

No.PIO -16721/08

Received

Department of Tourism

Park View

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Kerala, India

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Date: 25/11/2008

From

The State Public Information Officer

To

Sajitha Sabu,
Edamanyil House,
Udyamperoor.P.O.,
Ernakulam. -682307

Sir,

***Sub:- Department of Tourism – Right to Information Act –
Reply furnishing of - Reg.***

Ref:- Your Application Dated: 03-11-2008.

With reference to the above, you may please note that this office has not given you any Information under Right to Information Act as ref. No.PIO-15161/08 Dated: 07-10-2008 mentioned in your application. Therefore your application cannot be treated as an appeal and not to be considered for furnishing reply. However, since you have furnished a copy of the letter from this office (PIO-15161/08 Dated: 16-10-2008) to Shri. Sabu. E.R., Edamanyil House, Uduamperoor. P.O., Ernakulam along with your application, we may furnish some information regarding the collection of the data surveys adopted by Department of Tourism, which is appended as annexure – I.

Yours faithfully.

[Signature]
State Public Information Officer
Department of Tourism

Phone – 0471 -2560428

Encl:- As stated

26

Tourist Statistics : A short note on Surveys adopted

In Kerala , the Department of Tourism has an organized data collection on tourist statistics since 1986 and from 1998 onwards data on tourist statistics is collected from all 14 districts of Kerala . The entire data collection work is entrusted to the investigators of the Department of Economics and Statistics and they are forwarding the month wise tourist statistics of both international and domestic tourists before 15th of every month in the prescribed proforma (copy enclosed) to the Department of Tourism . The methodology adopted is Census Method and they are collecting data from more than 2500 accommodation units all over Kerala every month . At present 53 compilers are deployed for the state wide data collection and Deputy Directors, E&S dept. concerned are the scrutiny officers at district level. They are collecting the destination wise number of tourists visiting Kerala and in the case of international tourists , country wise data is collected . The data is being compiled at state level and quarterly reports are being submitted to the Govt. of India, Ministry of Tourism.

In addition to this , the Department of Tourism is conducting Continuous Tourist Survey (CTS) on regular intervals of time through the consultants having expertise in the field of conducting tourist survey ,analysis ,interpretation of data on profiles etc . The latest CTS has been done for a period of three years from May 2004 to April 2007.Simple Random Sampling (SRS) is the methodology adopted in interviewing the tourists from across the state and through out the year . Based upon the tourists' arrival as recorded in the Tourist Statistics in each district using PPS sampling technique, the sample size of each district for each year has been fixed . Collection of data went through out the year from selected destinations . For these, separate structured and approved questionnaires for foreign and domestic tourists were used .

Objectives of CTS

Following are the listed objectives of the CTS:

1. Review the current system and practices of tourism data collection, market research and use of information technology for compiling and interpreting tourist data to develop a scientific and relevant data management system for the state.
2. Profiling tourists - demographic, economic, social and cultural, and factors attracting them to Kerala.
3. Type of tourists /tourism.
4. Determine mode of arrival & important tourist destinations, provide qualitative details and their overall experience.
6. Provide qualitative details on the preferences of present attractions and future expectations.
7. Evolve criteria to select destination / circuits and infrastructure mix for tourism development with due consideration to carrying capacities.
8. Conduct survey outside Kerala (Generating markets) to understand the perception of tourists about Kerala, especially those who are not included Kerala in their travel plan.
9. Estimate room occupancy and average room rent in the classified and unclassified hotels.
10. Assess requirements of human resource in tourism industry and suggest plans for their development.

Methodology & Destinations Surveyed:

Sampling: Simple Random Sampling (SRS) is adopted in interviewing tourists from across the state and throughout the year. Sample sizes for each District have been fixed (using PPS sampling technique) for every quarter. The Collection of Data was undertaken by the qualified and trained Datamation Investigators spread in all Districts of the State. Separate structured questionnaires for Foreign and Domestic Tourists were administered for the CTS, after obtaining approval of the Govt. of Kerala's DOT.

The agency has been presenting to the Department of Tourism at the end of each quarter various findings emerging from the CTS; as well as modifying the questionnaires to be administered to various sampled Groups. The yearly reports shows the profile of both national and international tourists, their main attractions, sources of information, preference in tour booking, internal travel, visit frequency, average length of stay, daily expenditure pattern, their mode of arrival, accommodation, their satisfaction with the present destination and their suggestions for improving Kerala as a tourist destination.

110

Destinations surveyed during last CTS :

Sl.No.	District	Destination surveyed
1	Trivandrum	City-Varkala-Kovalam
2	Kollam	Backwaters, Thenmala
3	Kottayam	Kumarakom
4	Idukki	Munnar-Thekkady-Vagamon
5	Alleppey	Backwaters
6	Ernakulam	Kochi-Aluva-Paravoor
7	Thrissur	Guruvayoor-Parambikulam-Athirappilly
8	Kozhikodu	City-Kappad
9	Palakkad	Malampuzha-Nelliyampathy
10	Malappuram	Nilambur
11	Kannur	Muzhuppilangad
12	Wayanad	Edakkal-Pokkotu Lake
13	Kasargod	Bekal
14	Pathanamthitta	Erumeli


Sample size

The sample sizes for the last CTS are as follows :

	2004-05	2005-06	2006-07
Foreigners	3907	4543	5066
Non Keralites	12391	13773	38657
Keralites	5260	9100	12303

Counter Signed


P.G. SIVAN
 Deputy-Director II
 &
 SPIO, Tourism Department


Research Officer
 Department of Tourism



GOVERNMENT OF KERALA
DEPARTMENT OF TOURISM

Arrivals during the month ending :

Name and Address of the Hotel :

(With Telephone number) :

Nationality wise Statistics of Foreign and Domestic Tourists					
FOREIGN			DOMESTIC		
Sl.No.	Nationality	Number of Tourists	Sl.No.	State & UT'S	Number of Tourists
1	Australia		1	Andaman&Nicobar	
2	Austria		2	Andhrapradesh	
3	Baharain		3	Arunachalpradesh	
4	Bangladesh		4	Assam	
5	Belgium		5	Bihar	
6	Brazil		6	Chandigarh	
7	Canada		7	Chhattisgarh	
8	China		8	Dadra&NagarHaveli	
9	Czech		9	Daman&Diu	
10	Denmark		10	Delhi	
11	France		11	Goa	
12	Germany		12	Gujarat	
13	Iran		13	Haryana	
14	Israel		14	Himachal Pradesh	
15	Italy		15	Jammu&Kashmir	
16	Japan		16	Jharkhand	
17	Kenya		17	Karnataka	
18	Korea		18	Kerala	
19	Kuwait		19	Lakshadweep	
20	Malaysia		20	Madhyapradesh	
21	Maldives		21	Maharashtra	
22	Mexico		22	Manipur	
23	Nepal		23	Meghalaya	
24	Netherlands		24	Mizoram	
25	Newzeland		25	Nagaland	
26	Oman		26	Orissa	
27	Pakistan		27	Pondicherry	
28	Philippines		28	Punjab	
29	Quatar		29	Rajasthan	
30	Russia		30	Sikkim	
31	Singapore		31	Tamilnadu	
32	Saudi Arabia		32	Tripura	
33	South Africa		33	Utterakhand	
34	Spain		34	Uttarpradesh	
35	Srilanka		35	West Bengal	
36	Sweeden		36	Others	
37	Switzerland				
38	Thailand				
39	U.A.E				
40	UK				
41	USA				
42	Yugoslavia				
43	OTHERS				
TOTAL FOREIGNERS			TOTAL INDIANS		



Occupancy Rate for the Month :

COUNTERSIGNED BY :

DD.,E&S

Signature and Name of the Enumerator