



The Tourism Survey For Lakshadweep

Final Report
(Oct 2017 - June 2018)

For

**Market Research Division,
Ministry of Tourism
Government of India**

By

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Executive Summary

E.1 Tourism in Lakshadweep

Lakshadweep, formerly known as the Laccadive, Minicoy, and Amindivi Islands is a group of islands in the Laccadive Sea, 200 to 440 km off the South Western coast of India. The archipelago is a Union Territory and is governed by the Union Government of India. Kavaratti serves as the capital of the Union Territory and the region comes under the jurisdiction of Kerala High Court. The tiniest Union Territory of India, Lakshadweep is an archipelago consisting of 12 atolls, three reefs and five submerged banks. It is a uni-district Union Territory with an area of 32 Sq.Kms and is comprised of ten inhabited islands, 17 uninhabited islands attached islets, four newly formed islets and 5 submerged reefs. The inhabited islands are Kavaratti, Agatti, Amini, Kadmat, Kiltan, Chetlat, Bitra, Andrott, Kalpeni and Minicoy. Bitra is the smallest of all having only a population of 271 persons (Census 2011). The uninhabited island Bangaram has been enumerated during 2011 census operation and has a population of 61 persons.

Tourism is one of the few areas in Lakshadweep which can play a vital role in generating income, employment and over all development of islands. Due to its isolation and scenic appeal, Lakshadweep was already known as a tourist attraction for Indians since 1974. This brings in significant revenue, which is likely to increase. Since such a small region cannot support industries, the government is actively promoting tourism as a means of income in Bangaram and Kadmat islands. Bangaram is projected as a major destination for international tourism. Marine fauna are plentiful. Water sports activities such as scuba diving, wind surfing, snorkeling, surfing, kayaking; canoeing, water skiing, yachting and night-voyages into the sea are quite popular activities among tourists. Tourists flock to these islands throughout the year except during the South-west monsoon months when seas are extremely rough.

E.2 Research Aim

The aim of the proposed research was to collect relevant tourist related statistics, from Lakshadweep, which would enable analyzing subtle trends as well as preparation of month wise and annual estimates separately for foreign and

domestic visitors –with a break –up of overnight tourists & same day visitors for the selected tourist destinations.

E.3 Research Objective

To achieve the aim of the study, the objectives for the proposed research, was as follows:-

- a. To enlist prime tourist locations in the union territories and available accommodation facility thereof.
- b. To generate details about available infrastructural facility at the prime tourist spots in the union territories.
- c. To collate month wise information about domestic as well as foreign tourists availing accommodation in all facilities in those locations
- d. To collate month wise expenditures made by the Union Government for development of tourism and its potential earnings
- e. To accrue information on employment in the accommodation units, estimate direct employment generated in accommodation units at district & territory level.

The field survey in a union territory was conducted for a period of 12 months in all districts of the union territory. The survey was used to obtain the following month-wise information for each district:

- a. Estimated number of visits
 - (i) Visits by overnight visitors- staying at accommodation units;
 - staying with friends and relatives
 - Others, such as those staying in tented accommodations provided by Union Govt. or by any other charitable organizations, etc.
 - (ii) Visits by same-day visitors
- b. Profile of visitors, their expenditure pattern, purpose of visits, etc.
- c. Occupancy rates and direct employment in accommodation units.

E.4 Terms of Reference

The terms of reference of the study as indicated are as under

- *Prepare a frame /list of all important places in the State*
- *As per the methodology developed by Ministry of Tourism for preparation of month wise & annual estimates, prepare the following estimate, separately for foreign and domestic visitors (with break-up of overnight tourists and same day visitors) for the selected tourist places, at district level and at State level.*
 - Total no: of tourists (overnight)
 - Total number of same day visitors
 - Total number of tourists staying with friends /relatives
 - Expenditure incurred by tourists (overnight)
 - Expenditure incurred by same day visitors
 - Expenditure incurred by tourists staying with friends / relatives
 - Profiling the tourists /visitors at district and state level in respect of age, sex, occupation, purpose of visit, state /UT of residence or country of origin, duration of stay, mode of journey, use of package tour etc.
- As per the methodology prepare month wise and annual estimates of occupancy rate of accommodation units at district and State levels.
- Based on the methodology collect, compile data about domestic and foreign tourists to provide information as mentioned at S. No. (ii) Above.
- Based on the information on employment in the accommodation units in the sampling frame, estimate direct employment generated in accommodation units at district and State levels.
- Collect information on the annual expenditure incurred by State Government at the selected tourist places, at district level and at the State level for development of tourism.

E.5 Research Methodology

However, to briefly define the methodology, the various steps of the operational methodology are given below:-

- a. This study was conducted in 5 islands of Lakshadweep and at 9 destinations of tourist interest
- b. **Selection of Tourist Destinations and Locations:** Important destinations of tourist attraction and their location in the district were selected in consultation with the State Tourism Department
- c. **Survey Period:** The field survey was conducted for a period of 9 months (October 2017 till June 2018) at selected destinations. In a particular month at a particular destination the survey was done for 7 days covering two specified weeks. The details are available at Annexure-1
- d. **Survey Instruments:** The survey instruments or questionnaires given at Annexure - 3 covers three types of survey, namely, survey at destinations (Short Survey), survey at exit point(s) (Exit Point Survey) and survey at accommodation units (AUs) specified briefly below.
- e. In total of 4 surveys were conducted for this study. They were:
 - **The Counting Survey:** In this survey, head counts were taken at each tourist destination in the state. This survey was conducted every month from October 2017 till June 2018.
 - **The Short Survey:** In this survey, 600 tourists per district were interviewed at each tourist location and information regarding tourists' duration of visit, place of stay, frequency of visit, nationality/residence state, etc. was collected. This survey was conducted every month from October 2017 till June 2018.
 - **The Accommodation Survey:** In this survey, accommodation units in the district were visited and information regarding number of domestic and foreign guests staying, number of bed nights spent, employee details and residency state/ country of guests was collected. This survey was done every month from January 2014 till December 2014.
 - **The Exit Survey:** In this survey, information regarding, background of tourists, their expenditure, their place of stay, mode of traveling, etc. were collected. This survey was conducted

on a quarterly basis and 400 tourists or visitors were interviewed per district each quarter in this survey.

- f. Data from all the above surveys were used to calculate the number of tourists or visitors to the districts and hence to the state of Lakshadweep.

E.6 Tourist Destinations Covered

The destinations which were included in the study are given below. These destinations were included, based on secondary research and after discussions with officials from MR division of Ministry of Tourism, Government of India and officials from Lakshadweep Tourism Ministry.

Districts	Destination
Kavaratti	Kavaratti Island water sports, Kavaratti Island Lagoon, Kavaratti Island Marine Aquarium, Light House, Jetty site & Mosque.
Agatti	Mosque, Golden Jubilee Muesum, Lagoon & Jetty site.
Kadmat	Water sports, Lagoon, Jetty site, Coconut processing unit & Helipad.
Bangaram	Water sports & Lagoon
Thinnakara	Thinnakara

E.7 Sample Distribution among Destinations for Short Survey

Districts	Destination	Monthly Sample	Total Monthly Sample
Kavaratti	Kavaratti Island	600	7200
Agatti	Agatti Island	600	7200
Kadmat	Kadmat Island	600	7200
Bangaram	Bangaram Island	600	7200
Thinnakara	Thinnakara Island	600	7200

E.8 Sample Distribution among Districts for the Exit Survey

The sample size for each district to be covered in the Exit Survey was 400. The distribution of tourists interviewed in the Exit survey for each of the 3 Quarters (October 2017, January 2018, and April 2018) is given below.

District	October 2017		January 2018		April 2018		Total		Gross Total
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	
Kavaratti	230	10	200	10	180	8	610	28	638
Agatti	200	0	220	0	110	0	530	0	530
Kadmat	100	5	90	10	70	4	260	19	279
Bangaram	30	5	10	5	25	4	65	14	79
Thinnakara	5	2	0	3	5	2	10	7	17

E.9 Month Wise Short Survey Sample Covered For the Study

Lakshadweep										
Month		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Aggregate Sample Size		575	485	510	511	446	495	381	323	119
Overnight Tourists	Foreigner	12	11	15	20	16	13	11	9	7
	Domestic (from within the UT)	115	98	109	135	87	116	111	91	33
	Domestic (from outside the UT)	192	210	184	144	132	125	102	89	19
Same Day Visitor	Foreigner	0	0	0	0	0	0	0	0	0
	Domestic (from within the UT)	145	78	74	115	93	89	90	79	37
	Domestic (from outside the UT)	111	88	128	97	118	152	67	55	23

E.10 Month Wise and District Wise Domestic Visitor in Lakshadweep (October 2017 till June 2018)

District	October	November	December	January	February	March	April	May	June	Total
Kavaratti	2452	3283	3872	2105	1647	1379	1181	958	882	17759
Agatti	1648	1822	2448	1599	1269	1136	857	763	574	12116
Kadmat	241	300	389	478	325	268	226	148	79	2453
Bangaram	63	73	88	73	66	35	33	23	18	471
Thinnakara	56	59	59	43	31	24	22	13	7	315
Total	4460	5537	6856	4298	3339	2842	2319	1905	1560	33114

E.11 Month Wise and District Wise Foreign Visitor in Lakshadweep (October 2017 till June 2018)

District	October	November	December	January	February	March	April	May	June	Total
Kavaratti	20	26	39	94	21	39	53	35	38	365
Agatti	0	0	0	0	0	0	0	0	0	0
Kadmat	31	48	61	64	37	47	25	22	11	347
Bangaram	28	37	48	55	33	14	8	16	17	256
Thinnakara	33	40	52	43	30	17	9	13	12	250
Total	112	152	201	255	121	118	95	86	78	1218

E.12 Month Wise and District Wise Total Visitor Arrival in Lakshadweep (October 2017 till June 2018)

District	October	November	December	January	February	March	April	May	June	Total
Kavaratti	2472	3310	3912	2199	1669	1418	1233	993	920	18124
Agatti	1648	1822	2448	1599	1269	1136	857	763	574	12116
Kadmat	271	348	450	542	361	316	251	170	91	2800
Bangaram	91	109	136	128	99	50	41	39	35	727
Thinnakara	89	99	112	86	61	41	31	26	19	564
Total	4571	5688	7057	4553	3459	2960	2413	1991	1639	34332

E.13 District Wise Details of Total Number of Accommodation Units in Lakshadweep:

DISTRICT	TOWN	Total Accommodation Units	Total Rooms
Kavaratti	Kavaratti	7	62
Agatti	Agatti	8	48
Kadmat	Kadmat	2	20
Bangaram	Bangaram	1	30
Thinnakara	Thinnakara	1	10
TOTAL		19	170

This does not include Company Guest houses, Guest houses run by trusts, Dormitories, free dharamshalas, tourist bungalows and free accommodation units in the state of Lakshadweep.

We would like to mention that the accommodation units in Kavarati - 5 & Agatti -7 are not approved accommodation units. It is not meant for tourists from outside Lakshwadeep island but it is used and people stay and spend bed nights when they come to Kavarati form other island for official work, family function. Similarly in Agatti also the hotel owners arrange for the necessary permit and book it for the tourists.

We would like to mention due to this fact we have not included the guests checked in those accommodation units in the count for number of total tourists.



Lakshadweep



Table – 1
Total number of Leisure visits to Tourist Destinations by Domestic and Foreign Visitors

Lakshadweep	No. of visits by Domestic Tourists / Same Day Visitors			No of visits by Foreign Tourists / Same Day Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	1755	3082	4837	253	0	253
Nov-17	2537	3372	5909	341	0	341
Dec-17	2980	4336	7316	455	0	455
Jan-18	2418	2289	4707	604	0	604
Feb-18	1469	2118	3587	273	0	273
Mar-18	1250	1723	2974	273	0	273
Apr-18	1234	1491	2725	241	0	241
May-18	958	1210	2168	213	0	213
Jun-18	894	889	1783	196	0	196
Total	15496	20510	36006	2849	0	2849

As inferred from the table above the maximum no. of visits by domestic leisure visitors to tourist destinations in Lakshadweep has been in the months of December and November. As far as foreign leisure tourists are concerned, maximum no. of visits to tourist destinations in Lakshadweep is in the month January.

Table – 2
Total number of visits to Tourist Destinations by Domestic and Foreign Visitors

Lakshadweep	No. of visits by Domestic Tourists / Same Day Visitors			No of visits by Foreign Tourists / Same Day Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	3629	3575	7204	253	0	253
Nov-17	4788	3995	8783	341	0	341
Dec-17	5836	5101	10937	455	0	455
Jan-18	4154	2760	6914	604	0	604
Feb-18	2839	2483	5322	273	0	273
Mar-18	2445	2034	4480	273	0	273
Apr-18	2097	1758	3855	241	0	241
May-18	1697	1432	3129	213	0	213
Jun-18	1495	1072	2567	196	0	196
Total	28981	24210	53191	2849	0	2849

As inferred from the table above the maximum no. of visits by domestic visitors to tourist destinations in Lakshadweep has been in the months of December and November. As far as foreign tourists are concerned, maximum no. of visits to tourist destinations in Lakshadweep is in the month January.

Table – 3
Total number of Domestic and Foreign Leisure Tourists / Same Day Visitors

Lakshadweep	No. Domestic Tourists / Visitor			No of Foreign Tourists / Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	990	1104	2094	112	0	112
Nov-17	1459	1205	2664	151	0	151
Dec-17	1716	1521	3237	200	0	200
Jan-18	1316	773	2089	256	0	256
Feb-18	824	780	1604	121	0	121
Mar-18	716	619	1335	117	0	117
Apr-18	678	511	1189	95	0	95
May-18	527	419	946	86	0	86
Jun-18	436	340	776	78	0	78
Total	8662	7272	15934	1216	0	1216

The maximum no. of domestic leisure visitors to Lakshadweep are spread across the months of November – January. For foreign leisure visitors to Lakshadweep, December and January have been the preferred months for visit.

Table – 4
Total Number of Leisure and Non-Leisure Domestic Tourists and Same Day Visitors

Lakshadweep	No. of Overnight Tourists			No. of Same Day Visitors		
	Leisure	Non Leisure	Total	Leisure	Non Leisure	Total
			(col.2+3)			(col.5+6)
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	990	1874	2864	1104	493	1597
Nov-17	1459	2251	3710	1205	623	1828
Dec-17	1716	2856	4572	1521	765	2286
Jan-18	1316	1736	3052	773	471	1244
Feb-18	824	1370	2194	780	365	1145
Mar-18	716	1195	1911	619	311	930
Apr-18	678	863	1541	511	267	778
May-18	527	739	1266	419	222	641
Jun-18	436	601	1037	340	183	523
Total	8662	13485	22147	7272	3700	10972

Considering both leisure as well as non-leisure domestic tourists to Lakshadweep, the maximum no. of overnight visitors are in the period November -December. A majority of the same day visitors visited Lakshadweep in the months of December and November.

Table – 5
Total Number of Leisure and Non-Leisure Foreign Tourists and Day Visitors

Lakshadweep	No. of Overnight Tourists			No. of Same Day Visitors		
	Leisure	Non Leisure	Total (col.2+3)	Leisure	Non Leisure	Total (col.5+6)
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	112	0	112	0	0	0
Nov-17	151	0	151	0	0	0
Dec-17	200	0	200	0	0	0
Jan-18	256	0	256	0	0	0
Feb-18	121	0	121	0	0	0
Mar-18	117	0	117	0	0	0
Apr-18	95	0	95	0	0	0
May-18	86	0	86	0	0	0
Jun-18	78	0	78	0	0	0
Total	1216	0	1216	0	0	0

Considering both leisure as well as non-leisure foreign tourists to Lakshadweep, the maximum no. of overnight visitors are in the months of December and January.

Table – 6
Total Number of Domestic and Foreign Tourists and Day Visitors

Lakshadweep	No. of Tourists			No. of Day Visitors		
	Domestic	Foreign	Total (col.2+3)	Domestic	Foreign	Total (col.2+3)
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	2863	112	2975	1596	0	1596
Nov-17	3710	152	3862	1827	0	1827
Dec-17	4570	201	4771	2286	0	2286
Jan-18	3053	255	3308	1245	0	1245
Feb-18	2193	121	2314	1145	0	1145
Mar-18	1911	118	2029	931	0	931
Apr-18	1540	95	1635	778	0	778
May-18	1264	86	1351	640	0	640
Jun-18	1037	78	1116	523	0	523
Total	22143	1218	23361	10971	0	10971

Collating the findings of the previous tables, the total no. of domestic and foreign overnight tourists are most in the months of November - December. The total no. of domestic day visitors to Lakshadweep is most in the month of December and November.

Table – 7
Distribution of Domestic and Foreign Tourists by place of Stay

Lakshadweep	No. Domestic Tourists				No of Foreign Tourists			
	Stayin g at Hotels	Stayin g with F&R	Staying elsewhe re	Total	Stayin g at Hotels	Stayin g with F&R	Staying elsewhe re	Total
				(col.2+3+ 4)				(col.6+7+ 8)
Month (1)	-2	-3	-4	-5	-6	-7	-8	-9
Oct-17	539	1544	781	2863	112	0	0	112
Nov-17	778	2012	920	3710	151	0	0	151
Dec-17	927	2461	1183	4570	200	0	0	200
Jan-18	1013	1309	731	3053	256	0	0	256
Feb-18	507	1109	578	2193	121	0	0	121
Mar-18	432	972	508	1911	117	0	0	117
Apr-18	445	739	356	1540	95	0	0	95
May-18	322	633	309	1264	86	0	0	86
Jun-18	273	518	247	1037	78	0	0	78
Total	5235	11296	5612	22143	1216	0	0	1216

The above table presents the distribution of domestic and foreign tourists, visiting Lakshadweep, by place of stay. As we can see the maximum no. of domestic visitors to Lakshadweep are staying with friends & relatives, followed by staying elsewhere. All the sample foreign tourists stayed at hotels during their visit to Lakshadweep.

Table - 8
No. of accommodation units, Rooms / Beds Available and Occupancy Rate

Lakshadweep	No. of Accommodation units	No. of Beds Available per day	Occupancy Rate (%)
Oct-17	19	374	53%
Nov-17	19	374	68%
Dec-17	19	374	72%
Jan-18	19	374	70%
Feb-18	19	374	65%
Mar-18	19	374	59%
Apr-18	19	374	59%
May-18	19	374	45%
Jun-18	19	374	38%

As evident from the table, it can be concluded that occupancy rate was the highest during the months of January and December.

Table - 9
Month wise Total Number of Guests checked-in, bed nights spent and average duration of stay at Accommodation Units

Lakshadweep	No. of Guests checked-in			No. of bed nights spent			Average duration of Stay		
Month	Indians	Foreigners	Total	Indians	Foreigners	Total	Indians	Foreigners	Total
			(col.2+3)			(col.5+6)			
-1	-2	-3	-4	-5	-6	-7	-8	-9	-10
Oct-17	814	72	886	1043	167	1210	1.31	2.28	1.54
Nov-17	917	102	1019	1252	207	1459	1.56	2.12	1.74
Dec-17	1120	173	1293	1585	365	1950	1.71	2.17	1.81
Jan-18	1131	251	1382	1808	543	2351	1.69	2.21	1.88
Feb-18	574	101	675	1064	267	1331	1.86	2.58	2.08
Mar-18	613	88	701	971	204	1175	1.70	2.36	1.92
Apr-18	554	92	646	771	193	964	1.59	2.24	1.75
May-18	377	83	460	630	177	807	1.65	2.14	1.83
Jun-18	325	70	395	494	149	643	2.11	2.22	2.08
Total	6425	1032	7457	9618	2272	11890	15.19	20.30	16.65

The above table presents the statistical data on domestic and foreign tourist who checked-in and their duration of stay in Lakshadweep month wise. As it can be seen the average duration of stay for domestic tourists is highest for the months of June and February. For foreigners, February and June are the peak months of stay.

Tables 10 – 15 give the quarterly data pertaining to information collected from accommodation survey held in the district of Lakshadweep. As shown in the tables below, the no. of accommodation units surveyed were 11 during the period October 2017 – June 2018. All the accommodations units are State Government administration. These accommodation units employ nearly 67 persons. All of the accommodation units (11) fall under the Non- Star category. The survey reveals that all 11 accommodation units in Lakshadweep come under Non – Classified category.

Table - 10
Number of Accommodation units, Rooms, Beds and Employment

Lakshadweep Quarter	No. of AUs	No. of Rooms	No. of Beds	No. of Employees		
				Temporary	Permanent	Total
-1	-2	-3	-4	-5	-6	-7
Quarter – 1	19	170	374	41	45	86
Quarter – 2	19	170	374	41	45	86
Quarter – 3	19	170	374	41	45	86

Table - 11
Distribution of Employees in Accommodation Units by Age Group

Lakshadweep Quarter	No. of AUs	No. of Employees	Distribution of employees by age-group				
			18-25 yrs	26-30 yrs	31-40 yrs	41-50 yrs	> 51 yrs
-1	-2	-3	-4	-5	-6	-7	-8
Quarter – 1	19	86	31	30	17	8	0
Quarter – 2	19	86	31	30	17	8	0
Quarter – 3	19	86	31	30	17	8	0

Table - 12

Distribution of Employees in Accommodation Units by Service

Lakshadweep	No. of AUs	No. of Employees	Distribution of employees by service			
Quarter			Management	F&B	House Keeping	Others
-1	-2	-3	-4	-5	-6	-7
Quarter – 1	19	86	24	22	15	25
Quarter – 2	19	86	24	22	15	25
Quarter – 3	19	86	24	22	15	25

Table - 13
Category-wise Distribution Accommodation Units

Lakshadweep	No. of Accommodation units					
Quarter	Classified	Non-classified				Total
		Having more than 20 rooms	10-20 rooms	Less than 10 rooms	Sub-Total (Col. 3+4+5)	
-1	-2	-3	-4	-5	-6	-7
Quarter – 1	0	2	7	10	19	19
Quarter – 2	0	2	7	10	19	19
Quarter – 3	0	2	7	10	19	19

Table - 14
Distribution Accommodation Units by Types

Lakshadweep	No. of Accommodation units								
Quarter	Star Hotels	Apartment Hotels	Non-Star Hotels	Youth/YMCA Hostels	Dharamshalas/Sarais/Musafir khana	Gurudwaras/Temples/Monasteries	Bed & Breakfast Units	Motels	Total
Quarter – 1	0	0	19	0	0	0	0	0	19
Quarter – 2	0	0	19	0	0	0	0	0	19
Quarter – 3	0	0	19	0	0	0	0	0	19

Table - 15
Distribution Accommodation Units by Type of Ownership

Lakshadweep	No. of Accommodation units								
	Central Govt.	State Govt.	Pvt. Ltd.	Prop./Partnership	Public Limited	PSU	Charitable Trust/Society	Others	Total
Quarter – 1	0	10	0	6	0	0	0	3	19
Quarter – 2	0	10	0	6	0	0	0	3	19
Quarter – 3	0	10	0	6	0	0	0	3	19

Visitors Profiling Tables

Table – 16
Age Distribution of Sample Visitors in the State

Age Group	%age of Domestic Overnight Visitors		%age of Domestic Day Visitors		%age of Foreign Overnight Visitors	
	Male	Female	Male	Female	Male	Female
(1)	(2)	(3)	(5)	(6)	(8)	(9)
15 – 24 Years	24	32	28	33	19	21
25 – 34 Years	47	45	44	43	40	40
35 – 44 Years	24	18	23	21	31	34
45 – 60 Years	4	2	4	2	7	4
>60 Years	1	2	1	1	3	1
Total	100	99	100	100	100	100

It is to be noted from the table above that predominant age group was 25-34 years among domestic overnight, day and foreign visitors. Most of the visitors to Lakshadweep are males with females comprising a small proportion.

Table – 17
Sex Distribution of Sample Visitors in the State

Gender	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Male	55	57	52
Female	45	43	48
Total	100	100	100

The gender wise distribution of sample visitors to Lakshadweep is mentioned in the table above. Male visitors are in majority in both the categories of domestic overnight as well as domestic day visitors. The same observed for foreign visitors too.

Table – 18
Marital Status of Sample Visitors in the State

Marital Status	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Married	75	76	51
Unmarried	25	24	46
Others	0	0	3
Total	100	100	100

It is clear from the table above that most of the sample visitors apart from foreign visitors to Lakshadweep have marital status as married. Unmarried visitors comprise of majority of foreign visitors. Others mentioned above cover the Widows, Divorcee etc.

Table – 19

Educational Level of Sample Visitors in the State

Level of Education	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
No Formal Education	0	0	0
Primary	1	1	0
Secondary	4	2	0
Higher Secondary	9	12	7
Graduate & Above	66	63	69
Technical & Professional of All Level	20	22	24
Total	100	100	100

The above table represents the education level of sample visitors to Lakshadweep. It is evident from the table that more than half of the visitors have educational qualification as graduate & above and 1/5th of the visitors have a Higher Secondary qualification.

Table – 20

Occupation Pattern of Sample Visitors in the State

Occupation	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Industrialist / Trader / Shop Owner	6	5	5
Self Employed Professional	12	10	12
Government Service	16	20	15
Private Service	30	24	38
Student / Researcher	6	6	11
Business	13	18	16
Agriculture	0	0	1
Housewife	9	9	1
Other	8	8	1

Total	100	100	100
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The above table represents the occupation pattern of sample visitors to Lakshadweep. As it can be seen most of the visitors are either into private service, government service and business. Self-employed professionals and Industrialists are in a very small proportion.

Table – 21
Purpose of visit by Sample Visitors in the State

Purpose	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Business	0	0	0
Holidays, Leisure & Recreation	94	95	100
Social Activity	0	2	0
Pilgrimage / religious Activity	2	0	0
Education / Training	1	0	0
Health & Medical	2	1	0
Shopping	0	0	0
Others	1	2	0
Total	100	100	100

As it can be concluded from the table above, nearly all of visitors to Lakshadweep, were for the purpose of Holidays, leisure & recreation activities.

Table – 22
Mode of Transportation of Sample Domestic Visitors in the State

Mode of Transportation	%age of visitors from within the State		%age of visitors from Outside the State	
	Overnight Visitors	Same day Visitors	Overnight Visitors	Same day Visitors
(1)	(2)	(3)	(4)	(5)
Train	0	0	0	0
Bus	0	0	0	0
Ship/ Boat	99	100	88	93
Air	1	0	12	7
Total	100	100	100	100

The above table presents the mode of transportation used by sample domestic visitors in Lakshadweep. Most of the same day visitors from within the Lakshadweep used ship/ boat to travel. For overnight visitors as well as day visitors from outside Lakshadweep, ship/boat again is the prominent mode of transportation.

Table – 23
Mode of Transportation of Sample Foreign Visitors in the State

Mode of Transportation	%age of visitors from
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	Outside the State Overnight Visitors
(1)	(4)
Train	0
Bus	0
Taxi	0
Personal Vehicle	0
Air	29
Ship/Boat	71
Total	100

The above table represents the mode of transportation used by foreign visitors to travel to Lakshadweep. As clearly stated above, 29% of foreign tourists traveled by Air to Lakshadweep. Ship/ boat is the most preferred option.

Table – 24
Travel Behavior of Sample Visitors in the State

Frequency of Visits	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Once a fortnight	0	0	0
Once a month	0	0	0
Once in 3 months	0	0	0
Once in 6 months	1	1	0
Once in a Year	2	5	8
Less Often	97	94	92
Total	100	100	100

The above table evaluates the travel behavior of sample visitors to Lakshadweep. It is clear from the table above that for most of the visitors to Lakshadweep; the frequency of visit is less often that is once in more than 2 years.

Table – 25
Propensity of availing package tour of Sample Visitors in the State

	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Percentage of Tourists availing package tour	27%	54%	23%

The above mentioned is the measure the propensity of availing package tour among the sample visitors in the district of Lakshadweep. And we conclude less overnight visitors (both domestic and foreign) avail package tours for traveling to Lakshadweep. However, the domestic day visitors to Lakshadweep are mainly ship passengers who take on a package tour of Lakshadweep, hence 70% of domestic day visitors avail tour packages while travelling to Lakshadweep.

Table – 26
Travel Arrangement Mode of Sample Visitors in the State

Travel Arrangement Mode	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Self	12	15	62
Office / Employer	6	4	0
Travel Agent	42	39	16
Tour Operator	40	42	22
Total	100	100	100

As concluded from the previous table that few overnight visitors avail package tour, thus most of the overnight (both domestic and foreign) visitors traveling to Lakshadweep make their travel arrangements themselves, which can be justified from the findings presented in the above table. Whereas majority of domestic day visitors since they avail package tours, get their travel arrangements made by tour operators and travel agents.

Table – 27
Distribution of overnight visitors by place of stay of Sample Visitors in the State

Place of Stay	%age of Domestic Overnight Visitors	%age of Foreign Overnight Visitor
-1	-2	-3
Govt. Guest House / Circuit House / Bhawan / Sadan	83	100
Private Guest House / Inn / Rest House / Tourist Bungalow	6	0
Friends & Relative	11	0
Total	100	100

The category wise details regarding the place of stay are presented above. It may be seen from the table above that most of the overnight tourist preferred government guest houses as the place of stay.

Table – 28
Distribution of visitor by their preferred eating place of Sample Visitors in the State

Eating Place	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
-1	-2	-3	-4
Restaurant	65	72	0
Place of Lodging	17	0	100
Friends & Relatives	18	28	0
Total	100	100	100

The above table gives the percentage distribution of visitors by their preferred eating place of sample visitors in the district of Lakshadweep. It may be seen that proportion of domestic overnight, day and foreign visitors who preferred Restaurants/ place of stay for eating are the maximum.

Table – 29
Satisfaction level of services by Sample Visitors in the State

Services	%age of Domestic	%age of Domestic	%age of Foreign
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	Overnight Visitors		Day Visitors		Overnight Visitors	
	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Availability of Tour Operator	27	73	53	47	23	77
Availability of Transportation	18	82	55	45	34	66
Availability of Tourist Guide	11	89	26	74	11	89
Availability of good quality accommodation	66	34	7	93	3	97
Public Convenience	35	65	32	68	27	73
Information Centers	52	48	52	48	53	47
Behavior of Local People	54	46	74	26	67	33
Accommodation tariff	56	44	4	96	28	72

Table – 30

Expectation level of their visit to district / State of Sample Visitors in the State

Expectation level	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Much Better than expectation	79	66	76
Somewhat better than expectation	18	18	21
As per expectation	2	16	3
Worse than expectation	1	0	0
Much worse than expectation	0	0	0
Total	100	100	100

The above table presents the percentage distribution across different expectation levels. There is a positive trend as most of the visitors found their visit to Lakshadweep much better than expectation.

Table – 31

Most Visited Tourist Destination	%age of	%age of	%age of	%age of
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	Visitors	Domestic Overnight Visitors	Domestic Day Visitors	Foreign Overnight Visitors
(1)	(2)	(3)	(4)	(5)
Agatti	33%	36%	40%	0%
Kavaratti	41%	44%	40%	27%
Kadmat	19%	15%	20%	29%
Bangaram	5%	5%	0%	21%
Thinnakara	2%	0%	0%	23%

Most visited tourist destination of Sample Visitors

* Is based on no. of visits as obtained from Short Survey at Tourist Destinations.

Table – 32

Annual Household income of the Sample Domestic Visitors in the State

HH Income (Rs.)	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors
(1)	(2)	(3)
Less than Rs. 60,000	0	0
Rs. 60,001 – Rs. 1,00,000	1	2
Rs. 1,00,001 – Rs. 2,00,000	3	5
Rs. 2,00,001 – Rs. 5,00,000	21	25
Above Rs. 5,00,000	75	68
Total	100	100

The annual household income of the sample domestic visitors to Lakshadweep is spread across different categories as mentioned in the table above. The majority of domestic day and overnight visitors fall under the category of above Rs. 5,00,000 annual household income.

Table – 33

Annual Household income of the Sample Foreign Visitors in the State

HH Income (US \$)	%age Foreign Overnight Visitors
(1)	(2)
Less than \$40,000	1
\$40,001 – \$60,000	4
\$60,001 – \$80,000	20
\$80,001 – \$1,00,000	30
Above \$1,00,000	45
Total	100

The above table gives an idea about the household incomes of sample foreign visitors to Lakshadweep. Most of the foreign tourists have household income in the range of above \$1,00,000.

Table – 34

Average Expenditure on Package Component of Sample Domestic Visitors availing package tour in the State (Expenditure in INR)

Package Component	Average Expenditure of Overnight Visitors
(1)	(2)
Travel + Food	24875
Travel + Accommodation	32750
Travel +Transport + Accommodation	38500
Travel + Transport + Accommodation + Food	45000

For visitors availing package tour to travel to Lakshadweep, spend on an average Rs. 34000 per person.

Table – 35

Average Expenditure on Package Component plus non-package component of Sample Foreign Visitors availing package tour in the State (Expenditure in INR)

Type of Packages Component	Average Expenditure of Overnight Visitors
(1)	(2)
Travel + Food	21700
Travel + Accommodation	30300
Travel +Transport + Accommodation	41375
Travel + Transport + Accommodation + Food	45625

For a package component the average expenditure is Rs. 45000 approx. per person for foreign overnight visitors to Lakshadweep.

Table – 36

Average Expenditure of non-package Sample Visitors in the State (Expenditure in INR)

Non-Package Component	Avg. Expenditure of DOVs	Avg. Expenditure of DDVs	Avg. Expenditure of FOVs
(1)	(2)	(3)	(4)
Accommodation	16500	0	28000
Food & Drinks	7800	2540	11500
Transport	11000	2100	19800
Shopping	300	300	250
Recreation, Leisure & Cultural Activities	2900	1400	4625
Total	38500	6340	64175

Expenditure pattern of visitors to Lakshadweep under the non-package tours comes out to be Rs. 38500 per head (entire trip) for domestic overnight visitors, Rs.6340 per head per trip for domestic day visitor and Rs. 64175 per head per trip for foreign overnight visitors.

Table – 37

Total number of Domestic Visitors from outside the State at the year end

State	Percentage of Overnight Visitors	Percentage of Domestic Day Visitors
-1	-2	-3
Maharashtra	15	21
Delhi	16	17
Karnataka	8	15
Kerala	31	27
Tamil Nadu	9	3

West Bengal	10	7
Uttar Pradesh	2	3
Gujarat	6	5
Telangana	3	2
Total	100	100

The above table is a depiction of the proportion of people of respective states from where they come to visit Lakshadweep. Maximum visitors come from its states like Kerala, Delhi, Maharashtra, West Bengal and Karnataka.

Table – 38
Total number of Foreign Visitors (Including NRI) by their country of residence

Country	Percentage of Foreign Overnight Visitors
-1	(2)
Australia	1
Belgium	2
Canada	2
Denmark	1
Germany	6
France	12
Israel	1
Italy	28
Japan	1
Netherlands	1
Norway	1
Poland	2
Portugal	1
Russia	2
Slovenia	2
South Africa	1
Spain	1
Sweden	6
Switzerland	2
United Kingdom	12
USA	15
Total	100

The above table is a depiction of the proportion of people of respective countries from where they come to visit Lakshadweep. Maximum visitors come from Italy, USA, UK and France.

Report for Kavaratti

1. Brief description - Kavaratti

The Kavaratti Island is the headquarters of the Union Territory of Lakshadweep. This island is at a distance of 404 km (218 nautical miles) from Kochi and is located between Agatti Island on the west and Andrott Island on the east. It lies between 10o 32' and 10o 35' N latitude and 72o 35' and 72o 40' E longitude, having an area of 4.22 sq km. Maximum length of the island is 5.8 km and width is 1.6 km. It has a lagoon having a length of about 6 km and an area of 4.96 sq km.

Kavaratti-Island is a prime and the most famous tourist destination in Lakshadweep. This Island is enthralled with the everlasting natural beauty which has striking snow-white colored sands and tranquil lagoons that make it a perfect tourist spot for all those who love nature and its glory. This island is known for its pristine beauty which is covered with lush green coconut trees that attracts numerous travelers every year. The lagoons around Kavaratti are fabulous with star fish, anemones, sea cucumbers, and countless multi- hued fishes astounding corals. Located to the west of the Island the lagoon is best suited for swimming, kayaking, wind surfing and canoeing. To the South of the Island lies Chicken Neck point which is an absolutely fantastic place for water sports including scuba diving and snorkelling. A glass bottom boat ride offers tourists and opportunity to view the rich marine life and an array of extraordinary corals.

Kavaratti-Island travel guide offer some outstanding real facts about the region that helps the visitors to make their plan according to its climate and other essential facts that will add gleam to your overall tour. Through this travel guide on Kavaratti-Island, travelers will get to know about the city and its important facts like how to reach the Kavaratti-Island conveniently and festivals of the region.

2. Tourist destinations surveyed

District	Towns	Destination
Kavaratti	Kavaratti	Kavaratti Island

Table – 1
Total number of visits to Tourist Destinations by Domestic and Foreign Leisure Visitors

Kavaratti	No. of visits by Domestic Tourists / Same Day Visitors			No of visits by Foreign Tourists / Same Day Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	(2)	(3)	(4)	(5)	(6)	(7)
Oct-17	1206	1474	2680	55	0	55
Nov-17	1910	1563	3473	71	0	71
Dec-17	2248	1877	4125	106	0	106
Jan-18	1550	775	2325	253	0	253
Feb-18	760	1094	1855	57	0	57
Mar-18	706	796	1503	104	0	104
Apr-18	810	587	1397	145	0	145
May-18	609	519	1129	95	0	95
Jun-18	542	542	1084	105	0	105
Total	10343	9228	19571	992	0	992

It can be inferred from the table above that, the maximum no. of visits by domestic leisure visitors to tourist destinations in Kavaratti has been in the winter months of December and November. As far as foreign leisure tourists are concerned, maximum no. of visits to tourist destinations in Kavaratti are in the months of January and April.

Table – 2
Total number of visits to Tourist Destinations by Domestic and Foreign Visitors

Kavaratti	No. of visits by Domestic Tourists / Same Day Visitors			No of visits by Foreign Tourists / Same Day Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	1973	1788	3761	55	0	55
Nov-17	2937	1983	4920	71	0	71
Dec-17	3459	2372	5831	106	0	106
Jan-18	2208	1044	3252	253	0	253
Feb-18	1275	1305	2581	57	0	57
Mar-18	1137	972	2110	104	0	104
Apr-18	1155	725	1880	145	0	145
May-18	889	631	1521	95	0	95
Jun-18	799	645	1444	105	0	105
Total	15834	11466	27300	992	0	992

It can be inferred from the table above that, the maximum no. of visits by domestic visitors to tourist destinations in Kavaratti has been in the winter months of December and November. As far as foreign leisure tourists are concerned, maximum no. of visits to tourist destinations in Kavaratti are in the months of January and April.

Table – 3
Total number of Domestic and Foreign Leisure Tourists / Same Day Visitors

Kavaratti	No. Domestic Tourists / Visitor			No of Foreign Tourists / Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	731	641	1372	20	0	20
Nov-17	1157	680	1837	26	0	26
Dec-17	1350	816	2166	39	0	39
Jan-18	840	337	1177	94	0	94
Feb-18	446	476	922	21	0	21
Mar-18	425	346	771	39	0	39
Apr-18	449	250	699	53	0	53
May-18	346	221	567	35	0	35
Jun-18	291	231	522	38	0	38
Total	6035	3998	10033	365	0	365

The maximum no. of domestic leisure visitors to Kavaratti are spread across the months of November and December. For foreign leisure visitors to Kavaratti January has been the preferred month for visit.

Table – 4
Total Number of Leisure and Non-Leisure Domestic Tourists and Same Day Visitors

Kavaratti	No. of Overnight Tourists			No. of Same Day Visitors		
	Leisure	Non Leisure	Total	Leisure	Non Leisure	Total
			(col.2+3)			(col.5+6)
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	731	767	1498	641	314	955
Nov-17	1157	1027	2184	680	420	1100
Dec-17	1350	1211	2561	816	495	1311
Jan-18	840	658	1498	337	269	606
Feb-18	446	515	961	476	211	687
Mar-18	425	431	856	346	176	522
Apr-18	449	345	794	250	138	388
May-18	346	280	626	221	112	333
Jun-18	291	257	548	231	103	334
Total	6035	5491	11526	3998	2238	6236

Considering both leisure as well as non-leisure domestic tourists to Kavaratti, the maximum no. of overnight visitors are in the months of November & December. A majority of the same day visitors visited Kavaratti in the months of November and December.

Table – 5
Total Number of Leisure and Non-Leisure Foreign Tourists and Day Visitors

Kavaratti	No. of Overnight Tourists			No. of Same Day Visitors		
	Leisure	Non Leisure	Total	Leisure	Non Leisure	Total
			(col.2+3)			(col.5+6)
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	20		20			0
Nov-17	26		26			0
Dec-17	39		39			0
Jan-18	94		94			0
Feb-18	21		21			0
Mar-18	39		39			0
Apr-18	53		53			0
May-18	35		35			0
Jun-18	38		38			0
Total	365	0	365	0	0	0

Considering both leisure as well as non-leisure foreign tourists to Kavaratti, the maximum no. of overnight visitors are in the months of January & April.

Table – 6
Total Number of Domestic and Foreign Tourists and Day Visitors

Kavaratti	No. of Tourists			No. of Day Visitors		
	Domestic	Foreign	Total (col.2+3)	Domestic	Foreign	Total (col.2+3)
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	1497	20	1518	955	0	955
Nov-17	2184	26	2210	1100	0	1100
Dec-17	2561	39	2600	1311	0	1311
Jan-18	1499	94	1592	606	0	606
Feb-18	961	21	982	687	0	687
Mar-18	856	39	895	523	0	523
Apr-18	793	53	846	388	0	388
May-18	625	35	660	333	0	333
Jun-18	548	38	586	334	0	334
Total	11524	365	11889	6235	0	6235

Collating the findings of the previous tables, the total no. of domestic and foreign overnight tourists are most in the months of November and December. The total no. of domestic day visitors to Kavaratti is most in the month of December.

Table – 7
Distribution of Domestic and Foreign Tourists by place of Stay

Kavaratti	No. Domestic Tourists				No of Foreign Tourists			
	Staying at Hotels	Staying with F&R	Staying elsewhere	Total (col.2+3+4)	Staying at Hotels	Staying with F&R	Staying elsewhere	Total (col.6+7+8)
Month (1)	-2	-3	-4	-5	-6	-7	-8	-9
Oct-17	392	865	240	1497	20			20
Nov-17	610	1252	322	2184	26			26
Dec-17	728	1453	380	2561	39			39
Jan-18	686	606	206	1499	94			94
Feb-18	318	481	162	961	21			21
Mar-18	282	439	135	856	39			39
Apr-18	317	373	103	793	53			53
May-18	237	304	84	625	35			35
Jun-18	229	242	77	548	38			38
Total	3799	6015	1710	11524	365	0	0	365

The above table presents the distribution of domestic and foreign tourists, visiting Kavaratti, by place of stay. As we can see the maximum no. of domestic visitors to Kavaratti are staying at friends and relatives place, followed by hotels. All the sample foreign tourists stayed at hotels during their visit to Kavaratti.

Table - 8
No. of accommodation units, Rooms / Beds Available and Occupancy Rate

Kavaratti	No. of Accommodation units	No. of Beds Available per day	Occupancy Rate (%)
Oct-17	7	161	63%
Nov-17	7	161	67%
Dec-17	7	161	71%
Jan-18	7	161	72%
Feb-18	7	161	62%
Mar-18	7	161	60%
Apr-18	7	161	61%
May-18	7	161	52%
Jun-18	7	161	44%

As evident from the table, it can be concluded that occupancy rate was the highest during the months of, January and December. There are approximately 160 beds available per day for accommodation in the island of Kavaratti.

Table - 9
Month wise Total Number of Guests checked-in, bed nights spent and average duration of stay at Accommodation Units

Kavaratti	No. of Guests checked-in			No. of bed nights spent			Average duration of Stay		
	Month	Indians	Foreigners	Total (col.2+3)	Indians	Foreigners	Total (col.5+6)	Indians (Col.5/Col.2)	Foreigners (Col.6/Col.3)
-1	-2	-3	-4	-5	-6	-7	-8	-9	-10
Oct-17	616	14	630	733	32	765	1.19	2.29	1.21
Nov-17	662	29	691	798	43	841	1.21	1.48	1.22
Dec-17	782	41	823	951	91	1042	1.22	2.22	1.27
Jan-18	667	98	765	1031	192	1223	1.55	1.96	1.60
Feb-18	326	17	343	582	38	620	1.79	2.24	1.81
Mar-18	349	25	374	491	49	540	1.41	1.96	1.44
Apr-18	323	48	371	423	93	516	1.31	1.94	1.39
May-18	233	31	264	387	62	449	1.66	2.00	1.70
Jun-18	221	34	255	289	62	351	1.31	1.82	1.38
Total	4179	337	4516	5685	662	6347	12.63	17.90	13.02

The above table presents the statistical data on domestic and foreign tourist who checked-in and their duration of stay in Kavaratti month wise. As it can be seen the average duration of stay for domestic tourists is highest for the month of February. For foreigners, October is the peak month of stay.

Tables 10 – 15 give the quarterly data pertaining to information collected from accommodation survey held in the district of Kavaratti. As shown in the tables below, the no. of accommodation units surveyed were 7 during the period October 2017 – June 2018. The accommodation units are mostly under the state government, however private accommodation units catering to islanders of Lakshadweep has also been taken into account here. This accommodation unit employs nearly 24 persons.

Table - 10
Number of Accommodation units, Rooms, Beds and Employment

Karavatti Quarter	No. of AUs	No. of Rooms	No. of Beds	No. of Employees		
				Temporary	Permanent	Total
-1	-2	-3	-4	-5	-6	-7
Quarter – 1	7	62	161	14	10	24
Quarter – 2	7	62	161	14	10	24
Quarter – 3	7	62	161	14	10	24

Table - 11
Distribution of Employees in Accommodation Units by Age Group

Karavatti Quarter	No. of AUs	No. of Employees	Distribution of employees by age-group				
			18-25 yrs	26-30 yrs	31-40 yrs	41-50 yrs	> 51 yrs
-1	-2	-3	-4	-5	-6	-7	-8
Quarter – 1	7	24	8	11	2	3	0
Quarter – 2	7	24	8	11	2	3	0
Quarter – 3	7	24	8	11	2	3	0

Table – 12
Distribution of Employees in Accommodation Units by Service

Karavatti Quarter	No. of AUs	No. of Employees	Distribution of employees by service			
			Management	F&B	House Keeping	Others
-1	-2	-3	-4	-5	-6	-7
Quarter – 1	7	24	9	7	1	7
Quarter – 2	7	24	9	7	1	7
Quarter – 3	7	24	9	7	1	7

Table - 13
Category-wise Distribution Accommodation Units

Karavatti		No. of Accommodation units				
Quarter	Classified	Non-classified				Total
		Having more than 20 rooms	10-20 rooms	Less than 10 rooms	Sub-Total (Col. 3+4+5)	
-1	-2	-3	-4	-5	-6	-7
Quarter – 1	0	1	5	1	7	7
Quarter – 2	0	1	5	1	7	7
Quarter – 3	0	1	5	1	7	7

Table - 14
Distribution Accommodation Units by Types

Karavatti		No. of Accommodation units							
Quarter	Star Hotels	Apartment Hotels	Non-Star Hotels	Youth/YMCA Hostels	Dharamshalas/Sarais/Musafirkhanas	Gurudwaras/Temples/Monastries	Bed & Breakfast Units	Motels	Total
Quarter – 1	0	0	7	0	0	0	0	0	7
Quarter – 2	0	0	7	0	0	0	0	0	7
Quarter – 3	0	0	7	0	0	0	0	0	7

Table - 15
Distribution Accommodation Units by Type of Ownership

Karavatti		No. of Accommodation units							
Quarter	Central Govt.	State Govt.	Pvt. Ltd.	Prop./Partnership	Public Limited	PSU	Charitable Trust/Society	Others	Total
Quarter – 1	0	4	0	0	0	0	0	3	7
Quarter – 2	0	4	0	0	0	0	0	3	7
Quarter – 3	0	4	0	0	0	0	0	3	7

Visitors Profiling Tables

Table – 16
Age Distribution of Sample Visitors in district

Age Group	%age of Domestic Overnight Visitors		%age of Domestic Day Visitors		%age of Foreign Overnight Visitors	
	Male	Female	Male	Female	Male	Female
-1	-2	-3	-5	-6	-7	-8
15 – 24 Years	28	39	22	30	22	20
25 – 34 Years	44	41	50	39	45	44
35 – 44 Years	21	20	28	30	25	31
45 – 60 Years	6	0	0	1	7	4
>60 Years	1	0	0	0	1	1
Total	100	100	100	100	100	100

It is to be noted from the table above that predominant age group was 25-34 years among domestic overnight and day visitors and also amongst foreign visitors to Kavaratti. Most of the visitors to Kavaratti are males with females comprising a small proportion.

Table – 17
Sex Distribution of Sample Visitors in the district

Gender	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Male	60	52	56
Female	40	48	44
Total	100	100	100

The gender wise distribution of sample visitors to Kavaratti is mentioned in the table above. Male visitors are in majority in both the categories of domestic overnight as well as domestic day visitors. The same trend is observed for foreign visitors to Kavaratti as well.

Table – 18
Marital Status of Sample Visitors in the district

Marital Status	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Married	80	73	51
Unmarried	19	27	47
Others	1	0	2
Total	100	100	100

It is clear from the table above that most of the sample visitors to Kavaratti have marital status as married. Unmarried visitors comprise of a small number. Others mentioned above cover the Widows, Divorcee etc. amongst foreign visitors, more of them are unmarried.

Table – 19
Educational Level of Sample Visitors in the district

Level of Education	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
No Formal Education	0	0	0
Primary	1	0	0
Secondary	4	3	0
Higher Secondary	10	9	12
Graduate & Above	64	64	69
Technical & Professional of All Level	21	24	19
Total	100	100	100

The above table represents the education level of sample visitors to Kavaratti. It is evident from the table that more than half of the sample visitors, both foreign and domestic have educational qualification as graduate & above and 1/4th of the visitors have a technical/professional qualification.

Table – 20
Occupation Pattern of Sample Visitors in the district

Occupation	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Industrialist / Trader / Shop Owner	6	8	5
Self Employed Professional	12	10	10
Government Service	16	21	16
Private Service	22	11	35
Student / Researcher	4	10	11
Business	19	16	20
Agriculture	0	0	0
Housewife	13	12	1
Other	8	12	2
Total	100	100	100

The above table represents the occupation pattern of sample visitors to Kavaratti. As it can be seen most of the visitors are either into private service or government service. Self-employed professionals and Industrialists are in a very small proportion.

Table – 21
Purpose of visit by Sample Visitors in district

Purpose	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Business	0	0	0
Holidays, Leisure & Recreation	89	97	100
Social Activity	0	1	0
Pilgrimage / religious Activity	1	0	0
Education / Training	1	0	0
Health & Medical	8	0	0
Shopping	0	0	0
Others	1	2	0
Total	100	100	100

As it can be concluded from the table above, around 90% of visitors to Kavaratti, were for the purpose of Holidays, leisure & recreation activities.

Table – 22
Mode of Transportation of Sample Domestic Visitors in district

Mode of Transportation	%age of visitors from within the State		%age of visitors from Outside the State	
	Overnight Visitors	Same day Visitors	Overnight Visitors	Same day Visitors
(1)	(2)	(3)	(4)	(5)
Train	0	0	0	0
Bus	0	0	0	0
Ship	99	98	92	99
Air	1	2	8	1
Total	100	100	100	100

The above table presents the mode of transportation used by sample domestic visitors in Kavaratti. Most of the same day visitors from within the Lakshadweep used ship/ launches to travel. For overnight visitors as well as day visitors from outside of Lakshadweep, ship is the prominent mode of transportation.

Table – 23

Mode of Transportation of Sample Foreign Visitors in the State

Mode of Transportation	%age of visitors from Outside the State
	Overnight Visitors
(1)	(4)
Train	0
Bus	0
Taxi	0
Personal Vehicle	0
Air	95
Ship	5
Total	100

The above table presents the mode of transportation used by sample foreign visitors in Kavaratti. Most of the foreign visitors used aircrafts to travel.

Table – 24

Travel Behavior of Sample Visitors in district

Frequency of Visits	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Once a fortnight	0	0	0
Once a month	0	0	0
Once in 3 months	0	2	0
Once in 6 months	3	5	0
Once in a Year	3	10	2
Less Often	94	83	98
Total	100	100	100

The above table evaluates the travel behavior of sample visitors to Kavaratti. It is clear from the table above that for most of the visitors to Kavaratti; the frequency of visit is less often i.e. once in two or three years.

Table – 25

Propensity of availing package tour of Sample Visitors in district

	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Percentage of Tourists availing package tour	35%	61%	24%

The above mentioned is the measure the propensity of availing package tour among the sample visitors in the district of Kavaratti. And we conclude a considerable proportion of people avail package tours for traveling to Kavaratti.

Table – 26
Travel Arrangement Mode of Sample Visitors in district

Travel Arrangement Mode	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Self	14	15	70
Office / Employer	19	11	0
Travel Agent	40	33	15
Tour Operator	27	41	15
Total	100	100	100

As concluded from the previous table that many people avail package tour, thus most of the visitors traveling to Kavaratti make their travel arrangements through tour operators/travel agents, which can be justified from the findings presented in the above table.

Table – 27
Distribution of overnight visitors by place of stay of Sample Visitors in district

Place of Stay	%age of Domestic Overnight Visitors	%age of Foreign Overnight Visitor
-1	-2	-3
Govt. Guest House / Circuit House /Bhawan /Sadan	60	100
Private Guest House / Inn /Rest House /Tourist Bungalow	20	0
Friends & Relative	20	0
Total	100	100

The category wise details regarding the place of stay are presented above. It may be seen from the table above that most of the overnight tourist preferred government guest houses as the place of stay. Government guest houses are the other prominent choice for place of stay for domestic overnight visitors.

Table – 28
Distribution of visitor by their preferred eating place of Sample Visitors in district

Eating Place	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
-1	-2	-3	-4
Restaurant	10	60	0
Place of Lodging	70	0	100
Friends & Relatives	20	15	0
Total	100	75	100

The above table gives the percentage distribution of visitor by their preferred eating place of sample visitors in the district of Kavaratti. It may be seen that proportion of domestic overnight who preferred place of lodging for eating are the maximum. The same trend is observed for foreign visitors too.

Table – 29
Satisfaction level of services by Sample Visitors in district

Services	%age of Domestic Overnight Visitors		%age of Domestic Day Visitors		%age of Foreign Overnight Visitors	
	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Availability of Tour Operator	67	33	59	41	56	44
Availability of Transportation	44	56	71	29	71	29
Availability of Tourist Guide	28	72	22	78	26	74
Availability of good quality accommodation	81	19	34	66	11	89
Public Convenience	44	56	42	58	32	68
Eating Places	31	69	37	63	33	67
Information Centers	66	34	66	34	66	34
Behavior of Local People	8	92	85	15	89	11
Accommodation tariff	79	21	15	85	31	69

Table – 30
Expectation level of their visit to district of Sample Visitors in district

Expectation level	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Much Better than expectation	68	73	67
Somewhat better than expectation	26	22	24
As per expectation	4	5	9
Worse than expectation	2	0	0
Much worse than expectation	0	0	0
Total	100	100	100

The above table presents the percentage distribution across different expectation levels. There is a strong positive trend as most of the visitors found their visit to Kavaratti much better than expectation or better than expectation.

Table – 31
Most visited tourist destination of Sample Visitors

Most Visited Tourist Destination	%age of Visitors	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)	(5)
Kagaratti island	100 %	100%	100%	100%

* Is based on no. of visits as obtained from Short Survey at Tourist Destinations.

Table – 32
Annual Household income of the Sample Domestic Visitors in district

HH Income (Rs.)	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors
-1	-2	-3
Less than Rs.60,000	0	0
Rs.60,001 – Rs.1,00,000	1	3
Rs.1,00,001 – Rs.2,00,000	3	6
Rs.2,00,001 – Rs.5,00,000	19	22
Above Rs.5,00,000	77	69
Total	100	100

Among the domestic visitors maximum number of respondents fall under the annual household income bracket of Rs. 5 Lakh and above.

Table – 33
Annual Household income of the Sample Domestic Visitors in district

HH Income (Rs.)	%age of Domestic Overnight Visitors
(1)	(2)
Less than \$40,000	1
\$40,001 – \$60,000	6
\$60,001 - \$80,000	20
\$80,001 - \$1,00,000	29
Above \$1,00,000	44
Total	100

Among the foreign visitors maximum number of respondents fall under the annual household income bracket of Above \$1,00,000.

Table – 34
Average Expenditure on Package Component of Sample Domestic Visitors availing package tour in the State (Expenditure in Indian Rs.)

Package Component	Average Exped.
(1)	(2)
Travel + Food	19500
Travel + Accommodation	29000
Travel +Transport + Accommodation	35000
Travel + Transport + Accommodation + Food	40000

*One visitor's approx expenditure.

Table – 35
Average Expenditure on Package Component plus non-package component of Sample Foreign Visitors availing package tour in the State (Expenditure in Indian Rs.)

Type of Packages Component	Average Exped.
(1)	(2)
Travel + Food	24500
Travel + Accommodation	39000
Travel +Transport + Accommodation	43000
Travel + Transport + Accommodation + Food	45000

*One visitor's approx expenditure.

Table – 36
Average Expenditure on non-package component of Sample Visitors in district (Expenditure in Indian Rs.)

Non-Package Component	Avg. Expenditure of DOVs	Avg. Expenditure of DDVs	Avg. Expenditure of FOVs
(1)	(2)	(3)	(4)
Accommodation	16000	0	27500
Food & Drinks	8500	1200	12000
Transport	18500	2500	21000
Shopping	1500	1500	1000
Recreation, Leisure & Cultural Activities	4000	1500	5000
Total	48500	6700	66500

Table – 37
Total number of Domestic Visitors from outside the State

State	Percentage of Overnight Visitors	Percentage of Domestic Day Visitors
-1	-2	-3
Maharashtra	15	17
Delhi	22	15
Karnataka	9	5
Kerala	21	22
Tamil Nadu	7	6
West Bengal	5	11
Uttar Pradesh	8	7
Gujarat	9	10
Telangana	4	7
Total	100	100

Table – 38
Total number of Foreign Visitors (including NRI) by their country of residence

Country	Percentage of Foreign Overnight Visitors
-1	(3)
Australia	1
Belgium	2
Canada	6
Denmark	0
Germany	4
France	2
Israel	1
Italy	10
Japan	1
Netherlands	0
Norway	0
Poland	0
Portugal	0
Russia	1
Slovenia	0
South Africa	1
Spain	12
Sweden	1
Switzerland	13
United Kingdom	24
USA	21
Total	100

Report for Agatti

1. Brief description - Agatti

The Agatti Island is at a distance of 459 km (248 nautical miles) from Kochi and is located the west of Kavaratti Island. It lies between 10o 48' and 10o 53' N latitude and 72o 09' and 7o 13' E longitude, having an area of 3.84 sq km, with a maximum length of 10 km and width of km. It has a north-east, south-west trend with a long tail on the south. The lagoon area of this island is 17.50 sq km.

The climate of Agatti March to May is the hottest period of the year. The temperature ranges from 25oC to 35oC and humidity ranging from 70 -76 per cent for most of the year. The average rainfall received is 1600 mm a year. Monsoon prevails here from 15th May to 15th September. The monsoon period raises temperature to the mercury level between 27- 30 degrees. During the monsoon time, boats are not allowed outside the lagoon because of the violent sea. The presence of the reef maintains calm at the lagoon.

Agatti displays the rich and diverse culture of its individuals through the festivals and event celebrations. The majority of population residing in Lakshadweep follows Islam. So during the Muslim festivals, Agatti island is at its most high-spirit and vibrant. Although there are numerous tribal festivals that are celebrated but amongst all Id-UI-Fitr celebrated after the month of Ramadan is one such festival which is celebrated with great fervor and joy. This can be one festival that is celebrated by each and every one on the island. The sudden and grand variation of the serene region into deafening vicinity can captivate anyone's mind.

2. Tourist destinations surveyed

District	Towns	Destination
Agatti	Agatti	Agatti (Mosque, Golden Jubilee Muesum, Lagoon & Jetty site.)

Table – 1
Total number of visits to Tourist Destinations by Domestic and Foreign Leisure Visitors

Agatti	No. of visits by Domestic Tourists / Same Day Visitors			No of visits by Foreign Tourists / Same Day Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	151	1361	1512	0	0	0
Nov-17	167	1505	1672	0	0	0
Dec-17	181	2083	2264	0	0	0
Jan-18	174	1278	1452	0	0	0
Feb-18	229	853	1082	0	0	0
Mar-18	204	768	972	0	0	0
Apr-18	105	770	875	0	0	0
May-18	144	612	756	0	0	0
Jun-18	257	267	524	0	0	0
Total	1612	9497	11109	0	0	0

As inferred from the table above the maximum no. of visits by domestic leisure visitors to tourist destinations in Agatti has been in the month of December. As far as foreign leisure tourists are concerned, no visits to tourist destinations in Agatti happened.

Table – 2
Total number of visits to Tourist Destinations by Domestic and Foreign Visitors

Agatti	No. of visits by Domestic Tourists / Same Day Visitors			No of visits by Foreign Tourists / Same Day Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	1253	1512	2765	0	0	0
Nov-17	1385	1673	3058	0	0	0
Dec-17	1818	2308	4126	0	0	0
Jan-18	1243	1425	2668	0	0	0
Feb-18	1078	970	2048	0	0	0
Mar-18	963	872	1835	0	0	0
Apr-18	614	881	1495	0	0	0
May-18	597	710	1307	0	0	0
Jun-18	598	341	939	0	0	0
Total	9549	10692	20241	0	0	0

As inferred from the table above the maximum no. of visits by domestic visitors to tourist destinations in Agatti has been in the month of December.

Table – 3
Total number of Domestic and Foreign Leisure Tourists / Same Day Visitors

Agatti	No. Domestic Tourists / Visitor			No of Foreign Tourists / Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	54	340	1512	0	0	0
Nov-17	60	376	1672	0	0	0
Dec-17	66	521	2264	0	0	0
Jan-18	63	319	1452	0	0	0
Feb-18	91	213	1082	0	0	0
Mar-18	80	192	972	0	0	0
Apr-18	40	197	875	0	0	0
May-18	55	157	756	0	0	0
Jun-18	91	69	524	0	0	0
Total	1612	9497	11109	0	0	0

The maximum no. of domestic leisure visitors to Agatti are spread across the months of November and December.

Table – 4
Total Number of Leisure and Non-Leisure Domestic Tourists and Same Day Visitors

Agatti	No. of Overnight Tourists			No. of Same Day Visitors		
	Leisure	Non Leisure	Total	Leisure	Non Leisure	Total
			(col.2+3)			(col.5+6)
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	54	1102	1156	340	151	491
Nov-17	60	1218	1278	376	168	544
Dec-17	66	1637	1703	521	225	746
Jan-18	63	1069	1132	319	147	466
Feb-18	91	849	940	213	117	330
Mar-18	80	759	839	192	104	296
Apr-18	40	509	549	197	111	308
May-18	55	453	508	157	98	255
Jun-18	91	341	432	69	74	143
Total	600	7937	8537	2384	1195	3579

Considering both leisure as well as non-leisure domestic tourists to Agatti, the maximum number of overnight visitors are in the months of November & December. A majority of the same day visitors visited Agatti in the months of November and December.

Table – 5
Total Number of Leisure and Non-Leisure Foreign Tourists and Day Visitors

Agatti	No. of Overnight Tourists			No. of Same Day Visitors		
	Leisure	Non Leisure	Total (col.2+3)	Leisure	Non Leisure	Total (col.5+6)
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	0		0			0
Nov-17	0		0			0
Dec-17	0		0			0
Jan-18	0		0			0
Feb-18	0		0			0
Mar-18	0		0			0
Apr-18	0		0			0
May-18	0		0			0
Jun-18	0		0			0
Total	0	0	0	0	0	0

Considering leisure as well as non-leisure foreign tourists to Agatti, no foreign visitors went.

Table – 6
Total Number of Domestic and Foreign Tourists and Day Visitors

Agatti	No. of Tourists			No. of Day Visitors		
	Domestic	Foreign	Total (col.2+3)	Domestic	Foreign	Total (col.2+3)
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	1156	0	1156	492	0	492
Nov-17	1278	0	1278	544	0	544
Dec-17	1702	0	1702	746	0	746
Jan-18	1132	0	1132	466	0	466
Feb-18	939	0	939	330	0	330
Mar-18	839	0	839	296	0	296
Apr-18	549	0	549	308	0	308
May-18	508	0	508	255	0	255
Jun-18	432	0	432	143	0	143
Total	8536	0	8536	3580	0	3580

Collating the findings of the previous tables, the total no. of domestic overnight tourists are most in the months of November and December. The total number of domestic day visitors to Agatti is most in the month of December.

Table – 7
Distribution of Domestic and Foreign Tourists by place of Stay

Agatti	No. Domestic Tourists				No of Foreign Tourists			
	Stayin g at Hotels	Stayin g with F&R	Staying elsewhe re	Total (col.2+ 3+4)	Stayin g at Hotels	Stayin g with F&R	Staying elsewhe re	Total (col.6+ 7+8)
Month (1)	-2	-3	-4	-5	-6	-7	-8	-9
Oct-17	0	616	540	1156	0			0
Nov- 17	0	681	598	1279	0			0
Dec-17	0	899	803	1702	0			0
Jan-18	0	608	524	1132	0			0
Feb-18	0	523	416	939	0			0
Mar-18	0	467	373	840	0			0
Apr-18	0	296	253	549	0			0
May- 18	0	282	225	507	0			0
Jun-18	0	262	170	432	0			0
Total	0	4634	3902	8536	0	0	0	0

The above table presents the distribution of domestic and foreign tourists, visiting Agatti, by place of stay. As we can see the maximum no. of domestic visitors to Agatti are staying at friends & relatives place.

Table - 8
No. of accommodation units, Rooms / Beds Available.

Agatti	No. of Accommodation units	No. of Beds Available per day
Oct-17	8	93
Nov-17	8	93
Dec-17	8	93
Jan-18	8	93
Feb-18	8	93
Mar-18	8	93
Apr-18	8	93
May-18	8	93
Jun-18	8	93

Table – 9
Month wise Total Number of Guests checked-in, bed nights spent and average duration of stay at Accommodation Units

Agatti	No. of Guests checked-in			No. of bed nights spent			Average duration of Stay		
Month	Indians	Foreigners	Total (col.2+3)	Indians	Foreigners	Total (col.5+6)	Indians (Col.5/Col.2)	Foreigners (Col.6/Col.3)	Total (Col.7/Col.4)
-1	-2	-3	-4	-5	-6	-7	-8	-9	-10
Oct-17	85	0	85	156	0	156	1.83	0	1.83
Nov-17	121	0	121	228	0	228	1.88	0	1.88
Dec-17	175	0	175	320	0	320	1.82	0	1.82
Jan-18	180	0	180	323	0	323	1.79	0	1.79
Feb-18	73	0	73	136	0	136	1.86	0	1.86
Mar-18	88	0	88	148	0	148	1.68	0	1.68
Apr-18	102	0	102	143	0	143	1.40	0	1.40
May-18	67	0	67	125	0	125	1.86	0	1.86
Jun-18	65	0	65	120	0	120	1.84	0	1.84
Total	956	0	956	1699	0	1699	15.96	0	15.96

- The above numbers in case of Indian tourist is basically who have spend a bed night at any of the 8 accommodation units (2 are state guest house) in Agatti for any of the non- leisure activities such as
- Sometimes flight delay or canceled at that time the passengers both (Domestic & foreigner) stay in Agatti.
- Other Island guests also staying in Agatti.
- Family function guest also staying sometimes in guesthouse/Homestay.
- Job transfer staff also stays.
- In Agatti private guest house/Homestay do not get permit to accommodate foreigner. Domestic tourists permits are arranged by the hotelier who plan their trip to Bangaram & Thinakara. Permit taken through Friends & relatives permit.

Tables 10 – 15 give the quarterly data pertaining to information collected from accommodation survey held in the district of Agatti. As shown in the tables below, there were no officially recognized accommodation units in Agatti.

Table - 10
Number of Accommodation units, Rooms, Beds and Employment

State: Quarter	No. of AUs	No. of Room s	No. of Beds	No. of Employees		
				Temporary	Permanent	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Quarter – 1	8	48	93	7	12	19
Quarter – 2	8	48	93	7	12	19
Quarter – 3	8	48	93	7	12	19

Table - 11
Distribution of Employees in Accommodation Units by Age Group

State: Quarter	No. of AUs	No. of Employee s	Distribution of employees by age- group				
			18-25 yrs	26-30 yrs	31-40 yrs	41-50 yrs	> 51 yrs
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Quarter – 1	8	19	4	6	7	2	0
Quarter – 2	8	19	4	6	7	2	0
Quarter – 3	8	19	4	6	7	2	0

Table - 12
Distribution of Employees in Accommodation Units by Service

State: Quarter	No. of AUs	No. of Employee s	Distribution of employees by service			
			Managem ent	F&B	House Keepin g	Others
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Quarter – 1	8	19	6	5	5	3
Quarter – 2	8	19	6	5	5	3
Quarter – 3	8	19	6	5	5	3

Table - 13
Category-wise Distribution Accommodation Units

State:		No. of Accommodation units				
Quarter	Classified	Non-classified				Total
		Having more than 20 rooms	10-20 rooms	Less than 10 rooms	Sub-Total (Col. 3+4+5)	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Quarter – 1	0	0	0	8	8	8
Quarter – 2	0	0	0	8	8	8
Quarter – 3	0	0	0	8	8	8

Table - 14
Distribution Accommodation Units by Types

State:		No. of Accommodation units							
Quarter	Star Hotels	Apartm ent Hotels	Non-Star Hotels	Youth/ YMCA Hostels	Dharamshala s/ Sarais/ Musafirkhana s	Gurudwara s/ Temples/ Monastries	Bed & Breakfast Units	Motel s	Total
Quarter – 1	0	0	8	0	0	0	0	0	8
Quarter – 2	0	0	8	0	0	0	0	0	8
Quarter – 3	0	0	8	0	0	0	0	0	8

Table - 15
Distribution Accommodation Units by Type of Ownership

State:		No. of Accommodation units							
Quarter	Cent ral Govt	State Govt.	Pvt. Ltd.	Prop./ Partner ship	Public Limited	PSU	Charitable Trust/ Society	Others	Total
Quarter – 1	0	2	0	6	0	0	0	0	8
Quarter – 2	0	2	0	6	0	0	0	0	8
Quarter – 3	0	2	0	6	0	0	0	0	8

Visitors Profiling Tables
Table – 16
Age Distribution of Sample Visitors in the district

Age Group	%age of Domestic Overnight Visitors		%age of Domestic Day Visitors		%age of Foreign Overnight Visitors	
	Male	Female	Male	Female	Male	Female
(1)	(2)	(3)	(5)	(6)	(7)	(8)
15 – 24 Years	0	0	24	25	0	0
25 – 34 Years	0	0	44	42	0	0
35 – 44 Years	0	0	27	27	0	0
45 – 60 Years	0	0	4	4	0	0
>60 Years	0	0	1	2	0	0
Total	0	0	100	100	0	0

It is to be noted from the table above that predominant age group was 25-34 years among domestic day visitors. Most of the visitors to Agatti are males with females comprising a small proportion.

Table – 17
Sex Distribution of Sample Visitors in the district

Gender	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	0
Male	0	55	0
Female	0	45	0
Total	0	100	0

The gender wise distribution of sample visitors to Agatti is mentioned in the table above. Male visitors are in majority in both the categories of domestic day visitors.

Table – 18
Marital Status of Sample Visitors in the district

Marital Status	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Married	0	73	0
Unmarried	0	27	0
Others	0	0	0
Total	0	100	0

It is clear from the table above that most of the sample visitors to Agatti have marital status as married. Unmarried visitors comprise of a small number. Others mentioned above cover the Widows, Divorcee etc.

Table – 19
Educational Level of Sample Visitors in the district

Level of Education	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
No Formal Education	0	0	0
Primary	0	1	0
Secondary	0	2	0
Higher Secondary	0	11	0
Graduate & Above	0	69	0
Technical & Professional of All Level	0	17	0
Total	0	100	0

The above table represents the education level of sample visitors to Agatti. It is evident from the table that more than half of the sample visitors have educational qualification as graduate & above.

Table – 20
Occupation Pattern of Sample Visitors in the district

Occupation	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Industrialist / Trader / Shop Owner	0	6	0
Self Employed Professional	0	4	0
Government Service	0	25	0
Private Service	0	15	0
Student / Researcher	0	10	0
Business	0	21	0
Agriculture	0	0	0
Housewife	0	10	0
Other	0	9	0
Total	0	100	0

The above table represents the occupation pattern of sample visitors to Agatti. As it can be seen most of the visitors are either into business or government service. Self-employed professionals are present in a very small proportion.

Table – 21
Purpose of visit by Sample Visitors in district

Purpose	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Business	0	23	0
Holidays, Leisure & Recreation	0	0	0
Social Activity	0	62	0
Pilgrimage / religious Activity	0	0	0
Education / Training	0	0	0
Health & Medical	0	15	0
Shopping	0	0	0
Others	0	0	0
Total	0	100	0

As it can be concluded from the table above, for domestic day visitors to Agatti, Social activities – family function, job related are the primary reason to visit Agatti.

Table – 22
Mode of Transportation of Sample Domestic Visitors in district

Mode of Transportation	%age of visitors from within the State		%age of visitors from Outside the State	
	Overnight Visitors	Same day Visitors	Overnight Visitors	Same day Visitors
(1)	(2)	(3)	(4)	(5)
Train	0	0	0	0
Bus	0	0	0	0
Ship	0	100	0	65
Flight	0	0	0	35
Total	0	100	0	100

The above table presents the mode of transportation used by sample domestic day visitors in Agatti. All of the same day visitors from within the Lakshadweep used ship to travel. For day visitors from outside Lakshadweep, ship again is the prominent mode of transportation.

Table – 23
Mode of Transportation of Sample Foreign Visitors in the district

Mode of Transportation	%age of visitors
	Overnight Visitors
(1)	(4)
Train	0
Bus	0
Taxi	0
Personal Vehicle	0
Air	0
Ship	0
Total	0

Table – 24
Travel Behavior of Sample Visitors in district

Frequency of Visits	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Once a fortnight	0	0	0
Once a month	0	0	0
Once in 3 months	0	0	0
Once in 6 months	0	0	0
Once in a Year	0	6	0
Less Often	0	94	0
Total	0	100	0

The above table evaluates the travel behavior of sample visitors to Agatti. It is clear from the table above that for most of the visitors to Agatti; the frequency of visit is less often i.e. once in two or three years.

Table – 25
Propensity of availing package tour of Sample Visitors in district

	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Percentage of Tourists availing package tour	0	86	0

The above mentioned is the measure the propensity of availing package tour among the sample visitors in the district of Agatti. And we conclude most people avail package tours for traveling to Agatti.

Table – 26

Travel Arrangement Mode of Sample Visitors in district

Travel Arrangement Mode	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Self	0	16	0
Office / Employer	0	11	0
Travel Agent	0	33	0
Tour Operator	0	40	0
Total	0	100	0

As concluded from the previous table that most people avail package tour, thus most of the visitors traveling to Agatti make their travel arrangements through tour operators and travel agents, which can be justified from the findings presented in the above table.

Table – 27

Distribution of overnight visitors by place of stay of Sample Visitors in district

Place of Stay	%age of Domestic Overnight Visitors	%age of Foreign Overnight Visitor
-1	-2	-3
Govt. Guest House / Circuit House /Bhawan /Sadan	0	0
Private Guest House / Inn /Rest House /Tourist Bungalow	0	0
Friends & Relative	0	0
Total	0	0

No legally licensed accommodation units were found in Agatti and no domestic overnight and foreign overnight visitors were encountered and hence no data is presented here.

Table – 28

Distribution of visitor by their preferred eating place of Sample Visitors in district

Eating Place	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
-1	-2	-3	-4
Restaurant	0	10	0
Place of Lodging	0	0	0
Friends & Relatives	0	90	0
Total	0	100	0

Table – 29

Satisfaction level of services by Sample Visitors in district

Services	%age of Domestic Overnight Visitors		%age of Domestic Day Visitors		%age of Foreign Overnight Visitors	
	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Availability of Tour Operator	0	100	56	44	0	100
Availability of Transportation	0	100	77	23	0	100
Availability of Tourist Guide	0	100	22	78	0	100
Availability of good quality accommodation	0	100	0	100	0	100
Public Convenience	0	100	39	61	0	100
Information Centers	0	100	68	32	0	100
Behavior of Local People	0	100	85	15	0	100
Accommodation tariff	0	100	0	100	0	100

Table – 30
Expectation level of their visit to district of Sample Visitors in district

Expectation level	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Much Better than expectation	0	74	0
Somewhat better than expectation	0	19	0
As per expectation	0	7	0
Worse than expectation	0	0	0
Much worse than expectation	0	0	0
Total	0	100	0

Table – 31
Most visited tourist destination of Sample Visitors

Most Visited Tourist Destination	%age of Visitors	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)	(5)
Agatti island	100 %	0	100%	0

Table – 32
Annual Household income of the Sample Domestic Visitors in district

HH Income (Rs.)	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors
-1	0	0
Less than Rs.60,000	0	2
Rs.60,001 – Rs.1,00,000	0	4
Rs.1,00,001 – Rs.2,00,000	0	21
Rs.2,00,001 – Rs.5,00,000	0	73
Above Rs.5,00,000	0	100
Total	0	0

Among the domestic visitors maximum number of respondents fall under the annual household income bracket of Rs. 5 Lakh and above.

Table – 33
Annual Household income of the Sample Domestic Visitors in district

HH Income (Rs.)	%age of Foreign Visitors
(1)	(2)
Less than \$40,000	0
\$40,001 – \$60,000	0
\$60,001 - \$80,000	0
\$80,001 - \$1,00,000	0
Above \$1,00,000	0
Total	100

Table – 34
Average Expenditure on Package Component of Sample Domestic Visitors availing package tour in the State (Expenditure in Indian Rs.)

Package Component	Average Exped.
(1)	(2)
Travel + Food	0
Travel + Accommodation	0
Travel +Transport + Accommodation	0
Travel + Transport + Accommodation + Food	0
Total	0

*One visitor's approx expenditure.

Table – 35
Average Expenditure on Package Component plus non-package component of Sample Foreign Visitors availing package tour in the State (Expenditure in Indian Rs.)

Type of Packages Component	Average Exped.
(1)	(2)
Travel + Food	0
Travel + Accommodation	0
Travel +Transport + Accommodation	0
Travel + Transport + Accommodation + Food	0
Total	0

*One visitor's approx expenditure.

Table – 36
Average Expenditure on non-package component of Sample Visitors in district
(Expenditure in Indian Rs.)

Non-Package Component	Avg. Expenditure of DOVs	Avg. Expenditure of DDVs	Avg. Expenditure of FOVs
(1)	(2)	(3)	(4)
Accommodation	0	0	0
Food & Drinks	0	500	0
Transport	0	1000	0
Shopping	0	0	0
Recreation, Leisure & Cultural Activities	0	0	0
Total	0	1500	0

Table – 37
Total number of Domestic Visitors from outside the State at the year end

State	Percentage of Overnight Visitors	Percentage of Domestic Day Visitors
-1	-2	-3
Maharashtra	0	14
Delhi	0	19
Karnataka	0	8
Kerala	0	24
Tamil Nadu	0	7
West Bengal	0	9
Uttar Pradesh	0	4
Gujarat	0	9
Telengana	0	6
Total	0	100

Report for Kadmat

1. Brief description - Kadmat

Kadmat Island, also known as Cardamom Island, is an island belonging to the Amindivi subgroup of islands of the Lakshadweep archipelago in India. The island is located on a coral reef 5 km north of Amini Island. It has a length of 8 km. North to South and has a maximum width of about 0.5 km, having an area of a total of 3.12 km². The average annual temperature varies from 24.2 to 34.4 deg. Celsius. The average annual rainfall is 1237 mm.

The most outstanding strength of Kadmat Island lies in its marine wealth. Surrounded on the eastern and western side by large lagoons of spectacular beauty and long and sandy beaches, makes the place one of the ideal tourist destinations in the region. The blue water lagoon is encircling the invaluable wealth of colorful corals, coral habitats, the reef banks, un-spoilt virgin beaches, the sun and the moon!

Kadmat has scuba diving, snorkeling and swimming. Because Kadmat is a coral reef island, the sea is shallow and the impact of the sea is moderated.

2. Tourist destinations surveyed in Kadmat

<u>District</u>	<u>Towns</u>	<u>Destination</u>
Kadmat	Kadmat	Kadmat Island

Table – 1
Total number of visits to Tourist Destinations by Domestic and Foreign Leisure Visitors

Kadmat	No. of visits by Domestic Tourists / Same Day Visitors			No of visits by Foreign Tourists / Same Day Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	147	220	367	65	0	65
Nov-17	183	275	458	101	0	101
Dec-17	247	341	588	128	0	128
Jan-18	447	210	657	135	0	135
Feb-18	297	140	437	77	0	77
Mar-18	235	138	374	99	0	99
Apr-18	203	122	325	58	0	58
May-18	139	67	206	51	0	51
Jun-18	57	69	125	26	0	26
Total	1955	1582	3537	740	0	740

As inferred from the table above the maximum number of visits by domestic leisure visitors to tourist destinations in Kadmat has been in the winter months of December and January. As far as foreign leisure tourists are concerned, maximum number of visits to tourist destinations in Kadmat is in the month of January.

Table – 2
Total number of visits to Tourist Destinations by Domestic and Foreign Visitors

Kadmat	No. of visits by Domestic Tourists / Same Day Visitors			No of visits by Foreign Tourists / Same Day Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	152	248	400	65	0	65
Nov-17	189	310	499	101	0	101
Dec-17	255	386	641	128	0	128
Jan-18	456	265	721	135	0	135
Feb-18	303	177	480	77	0	77
Mar-18	240	169	410	99	0	99
Apr-18	212	140	352	58	0	58
May-18	145	79	224	51	0	51
Jun-18	60	75	134	26	0	26
Total	2012	1849	3861	740	0	740

As inferred from the table above the maximum number of visits by domestic visitors to tourist destinations in Kadmat has been in the winter months of December and January. As far as foreign tourists are concerned, maximum number of visits to tourist destinations in Kadmat is in the month of January.

Table – 3
Total number of Domestic and Foreign Leisure Tourists / Same Day Visitors

Kadmat	No. Domestic Tourists / Visitor			No of Foreign Tourists / Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	112	96	208	31	0	31
Nov-17	140	120	260	48	0	48
Dec-17	188	148	336	61	0	61
Jan-18	322	91	413	64	0	64
Feb-18	220	61	281	37	0	37
Mar-18	172	60	232	47	0	47
Apr-18	147	52	199	25	0	25
May-18	102	29	131	22	0	22
Jun-18	40	29	69	11	0	11
Total	1443	686	2129	346	0	346

The maximum number of domestic leisure visitors to Kadmat is in the month of January. For foreign leisure visitors to Kadmat, January again has been the preferred month for visit.

Table – 4
Total Number of Leisure and Non-Leisure Domestic Tourists and Same Day Visitors

Kadmat	No. of Overnight Tourists			No. of Same Day Visitors		
	Leisure	Non Leisure	Total	Leisure	Non Leisure	Total
			(col.2+3)			(col.5+6)
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	112	5	117	96	28	124
Nov-17	140	6	146	120	35	155
Dec-17	188	8	196	148	45	193
Jan-18	322	9	331	91	55	146
Feb-18	220	6	226	61	37	98
Mar-18	172	5	177	60	31	91
Apr-18	147	9	156	52	18	70
May-18	102	6	108	29	12	41
Jun-18	40	3	43	29	6	35
Total	1443	57	1500	686	267	953

Considering both leisure as well as non-leisure domestic tourists to Kadmat, the maximum number of overnight visitors are in the months of January and February. A majority of the same day visitors visited Kadmat in the month of December.

Table – 5
Total Number of Leisure and Non-Leisure Foreign Tourists and Day Visitors

Kadmat	No. of Overnight Tourists			No. of Same Day Visitors		
	Leisure	Non Leisure	Total (col.2+3)	Leisure	Non Leisure	Total (col.5+6)
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	31		31			0
Nov-17	48		48			0
Dec-17	61		61			0
Jan-18	64		64			0
Feb-18	37		37			0
Mar-18	47		47			0
Apr-18	25		25			0
May-18	22		22			0
Jun-18	11		11			0
Total	346	0	346	0	0	0

Considering both leisure as well as non-leisure foreign tourists to Kadmat, the maximum no. of overnight visitors are in the months of January and December.

Table – 6
Total Number of Domestic and Foreign Tourists and Day Visitors

Kadmat	No. of Tourists			No. of Day Visitors		
	Domestic	Foreign	Total (col.2+3)	Domestic	Foreign	Total (col.2+3)
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	117	31	148	124	0	124
Nov-17	146	48	194	154	0	154
Dec-17	196	61	257	193	0	193
Jan-18	331	64	395	147	0	147
Feb-18	226	37	263	98	0	98
Mar-18	177	47	224	91	0	91
Apr-18	156	25	181	70	0	70
May-18	107	22	130	41	0	41
Jun-18	44	11	55	36	0	36
Total	1500	347	1847	953	0	953

Collating the findings of the previous tables, the total no. of domestic and foreign overnight tourists are most in the period January - February. The total no. of domestic day visitors to Kadmat is most in the month of January.

Table – 7
Distribution of Domestic and Foreign Tourists by place of Stay

Kadmat	No. Domestic Tourists				No of Foreign Tourists			
	Staying at Hotels	Staying with F&R	Staying elsewhere	Total (col.2+3+4)	Staying at Hotels	Staying with F&R	Staying elsewhere	Total (col.6+7+8)
Month (1)	-2	-3	-4	-5	-6	-7	-8	-9
Oct-17	53	63	0	117	31			31
Nov-17	67	79	0	146	48			48
Dec-17	87	109	0	196	61			61
Jan-18	237	94	0	331	64			64
Feb-18	122	104	0	226	37			37
Mar-18	111	66	0	177	47			47
Apr-18	86	70	0	156	25			25
May-18	61	46	0	107	22			22
Jun-18	30	14	0	44	11			11
Total	853	647	0	1500	346	0	0	346

The above table presents the distribution of domestic and foreign tourists, visiting Kadmat, by place of stay. As we can see the maximum no. of domestic visitors to Kadmat are staying at friends and relatives places. All the sample foreign tourists stayed at hotels during their visit to Kadmat.

Table - 8
No. of accommodation units, Rooms / Beds Available and Occupancy Rate

Kadmat	No. of Accommodation units	No. of Beds Available per day	Occupancy Rate (%)
Oct-17	2	40	51%
Nov-17	2	40	64%
Dec-17	2	40	69%
Jan-18	2	40	74%
Feb-18	2	40	67%
Mar-18	2	40	65%
Apr-18	2	40	65%
May-18	2	40	45%
Jun-18	2	40	42%

As evident from the table, it can be concluded that occupancy rate was the highest during the months of January and December.

Table - 9
Month wise Total Number of Guests checked-in, bed nights spent and average duration of stay at Accommodation Units

Kadmat	No. of Guests checked-in			No. of bed nights spent			Average duration of Stay		
	Indians	Foreigners	Total (col.2+3)	Indians	Foreigners	Total (col.5+6)	Indians (Col.5/Col.2)	Foreigners (Col.6/Col.3)	Total (Col.7/Col.4)
-1	-2	-3	-4	-5	-6	-7	-8	-9	-10
Oct-17	36	10	46	38	21	59	1.06	2.10	1.28
Nov-17	54	31	85	88	54	142	1.63	1.74	1.67
Dec-17	73	56	129	162	93	255	2.22	1.66	1.98
Jan-18	208	62	270	312	131	443	1.50	2.11	1.64
Feb-18	110	32	142	226	94	320	2.05	2.94	2.25
Mar-18	128	27	155	248	61	309	1.94	2.26	1.99
Apr-18	82	22	104	121	47	168	1.48	2.14	1.62
May-18	57	19	76	83	44	127	1.46	2.32	1.67
Jun-18	27	10	37	54	22	76	2.00	2.20	2.05
Total	775	269	1044	1332	567	1899	15.33	19.46	16.16

The above table presents the statistical data on domestic and foreign tourist who checked-in and their duration of stay in Kadmat month wise. As it can be seen the average duration of stay for domestic tourists is highest for the month of December. For foreigners, February is the peak month of stay.

Tables 10 – 15 give the quarterly data pertaining to information collected from accommodation survey held in the district of Kadmat. As shown in the tables below, the no. of accommodation units remained constant at 2 during the period October 2017 – June 2018. Both of the accommodations units are under the state government administration. These accommodation units employ nearly 21 persons.

Table - 10
Number of Accommodation units, Rooms, Beds and Employment

Kadmat Quarter	No. of AUs	No. of Rooms	No. of Beds	No. of Employees		
				Temporary	Permanent	Total
-1	-2	-3	-4	-5	-6	-7
Quarter – 1	2	20	40	9	12	21
Quarter – 2	2	20	40	9	12	21
Quarter – 3	2	20	40	9	12	21

Table - 11
Distribution of Employees in Accommodation Units by Age Group

Kadmat Quarter	No. of AUs	No. of Employees	Distribution of employees by age-group				
			18-25 yrs	26-30 yrs	31-40 yrs	41-50 yrs	> 51 yrs
-1	-2	-3	-4	-5	-6	-7	-8
Quarter – 1	2	21	8	6	5	2	0
Quarter – 2	2	21	8	6	5	2	0
Quarter – 3	2	21	8	6	5	2	0

Table - 12
Distribution of Employees in Accommodation Units by Service

Kadmat Quarter	No. of AUs	No. of Employees	Distribution of employees by service			
			Management	F&B	House Keeping	Others
-1	-2	-3	-4	-5	-6	-7
Quarter – 1	2	21	3	4	5	9
Quarter – 2	2	21	3	4	5	9
Quarter – 3	2	21	3	4	5	9

Table - 13
Category-wise Distribution Accommodation Units

Kadmat	No. of Accommodation units					
Quarter	Classified	Non-classified				Total
		Having more than 20 rooms	10-20 rooms	Less than 10 rooms	Sub-Total (Col. 3+4+5)	
-1	-2	-3	-4	-5	-6	-7
Quarter – 1	0	0	2	0	2	2
Quarter – 2	0	0	2	0	2	2
Quarter – 3	0	0	2	0	2	2

Table - 14
Distribution Accommodation Units by Types

Kadmat	No. of Accommodation units								
Quarter	Star Hotels	Apartment Hotels	Non-Star Hotels	Youth/ YMCA Hostels	Dharamshalas/ Sarais/ Musafirkhanas	Gurudwaras/ Temples / Monasteries	Bed & Breakfast Units	Motels	Total
Quarter – 1	0	0	2	0	0	0	0	0	2
Quarter – 2	0	0	2	0	0	0	0	0	2
Quarter – 3	0	0	2	0	0	0	0	0	2

Table - 15
Distribution Accommodation Units by Type of Ownership

Kadmat	No. of Accommodation units								
Quarter	Central Govt.	State Govt.	Pvt. Ltd.	Prop./ Partnership	Public Limited	PSU	Charitable Trust/ Society	Others	Total
Quarter – 1	0	2	0	0	0	0	0	0	2
Quarter – 2	0	2	0	0	0	0	0	0	2
Quarter – 3	0	2	0	0	0	0	0	0	2

Visitors Profiling Tables

Table – 16
Age Distribution of Sample Visitors in district

Age Group	%age of Domestic Overnight Visitors		%age of Domestic Day Visitors		%age of Foreign Overnight Visitors	
	Male	Female	Male	Female	Male	Female
-1	-2	-3	-5	-6	-7	-8
15 – 24 Years	21	46	24	31	19	22
25 – 34 Years	43	38	51	41	39	38
35 – 44 Years	28	14	21	23	30	31
45 – 60 Years	6	2	3	4	7	6
>60 Years	2	0	1	1	5	3
Total	100	100	100	100	100	100

It is to be noted from the table above that predominant age group was 25-34 years among domestic overnight and day visitors and also amongst foreign visitors. Most of the visitors to Kadmat are males with females comprising a small proportion.

Table – 17
Sex Distribution of Sample Visitors in the district

Gender	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Male	54	53	59
Female	46	47	41
Total	100	100	100

The gender wise distribution of sample visitors to Kadmat is mentioned in the table above. Male visitors are in majority in both the categories of domestic overnight as well as domestic day visitors and also for foreign visitors.

Table – 18
Marital Status of Sample Visitors in the district

Marital Status	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Married	84	71	45
Unmarried	16	29	52
Others	0	0	3
Total	100	100	100

It is clear from the table above that most of the sample visitors apart from foreign visitors to Kadmat have marital status as married. Unmarried visitors comprise of a small number. Others mentioned above cover the Widows, Divorcee etc.

Table – 19
Educational Level of Sample Visitors in the district

Level of Education	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
No Formal Education	0	0	0
Primary	0	0	0
Secondary	1	0	0
Higher Secondary	8	16	5
Graduate & Above	70	60	75
Technical & Professional of All Level	21	24	20
Total	100	100	100

The above table represents the education level of sample visitors to Kadmat. It is evident from the table that almost more than half of the visitors have educational qualification as graduate & above and around 1/4th of the visitors have a technical/professional qualification.

Table – 20
Occupation Pattern of Sample Visitors in the district

Occupation	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Industrialist / Trader / Shop Owner	3	2	5
Self Employed Professional	15	6	19
Government Service	24	18	11
Private Service	26	30	40
Student / Researcher	8	3	13
Business	8	17	8
Agriculture	0	0	1
Housewife	4	12	2
Other	12	12	1
Total	100	100	100

The above table represents the occupation pattern of sample visitors to Kadmat. As it can be seen most of the visitors are either into private service or government service and business. Self employed professionals and Industrialists are in a very small proportion.

Table – 21
Purpose of visit by Sample Visitors in district

Purpose	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Business	0	0	0
Holidays, Leisure & Recreation	100	91	100
Social Activity	0	5	0
Pilgrimage / religious Activity	0	0	0
Education / Training	0	0	0
Health & Medical	0	0	0
Shopping	0	0	0
Others	0	4	0
Total	100	100	100

As it can be concluded from the table above, about 100% of visitors to Kadmat, were for the purpose of Holidays, leisure & recreation activities.

Table – 22
Mode of Transportation of Sample Domestic Visitors in district

Mode of Transportation	%age of visitors from within the State		%age of visitors from Outside the State	
	Overnight Visitors	Same day Visitors	Overnight Visitors	Same day Visitors
(1)	(2)	(3)	(4)	(5)
Train	0	0	0	0
Bus	0	0	0	0
Ship	100	100	100	100
Air	0	0	0	0
Total	100	100	100	100

The above table presents the mode of transportation used by sample domestic visitors in Kadmat. All of the visitors from within the Lakshadweep used ship to travel. For overnight visitors as well as day visitors from outside Lakshadweep, ship again is the prominent mode of transportation.

Table – 23
Mode of Transportation of Sample Foreign Visitors in the State

Mode of Transportation	%age of visitors
	Overnight Visitors
(1)	(4)
Train	0
Bus	0
Taxi	0
Personal Vehicle	0
Air	3
Ship	97
Total	100

Table – 24
Travel Behavior of Sample Visitors in district

Frequency of Visits	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Once a fortnight	0	0	0
Once a month	0	0	0
Once in 3 months	0	0	0
Once in 6 months	0	0	0
Once in a Year	1	3	8
Less Often	99	97	92
Total	100	100	100

The above table evaluates the travel behavior of sample visitors to Kadmat. It is clear from the table above that for most of the visitors to Kadmat; the frequency of visit is less often i.e. once in two or three years.

Table – 25
Propensity of availing package tour of Sample Visitors in district

	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Percentage of Tourists availing package tour	32%	61%	24%

The above mentioned is the measure the propensity of availing package tour among the sample visitors in the district of Kadmat. And we conclude many people avail package tours for traveling to Kadmat.

Table – 26
Travel Arrangement Mode of Sample Visitors in district

Travel Arrangement Mode	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Self	15	12	69
Office / Employer	0	0	0
Travel Agent	38	42	17
Tour Operator	30	46	14
Total	82.5	100	100

As concluded from the previous table that many people avail package tour, thus most of the visitors traveling to Kadmat make their travel arrangements through tour operators and travel agents, which can be justified from the findings presented in the above table.

Table – 27
Distribution of overnight visitors by place of stay of Sample Visitors in district

Place of Stay	%age of Domestic Overnight Visitors	%age of Foreign Overnight Visitor
-1	-2	-3
Govt. Guest House / Circuit House /Bhawan /Sadan	70	100
Private Guest House / Inn /Rest House /Tourist Bungalow	5	0
Friends & Relative	25	0
Total	100	100

The category wise details regarding the place of stay are presented above. It may be seen from the table above that the entire overnight tourist preferred government guest house as the place of stay.

Table – 28
Distribution of visitor by their preferred eating place of Sample Visitors in district

Eating Place	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
-1	-2	-3	-4
Restaurant	88	85	0
Place of Lodging	0	0	100
Friends & Relatives	12	15	0
Total	100	100	100

The above table gives the percentage distribution of visitor by their preferred eating place of sample visitors in the district of Kadmat. It may be seen that all of the visitors preferred place of lodging/ and restaurants for eating.

Table – 29
Satisfaction level of services by Sample Visitors in district

Services	%age of Domestic Overnight Visitors		%age of Domestic Day Visitors		%age of Foreign Overnight Visitors	
	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Availability of Tour Operator	69	31	61	39	57	43
Availability of Transportation	41	59	72	28	72	28
Availability of Tourist Guide	22	78	23	77	26	74
Availability of good quality accommodation	83	17	0	100	0	100
Public Convenience	44	56	42	58	29	71
Information Centers	64	36	66	34	68	32
Behavior of Local People	97	3	87	13	82	18
Accommodation tariff	73	27	0	100	34	66

Table – 30
Expectation level of their visit to district of Sample Visitors in district

Expectation level	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Much Better than expectation	71	75	70
Somewhat better than expectation	23	23	26
As per expectation	6	2	4
Worse than expectation	0	0	0
Much worse than expectation	0	0	0
Total	100	100	100

The above table presents the percentage distribution across different expectation levels. There is a strong positive trend as most of the visitors found their visit to Kadmat much better than expectation.

Table – 31
Most visited tourist destination of Sample Visitors

Most Visited Tourist Destination	%age of Visitors	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)	(5)
Kadmat island	100 %	100%	100%	100%

* Is based on no. of visits as obtained from Short Survey at Tourist Destinations.

Table – 32
Annual Household income of the Sample Domestic Visitors in district

HH Income (Rs.)	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors
-1	-2	-3
Less than Rs60,000	0	0
Rs60,001 – Rs1,00,000	1	2
Rs1,00,001 – Rs2,00,000	3	6
Rs2,00,001 – Rs5,00,000	26	31
Above Rs5,00,000	70	61
Total	100	100

Among the domestic visitors maximum number of respondents fall under the annual household income bracket of Rs. 5 Lakh and above.

Table – 33
Annual Household income of the Sample Domestic Visitors in district

HH Income (Rs.)	%age of Foreign Visitors
(1)	(2)
Less than \$40,000	1
\$40,001 – \$60,000	5
\$60,001 - \$80,000	21
\$80,001 - \$1,00,000	28
Above \$1,00,000	45
Total	100

Among the domestic visitors maximum number of respondents fall under the annual household income bracket of Above \$1,00,000.

Table – 34

Average Expenditure on Package Component of Sample Domestic Visitors availing package tour in the State (Expenditure in Indian Rs.)

Package Component	Average Exped.
(1)	(4)
Travel + Food	25000
Travel + Accommodation	29000
Travel +Transport + Accommodation	37000
Travel + Transport + Accommodation + Food	44000

*One visitor's approx expenditure.

Table – 35

Average Expenditure on Package Component plus non-package component of Sample Foreign Visitors availing package tour in the State (Expenditure in Indian Rs.)

Type of Packages Component	Average Exped.
(1)	(4)
Travel + Food	23500
Travel + Accommodation	37500
Travel +Transport + Accommodation	40000
Travel + Transport + Accommodation + Food	42500

*One visitor's approx expenditure.

Table – 36

Average Expenditure on non-package component of Sample Visitors in district (Expenditure in Indian Rs.)

Non-Package Component	Avg. Expenditure of DOVs	Avg. Expenditure of DDVs	Avg. Expenditure of FOVs
(1)	(2)	(3)	(4)
Accommodation	17500	0	25000
Food & Drinks	8500	1000	12000
Transport	16000	2500	19500
Shopping	0	0	0
Recreation, Leisure & Cultural Activities	3500	2000	4000
Total	45500	5500	60500

Table – 37
Total number of Domestic Visitors from outside the State at the year end

State	Percentage of Overnight Visitors	Percentage of Domestic Day Visitors
-1	-2	-3
Maharashtra	8	18
Delhi	15	19
Karnataka	12	18
Kerala	28	20
Tamil Nadu	10	0
West Bengal	15	16
Uttar Pradesh	0	3
Gujarat	12	6
Telengana	0	0
Total	100	100

Table – 38
Total number of Foreign Visitors (including NRI) by their country of residence

Country	Percentage of Foreign Overnight Visitors
-1	(2)
Australia	2
Belgium	7
Canada	4
Denmark	2
Germany	7
France	24
Israel	2
Italy	23
Japan	2
Netherlands	1
Norway	1
Poland	1
Portugal	1
Russia	5
Slovenia	4
South Africa	2
Spain	0
Sweden	8
Switzerland	0
United Kingdom	2
USA	2
Total	100

Report for Bangaram

1. Brief description - Bangaram

Bangaram Island with 2.3 km² is the largest island in the atoll. There is a long brackish pond in the center of the island fringed by screw pine and coconut palms. Bangaram Island Resort is located on this island which was formerly uninhabited.

A bewitchingly beautiful and breath taking island in Lakshadweep. BANGARAM is uninhabited. It is surrounded by a shallow lagoon enclosed by coral reef. It has been ranked among the best gateways of the world. Here the sun, sand and surf in harmony casting a spell on the visitor. It offers utmost privacy unpolluted comfort with crystal clear water. Sparkling coral reef and blue lagoon perform magic on the soul searching traveller. It's a place where Hemingway would create a classic or a Van Gogh would paint a masterpiece. A matchless sense of well-being takes over and one begins to discover the graceful fishes, porcupines, parrots, puffer fishes, hermit crabs and sea birds on the vast 120 acres of lush coconut groves in BANGARAM. There are numerous adventures like scuba diving, beach games, swimming, snorkeling and deep sea fishing. The resort has 60 bedded beach cottages with a multi cuisine restaurant serving myriad delicacies. A well-stocked bar is also available. AGATTI is the gate way to BANGARAM and is linked to Cochin for onward flights to metros

The island is popular for its serene setting. Numerous species of tropical birds are found on the island. The resort offers numerous adventure activities, including scuba diving, snorkeling, deep sea fishing beside white sand beaches, a calm lagoon and a sparkling, clear coral reef.

2. Tourist destinations surveyed

<u>District</u>	<u>Towns</u>	<u>Destination</u>
Bangaram	Bangaram	Bangaram island

Table – 1
Total number of visits to Tourist Destinations by Domestic and Foreign Leisure Visitors

Bangaram	No. of visits by Domestic Tourists / Same Day Visitors			No of visits by Foreign Tourists / Same Day Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	135	15	150	64	0	64
Nov-17	155	17	172	85	0	85
Dec-17	183	23	205	111	0	111
Jan-18	160	16	176	126	0	126
Feb-18	134	18	152	75	0	75
Mar-18	66	12	78	33	0	33
Apr-18	70	8	78	19	0	19
May-18	43	8	51	37	0	37
Jun-18	25	9	34	39	0	39
Total	970	125	1095	590	0	590

As inferred from the table above the maximum number of visits by domestic leisure visitors to tourist destinations in Bangaram has been in the month of December. As far as foreign leisure tourists are concerned, most visits to tourist destinations in Bangaram are in the month of January.

Table – 2
Total number of visits to Tourist Destinations by Domestic and Foreign Visitors

Bangaram	No. of visits by Domestic Tourists / Same Day Visitors			No of visits by Foreign Tourists / Same Day Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	135	15	150	64	0	64
Nov-17	155	17	172	85	0	85
Dec-17	183	23	205	111	0	111
Jan-18	160	16	176	126	0	126
Feb-18	134	18	152	75	0	75
Mar-18	66	12	78	33	0	33
Apr-18	70	8	78	19	0	19
May-18	43	8	51	37	0	37
Jun-18	25	9	34	39	0	39
Total	970	125	1095	590	0	590

As inferred from the table above the maximum number of visits by domestic visitors to tourist destinations in Bangaram has been in the month of December. As far as foreign tourists are concerned, most visits to tourist destinations in Bangaram are in the month of January.

Table – 3
Total number of Domestic and Foreign Leisure Tourists / Same Day Visitors

Bangaram	No. Domestic Tourists / Visitor			No of Foreign Tourists / Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	48	15	63	28	0	28
Nov-17	55	17	72	37	0	37
Dec-17	65	23	88	48	0	48
Jan-18	57	16	73	55	0	55
Feb-18	48	18	66	33	0	33
Mar-18	24	12	36	14	0	14
Apr-18	25	8	33	8	0	8
May-18	15	8	23	16	0	16
Jun-18	9	9	18	17	0	17
Total	346	126	472	256	0	256

The maximum no. of domestic leisure visitors to Bangaram are spread across the month of December. For foreign leisure visitors to Bangaram, January has been the preferred month for visit.

Table – 4
Total Number of Leisure and Non-Leisure Domestic Tourists and Same Day Visitors

Bangaram	No. of Overnight Tourists			No. of Same Day Visitors		
	Leisure	Non Leisure	Total	Leisure	Non Leisure	Total
			(col.2+3)			(col.5+6)
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	48	0	48	15	0	15
Nov-17	55	0	55	17	0	17
Dec-17	65	0	65	23	0	23
Jan-18	57	0	57	16	0	16
Feb-18	48	0	48	18	0	18
Mar-18	24	0	24	12	0	12
Apr-18	25	0	25	8	0	8
May-18	15	0	15	8	0	8
Jun-18	9	0	9	9	0	9
Total	346	0	346	126	0	126

Considering both leisure as well as non-leisure domestic tourists to Bangaram, the maximum no. of overnight visitors are in the month of December. For same day visitors visiting Bangaram, December is the preferred month of visit.

Table – 5
Total Number of Leisure and Non-Leisure Foreign Tourists and Day Visitors

Bangaram	No. of Overnight Tourists			No. of Same Day Visitors		
	Leisure	Non Leisure	Total (col.2+3)	Leisure	Non Leisure	Total (col.5+6)
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	28		28			0
Nov-17	37		37			0
Dec-17	48		48			0
Jan-18	55		55			0
Feb-18	33		33			0
Mar-18	14		14			0
Apr-18	8		8			0
May-18	16		16			0
Jun-18	17		17			0
Total	256	0	256	0	0	0

Considering both leisure as well as non-leisure foreign tourists to Bangaram, the maximum no. of overnight visitors are in the month of January.

Table – 6
Total Number of Domestic and Foreign Tourists and Day Visitors

Bangaram	No. of Tourists			No. of Day Visitors		
	Domestic	Foreign	Total (col.2+3)	Domestic	Foreign	Total (col.2+3)
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	48	28	76	15	0	15
Nov-17	55	37	92	17	0	17
Dec-17	65	48	113	23	0	23
Jan-18	57	55	112	16	0	16
Feb-18	48	33	80	18	0	18
Mar-18	24	14	38	12	0	12
Apr-18	25	8	33	8	0	8
May-18	15	16	31	8	0	8
Jun-18	9	17	26	9	0	9
Total	346	256	602	125	0	125

Collating the findings of the previous tables, the total no. of domestic and foreign overnight tourists are most in the month of December.

Table – 7
Distribution of Domestic and Foreign Tourists by place of Stay

Bangaram	No. Domestic Tourists				No of Foreign Tourists			
	Staying at Hotels	Staying with F&R	Staying elsewhere	Total (col.2+3+4)	Staying at Hotels	Staying with F&R	Staying elsewhere	Total (col.6+7+8)
Month (1)	-2	-3	-4	-5	-6	-7	-8	-9
Oct-17	48	0	0	48	28			28
Nov-17	55	0	0	55	37			37
Dec-17	65	0	0	65	48			48
Jan-18	57	0	0	57	55			55
Feb-18	48	0	0	48	33			33
Mar-18	24	0	0	24	14			14
Apr-18	25	0	0	25	8			8
May-18	15	0	0	15	16			16
Jun-18	9	0	0	9	17			17
Total	346	0	0	346	256	0	0	256

The above table presents the distribution of domestic and foreign tourists, visiting Bangaram, by place of stay. As we can see the all of the domestic visitors (346) to Bangaram are staying at hotels. All the sample foreign tourists stayed at hotels during their visit to Bangaram.

Table – 8
No. of accommodation units, Rooms / Beds Available and Occupancy Rate

Bangaram	No. of Accommodation units	No. of Beds Available per day	Occupancy Rate (%)
Oct-17	1	60	51%
Nov-17	1	60	76%
Dec-17	1	60	79%
Jan-18	1	60	73%
Feb-18	1	60	68%
Mar-18	1	60	59%
Apr-18	1	60	56%
May-18	1	60	43%
Jun-18	1	60	36%

As evident from the table, it can be concluded that occupancy rate was the highest during the month of December.

Table - 9
Month wise Total Number of Guests checked-in, bed nights spent and average duration of stay at Accommodation Units

Bangaram	No. of Guests checked-in			No. of bed nights spent			Average duration of Stay		
Month	Indians	Foreigners	Total	Indians	Foreigners	Total	Indians	Foreigners	Total
			(col.2+3)			(col.5+6)			
-1	-2	-3	-4	-5	-6	-7	-8	-9	-10
Oct-17	38	22	60	55	51	106	1.45	2.32	1.77
Nov-17	48	22	70	87	56	143	1.81	2.55	2.04
Dec-17	52	36	88	85	92	177	1.63	2.56	2.01
Jan-18	52	52	104	99	137	236	1.90	2.63	2.27
Feb-18	47	28	75	89	83	172	1.89	2.96	2.29
Mar-18	36	22	58	64	58	122	1.78	2.64	2.10
Apr-18	28	12	40	49	26	75	1.75	2.17	1.88
May-18	12	18	30	21	43	64	1.75	2.39	2.13
Jun-18	8	15	23	21	44	65	2.63	2.93	2.83
Total	321	227	548	570	590	1160	16.59	23.14	19.32

The above table presents the statistical data on domestic and foreign tourist who checked-in and their duration of stay in Bangaram month wise. As it can be seen the average duration of stay for domestic tourists is highest for the month of June. For foreigners, January and February are the peak months of stay.

Tables 10 – 15 give the quarterly data pertaining to information collected from accommodation survey held in the district of Bangaram. As shown in the tables below, the no. of accommodation units was 1 during the period October 2017 – June 2018. This accommodation unit employs nearly 14 persons.

Table - 10
Number of Accommodation units, Rooms, Beds and Employment

Bangaram	No. of AUs	No. of Rooms	No. of Beds	No. of Employees		
Quarter				Temporary	Permanent	Total
-1	-2	-3	-4	-5	-6	-7
Quarter – 1	1	30	60	8	6	14
Quarter – 2	1	30	60	8	6	14
Quarter – 3	1	30	60	8	6	14

Table - 11
Distribution of Employees in Accommodation Units by Age Group

Bangaram	No. of AUs	No. of Employees	Distribution of employees by age-group				
Quarter			18-25 yrs	26-30 yrs	31-40 yrs	41-50 yrs	> 51 yrs
-1	-2	-3	-4	-5	-6	-7	-8
Quarter – 1	1	14	7	4	2	1	0
Quarter – 2	1	14	7	4	2	1	0
Quarter – 3	1	14	7	4	2	1	0

Table - 12
Distribution of Employees in Accommodation Units by Service

Bangaram	No. of AUs	No. of Employees	Distribution of employees by service			
Quarter			Management	F&B	House Keeping	Others
-1	-2	-3	-4	-5	-6	-7
Quarter – 1	1	14	4	4	2	4
Quarter – 2	1	14	4	4	2	4
Quarter – 3	1	14	4	4	2	4

Table - 13
Category-wise Distribution Accommodation Units

Bangaram	No. of Accommodation units					
Quarter	Classified	Non-classified				Total
		Having more than 20 rooms	10-20 rooms	Less than 10 rooms	Sub-Total (Col. 3+4+5)	
-1	-2	-3	-4	-5	-6	-7
Quarter – 1	0	1	0	0	1	1
Quarter – 2	0	1	0	0	1	1
Quarter – 3	0	1	0	0	1	1

Table - 14
Distribution Accommodation Units by Types

Bangaram	No. of Accommodation units								
Quarter	Star Hotels	Apartment Hotels	Non-Star Hotels	Youth/YMCA Hostels	Dharamshalas/Sarais/Musafirkhanas	Gurudwaras/Temples/Monasteries	Bed & Breakfast Units	Motels	Total
Quarter – 1	0	0	1	0	0	0	0	0	1
Quarter – 2	0	0	1	0	0	0	0	0	1
Quarter – 3	0	0	1	0	0	0	0	0	1

Table - 15
Distribution Accommodation Units by Type of Ownership

Bangaram	No. of Accommodation units								
Quarter	Central Govt.	State Govt.	Pvt. Ltd.	Prop./Partnership	Public Limited	PSU	Charitable Trust/Society	Others	Total
Quarter – 1	0	1	0	0	0	0	0	0	1
Quarter – 2	0	1	0	0	0	0	0	0	1
Quarter – 3	0	1	0	0	0	0	0	0	1

Visitors Profiling Tables

Table – 16
Age Distribution of Sample Visitors in district

Age Group	%age of Domestic Overnight Visitors		%age of Domestic Day Visitors		%age of Foreign Overnight Visitors	
	Male	Female	Male	Female	Male	Female
-1	-2	-3	-5	-6	-7	-8
15 – 24 Years	29	42	42	44	25	28
25 – 34 Years	43	41	37	48	48	42
35 – 44 Years	28	17	19	8	27	25
45 – 60 Years	0	0	2	0	0	5
>60 Years	0	0	0	0	0	0
Total	100	100	100	100	100	100

It is to be noted from the table above that predominant age group was 25-34 years among domestic overnight and foreign visitors. Most of the visitors to Bangaram are males with females comprising a small proportion.

Table – 17
Sex Distribution of Sample Visitors in the district

Gender	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Male	51	58	51
Female	49	42	49
Total	100	100	100

The gender wise distribution of sample visitors to Bangaram is mentioned in the table above. Male visitors are in majority in the category of domestic overnight visitors. Same is observed for foreign visitors as well.

Table – 18
Marital Status of Sample Visitors in the district

Marital Status	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Married	85	79	42
Unmarried	15	21	54
Others	0	0	4
Total	100	100	100

It is clear from the table above that most of the sample visitors apart from foreign visitors to Bangaram have marital status as married. Unmarried visitors comprise of a small number. Others mentioned above cover the Widows, Divorcee etc.

Table – 19
Educational Level of Sample Visitors in the district

Level of Education	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
No Formal Education	0	0	0
Primary	2	0	0
Secondary	5	3	0
Higher Secondary	9	21	2
Graduate & Above	70	58	78
Technical & Professional of All Level	14	18	20
Total	100	100	100

The above table represents the education level of sample visitors to Bangaram. It is evident from the table that more than half of the samples visitors have educational qualification as graduate & above and less than 1/4th of the visitors have a technical/professional qualification.

Table – 20
Occupation Pattern of Sample Visitors in the district

Occupation	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Industrialist / Trader / Shop Owner	8	3	3
Self Employed Professional	16	19	14
Government Service	14	15	12
Private Service	27	39	40
Student / Researcher	6	2	10
Business	17	18	18
Agriculture	0	0	0
Housewife	8	2	2
Other	4	2	1
Total	100	100	100

The above table represents the occupation pattern of sample visitors to Bangaram. As it can be seen most of the visitors are either into private service or government service or business. Self-employed professionals and Industrialists are in a very small proportion.

Table – 21
Purpose of visit by Sample Visitors in district

Purpose	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Business	0	0	0
Holidays, Leisure & Recreation	99	97	100
Social Activity	0	0	0
Pilgrimage / religious Activity	0	0	0
Education / Training	1	0	0
Health & Medical	0	0	0
Shopping	0	0	0
Others	0	3	0
Total	100	100	100

As it can be concluded from the table above, about 100% of visitors to Bangaram, were for the purpose of Holidays, leisure & recreation activities.

Table – 22
Mode of Transportation of Sample Domestic Visitors in district

Mode of Transportation	%age of visitors from within the State		%age of visitors from Outside the State	
	Overnight Visitors	Same day Visitors	Overnight Visitors	Same day Visitors
(1)	(2)	(3)	(4)	(5)
Train	0	0	0	0
Bus	0	0	0	0
Ship	100	100	100	100
Air	0	0	0	0
*Total	100	100	100	100

The above table presents the mode of transportation used by sample domestic visitors in Bangaram. All the visitors from within the Lakshadweep used ship to travel. For overnight visitors from outside Lakshadweep, ship again is the prominent mode of transportation.

Table – 23
Mode of Transportation of Sample Foreign Visitors in the State

Mode of Transportation	%age of visitors
	Overnight Visitors
(1)	(4)
Train	0
Bus	0
Taxi	0
Personal Vehicle	0
Air	8
Ship	92
Total	100

Table – 24
Travel Behavior of Sample Visitors in district

Frequency of Visits	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Once a fortnight	0	0	0
Once a month	0	0	0
Once in 3 months	0	0	0
Once in 6 months	0	0	0
Once in a Year	1	3	0
Less Often	99	97	100
Total	100	100	100

The above table evaluates the travel behavior of sample visitors to Bangaram. It is clear from the table above that for most of the visitors to Bangaram; the frequency of visit is less often i.e. once in two or three years.

Table – 25
Propensity of availing package tour of Sample Visitors in district

	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Percentage of Tourists availing package tour	35%	37%	24%

The above mentioned is the measure the propensity of availing package tour among the sample visitors in the district of Bangaram. And we conclude quite many people avail package tours for traveling to Bangaram.

Table – 26
Travel Arrangement Mode of Sample Visitors in district

Travel Arrangement Mode	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Self	11	21	55
Office / Employer	0	0	0
Travel Agent	45	51	23
Tour Operator	44	28	22
Total	100	100	100

As concluded from the previous table that quite many people avail package tour, thus most of the domestic overnight visitors traveling to Bangaram make their travel arrangements tour operators and travel agents, whereas foreign visitors arrange their travels themselves.

Table – 27
Distribution of overnight visitors by place of stay of Sample Visitors in district

Place of Stay	%age of Domestic Overnight Visitors	%age of Foreign Overnight Visitor
-1	-2	-3
Govt. Guest House / Circuit House /Bhawan /Sadan	100	100
Private Guest House / Inn /Rest House /Tourist Bungalow	0	0
Friends & Relative	0	0
Total	100	100

The category wise details regarding the place of stay are presented above. It may be seen from the table above that all of the overnight tourist preferred government guest house as the place of stay.

Table – 28
Distribution of visitor by their preferred eating place of Sample Visitors in district

Eating Place	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
-1	-2	-3	-4
Restaurant	100	100	0
Place of Lodging	0	0	100
Friends & Relatives	0	0	0
Total	100	100	100

The above table gives the percentage distribution of visitor by their preferred eating place of sample visitors in the district of Bangaram. It may be seen that all the visitors preferred restaurants/ place of stay for eating.

Table – 29

Satisfaction level of services by Sample Visitors in district

Services	%age of Domestic Overnight Visitors		%age of Domestic Day Visitors		%age of Foreign Overnight Visitors	
	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Availability of Tour Operator	0	100	45	55	0	100
Availability of Transportation	0	100	25	75	0	100
Availability of Tourist Guide	0	100	31	69	0	100
Availability of good quality accommodation	83	17	0	100	0	100
Public Convenience	44	56	20	80	39	61
Eating Places	32	68	21	79	41	59
Information Centers	67	33	33	67	71	29
Behavior of Local People	89	11	51	49	78	22
Accommodation tariff	73	27	0	100	41	59

Table – 30

Expectation level of their visit to district of Sample Visitors in district

Expectation level	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Much Better than expectation	68	55	79
Somewhat better than expectation	27	0	19
As per expectation	5	45	2
Worse than expectation	0	0	0
Much worse than expectation	0	0	0
Total	100	100	100

The above table presents the percentage distribution across different expectation levels. There is a strong positive trend as most of the visitors found their visit to Bangaram much better than expectation.

Table – 31
Most visited tourist destination of Sample Visitors

Most Visited Tourist Destination	%age of Visitors	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)	(5)
Bangaram island	100 %	100%		100%

* Is based on no. of visits as obtained from Short Survey at Tourist Destinations.

Table – 32
Annual Household income of the Sample Domestic Visitors in district

HH Income (Rs.)	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors
-1	-2	-3
Less than Rs60,000	0	0
Rs60,001 – Rs1,00,000	0	4
Rs1,00,001 – Rs2,00,000	3	4
Rs2,00,001 – Rs5,00,000	27	22
Above Rs5,00,000	70	70
Total	100	100

Among the domestic overnight visitors maximum number of respondents fall under the annual household income bracket of above Rs. 5 Lakh.

Table – 33
Annual Household income of the Sample Foreign Visitors in district

HH Income (Rs.)	%age of Foreign Visitors
(1)	(2)
Less than \$40,000	0
\$40,001 – \$60,000	2
\$60,001 - \$80,000	19
\$80,001 - \$1,00,000	31
Above \$1,00,000	48
Total	100

Among the foreign visitors maximum number of respondents fall under the annual household income bracket of Above \$1,00,000.

Table – 34

Average Expenditure on Package Component of Sample Domestic Visitors availing package tour in the State (Expenditure in Indian Rs.)

Package Component	Average Exped.
(1)	(2)
Travel + Food	32000
Travel + Accommodation	42500
Travel +Transport + Accommodation	45000
Travel + Transport + Accommodation + Food	55000

*One visitor's approx expenditure.

Table – 35

Average Expenditure on Package Component plus non-package component of Sample Foreign Visitors availing package tour in the State (Expenditure in Indian Rs.)

Type of Packages Component	Average Exped.
(1)	(2)
Travel + Food	30500
Travel + Accommodation	40000
Travel +Transport + Accommodation	45000
Travel + Transport + Accommodation + Food	55000

*One visitor's approx expenditure.

Table – 36

Average Expenditure on non-package component of Sample Visitors in district (Expenditure in Indian Rs.)

Non-Package Component	Avg. Expenditure of DOVs	Avg. Expenditure of DDVs	Avg. Expenditure of FOVs
(1)	(2)	(3)	(4)
Accommodation	30000	0	35000
Food & Drinks	10500	1000	11000
Transport	17500	2000	20000
Shopping	0	0	0
Recreation, Leisure & Cultural Activities	5000	2000	5500
Total	63000	5000	71500

Table – 37

Total number of Domestic Visitors from outside the State at the year end

State	Percentage of Overnight Visitors	Percentage of Domestic Day Visitors
-1	-2	-3
Maharashtra	21	29
Delhi	10	22
Karnataka	0	23
Kerala	37	26
Tamil Nadu	10	0
West Bengal	11	0
Uttar Pradesh	0	0
Gujarat	0	0
Telangana	5	0
Total	94	100

Table – 38

Total number of Foreign Visitors (including NRI) by their country of residence at the year end

Country	Percentage of Foreign Overnight Visitors
-1	(2)
Australia	0
Belgium	0
Canada	0
Denmark	0
Germany	0
France	0
Israel	0
Italy	23
Japan	3
Netherlands	2
Norway	3
Poland	6
Portugal	2
Russia	6
Slovenia	3
South Africa	1
Spain	0
Sweden	12
Switzerland	0
United Kingdom	14
USA	25
Total	100

Report for Thinnakara

1. Brief description - Thinnakara

Thinnakara Island is situated just opposite side of Bangaram Island and share the vast lagoon and coralline banks, the actual lagoon area amounts to 125.21 Sq kms. On the north-south edge of the lagoon Parali (i); Parali (ii), Parali (iii) and Kalpitty are situated.

Thinnakara is a tiny teardrop shaped island which lies 8 km northeast from Agatti, where the airport is located. The panorama encompasses magnificent lagoons, sylvan sea shores, sun drenched sand and the enchantment of swaying palms, spectacular marine flora and fauna, All these harmonize to form a colorful kaleidoscope typical of an archipelago paradise. During the nights, phosphorescent plankton washed ashore on the coral sands imparts a blue glow to the beach which is totally enchanting.

Thinnakara is exceptionally beautiful, less than a square mile 'big', with sand as soft and white as flour. It is part of Lakshadweep, a coral island chain of 36 islands about 150 miles off the coast of Kerala, Southern India. Only 10 islands are inhabited and visitors are allowed to stay on 4, including Thinnakara where you are accommodated in large comfortable tents on the beach. The lagoon surrounding the island and its colorful fish, coral and turtles are best explored by snorkeling, scuba diving or kayaking. Visitors (foreign and nationals) must apply for a permit via SPORTS Lakshadweep Tourism, the only official agent, who make sure the islands are not turned into Maldives-like resorts.

2. Tourist destinations surveyed

District	Towns	Destination
Thinnakara	Thinnakara	Thinnakara island

Table – 1
Total number of visits to Tourist Destinations by Domestic and Foreign Leisure Visitors

Thinnakara	No. of visits by Domestic Tourists / Same Day Visitors			No of visits by Foreign Tourists / Same Day Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	117	12	128	69	0	69
Nov-17	121	12	133	85	0	85
Dec-17	121	13	134	110	0	110
Jan-18	88	10	97	90	0	90
Feb-18	49	12	61	64	0	64
Mar-18	39	9	48	36	0	36
Apr-18	45	4	50	19	0	19
May-18	23	4	27	29	0	29
Jun-18	14	2	16	26	0	26
Total	616	78	694	528	0	528

As inferred from the table above the maximum no. of visits by domestic leisure visitors to tourist destinations in Thinnakara has been only in the winter month of December. As far as foreign leisure tourists are concerned, maximum no. of visits to tourist destinations in Thinnakara is in the month of December.

Table – 2
Total number of visits to Tourist Destinations by Domestic and Foreign Visitors

Thinnakara	No. of visits by Domestic Tourists / Same Day Visitors			No of visits by Foreign Tourists / Same Day Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	117	12	128	69	0	69
Nov-17	121	12	133	85	0	85
Dec-17	121	13	134	110	0	110
Jan-18	88	10	97	90	0	90
Feb-18	49	12	61	64	0	64
Mar-18	39	9	48	36	0	36
Apr-18	45	4	50	19	0	19
May-18	23	4	27	29	0	29
Jun-18	14	2	16	26	0	26
Total	616	78	694	528	0	528

As inferred from the table above the maximum no. of visits by domestic visitors to tourist destinations in Thinnakara has been only in the winter month of December. As far as foreign tourists are concerned, maximum no. of visits to tourist destinations in Thinnakara is in the month of December.

Table – 3
Total number of Domestic and Foreign Leisure Tourists / Same Day Visitors

Thinnakara	No. Domestic Tourists / Visitor			No of Foreign Tourists / Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	45	12	57	33	0	33
Nov-17	47	12	59	40	0	40
Dec-17	47	13	60	52	0	52
Jan-18	34	10	44	43	0	43
Feb-18	19	12	31	30	0	30
Mar-18	15	9	24	17	0	17
Apr-18	17	4	21	9	0	9
May-18	9	4	13	13	0	13
Jun-18	5	2	7	12	0	12
Total	238	78	316	249	0	249

The maximum no. of domestic leisure visitors to Thinnakara are spread across the month of December. For foreign leisure visitors to Thinnakara, December has been the preferred months for visit.

Table – 4
Total Number of Leisure and Non-Leisure Domestic Tourists and Same Day Visitors

Thinnakara	No. of Overnight Tourists			No. of Same Day Visitors		
	Leisure	Non Leisure	Total	Leisure	Non Leisure	Total
			(col.2+3)			(col.5+6)
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	45	0	45	12	0	12
Nov-17	47	0	47	12	0	12
Dec-17	47	0	47	13	0	13
Jan-18	34	0	34	10	0	10
Feb-18	19	0	19	12	0	12
Mar-18	15	0	15	9	0	9
Apr-18	17	0	17	4	0	4
May-18	9	0	9	4	0	4
Jun-18	5	0	5	2	0	2
Total	238	0	238	78	0	78

Considering leisure as well as non-leisure domestic tourists to Thinnakara, the maximum no. of overnight visitors is in the month of November and December.

Table – 5
Total Number of Leisure and Non-Leisure Foreign Tourists and Day Visitors

Thinnakara	No. of Over night Tourists			No. of Same Day Visitors		
	Leisure	Non Leisure	Total (col.2+3)	Leisure	Non Leisure	Total (col.5+6)
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	33		33			0
Nov-17	40		40			0
Dec-17	52		52			0
Jan-18	43		43			0
Feb-18	30		30			0
Mar-18	17		17			0
Apr-18	9		9			0
May-18	13		13			0
Jun-18	12		12			0
Total	249	0	249	0	0	0

Considering both leisure as well as non-leisure foreign tourists to Thinnakara, the maximum no. of overnight visitors are in the months of December and January.

Table – 6
Total Number of Domestic and Foreign Tourists and Day Visitors

Thinnakara	No. of Tourists			No. of Day Visitors		
	Domestic	Foreign	Total (col.2+3)	Domestic	Foreign	Total (col.2+3)
Month (1)	-2	-3	-4	-5	-6	-7
Oct-17	45	33	78	12	0	12
Nov-17	47	40	87	12	0	12
Dec-17	47	52	99	13	0	13
Jan-18	34	43	76	10	0	10
Feb-18	19	30	49	12	0	12
Mar-18	15	17	32	9	0	9
Apr-18	17	9	26	4	0	4
May-18	9	13	22	4	0	4
Jun-18	5	12	17	2	0	2
Total	237	250	487	78	0	78

Collating the findings of the previous tables, the total no. of domestic and foreign overnight tourists are most in the months of November and December.

Table – 7
Distribution of Domestic and Foreign Tourists by place of Stay

Thinnakara	No. Domestic Tourists				No of Foreign Tourists			
	Stayin g at Hotels	Stayin g with F&R	Staying elsewhe re	Total (col.2+3+ 4)	Stayin g at Hotels	Stayin g with F&R	Staying elsewhe re	Total (col.6+7+ 8)
Month (1)	-2	-3	-4	-5	-6	-7	-8	-9
Oct-17	45	0	0	45	33			33
Nov-17	47	0	0	47	40			40
Dec-17	47	0	0	47	52			52
Jan-18	34	0	0	34	43			43
Feb-18	19	0	0	19	30			30
Mar-18	15	0	0	15	17			17
Apr-18	17	0	0	17	9			9
May-18	9	0	0	9	13			13
Jun-18	5	0	0	5	12			12
Total	237	0	0	237	249	0	0	249

The above table presents the distribution of domestic and foreign tourists, visiting Thinnakara, by place of stay. All the sample foreign tourists stayed at hotels during their visit to Thinnakara.

Table - 8
No. of accommodation units, Rooms / Beds Available and Occupancy Rate

Thinnakara	No. of Accommodation units	No. of Beds Available per day	Occupancy Rate (%)
Oct-17	1	20	46%
Nov-17	1	20	66%
Dec-17	1	20	69%
Jan-18	1	20	60%
Feb-18	1	20	61%
Mar-18	1	20	51%
Apr-18	1	20	53%
May-18	1	20	40%
Jun-18	1	20	30%

As evident from the table, it can be concluded that occupancy rate was the highest during the month of December.

Table - 9
Month wise Total Number of Guests checked-in, bed nights spent and average duration of stay at Accommodation Units

Thinnakara	No. of Guests checked-in			No. of bed nights spent			Average duration of Stay		
Month	Indians	Foreigners	Total	Indians	Foreigners	Total	Indians	Foreigners	Total
			(col.2+3)			(col.5+6)			
-1	-2	-3	-4	-5	-6	-7	-8	-9	-10
Oct-17	39	26	65	61	63	124	1.56	2.42	1.91
Nov-17	32	20	52	51	54	105	1.59	2.70	2.02
Dec-17	38	40	78	67	89	156	1.76	2.23	2.00
Jan-18	24	39	63	43	83	126	1.79	2.13	2.00
Feb-18	18	24	42	31	52	83	1.72	2.17	1.98
Mar-18	12	14	26	20	36	56	1.67	2.57	2.15
Apr-18	19	10	29	35	27	62	1.84	2.70	2.14
May-18	8	15	23	14	28	42	1.75	1.87	1.83
Jun-18	4	11	15	10	21	31	2.50	1.91	2.07
Total	194	199	393	332	453	785	16.19	20.69	18.09

The above table presents the statistical data on domestic and foreign tourist who checked-in and their duration of stay in Thinnakara month wise. For foreigners, November and April are the peak month of stay.

Tables 10 – 15 give the quarterly data pertaining to information collected from accommodation survey held in the district of Thinnakara. As shown in the tables below, the no. of accommodation units remained constant at 1 during the period October 2017 – June 2018. The accommodation unit is under the administration of the state government. This accommodation unit employs 8 persons.

Table - 10
Number of Accommodation units, Rooms, Beds and Employment

Thinnakara Quarter	No. of AUs	No. of Rooms	No. of Beds	No. of Employees		
				Temporary	Permanent	Total
-1	-2	-3	-4	-5	-6	-7
Quarter – 1	1	10	20	3	5	8
Quarter – 2	1	10	20	3	5	8
Quarter – 3	1	10	20	3	5	8

Table - 11
Distribution of Employees in Accommodation Units by Age Group

Thinnakara Quarter	No. of AUs	No. of Employees	Distribution of employees by age-group				
			18-25 yrs	26-30 yrs	31-40 yrs	41-50 yrs	> 51 yrs
-1	-2	-3	-4	-5	-6	-7	-8
Quarter – 1	1	8	4	3	1	0	0
Quarter – 2	1	8	4	3	1	0	0
Quarter – 3	1	8	4	3	1	0	0

Table - 12
Distribution of Employees in Accommodation Units by Service

Thinnakara Quarter	No. of AUs	No. of Employees	Distribution of employees by service			
			Management	F&B	House Keeping	Others
-1	-2	-3	-4	-5	-6	-7
Quarter – 1	1	8	2	2	2	2
Quarter – 2	1	8	2	2	2	2
Quarter – 3	1	8	2	2	2	2

Table - 13
Category-wise Distribution Accommodation Units

Thinnakara	No. of Accommodation units					
Quarter	Classified	Non-classified				Total
		Having more than 20 rooms	10-20 rooms	Less than 10 rooms	Sub-Total (Col. 3+4+5)	
-1	-2	-3	-4	-5	-6	-7
Quarter – 1	0	0	0	1	1	1
Quarter – 2	0	0	0	1	1	1
Quarter – 3	0	0	0	1	1	1

Table - 14
Distribution Accommodation Units by Types

Thinnakara	No. of Accommodation units								
Quarter	Star Hotels	Apartment Hotels	Non-Star Hotels	Youth/YMCA Hostels	Dharamshalas/Sarais/Musafir khanas	Gurudwaras/Temples / Monasteries	Bed & Breakfast Units	Motels	Total
Quarter – 1	0	0	1	0	0	0	0	0	1
Quarter – 2	0	0	1	0	0	0	0	0	1
Quarter – 3	0	0	1	0	0	0	0	0	1

Table - 15
Distribution Accommodation Units by Type of Ownership

Thinnakara	No. of Accommodation units								
Quarter	Central Govt.	State Govt.	Pvt. Ltd.	Prop./ Partnership	Public Limited	PSU	Charitable Trust/ Society	Others	Total
Quarter – 1	0	1	0	0	0	0	0	0	1
Quarter – 2	0	1	0	0	0	0	0	0	1
Quarter – 3	0	1	0	0	0	0	0	0	1

Visitors Profiling Tables

Table – 16
Age Distribution of Sample Visitors in district

Age Group	%age of Domestic Overnight Visitors		%age of Domestic Day Visitors		%age of Foreign Overnight Visitors	
	Male	Female	Male	Female	Male	Female
(1)	(2)	(3)	(5)	(6)	(7)	(8)
15 – 24 Years	29	42	27	33	19	24
25 – 34 Years	55	44	39	49	30	44
35 – 44 Years	16	14	21	18	32	26
45 – 60 Years	0	0	13	0	11	4
>60 Years	0	0	0	0	8	2
Total	100	100	100	100	100	100

It is to be noted from the table above that predominant age group was 25-34 years among foreign visitors. Most of the visitors to Thinnakara are males with females comprising a small proportion.

Table – 17
Sex Distribution of Sample Visitors in the district

Gender	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Male	61	65	60
Female	39	35	40
Total	100	100	100

The gender wise distribution of sample visitors to Thinnakara is mentioned in the table above. Male visitors are in majority in the categories of foreign visitors.

Table – 18
Marital Status of Sample Visitors in the district

Marital Status	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Married	78	83	49
Unmarried	22	17	48
Others	0	0	3
Total	100	100	100

It is clear from the table above that most of the sample foreign visitors to Thinnakara have marital status as unmarried. Married visitors comprise of a smaller number. Others mentioned above cover the Widows, Divorcee etc.

Table – 19
Educational Level of Sample Visitors in the district

Level of Education	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
No Formal Education	0	0	0
Primary	0	0	0
Secondary	0	0	0
Higher Secondary	3	1	5
Graduate & Above	80	71	73
Technical & Professional of All Level	17	28	22
Total	100	100	100

The above table represents the education level of sample visitors to Thinnakara. It is evident from the table that more than three quarters of the sample foreign visitors have educational qualification as graduate & above.

Table – 20
Occupation Pattern of Sample Visitors in the district

Occupation	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Industrialist / Trader / Shop Owner	5	4	3
Self Employed Professional	8	9	11
Government Service	14	21	14
Private Service	50	27	39
Student / Researcher	4	7	10
Business	12	16	21
Agriculture	0	0	0
Housewife	7	9	1
Other	0	7	1
Total	100	100	100

The above table represents the occupation pattern of sample visitors to Thinnakara. As it can be seen most of the foreign visitors are either into private service or business. Self-employed professionals and Industrialists are in a very small proportion.

Table – 21
Purpose of visit by Sample Visitors in district

Purpose	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Business	0	0	0
Holidays, Leisure & Recreation	100	100	100
Social Activity	0	0	0
Pilgrimage / religious Activity	0	0	0
Education / Training	0	0	0
Health & Medical	0	0	0
Shopping	0	0	0
Others	0	0	0
Total	100	100	100

As it can be concluded from the table above, 100% of foreign visitors to Thinnakara, were for the purpose of Holidays, leisure & recreation activities.

Table – 22
Mode of Transportation of Sample Domestic Visitors in district

Mode of Transportation	%age of visitors from within the State		%age of visitors from Outside the State	
	Overnight Visitors	Same day Visitors	Overnight Visitors	Same day Visitors
(1)	(2)	(3)	(4)	(5)
Train	0	0	0	0
Bus	0	0	0	0
Ship/Boat	100	100	100	100
Air	0	0	0	0
Total	100	100	100	100

Table – 23
Mode of Transportation of Sample Foreign Visitors in the State

Mode of Transportation	%age of foreign visitors
	Overnight Visitors
(1)	(2)
Train	0
Bus	0
Taxi	0
Personal Vehicle	0
Air	7
Ship/Boat	93
Total	100

Table – 24
Travel Behavior of Sample Visitors in district

Frequency of Visits	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Once a fortnight	0	0	0
Once a month	0	0	0
Once in 3 months	0	0	0
Once in 6 months	0	0	0
Once in a Year	2	0	10
Less Often	98	100	90
Total	100	100	100

The above table evaluates the travel behavior of sample visitors to Thinnakara. It is clear from the table above that for all of the foreign visitors to Thinnakara; the frequency of visit is less often i.e. once in two or three years.

Table – 25
Propensity of availing package tour of Sample Visitors in district

	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Percentage of Tourists availing package tour	31%	27%	25%

The above mentioned is the measure the propensity of availing package tour among the sample visitors in the district of Thinnakara. And we conclude few foreigners avail package tours for traveling to Thinnakara.

Table – 26
Travel Arrangement Mode of Sample Visitors in district

Travel Arrangement Mode	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitor
(1)	(2)	(3)	(4)
Self	9	18	65
Office / Employer	0	0	0
Travel Agent	41	38	18
Tour Operator	50	44	17
Total	100	100	100

As concluded from the previous table that few foreigners avail package tour, thus most of the visitors traveling to Thinnakara make their travel arrangements themselves, which can be justified from the findings presented in the above table.

Table – 27
Distribution of overnight visitors by place of stay of Sample Visitors in district

Place of Stay	%age of Domestic Overnight Visitors	%age of Foreign Overnight Visitor
-1	-2	-3
Govt. Guest House / Circuit House /Bhawan /Sadan	100	100
Private Guest House / Inn /Rest House /Tourist Bungalow	0	0
Friends & Relative	0	0
Total	100	100

The category wise details regarding the place of stay are presented above. It may be seen from the table above that all of the foreign tourists preferred government guest house as the place of stay.

Table – 28
Distribution of visitor by their preferred eating place of Sample Visitors in district

Eating Place	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
-1	-2	-3	-4
Restaurant	100	100	0
Place of Lodging	0	0	100
Friends & Relatives	0	0	0
Total	100	100	100

The above table gives the percentage distribution of visitor by their preferred eating place of sample visitors in the district of Thinnakara. It may be seen that all the foreign visitors preferred restaurants for eating.

Table – 29
Satisfaction level of services by Sample Visitors in district

Services	%age of Domestic Overnight Visitors		%age of Domestic Day Visitors		%age of Foreign Overnight Visitors	
	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Availability of Tour Operator	0	100	43	57	0	100
Availability of Transportation	0	100	24	76	27	73
Availability of Tourist Guide	0	100	29	71	0	100
Availability of good quality accommodation	80	20	0	100	0	100
Public Convenience	41	59	19	81	33	67
Information Centers	63	37	29	71	62	38
Behavior of Local People	80	20	55	45	88	12
Accommodation tariff	55	45	0	100	39	61

Table – 30
Expectation level of their visit to district of Sample Visitors in district

Expectation level	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Much Better than expectation	77	48	81
Somewhat better than expectation	18	23	19
As per expectation	5	29	0
Worse than expectation	0	0	0
Much worse than expectation	0	0	0
Total	100	100	100

The above table presents the percentage distribution across different expectation levels. There is a strong positive trend as most of the foreign visitors found their visit to Thinnakara much better than expectation.

Table – 31
Most visited tourist destination of Sample Visitors

Most Visited Tourist Destination	%age of Visitors	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)	(5)
Thinnakara island	100 %	100%	100%	100%

* Is based on no. of visits as obtained from Short Survey at Tourist Destinations.

Table – 32
Annual Household income of the Sample Domestic Visitors in district

HH Income (Rs.)	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors
-1	-2	-3
Less than Rs.60,000	0	0
Rs.60,001 – Rs.1,00,000	2	1
Rs.1,00,001 – Rs.2,00,000	5	4
Rs.2,00,001 – Rs.5,00,000	28	30
Above Rs.5,00,000	65	65
Total	100	100

Table – 33
Annual Household income of the Sample Domestic Visitors in district

HH Income (Rs.)	%age of Domestic Overnight Visitors
(1)	(2)
Less than \$40,000	0
\$40,001 – \$60,000	4
\$60,001 - \$80,000	20
\$80,001 - \$1,00,000	33
Above \$1,00,000	43
Total	100

Among the foreign visitors maximum number of respondents fall under the annual household income bracket of Above \$1,00,000.

Table – 34
Average Expenditure on Package Component of Sample Domestic Visitors availing package tour in the State (Expenditure in Indian Rs.)

Package Component	Average Exped.
(1)	(2)
Travel + Food	23000
Travel + Accommodation	31000
Travel +Transport + Accommodation	37500
Travel + Transport + Accommodation + Food	41000

*One visitor's approx expenditure.

Table – 35
Average Expenditure on Package Component plus non-package component of Sample Foreign Visitors availing package tour in the State (Expenditure in Indian Rs.)

Type of Packages Component	Average Exped.
(1)	(2)
Travel + Food	30000
Travel + Accommodation	35000
Travel +Transport + Accommodation	37500
Travel + Transport + Accommodation + Food	40000

*One visitor's approx expenditure.

Table – 36
Average Expenditure on non-package component of Sample Visitors in district (Expenditure in Indian Rs.)

Non-Package Component	Avg. Expenditure of DOVs	Avg. Expenditure of DDVs	Avg. Expenditure of FOVs
(1)	(2)	(3)	(4)
Accommodation	17500	0	24500
Food & Drinks	11500	9000	10500
Transport	3000	2500	19000
Shopping	0	0	0
Recreation, Leisure & Cultural Activities	2000	1500	4000
Total	34000	13000	58000

Table – 37
Total number of Domestic Visitors by their State of residence at the year end

State	Percentage of Overnight Visitors	Percentage of Domestic Day Visitors
-1	-2	-3
Maharashtra	16	27
Delhi	12	8
Karnataka	11	21
Kerala	39	44
Tamil Nadu	10	0
West Bengal	10	0
Uttar Pradesh	0	0
Gujarat	2	0
Telangana	0	0
Total	100	100

Table – 38
Total number of Foreign Visitors (including NRI) by their country of residence at the year end

Country	Percentage of Foreign Overnight Visitors
-1	(2)
Australia	0
Belgium	0
Canada	0
Denmark	0
Germany	0
France	0
Israel	0
Italy	22
Japan	0
Netherlands	2
Norway	2
Poland	3
Portugal	3
Russia	7
Slovenia	3
South Africa	1
Spain	0
Sweden	9
Switzerland	0
United Kingdom	21
USA	27
Total	100

ANNEXURE – 1

Methodology for Estimation of Domestic and Foreign Tourists Visit at District Level in India

I. Introduction

Ministry of Tourism compiles data on domestic and foreign tourist visits in State/ UT based on the information received from the State/ UT Governments. Such information at State/ UT level is generally collected by State Tourism Departments on the basis of administrative records and returns. In many cases, the information supplied does not cover the same-day visitors, visitors staying with friends and relatives, etc. Doubts have been also expressed by experts about the reliability of the data on domestic and foreign tourist visits released every year. A need was felt to prepare a standard methodology for estimation of number of visitors at district level which can be used by the State/ UT Governments. This methodology should enable the compilation of such data on monthly basis. The methodology should also help in preparation of estimates of number of visitors for some period after the base line survey, mainly based on the information to be collected from the accommodation units without resorting to regular large scale survey. Keeping these requirements in view, a methodology has been prepared which will be initially used in the tourism surveys to be commissioned by the Ministry of Tourism in 5 states namely, Lakshadweep, Delhi, Jharkhand, Maharashtra and Punjab. The details of the methodology are given in the subsequent paragraphs.

II. Definitions

The definitions of various terms to be used in the survey are given below.

Usual place of Residence: The **usual place of residence** of a person is the village/ town where the person has been staying continuously for at least 6 months prior to the date of the survey.

Usual Environment: The **usual environment** refers to the geographical boundaries within which a person moves within his/ her **regular routine of life**.

Trip: A **trip** refers to the travel by a person from the time of departure from his usual environment until he/ she returns. It, thus, refers to a round trip. A trip may be made up of visits to different places.

Visitor: A **visitor** is a traveller taking a trip to a main destination **outside his/ her usual environment** for any main purpose (business, leisure or other personal purpose) other than to be employed at the place visited.

Tourist: A visitor is classified as a **tourist** if his/ her trip includes an overnight stay. A tourist is also referred to as an **overnight visitor**.

Same-day visitor: A visitor is classified as a **same-day visitor** if his/ her trip does not include an overnight stay. A same-day visitor is also referred to as an **excursionist**.

Exclusion: The same-day visitors at a tourist destination for whom the tourism destination is part of their usual environment, are not considered same-day visitors for the purpose of this survey.

Foreign Visitor: A visitor having a foreign passport will be treated as a **foreign visitor**. Even a **Non- Resident Indian (NRI)** will be treated as a foreign visitor. NRIs have Indian passports but may be living, or are likely to live, in other countries for 6 months or more.

Domestic Visitor: A visitor, who is a resident Indian, will be treated as a **domestic visitor**.

Tourist Destination: The **tourist destinations** would generally be as defined by the State in terms of geographical area and tourist interest. A tourist destination should be a clearly identified area/ location. A tourist location could be a ticketed closed area, non-ticketed closed area, or an open area without clearly specified boundaries. It may be a location maintained by Central Govt., State Govt., local body or any other organization, including those run by the private sector. A tourist location may consist of more than one tourist spots. However, the following norms should be adhered to for identifying a tourist location as a tourist destination:

- (i) Each ticketed tourist location will be considered as one tourist destination irrespective of the number of tourist spots at that location covered under the common ticket.
- (ii) If there are 2 or more tourist spots within close proximity which are not ticketed, the location would be considered to be a single destination if a visitor usually visits most or all the spots in the same visit.

Town:

Definition of the town will be same as that used in 2001 Population Census of India.

III. Objective

The field survey in a State will be conducted for a period of 12 months in all districts of the State. The survey will be used to obtain the following month-wise information for each district:

- a. Estimated number of visits
 - (i) Visits by overnight visitors- staying at accommodation units;
 - staying with friends and relatives
 - others, such as those staying in tented accommodations provided by State Govt. or by any other charitable organizations, etc.
 - (ii) Visits by same-day visitors
- b. Profile of visitors, their expenditure pattern, purpose of visits, etc.
- c. Occupancy rates and direct employment in accommodation units.

IV. Approach

To meet the objectives, first the tourist destinations have to be identified before the start of the survey. Two possible variables studied for identification of the tourist destination were number of tourists and number of accommodation units. However, interaction of the consultant with the state authority revealed that past data on number of tourists at various destinations are generally not available. Similarly, the analysis of the unit level data of Economic Census 2005 revealed that data on number of hotels below the district level are not available. Therefore, first towns important from tourist angle have to be identified. All the tourist destinations in the identified towns will be covered in the survey. In the identified towns two types of survey, namely Survey at tourist

destination and Survey of Accommodation units will be done. The survey of tourist destination will broadly provide the estimate of tourists for leisure purpose, however, the purpose of the survey is to have an estimate of tourists for all type of purposes such as visiting friends and relatives, business, etc. Similarly, the Survey at tourist destination and at Accommodation unit will not provide information about the visitors staying with friends and relatives and in accommodation units but not visiting any tourist destination as well as same day visitors not visiting any tourist destinations. To get these information surveys at important Entry/Exit Points of the district will be also conducted. The ratio obtained from this exit survey will be used to find out the estimate of tourist for non-leisure purposes. However, this adjustment will be done only at district level.

The district level estimates will be worked out by adding the leisure tourists at all the towns covered in the survey and multiplying it by the ratio of total urban population of the district to the total population of the towns covered in the survey. The estimate of non-leisure tourists will be worked out from the data of exit survey and added to the estimate of leisure tourists to find out the district level estimate of visitors. The state level estimate of visitors (tourists and same day visitors) will be worked out by adding the district level estimates of visitors.

V. Methodology

The methodology envisages three stage sampling. The first stage units will be the towns important from tourism perspective, the second stage units will be the tourist destinations in the selected town or linked to the selected town, and the visitors within a tourist destination will constitute the third stage units. The procedure for selection of first, second and third stage units are given below:

(i) Selection of Towns important for Tourism

In the absence of reliable information about the number of tourists or accommodation units at tourist destination, towns, which are important from tourism perspective, will be identified in each district in consultation with the State Government. Apart from such towns, the towns which cater to the accommodation needs of visitors to important tourist destinations located in non-urban areas will also be identified. For the latter cases, only one – the most important – town will be identified with one tourist destination. Therefore, as per this methodology, the first stage in this survey will be the identification of towns important for tourism purposes.

(ii) Selection of Tourist Destinations in the Selected Town

All the tourist destinations in a selected town will be covered in the survey. In case the number of tourist destinations in the selected town is large, only the important ones will be covered in the survey.

(iii) Selection of Visitors at a Tourist Destination for brief profiling

(a) Sample size of visitors at district level

The sample is required for estimating the number of visitors at district level from the data collected at destination/ spot level. Statistically, the sample size may be obtained from the following expression,

$$n = Z^2 \frac{1-\alpha/2}{p(1-p)} d^2$$

Where p= anticipated proportion to be estimated

100(1- α /2) % is the confidence level and

d=absolute precision required on either side in the proportion in percentage points

Statistically, we require a sample size of about 400 respondents (384 to be exact) to get estimate of a parameter with a precision of 5% points and 95% level of confidence. As the data is required on monthly basis this sample size may be required on a monthly basis.

(iv) Distribution of Sample Size in Towns and at Tourist Destinations

(a) Distribution of sample size amongst selected towns in a district: The district sample size of 600 visitors will be distributed among the selected towns in proportion to the 2001 Census population of these towns.

(b) Distribution of sample size among tourist destinations in a selected town: If there are more than one tourist destinations in a selected town, the sample size allocated for the town will be equally distributed among the tourist destinations.

(c) Selection of days for survey of visitors in different months

The survey will be conducted during all the 12 months of the year at each selected destination. Information about important festivals, fairs, religious events at the selected tourist destinations will be collected in advance for the 12-month period. In a particular month at a particular destination, survey will be done during 2 weeks. In the first week, first 3 days of the week will be covered, and in the second week last 4 days of the week will be covered. For this purpose, first day of the month will be considered as the first day of the week. The dates of survey at a tourist destination during the 12 months will be as follows.

Month	Weeks	Days of weeks	Dates of the month
First	First and Third	1st week: 1-3 days 3rd week: 4-7 days	1,2,3,18,19,20,21
Second	Second and Fourth	2nd week: 1-3 days 4th week: 4-7 days	8,9,10, 25,26,27,28
Third	First and Fourth	1st week: 1-3 days 4th week: 4-7 days	1,2,3,25,26,27,28
Fourth	Second and Third	2nd week: 1-3 days 3rd week: 4-7 days	8,9,10,18,19,20,21
Fifth	First and Second	1st week: 1-3 days 2nd week: 4-7 days	1,2,3,11,12,13,14
Sixth	Third and Fourth	3rd week: 1-3 days 4th week: 4-7 days	15,16,17,25,26,27,28
Seventh to Twelve	Above pattern will be repeated		

The date and week on which important tourism event is scheduled to take place at the selected tourist destination will be positively covered. If the important tourist event at the selected tourist destination falls outside the selected week and dates, the nearest week/dates will be substituted by the week/dates of the special event.

(d) Canvassing of schedules to the visitors for brief profile

The monthly sample size of visitors at a selected tourist destination should be distributed equally on the 7 days of the survey work (in 2 weeks) at the destination. The services of 2 investigators

would be required on the selected days at non-ticketed tourist destinations. The first investigator will basically count the number of visitors and second investigator will canvass the schedule to seek the information about overnight/ same-day visitors, domestic/ foreign visitors, etc. At a ticketed tourist destinations perhaps one investigator will be able to canvass the schedule because counting of the visitors may not be required.

(v) Details of the Surveys

(A) Survey at Tourist Destinations

A survey of visitors at tourist destinations has to be done to obtain the following information:

(a) Total number of visits

(i) Ticketed Destinations:- If the tourist destination is a ticketed destination with differential pricing for domestic and foreign visitors, the data on number of foreign and domestic visits separately during any day would be available from sale record of tickets. If the destination has common ticket for both domestic and foreign visitors, then an assessment of the distribution of visits by domestic and foreign visitors would have to be made by counting the visitors at the entry point(s). To capture the variations in visitors' number on different days of the week as well as at different time periods of a day, this exercise would have to be carried out at different periods of time of the day, and on different days of the week. Many destinations attract large number of visitors during specific periods of the year, such as Kumbh Mela, Suraj Kund Mela, etc. Such periods should be identified in advance, and the survey should cover such specific periods.

(ii) Non-Ticketed Destinations:- In such cases, the total number of visitors, during the day, along with its break-up into domestic and foreign visitors, has to be assessed by counting the number of such visitors at specified time slot at entry point (s). If there are more than one entry points to the tourist destination, all should be covered by pre-specified rotation, for counting the number and broad distribution. If there is no specific entry point, investigator will have to notionally designate appropriate points as entry points based on the flow of visitors to such a destination.

(b) Brief Profile of Visitors

Break-up of number of visitors into overnight visitors staying at accommodation units, overnight visitors staying with friends and relatives, other overnight visitors, and the same-day visitors, separately for domestic and foreign visitors, has to be obtained. For this, a small questionnaire, comprising 5-6 questions, has to be canvassed. As getting this information is the prime objective of the survey, the sample size should be adequate to provide the desired breakup of different type of visits. In para IV (A)(ii)(a), the desired sample size at district level has been worked out to be 400 visitors. However, it has been decided that the number of visitors to be selected for this short profile survey will be 800 per district per month.

(B) Survey of Accommodation Units

All the accommodation units (hotels, tourist lodges, dharamshalas, motels, Govt. / private companies, guest houses, etc.) in the selected towns will be listed with the help of Municipal Corporations or other competent authorities. If a tourist destination not located in the town is linked to a non-urban tourist destination in terms of providing accommodation facilities to tourists visiting that destination, the list of additional accommodation units located near such tourist destinations will also be included in the list of accommodation units of the town.

The accommodation units so listed will be grouped in the following categories:

- (ii) Classified hotels
- (iii) Other accommodation units
 - a. Having more than 20 rooms
 - b. Having 10-20 rooms
 - c. Having less than 10 rooms

From all the selected accommodation units, the following 2 types of information will be collected:

- (i) **Particulars of the accommodation unit-** Apart from the identification details, the information would be collected on number of rooms, number of beds, total number of persons employed, annual turnover, etc. This information would be collected initially, and thereafter updated every quarter along with the updating of the list of accommodation units.
- (ii) **Information about overnight visitors-** Based on the records available with the accommodation units, information on number of guests checked-in, number of nights spent, whether domestic or foreign, residency status of the tourists (within the state, within country, outside country), etc. would be collected. This information has to be collected every month for the preceding month.

All the classified hotels would be covered for collecting both the information. For the remaining 3 categories of accommodation units, 10% of the units in each will be covered. These 10% accommodation units will be selected by using circular systematic sampling method.

In metropolitan cities, list of all the accommodation units will have to be prepared for the survey work.

For collecting information about the number of visitors and their other details as well as information about the accommodation units for a particular month, the selected accommodation units will be visited in the 1st week of the succeeding month.

(C) Survey at Entry/Exit Points of the district

The survey at the tourist destinations will not be able to capture the following categories of visitors:

- (a) Visitors staying with friends and relatives and not visiting any tourist destination;
- (b) Visitors staying in accommodation units but not visiting any tourist destination;
- (c) Same day visitors not visiting any tourist destination

For having an idea about the total number of visitors in the district, information about visitors collected at tourist destinations has to be supplemented by information on the above categories of visitors. To meet this objective, exit survey of the visitors at the major exit/ entry points of the district will be conducted to have information about the above mentioned categories of visitors as well as for detailed profiling of the visitors. In view of the fact that profiling of the visitors is not likely to change over a short time interval, profile of visitors will be generated only at district level on quarterly basis. The requirement of the sample size for this exercise would also be less. It has been decided to conduct the interview of 400 visitors every quarter in each district.

As the information collected in the exit survey used for estimating the number of non-leisure visitors in the district, the exit survey will be conducted only in the first month of the quarter so that its result can be used for the three months of the quarter. All the four weeks as well as the days (week days and weekends) in a month should be covered on representative basis.

Annexure – 2: Estimation Procedure

I. Estimation from survey at Entry / Exit points in a Quarter

From the survey at major entry/exit points of the district, we get the following:

x^{DT-h-l} = no. of domestic leisure visitors to the district in the sample at all exit points covered who stayed at hotels.

$x^{DT-h-nl}$ = no. of domestic non-leisure visitors to the district in the sample at all exit points covered who stayed at hotels.

a^{DT-h-l} = average no. of tourist destinations in the district visited by a domestic leisure tourist who stayed at a hotel based on the survey at exit points.

Clearly, $a^{DT-h-l} \geq 1$

Similarly, we define

x^{DT-f-l} , $x^{DT-f-nl}$, a^{DT-f-l} for domestic tourists staying with Friends & Relatives

x^{DT-o-l} , $x^{DT-o-nl}$, a^{DT-o-l} for domestic tourists staying at other places

x^{DS-l} , x^{DS-nl} , a^{DS-l} for domestic same day visitors

x^{FT-h-l} , $x^{FT-h-nl}$, a^{FT-h-l} for foreign Tourist staying at hotels

x^{FT-f-l} , $x^{FT-f-nl}$, a^{FT-f-l} for foreign Tourist staying with friends and relatives

x^{FT-o-l} , $x^{FT-o-nl}$, a^{FT-o-l} for foreign tourists staying at other places

x^{FS-l} , x^{FS-nl} , a^{FS-l} for foreign same day visitors.

II. Estimation of tourists for a tourist destination in a month

Define the following notations:

Assume that i stands for i th destination selected in the selected town, j stands for j th day selected for survey at the i th destination ($j=1,2,\dots,d_i$); k stands for the k th entry point at the i th destination ($k=1,2,\dots,e_i$); l stands for the l th entry hour at the k th entry point at i th destination ($l=1,2,\dots,h_{ik}$).

n_i^{DT} = No. of visits by domestic tourists surveyed at the i th destination on all days of survey at all entry points at all hours;

n_i^{DT-h} = No. of visits by domestic tourists surveyed at the i th destination and stayed in hotels,

n_i^{DT-f} = No. of visits by domestic tourists surveyed at the *i*th destination and staying with friends and relatives

n_i^{DT-o} = No. of visits by domestic tourists surveyed at the *i*th destination and stayed at other accommodation units.

n_i^{DS} = No. of visits by domestic same day visitors surveyed at the *i*th destination on all days of survey at all entry points at all hours;

n_i^{FT} = **No. of visits by foreign tourists surveyed at the *i*th destination on all days of survey at all entry points at all hours;**

n_i^{FT-h} = No. of visits by foreign tourists surveyed at the *i*th destination and stayed in hotels

n_i^{FT-f} = No. of visits by foreign tourists surveyed at the *i*th destination and staying with friends and relatives

n_i^{FT-o} = No. of visits by foreign tourists surveyed at the *i*th destination and stayed at other accommodation units.

n_i^{FS} = **No. of visits by foreign same day visitors surveyed at the *i*th destination on all days of survey at all entry points at all hours;**

$N_i^{DT}(s)$ = **Total number of visits by domestic tourists at the *i*th destination on all days of survey;**

$N_i^{DT-h}(s)$ = Total number of visits by domestic tourists at the *i*th destination who stayed in hotels

$N_i^{DT-f}(s)$ = Total number of visits by domestic tourists at the *i*th destination and staying with friends and relatives

$N_i^{DT-o}(s)$ = Total number of visits by domestic tourists at the *i*th destination and stayed at other accommodation units

$N_i^{DS}(s)$ = **Total number of visits by domestic same day visitors at the *i*th destination on all days of survey;**

$N_i^{FT}(s)$ = **Total number of visits by foreign tourists at the *i*th destination on all days of survey;**

$N_i^{FT-h}(s)$ = Total number of visits by foreign tourists at the *i*th destination and stayed in hotel

$N_i^{FT-f}(s)$ = Total number of visits by foreign tourists at the *i*th destination staying with friends and relatives

$N_i^{FT-o}(s)$ = Total number of visits by foreign tourists at the ith destination and stayed at other accommodation units

$N_i^{FS}(s)$ = **Total number of foreign same day visitors at the ith destination on all days of survey;**

N_i^{DT} = **Total number of domestic tourists at the ith destination during the month**

N_i^{DT-h} = Total number of visits by domestic tourists at the ith destination during the month and stayed in hotel

N_i^{DT-f} = Total number of visits by domestic tourists at the ith destination during the month and staying with friends and relatives

N_i^{DT-o} = Total number of visits by domestic tourists at the ith destination during the month and stayed at other accommodation units

N_i^{DS} = **Total number of visits by domestic same day visitors at the ith destination during the month;**

N_i^{FT} = **Total number of visits by foreign tourists at the ith destination during the month;**

N_i^{FT-h} = Total number of visits by foreign tourists at the ith destination during the month and stayed in hotel

N_i^{FT-f} = Total number of visits by foreign tourists at the ith destination during the month and staying with friends and relatives

N_i^{FT-o} = Total number of visits by foreign tourists at the ith destination during the month and stayed at other accommodation units

N_i^{FS} = **Total number of visits by foreign same day visitors at the ith destination during the month;**

N_i = Total number of visits at the ith destination during the month
= $N_i^{DT} + N_i^{DS} + N_i^{FT} + N_i^{FS}$

From the survey at the destination, following distribution is available:

Domestic	Foreign
n_i^{DT-h}	n_i^{FT-h}
n_i^{DT-f}	n_i^{FT-f}
n_i^{DT-o}	n_i^{FT-o}
n_i^{DS}	n_i^{FS}

The estimation of number of visits at the three distinct types of destinations will be as follows:

Case I: Non-ticketed destinations

In this case, it may be observed that

- i) N_i is not available;
- ii) $N_i^D(s)$ and $N_i^F(s)$ are to be estimated by a count of visitors;
- iii) An estimate of N_i is given by

$$N_i = [N_i^D(s) + N_i^F(s)] \times (\text{No. of days in the month} / d_i); \quad (d_i = 7)$$
- iv) Estimates of N_i^D and N_i^F are given by

$$N_i^D = N_i^D(s) \times 31^* / 7$$

$$N_i^F = N_i^F(s) \times 31^* / 7$$

* Number of days in the surveyed month

- v) Estimates for tourists and same day visitors will be obtained as

$$N_i^{DT-h} = \left[\frac{n_i^{DT-h}}{n_i^D} \right] \cdot N_i^D$$

$$N_i^{FT-h} = \left[\frac{n_i^{FT-h}}{n_i^F} \right] \cdot N_i^F$$

$$N_i^{DT-f} = \left[\frac{n_i^{DT-f}}{n_i^D} \right] \cdot N_i^D$$

$$N_i^{FT-f} = \left[\frac{n_i^{FT-f}}{n_i^F} \right] \cdot N_i^F$$

$$N_i^{DT-o} = \left[\frac{n_i^{DT-o}}{n_i^D} \right] \cdot N_i^D$$

$$N_i^{FT-o} = \left[\frac{n_i^{FT-o}}{n_i^F} \right] \cdot N_i^F$$

$$N_i^{DS} = \left[\frac{n_i^{DS}}{n_i^D} \right] \cdot N_i^D$$

$$N_i^{FS} = \left[\frac{n_i^{FS}}{n_i^F} \right] \cdot N_i^F$$

For special occasions like Kumbh Mela, Surajkund Mela etc., it would be advisable to work out average number of tourists per day on the respective destination, based on the sample days observed during the occasion (Mela) period and estimate the number of tourists in that destination for the occasion (Mela) by multiplying the average number of tourists per day by the number of Mela days. The estimates for non-Mela days may be obtained as usual and monthly estimates may be obtained by pooling number of tourists for Mela and non-Mela days.

Case II: Destinations with common ticketing

It may be observed that

- i) N_i is available
- ii) $N_i^D(s)$ and $N_i^F(s)$ are to be estimated by a count of visitors.
- iii) Steps (iv) and (v) of case I are to be followed. First divide N_i into N_i^D and N_i^F , and then N_i^D into N_i^{DT-h} , N_i^{DT-f} , N_i^{DT-o} and N_i^{DS} , and N_i^F into N_i^{FT-h} , N_i^{FT-f} , N_i^{FT-o} and N_i^{FS} respectively.

Case III: Destinations with differential ticketing

In this case,

- i) N_i , N_i^D and N_i^F are available.
- ii) N_i^D and N_i^F will be split as in step (V) of case I

Exclusion of visitors for whom the destination is part of 'usual environment'

In the case of a non-ticketed destination, the number of visitors, as recorded in the counting sheet, also includes persons for whom the tourist destination is part of their 'usual environment'. Such persons are not to be included for the estimation of number of visitors in the current survey. However, it is not possible to distinguish such persons while filling up the counting sheet. The number of such persons has to be assessed on the basis of the number of persons who are rejected for the short survey. For example, if 10 persons are interviewed for the short survey in a day, the investigator may actually have contacted 30 persons, with 20 being rejected for interview because the destination was part of their 'usual environment'. Then the total number of visitors to the destination would be assessed to be $(10/30)*100\%$ of the number available from the counting sheet.

Estimation for a month including a special tourist Event

For each identified destination, the list of important tourist events for the whole year, along with the corresponding time period, should be prepared in advance in consultation with the officials of State Tourism Departments.

The estimation of number of visitors for such destinations is outlined below with the help of an example:-

Suppose that the tourist destination is an important temple attracting (i) a very high number of visitors on a particular day of the week (say Monday), every week, and (ii) an exceptionally high number of visitors during a special event spanning a period of, say, 9 days of November. The field work and estimation of number of visitors in the months other than November and in the month of

November would be done in different ways.

For the month of November

The field work and surveys would be done for the following 3 categories of days:-

- (a) 9 days of the special event in November
- (b) 3 (or 4) Mondays of November excluding the 9 days of the special event
- (c) 18 (or 17) remaining days of November

For (a), field work for adequate number of days (may be 2 or 3 or 4) would be done. For (b), field work would be done on 1 Monday selected as per the procedure described in the methodology note. For (c), field work would be done for 2 or 3 or 4 days depending on the number of days of field work for category (a). The estimation of number of visitors at this destination would be done separately for the three categories of days.

For a month other than November (say January)

If there are any special events in January, the survey and estimation procedure would be as for November. If there are no such special events, the month would have the following two categories of days:-

- (a) 4 (or 5) Mondays
- (b) 27 (or 26) remaining days of the month

The 7 days of the survey work would be selected as per the prescribed methodology (these will include 1 Monday). The estimation of number of visitors would be done separately for the above two categories of days.

III. Estimation of tourists for a town in a month

Let the tourist destinations in u^{th} town be numbered 1, 2,....., t_u . [Here, it may be noted that these destinations also include those that are not located in the town but are linked to the town from which the visitors visiting such destinations predominantly come from.]

Let M_u = No. of visits by visitors to tourist destinations in the u^{th} town in the month

$M_u^{\text{DT-h}}$ = No. of visits by domestic tourists staying in hotels to tourist destinations in the u^{th} town in the month.

Similarly, we define M_u^{DT-f} , M_u^{DT-o} , M_u^{DS} , M_u^{DT} , M_u^D , and M_u^{FT-h} , M_u^{FT-f} , M_u^{FT-o} , M_u^{FS} , M_u^{FT} , M_u^F

Then,

$$M_u^{DT-h} = \sum_{i=1}^{t_u} N_i^{DT-h}$$

$$M_u^{FT-h} = \sum_{i=1}^{t_u} N_i^{FT-h}$$

$$M_u^{DT-f} = \sum_{i=1}^{t_u} \frac{N_i^{DT-f}}{t_u}$$

$$M_u^{FT-f} = \sum_{i=1}^{t_u} \frac{N_i^{FT-f}}{t_u}$$

$$M_u^{DT-o} = \sum_{i=1}^{t_u} N_i^{DT-o}$$

$$M_u^{FT-o} = \sum_{i=1}^{t_u} N_i^{FT-o}$$

$$M_u^{DT} = M_u^{DT-h} + M_u^{DT-f} + M_u^{DT-o}$$

$$M_u^{FT} = M_u^{FT-h} + M_u^{FT-f} + M_u^{FT-o}$$

$$M_u^{DS} = \sum_{i=1}^{t_u} N_i^{DS}$$

$$M_u^{FS} = \sum_{i=1}^{t_u} N_i^{FS}$$

$$M_u^D = M_u^{DT} + M_u^{DS}$$

$$M_u^F = M_u^{FT} + M_u^{FS}$$

$$M_u = M_u^D + M_u^F$$

Let the population of the town u be p_u

IV. Estimation for a District in a month

Let Q = No. of visits by visitors at tourist destinations in all the surveyed towns (say $u: 1, 2, \dots, t$) in the district in the month.

Q^{DT-h} = No. of visits by domestic visitors at tourist destinations in all the surveyed towns in the district in the month who stayed in hotels.

Similarly define Q^{DT-f} , Q^{DT-o} , Q^{DS} , Q^{DT} , Q^D , Q^{FT-h} , Q^{FT-f} , Q^{FT-o} , Q^{FS} , Q^{FT} , Q^F

Then,

t

t

$$Q^{DT-h} = \sum_{u=1}^t M_u^{DT-h}$$

$$Q^{FT-h} = \sum_{u=1}^t M_u^{FT-h}$$

$$Q^{DT-f} = \sum_{u=1}^t M_u^{DT-f}$$

$$Q^{FT-f} = \sum_{u=1}^t M_u^{FT-f}$$

$$Q^{DT-o} = \sum_{u=1}^t M_u^{DT-o}$$

$$Q^{FT-o} = \sum_{u=1}^t M_u^{FT-o}$$

$$Q^{DS} = \sum_{u=1}^t M_u^{DS}$$

$$Q^{FS} = \sum_{u=1}^t M_u^{FS}$$

$$Q^{DT} = Q^{DT-h} + Q^{DT-f} + Q^{DT-o}$$

$$Q^{FT} = Q^{FT-h} + Q^{FT-f} + Q^{FT-o}$$

$$Q^D = Q^{DT} + Q^{DS}$$

$$Q^F = Q^{FT} + Q^{FS}$$

$$Q = Q^D + Q^F$$

Let the population of all the surveyed towns in the district be P

$$\text{Then } P = \sum_{u=1}^t p_u$$

Let the urban population of the district be P*. That is, if the surveyed towns are numbered 1,2,3,....., t and the other towns in the district are numbered t+1, t+2,.....t+s, then

$$\text{Then } P^* = \sum_{u=1}^{t+s} p_u = \sum_{u=1}^t p_u + \sum_{u=t+1}^{t+s} p_u = P + \sum_{u=t+1}^{t+s} p_u$$

Let Q* = No. of visits by visitors at tourist destination in the district in the month

Similarly define Q^{*DT-h} , Q^{*DT-f} , Q^{*DT-o} , Q^{*DS} , Q^{*DT} , Q^{*D} and Q^{*FT-h} , Q^{*FT-f} , Q^{*FT-o} , Q^{*FS} , Q^{*FT} , Q^{*F}

$$\text{Then, } Q^* = Q \times \frac{P^*}{P}$$

$$Q^{*DT-h} = Q^{DT-h} \times \frac{P^*}{P}, \text{ and so on}$$

Let $Q^{\#DT-h}$ = No. of visitors who visited tourist destination in the district and stayed in hotels.

Similarly define

$$Q^{\#DT-f}, Q^{\#DT-o}, Q^{\#DS}$$

And

$$Q^{#FT-h}, Q^{#FT-f}, Q^{#FT-o}, Q^{#FS}$$

Then,

$$Q^{#DT-h} = Q^{*DT-h} / a^{DT-h-l} \quad Q^{#FT-h} = Q^{*FT-h} / a^{FT-h-l}$$

$$Q^{#DT-f} = Q^{*DT-f} / a^{DT-f-l} \quad Q^{#FT-f} = Q^{*FT-f} / a^{FT-f-l}$$

$$Q^{#DT-o} = Q^{*DT-o} / a^{DT-o-l} \quad Q^{#FT-o} = Q^{*FT-o} / a^{FT-o-l}$$

$$Q^{#DS} = Q^{*DS} / a^{DS-l} \quad Q^{#FS} = Q^{*FS} / a^{FS-l}$$

V. Estimation of total visitors in the district

In the steps mentioned above, only leisure tourists (those visiting the destination) have been estimated. However, visitors also include the non-leisure tourists. Estimation of total number of visitors in a district will be done as follows.

Let R = No. of visitors (leisure + non-leisure) in the district

Similarly define,

$$R^{DT-h}, R^{DT-f}, R^{DT-o}, R^{DS}, R^{DT}, R^D$$

and

$$R^{FT-h}, R^{FT-f}, R^{FT-o}, R^{FS}, R^{FT}, R^F$$

$$\text{Then } R^{DT-h} = \frac{X^{DT-h-l} + X^{DT-h-nl}}{X^{DT-h-l}} \times Q^{#DT-h}$$

Similarly estimate

$$R^{DT-f}, R^{DT-o}, R^{DS} \text{ and } R^{FT-h}, R^{FT-f}, R^{FT-o}, R^{FS}$$

$$R^{DT} = R^{DT-h} + R^{DT-f} + R^{DT-o}, R^D = R^{DT} + R^{DS}$$

$$R^{FT} = R^{FT-h} + R^{FT-f} + R^{FT-o}, R^F = R^{FT} + R^{FS}$$

$$R = R^D + R^F$$

VI. Estimation of visitors at the State level

District level estimates are to be added to obtain the state level estimates.

State	
Dist	

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TOURIST SURVEY (EXIT POINTS)

Month: [1] January [2] February [3] March [4] April [5] May [6] June
[7] July [8] August [9] September [10] October [11] November [12] December

Week: [1] First [2] Second [3] Third [4] Fourth

Survey Point (**RECORD BY TICKING ONE OPTION**)

[1] Ship [2] Airport [3] Resort

DEMOGRAPHIC PROFILE:

(IN CASE OF FAMILY / GROUP, RESPONDENT IS THE HEAD OF THE FAMILY / GROUP)

1. Is your purpose of travel one of the following?
 - a) Travelling / commuting to work or getting employment: YES /NO
 - b) Travelling /commuting for setting up residence: YES /NO

If answer to 1a or 1b is YES, TERMINATE THE QUESTIONNAIRE

2. Type of tourist: [1] Over-night visitor [2] Same-day visitor

3.Name: _____Telephone No. (With STD/ISD Codes)_____

4. Please tell me your approximate age? _____Years

5. Record gender: [1] Male [2] Female

6. Are you? [1] Married [2] Recently Married [3] Never Married [4] Others------(Widow etc)

7. When did you arrive here? Date: _____

8. Are you traveling...? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] Alone [2] With Family [3] With Friends [4] With Family and Friends

<IF ANSWER TO Q. 8 IS 2 OR 3 OR 4, THEN ASK Q. NO. 9 & 10 >

9. How many people have traveled with you? _____

10. Please give the information about gender and age of people, who have traveled with you? **ASK & RECORD**

Male	Age Comp. Yrs	Female	Age Comp. YRS

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11. How many nights have you spent in this place _____

12. Are you a... [1] Indian (GO TO Q.13) [2] Foreigner (GO TO Q. 20) [3] NRI (GO TO Q. 26)

<IF RESPONDENT IS AN INDIAN IN Q. 12, THEN ASK Q. 13>

13. Which state/ union territory of India do you reside in? _____

<ASK Q. 14 IF THE RESPONDENT BELONGS TO THE STATE OF (Name of the State) IN Q. 13 >

14. [1] Do you live in this city? Y/N [2] within same district [3] other district of same state

15. Have you traveled to this city before? [1] Yes [2] No

16. How have you traveled to this city? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] By train [2] By bus [3] By air
[4] By personal vehicle [5] By taxi [6] Any other

<ASK Q. 17 TO Q. 19 IF THE RESPONDENT BELONGS TO OTHER THAN THE STATE OF SURVEY

17. Before this visit which were the states /UT visited during the last two years :[1] None [2] Name of the state _____

18. How do you compare your experience of visiting the state with the last state / UT visited?

a) This state destination is better managed w.r.t.hygiene /landscaping etc. [1] Yes [2] No
b) Infrastructure is better in the state [1] Yes [2] No
c) People in tourism sector more hospitable [1] Yes [2] No
d) People more hospitable [1] Yes [2] No

19. Reason for visiting this state

[1] Location [2] Visiting friends & relatives or for business & professional purpose [3] Nearness

[4] Better infrastructure [5] Less costly [6] Publicity [7] Any other

20. Have you traveled to this STATE before? [1] Yes [2] No

21. How have you traveled to this state? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] By train [2] By bus [3] By air
[4] By personal vehicle [5] By taxi [6] Any other _____

< IF RESPONDENT IS FOREIGNER IN Q. 12, THEN ASK Q. 22 TO Q. 27>

22. Which country do you reside in? _____

23. Is this your first visit to India? [1] Yes [2] No

24. Which was your port of entry in India? (Name of the port)_____

25. Is this your first visit to this state? [1] Yes [2] No

26. Have you traveled to this city before? [1] Yes [2] No

27. How have you traveled to this state? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] By train [2] By bus [3] By air
[4] By personal vehicle [5] By taxi [6] Any other _____

< IF RESPONDENT IS AN NRI IN Q. 10, THEN ASK Q. No.28 TO Q 33 >

28. In which country do you live? _____

29. How frequently you visit India? [1] Once in 3 months [2] Once in six months

[3] Once in an year [4] Once in 2 years [5] Once in 3 years

30. Which was your port of entry in India? **(NAME OF THE PORT)** _____

31. Is this your first visit to this state? [1] Yes [2] No

32. Have you traveled to this city before? [1] Yes [2] No

33. How have you traveled to this state? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] By train [2] By bus [3] By air
[4] By personal vehicle [5] By taxi [6] Any other _____

<ASK ALL>

34. What type of activities are you engaged in? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] Industrialist/ Trader/ Shop Owner
[2] Self Employed Professional (Chartered Accountant, Cost Accountant, Doctor, Lawyer, Engineer, Consultant, Proprietor of a firm or institute)
[3] Government Service [4] Private Service [5] Student/ Researcher
[6] Business [7] Agriculturist [8] Housewife
[9] If any other, please specify _____

35. What is your educational qualification? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] No Formal Education [2] Primary [3] Secondary [4] Higher Secondary
[5] Graduate & Above [6] Technical / Professional of all levels [7] Any other, please specify _____

36. What is your approximate annual household income? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

<ASK FROM INDIAN VISITOR>

[1] Less than Rs. 60,000 [2] Rs. 60,001 – Rs. 1,00,000 [3] Rs. 1,00,001 – Rs. 2,00,000
[4] Rs. 2,00,001 – Rs. 5,00,000 [5] Above Rs. 5,00,000

<ASK FROM FOREIGN VISITOR>

[1] Less than US \$ 40,000 [2] US \$ 40,001 – US \$ 60,000 [3] US \$ 60,001 – US \$ 80,000
[4] US \$ 80,001 – US \$ 100,000 [5] Above US \$ 100,000

TRAVEL BEHAVIOR:

37. How often do you travel? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

- [1] Once a week or more often [2] Once a fortnight [3] Once a month
[4] Once in 3 months [5] Once in 6 months [6] Once in a year
[7] Less often

38. What was your main purpose of visit? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

- [1] Business [2] Holidaying, leisure & recreation [3] Social (visiting friends & relatives, attending marriages etc) [4] Pilgrimage /Religious activity [5] Education /Training
[6] Health & Medical govt. offices etc [7] Shopping [8] For getting work done from govt. offices etc [9] Others

39 If in < Q 38 >, purpose is not [2] , THEN did you visit any tourist spot during your stay_____

40. Are you a part of an organized group/ package tour? [1] Yes [2] No

41 If in 40, YES, then ask what the package include

- [1] Travel + Food [2] Travel +Accommodation [3] Travel +Transport +Accommodation
[4] Travel + Transport + Accommodation + Food [5] Any other

42. How did you make your travel arrangement? **READ OUT OPTIONS & TICK (MULTIPLE RESPONSES)**

- [1] Self [2] Office / Employer [3] Travel Agent
[4] Tour Operator [5] If any other, please specify_____

43. Where did you stay during your visit? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

- [1] Govt. Guest House/ Circuit House/ Bhawan/ Sadan [2] Dharamshala/ Sarai/ Musafirkhana
[3] Friends & Relatives [4] Gurudwara / Temple/ Monastery /Other temporary free stay in tent etc
[5] Private Guest House/ Inn / Rest House / Tourist Bungalow
[7] If any other, please specify _____

44. Which of these eating-places did you eat in? **READ OUT OPTIONS & TICK (MULTIPLE CODES)**

- [1] Cafeteria [2] Refreshment Stand [3] Place of lodging
[4] Friends & Relatives [5] If any other, please specify _____

45. Which islands have you visited in this UT?

46. Have you watched, seen, heard the advertisement of the State Govt. for tourism promotion on ?**READ OUT OPTIONS & TICK (MULTIPLE RESPONSE)**

- [1] Newspaper [2] Radio [3] T.V.

EXPENDITURE PATTERN:

47. Please tell us, how much have you spent DURING YOUR VISIT?
<READ OUT OPTIONS AND FILL THE AMOUNT> (MULTIPLE RESPONSES)

Package Component in INR _____

48. For PACKAGE & NON PACKAGE , please ask the following

S No.	Accommodations	Before	During THE TRIP (Amt in INR)	TOTAL
1	Hotel			
2	Private Guest House			
3	Govt. Guest House/ Bhawan/ Sadan			
4	Dharamshala			
5	Rented house			
6	Friends & Relatives			
7	Others			
Total (50)				

49. Food & Drink

S No.	Food & Drink	Before	During THE TRIP (Amt in INR)	TOTAL
1	In the accommodation unit			
2	o/s accommodation unit & during journey and transit			
Total (49)				

50. Transport

S No.	Transport	Before	During THE TRIP (Amt in INR)	TOTAL
1	WATER			
2	AIR			
3	Transport equipment rental			
4	Travel agency services / tour operator			
5	Others			
Total (50)				

51. Recreation, Leisure, Cultural, Sporting activities

S No.	Recreation, Leisure, Cultural, Sporting activities	Before	During THE TRIP (Amt in INR)	TOTAL
1	Sporting activities			
2	Medicine & health related			
Total (51)				

52. GRAND TOTAL (SUMMATION OF Q 48+49+50+51)

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53. On an overall basis how satisfied or dissatisfied are you on account of... **MENTION EACH PARAMETER?**

SHOW CARD No. 1 <Use 5 point scale>

[5] Highly Satisfied
[2] Dissatisfied

[4] Satisfied
[1] completely dissatisfied

[3] Satisfied but not completely

ASK SATISFACTION LEVEL ONLY IF RESPONSE IS <YES>

	PARAMETER	Yes	No	Level of Satisfaction (Use Code)
1	Availability of Tour Operator			
2	Availability of transportation			
3	Availability of tourist guide			
4	Availability of good quality accommodation			
5	Public convenience			
6	Information centres			
7	Behavior of local people			
8	Accommodation tariff			

54. Did you find your visit to this State better than or worse than or as per your expectations? **ASK & RECORD**

(SINGLE RESPONSE)

[5] Much better than expectation

[4] Somewhat better than expectation [3]] As per expectation

[2] Worse than expectation

[1] Much worse than expectation

55. What type of accommodation is preferred by you as a tourist in a particular island?

56. Are you satisfied with the kind and variety of food and beverages available during your stay? What improvements or additions would you as a tourist prefer so that its make your experience better.

57. How would you describe Lakshwadeep in one sentence?

58. What more should the UT administration/ tourist department do to make Lakshwadeep a preferred tourist destination?.

Name of the investigator: _____ Date: _____

Back Check Done: Tick Date: _____ Back Checked by: _____

COUNTING SHEET

Tourist Spot / Destination _____

State Code: _____

District Code _____

Month:

Year:.....

DATE	Volume count of tourists (Hourly Count by tally mark method)							
	10 – 11 AM	11-12 AM	12 AM- 1PM	1-2PM	02-03PM	03-04PM	04-05PM	05-06PM

Use one sheet for each date

State	
Dist	
Dest	

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Short Survey Questionnaire:

Month: _____ Year: _____

Entry Point: _____

1. Are you a [1] Indian [2] Foreigner [3] NRI

2 If Indian, where do you reside

- i) Within same city ii) Same district iii) Other district of the state
- iv) Outside the state, specify state code

If the answer in 1 is WITHIN SAME CITY, ask the following

Frequency of visit to this Tourist spot

a) Once in 7 days e in 15 days ce in a month

d) Once in six months

If response is a) OR b) OR c) TERMINATE THE QUESTIONNAIRE

3. Type of Tourist

[1] Overnight visitor [2] same day visitor

4. If Foreigner country of nationality _____

5. If NRI, country of residence _____

6. If overnight visitor, place of stay

[1] Hired accommodation [2] Friends & relatives [3] other free accommodation

7. Sex: MALE /FEMALE

Name of the investigator: _____ Date: _____

Back Check Done: [] Tick Date: _____ Back Checked by: _____

State	
Dist	
Dest	

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ACCOMODATION SURVEY (CENSUS)

1. Name of accommodation unit: (Pls collect visiting card)

2. Type of accommodation unit **RECORD BY TICKING (SINGLE CODE)**

- | | |
|---|---------------------------------|
| [1] 5 Star Deluxe Hotel | [2] 5 Star Hotel |
| [3] 4 Star Hotel | [4] 3 Star Hotel |
| [5] 2 Star Hotel | [6] 1 Star Hotel |
| [7] Apartment Hotel (Service Apartment) | [8] Heritage Hotel |
| [9] Non-star Hotel | [10] Youth/ YMCA Hostel |
| [11] Dharamshala / Sarai/ Musafirkhana | [12] Gurudwara/Temple/Monastery |
| [13] BED & Breakfast Unit | [14] Motel |

3. Does your hotel belong to any group / chain of hotels?

- [1] Yes, Please specify _____ [2] No

4. In which year it was established? Year: _____

5. Ownership **RECORD BY TICKING (SINGLE CODE)**

- | | | |
|---------------------------------|--|---------------------|
| [1] Central Government | [2] State Government | [3] Private Limited |
| [4] Proprietorship/ Partnership | [5] Public Limited | [6] PSU |
| [7] Charitable Trust/ Society | [8] If any other, please specify _____ | |

6. Registered with.... **RECORD BY TICKING (MULTIPLE CODES)**

- | | | |
|--|------------------------------------|---------------------------|
| [1] State Tourism Department | [2] Ministry of Tourism, New Delhi | [3] Municipal Corporation |
| [4] Police Department | [5] Health Department | [6] None |
| [7] If any other, please specify _____ | | |

7. Please furnish the details of the following:

S. No.	Type of Room	Number of rooms	Number of beds	Room Tariff	
				Rs.	US Dollar (US \$)
1	Single AC				
2	Double AC				

3	Deluxe AC				
4	Suits AC				
5	Single Non AC				
6	Double Non AC				
7	Deluxe Non AC				
8	Suits Non AC				
9	Dormitory / Hall				
10	Any other				
Total (Post Code)					

8. Total number of employees: _____ (Permanent & Temporary)

Departments	Number of permanent employees	Number of casual or temporary employees	Total (Post Code)
Management Team			
Front Office			
F & B (Service)			
F & B (Kitchen)			
House Keeping			
Accounts			
EDP			
Security			
Sales & Marketing			
Purchase & Stores			
Human Resource			
Public Relation			
Engineering			
Telephone			
Health Club			
Laundry			
<i>Other departments</i>			
Total			

9. Number of people working in the age group of:

18 – 25yrs	26 – 30yrs	31 – 40yrs	41 – 50yrs	>50yrs

10. Category of accommodation unit for Sampling

[1] Classified hotels
[3] 10 -20 rooms

[2] Having more than 20 rooms
[4] less than 10 rooms

State	
Dist	
Dest	

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**ACCOMODATION SURVEY
(MONTHLY)**

1. Name of accommodation unit: (Pls collect visiting card)
2. Total number of employees: _____ **(Permanent & Temporary)**

Departments	Number of permanent employees	Number of casual or temporary employees	Total (Post Code)
Management Team			
Front Office			
F & B (Service)			
F & B (Kitchen)			
House Keeping			
Accounts			
EDP			
Security			
Sales & Marketing			
Purchase & Stores			
Human Resource			
Public Relation			
Engineering			
Telephone			
Health Club			
Laundry			
<i>Other departments</i>			
Total			

3.1 Number of room days occupied in the last month: _____ 3.2 Occupancy % _____
(TO BE COMPUTED AS SUM OF NUMBER OF DAYS THAT EACH CUSTOMER HAS STAYED FOR)

3.3 Total number of customers: _____

3.4 Total number of domestic customers: _____

3.5 Total number of bed nights for domestic customers _____

3.6 Total number of foreign customers: _____

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15	RAJASTHAN	33	PONDICHEERY	15	KOREA	33	DENMARK
16	GUJARAT	34	CHANDIGARH	16	ISRAEL	34	EGYPT
17	MAHARASHTRA	35	DADRA & NAGAR HAVELI	17	PAKISTAN	35	SOUTH AFRICA
18	M.P.			18	BANGLADESH	36	FINLAND