Government can make an attempt to collect the necessary data after training the staff or entrust the work to the District Statistical Agency in the State for collection of the said data from various establishments located at each centre within their jurisdiction. The District Officers would make it a point to personally visit the various lodging establishments and impress upon them the utility of collecting such data.

11. The volume of domestic tourist traffic estimated by this method will be an under-estimate, the reason being that it will not take into account the persons from that State who have either settled outside the State or in foreign countries and are keen on visiting the State/States and stay with their relatives/friends for a short period during their sojourn. For estimating the volume of such tourist traffic, there is no other method but to conduct an ad-hoc survey as outlined below.

12. An ad-hoc survey conducted at various tourist spots in the State/centre may give us a complete profile of domestic tourists visiting the State. Once all the tourist spots at a

particular centre located in the State have been identified, the survey may be conducted at all such spots simultaneously over a reasonable period taking the seasonality factor into consideration. Since the tourists will not only include the domestic but also the foreign tourists, separate questionnaires or proforma could be used for the purpose.

13. The following items of information may be collected for the purpose:-

- (i) place from where the tourist is coming (this will give an idea of the volume of tourist traffic on inter-State/intra-State basis).
- (ii) Sex.
- (iii) Age.
- (iv) Purpose of visit.
- (v) Transport used to visit the State.
- (vi) Whether travelling alone or in group; if it is group, the size of the group.
- (vii) Tourist spots in the State visited/intend to visit.
- (viii) Facilities availed at the tourist complex and his opinion about them.
- (ix) Number of days spent or proposed to be spent in the State/centre.
- (x) Place of overnight stay (Hotel/Motel/Dharamasala etc.)
- (xi) Whether refused Hotel accommodation due to non-availability.
- (xii) Approximate expenditure incurred or proposed to spend for the tour in the State/centre with break-up by broad categories e.g. travel, lodging & boarding and shopping.
- (xiii) Income group.
- (xiv) Any suggestion to improve the spot.

14. Besides obtaining an estimate of the volume of domestic tourists visiting the State, the survey results may also determine the type of facilities to be provided at each of tourist complex.

15. The Conference may like to consider the item and to recommend that the NSSO may be requested to collect necessary information on domestic tourism. The final contents and coverage of the items may be finalised in consultation with the Central and State Departments of Tourism. Besides the data which may be collected through the NSSO, the State Departments of Tourism may also be advised to initiate action for collection of the data as per guidelines prepared by the Department of Tourism of the Government of India. The collection of such data by the State Governments may be coordinated by the Central Department of Tourism.

Definitions of domestic tourists adopted by various countries

Australia: Any person travelling a distance of not less than twenty-five miles from his usual place of residence and staying not less than one night away from his usual residence, excluding persons who have to travel on their regular work (conductors of trains and lorry drivers).

Brazil: Any persons staying not less than twenty-four hours in a region outside of that where they have their usual place of residence.

Bulgaria: Travel by nationals within the country.

Cameroon: Travel by residents (nationals and foreigners) outside their usual place of residence, within the national territory, for not less than one night and motives other than to set up permanently.

Colombia: Travel by residents within the country for other reasons than taking up gainful employment at the place visited.

Czechoslovakia: Travel by residents within the country for recreation, health, social, cultural, sports or professional events.

Denmark: Any local resident staying away not less than four nights from his usual place of residence without leaving Danish territory.

Hungary: Travel by residents for a temporary stay at a place within the country as consumers of goods and tourist services without exercising a remunerated activity..

Indonesia: Any person travelling outside his usual residence to a place within the country without exercising a remunerated activity (holidays, conventions, sports, business, etc.) for a duration of not less than twenty-four hours or one night.

Iran: Any person staying for not less than twenty-four hours at a place in Iran other than his usual residence.

Ireland: Any person travelling outside his usual residence to a place in Ireland for non-professional motives. The definition distinguishes:

- short trips of 1 to 3 nights,
- trips lasting 4 nights or longer.

Libyan Arab Republic: Any national travelling within the country.

Mali: Any resident staying at a place outside his usual residence for a period of not less than twenty-four hours without exercising a remunerated activity.



Morocco: Any resident staying for not less than six months at a place in Morocco other than his usual residence without exercising a profession remunerated by local economic operators out of their own, regional or local funds.

Panama: Any resident (national or foreigner) travelling within the country.

Peru: Any national travelling within the country.

Sri Lanka: Any resident staying outside his usual residence at another place within the country not less than one night for one of the following motives:

- pleasure (holidays, leisure, visits, sports, etc.)
- pilgrimage.
- mission, i.e. travel on official business by civil servants (central Government, local authorities and public establishments)

United Kingdom: There is no general definition of domestic tourism. Measurements cover trips of not less than one night away from the usual place of residence, independently of motive.

United States: Any resident staying at a place within the country distant from his usual residence by not less than 100 miles, or staying at such a place (independently of distance) not less than one night.

Yugoslavia: Any resident staying temporarily at an accommodation establishment outside his place of residence for not less than one night.

Zaire: Any national staying for not less than twenty-four hours at a hotel outside his usual place of residence.

Zambia: Any resident staying not less than one night at an accommodation establishment within the country outside his usual place of residence.

Source: IUOTO (International Union of Official Travel Organisations - later known as World Tourism Organisation)  
(Document on "Domestic Tourism" prepared under the General Programme of work of the Secretariat for the period 1974-75).

SUMMARY OF PILOT STUDIES AT DELHI, PANAJI (GOA) AND SRINAGAR (J&K) FOR TESTING THE PROFORMA EVOLVED BY THE WORKING GROUP ON DOMESTIC TOURIST STATISTICS.

	DELHI	PANAJI - GOA	SRINAGAR - J&K
(1)	(2)	(3)	(4)

(A) Survey of Domestic Tourists

In percent

1. Describe the nature of the tourist traffic to the Centre in the course of the pilot study.	Purpose of visit:	Hotels			Dharamshalas		
		A	U				
	Pleasure	13.7	32.2	28.6	Pleasure 57%	Generally on holiday	
	Social functions	3.0	0.3	-	Business, Conferences, Meetings 29%		
	Study	-	2.5	3.6	Others 14%		
	Business/Conference	80.3	51.9	37.5			
	Others	3.0	13.1	30.3			
	Total	100.0	100.0	100.00	100.0		

In case of conducted tours 70% stayed with friends and relatives.

A - Approved  
U - Unapproved

13% had their annual family income below Rs.6000/-, about 68% between Rs.6001 to Rs.30,000/- and 19% more than Rs.30,000/-. 57% came from Maharashtra, 12% from Karnataka and 31% from rest of Indian States.

(1)	(2)	(3)	(4)
(ii) Please describe fully the difficulties, if any, experienced in identifying a domestic tourist according to the definition.	Visitors who came to Delhi frequently for the purpose of business, litigation etc. objected as they did not consider themselves as tourists.	No difficulty	No difficulty
(iii) Please give complete list of the types of accommodation used by the tourists at the Centre.	Hotels (approved) Other hotels Youth hostels Guest houses Serais, Dharamshalas Gurudwaras, and with friends and relatives.	Hotels (approved) 17.3% Other hotels 75.0% lodges 2.1% Youth hostels Circuit houses 5.6%	Hotels (approved) Other hotels Houseboats Govt. tourist huts Tents (provided by Govt.)
(iv) Was the complete list of accommodation establishments available? If so, please indicate the source of information. If not, how did you set about making the list?	<p>A. In the absence of a complete list of accommodation establishments, the following sources were tapped:-</p> <p>(a) Report on Domestic Tourism Survey prepared by the D.T.D.C. for the list of unapproved hotels and dharamshalas.</p> <p>(b) Market Research Division (Deptt. of Tourism) for the list of approved hotels</p> <p>B. Directories of Establishments being compiled by the Deptt. of Economics and Statistics, Delhi Administration under the scheme of Economic Census &amp; Surveys will provide an alternative source.</p>	Was available with this Bureau.	Complete list of hotels and houseboats etc. was available with the State Department of Tourism.

	(1)	(2)	(3)	(4)
(v)	Did you experience any difficulty in distinguishing commercial accommodation establishments from non-commercial establishments ?	No difficulty excepting in the case of dharamshalas as in certain cases there were no charges as tariff but the visitors were required to make payments in the form of donations /charges for electricity, bed etc.	No difficulty	No difficulty, as in Jammu & Kashmir non-commercial establishments generally do not exist.
(vi)	Does the definition of a domestic tourist given in the guidelines appropriately describe the nature of domestic tourist traffic to the Centre ?	Instead of distinguishing commercial and non-commercial establishments, it may be considered whether all the tourists staying at establishments where they are not supposed to make payments might be excluded. As far as possible the distinction between commercial and non-commercial establishment be avoided.	Since the duration of stay/visit of all the tourists was short, not extending beyond two weeks it is suggested that the Working Group may consider whether the duration of six months prescribed in the definition could be reduced to three months, if not one month.	Yes
(vii)	What are the specific items on which you had difficulty in obtaining the information?	<u>Item-1: Name of respondent</u> In a few cases refusals have been observed particularly in the case of females. The exclusion of this item is suggested.	<u>Item-9: Main purpose of visit to Centre:</u> A few tourists generally Govt. officials (staying in Circuit House) or Military/Police officials refused	<u>Item-4(b): Likely date of departure</u> Not absolutely reliable as many tourists did not have fixed schedule and extended their stay.

(1)	(2)	(3)	(4)
<p><u>Item-8: Age &amp; Sex distribution of members of the group</u></p>	<p>In case of groups difficulty was experienced in recording of age-distribution from respondents. It is suggested that number of adults and children and males and females accompanying the group alone be recorded instead of age distribution.</p>	<p>to give the main purpose of their visit on the ground that they had come to the Centre for confidential purposes.</p> <p><u>Item 10 Annual Income</u> (a) Difficulty arose with tourists travelling in a group/organised tours. In such cases income of the family of the persons interviewed has been recorded and not the income of all the members and their families in the group. It is suggested that in instructions for enquiry, it may be mentioned clearly that only the gross annual income be recorded and that too only of the family of the person interviewed from a group. Income of such person can be taken as representative of the group of families travelling on the tour.</p>	<p><u>Item 10: Annual Income</u> The tourists generally hesitate to disclose the income.</p>

(1)	(2)	(3)	(4)
<p><u>Item-11: Expenditure incurred at the Centre</u></p>	<p>(a) In majority of cases the expenditure incurred so far or likely to be incurred could not be provided in detail by the respondents. It is, therefore, suggested that we may instead ask for their likely expenditure or budgeted amount for their stay at the Centre.</p> <p>(b) There was also difficulty in recording per capita expenditure at a particular centre in case of respondents travelling in groups and visiting a number of centres on the way.</p> <p>(c) The shopping expenditure incurred by tourists might be in respect of their business interests.</p>	<p>(b) In some cases the tourists travelling alone or with families, refused to give information on annual income.</p> <p><u>Item-11: Expenditure incurred</u></p> <p>Difficulty was experienced in regard to item-wise expenditure incurred as well as expected to be incurred. For group/organised tour it was more difficult to collect information. Supplementary instructions in regard to questions 10 and 11 had to be issued to the investigators as under:</p> <p><u>Q.10:</u> The income refers to gross annual income of the person interviewed and his/her spouse. In case of tourists travelling in a group/organised tour, the income of the person interviewed and not the income of all the members in the group will be recorded. Generally, this information should be taken from the head of the group.</p> <p><u>Q.11:</u> The following three cases may be taken note of:</p> <p>1) In case of an individual tourist, his item-wise expenditure should be recorded:</p>	<p><u>Item-11: Item-wise expenditure</u></p> <p>The tourists do not give the item-wise expenditure and also are not in a position to indicate the future expected expenditure.</p>

(1)	(2)	(3)	(4)
<u>Item-12: Reaction to facilities</u>	Item a(iii) Accommodation -	(i) upto the date of interview,	in the first column;
<u>Type and range of tariff:</u>	The information could not be recorded easily.	(ii) expected expenditure during the remaining period of his stay in Goa, in the second column;	(iii) total of the two columns, in the third column.
There was very poor response for items (b), (c) and (d) relating to local transport, hotels, restaurants and bars and tourist spots in majority of cases. It is suggested that opinion about local transport and restaurants alone be recorded.	<u>Item-14: Other tourist Centres</u>	Similarly, for tourist travelling with family, all item-wise family expenditure should be recorded as stated above.	2) In case of tourists travelling in a group, item-wise expenditure per person, and not of all members of the group, should be recorded in the respective columns.
It is suggested that against item 14(ii) the name of the tourist centre/spot visited in the vicinity of the centre alone may be recorded. It would help in knowing the importance of that spot and also for providing necessary transport facilities etc. It is also suggested that other sub-items under S.No.14 may be deleted on account of poor response from the tourists.		3) In case of tourists travelling in an organised tour, item-wise total expenditure <u>per person</u> may be recorded in the last column. For instance, suppose that in an organised tour a fixed amount per person is to be paid in advance which covers expenditure on:	(a) accommodation, (b) food etc. and (c) transport from the starting point upto Goa. In such case, charges per person should be shown in total column against the items a, b and c.

(1)	(2)	(3)	(4)
<p>(viii) What is your opinion, in particular, about the quality of information furnished by the respondents in regard to the income group of the family and the item-wise expenditure furnished?</p>	<p>Information under item (vii) above has already been furnished.</p>	<p>Whatever expenditure is incurred by the group over and above the fixed charges should be taken into account to work out the expenditure <u>per person</u> to be recorded against the corresponding items, in the last column.</p>	<p>Generally tourists try to hide their income and hesitate to disclose it correctly. Likewise, collection of item-wise expenditure data is difficult. Most of the tourists do not know before hand as to on what items their expenditure would be made.</p>
		<p>Many tourists hesitate to give information on items 9 (purpose of visit) and 10 (income group to which the family belongs). Investigators feel that information under these two items is not wholly correct, as the tourists with income below Rs.6000/- were found to spend Rs.50/- per day for accommodation whereas those of income Rs.30000/- were staying in Rs.10/- a day room. Moreover no cross-checking regarding the reliability of data is possible.</p>	
		<p>On expenditure side, data for the expenditure incurred upto the date of interview was considered to be more reliable than that expected to be incurred in future.</p>	
		<p>Majority of tourists do not maintain accounts for expenses made, much less so on minor items.</p>	



(1)	(2)	(3)	(4)
(ix) Did the respondent give the information willingly?	Information was given willingly excepting those already explained under item (vii).	Generally the tourists did not like to be disturbed by the investigators and furnished the information reluctantly after many visits.	Information was furnished willingly but a suggestion was made to reduce the length of the questionnaire, so that a respondent gives information with interest and without much disturbance in his enjoyment.

(1)	(2)	(3)	(4)
<b>(B) <u>SURVEY OF SIGHTSEERS TRAVELLING ON GOVT. CONDUCTED TOURS/TOURIST TAXIS/BOAT-CRUISES.</u></b>			
<b>(i) Please indicate the source from where you got the list of conducted tours operated by Govt. agencies/tourist taxis/boat cruises etc.?</b>	<b>(i) &amp; (ii):</b> In case of conducted tours the card was canvassed through the established Govt./Private agencies only and for this purpose no specific source as such was known to us in advance.	<b>(i) (a)</b> Department of Tourism for conducted tours operated by Government agencies. <b>(b)</b> Transport Deptt. for tourist taxis. <b>(c)</b> There is only one private agency for boat cruises.	The information was not collected.
<b>(ii) In case the list was not available please indicate in detail how did you set about preparing the list?</b>			
<b>(iii) Is the list of private operators of tours for the Centre available?</b>	Not available. The list was prepared by contacting various operators and through local authorities.	The list of private operators of tours is available with the Deptt. of Tourism.	
<b>(iv) Please describe in detail the difficulties experienced in canvassing this card.</b>	Very poor cooperation received from the private operators.	<b>(a) <u>Conducted tours organised by Deptt. of Tourism</u></b> The Department of Tourism was assigned the responsibility to distribute the cards to the tourists. The tourist guides were trained in the method of filling in the card but in actual practice the Investigators themselves had to do the job of canvassing the cards.	

(1)

(2)

(3)

(4)

(b) Tourists travelling in the tourist taxis.

There was a poor response. The taxi drivers who were assigned this job were either indifferent or being illiterate did not understand its importance. There were 15 sampled taxis but only 3 cards were filled in for the entire period of the survey.

(c) Tourists travelling in boat cruises

One private agency conducts tours from Panaji on river Mandovi. Though the investigator was deputed, there was poor response and 5 cards could be canvassed on only one day.

(v) Please indicate organisational or other problems anticipated in collecting the information on continuing basis throughout the year or sample basis during a part of the year.

The information could be collected by posting permanent field staff at the points wherefrom the conducted tours started.

In regard to the tourists travelling on the conducted tours organised by the Deptt. of Tourism no difficulty is expected to collect the information all the year round, as the card can be canvassed by the tourist guides of the Deptt. of Tourism.

As regards the private parties licensed to conduct sight-seeing tours, it is difficult to expect response for an all the year round survey.

Response from taxi drivers was most discouraging. We may not use this source in future.

1

2

3

4

(C) FORMAT OF THE REGISTER TO BE MAINTAINED BY THE HOTELS AND OTHER ACCOMMODATION ESTABLISHMENTS

(i) Please furnish the summary of the comments obtained from the accommodation establishments canvassed in regard to the format of the register.

(i) It has been observed that majority of the approved hotels maintain separate registers for arrival and departure, whereas most of the unapproved hotels maintain only one register as per the proforma prescribed under Section 4 of Societies Registration Act XXII of 1867.

A few of the hotels maintain their registers as per Registration of Foreigners Rules, 1939 - Form 'F' (Rules 10 & 14).

Presently, only one register of guests wherein all particulars about guest arrivals and departures are recorded, is maintained. It is suggested that instead of two separate registers only one register should be maintained in the form as shown in Annex.

It is noticed that many items in C2 are already covered in C1. Hence it is suggested that instead of two registers, maintenance of one register may be considered where all the items of the forms (C-1 & C-2) be amalgamated in one form as exhibited in Annex II.

The registers maintained by Hotels contain all the columns of C-1 & C-2 formats. However, the registers with the house-boat owners contain only name, dates of arrival and ~~departure.~~

(1)

(2)

(3)

(4)

- (2) The suggestions of the hoteliers in regard to the form are as follows:-
- (a) Column giving the signature of the guest be included.
  - (b) Most of the unapproved hotels maintain Sl.No. of the guests instead of G.R.No.
  - (c) Some approved hotels record both Sl.No. as well as GR No. Apart from GR No. some approved hotels maintain number, date and place of issue of the Passport etc.
  - (d) The Receipt No. or Bill No. may also be included in the form.
  - (e) Some suggested separate registers for domestic and foreign tourists.
- (3) In case of Dharamshalas the registers are maintained in English/Hindi. It may be considered whether local languages may also be used. Further the format of the registers to be maintained by Dharamshalas may also be devised.

(ii) Please also attach the formats of registers presently maintained by such establishments.

The formats have been made available. However, in case of a few unapproved hotels wherever they were maintaining the form as per the regulations mentioned above, copies of the forms are not enclosed.

Formats of registers being maintained by the selected 21 sample hotels/lodges for the survey have been collected and are made available.

The forms of Hotel and other House boats have been collected and made available.

18/12/7