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अतोथो वेदरठ बेहरा

Welcome

to the

REVIEW MEETING

on

CAPACITY BUILDING OF OFFICIALS OF STATE/UT TOURISM DEPARTMENTS

for

Tourism Statistics

09 November 2022, 11:00 AM

Why Tourism Statistics are important

Optimal Policy making

Assessing the impact of various policy interventions

Infrastructure planning

Planning & financing for Infrastructure Upgradation at Destination

Competitiveness

Providing data to UNWTO for Travel and Tourism Competitiveness Index“.

Product Development

Providing market insights for innovative product development

Contribution of Tourism

Estimating the contribution of Tourism in National GDP

Tourism survey for estimation of important Tourism Statistics

- At present limited amount of Tourism statistics i.e. Domestic and Foreign Tourist visits/visitors are being collected from the State/UTs which is published in India Tourism Statistics. Further there is non uniformity in the data being collected.
- For comprehensive collection of important Tourism statistics across all districts of our country, Ministry of Tourism has developed a Standard Tourism survey Methodology which is inline with UN stats.

Tourism Statistics covered under this Tourism survey

Category	Indicators
Domestic Tourist visits & Foreign Tourist visits (State wise-- District wise-Major Attraction* wise-year wise- month wise)	<ul style="list-style-type: none">• No. of Tourist visits• Country/State of Residence wise Distribution of no. of Tourist visits• Gender wise Distribution of Tourist visits• Average Expenditure• Age Group wise distribution of Tourist visits• Mode of Exit from the district wise Distribution of Tourist visits• Purpose of visit wise distribution• Type of Accommodation and Country/State of Residence wise Distribution of Tourist visits
Accommodation (Type of accommodation unit wise)	<ul style="list-style-type: none">• Domestic Tourist Guests• Foreign Tourist Guests• Monthly Occupancy rate• Function/skill wise employment• Age group wise employment

Initiative of Ministry of Tourism

To assist State/UT Tourism Department in

- implementation of standard Tourism survey methodology across all State/UTs
- collection of tourism statistics at district level



Phases of Tourism survey

- Tourism survey to be executed in two phases.

Phase 1 (One Month)

Phase 2 (Twelve Months)

BRIEF ABOUT PHASE I: PRELIMINARY PHASE


Accommodation Units

- ❖ Listing of accommodation units


Destination

- ❖ Listing of Tourist Attractions
- ❖ Ticketed Tourist Attractions- No. of Tickets sold
- ❖ Non ticketed Tourist Attractions- Headcount

Selecting prominent Tourist Attractions in each district whose Cumulative footfalls captures more than 90% footfalls in the district



Sample amongst various exit points of the district to be distributed in proportion to the footfall



Exit point

- ❖ Flow of exit of visitors at all exits points of the district.

BRIEF ABOUT PHASE II: Main PHASE (12 months)

Exit point Sample survey

Survey of **400 travellers per district per month**)

Survey for **14 days** in a month

Destination Survey

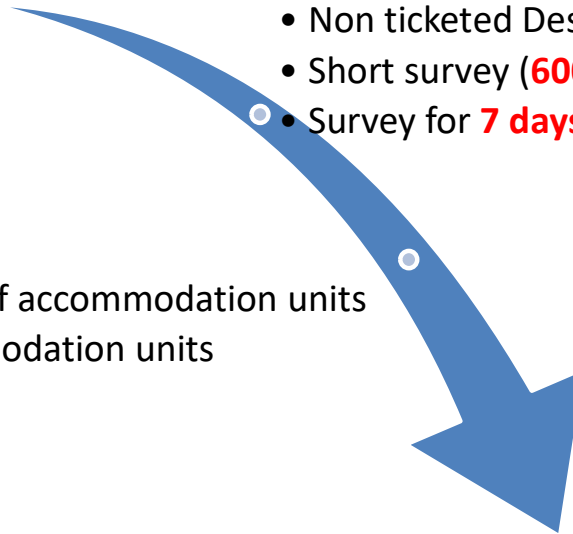
- Ticketed Destination- No. of Ticketed sold
- Non ticketed Destination- Headcount
- Short survey (**600 tourists per district per month**)
- Survey for **7 days** in a month

Accommodation Survey

- Quarterly updating of list of accommodation units
- Monthly survey of accommodation units

TWELVE MONTHS DURATION

Estimation of various
Tourism Statistics



Post Survey period estimation

- The survey at destinations and exit points shall last for one year.
- For estimation during post survey period a ratio will be worked out for each month and for each district based on the data gathered during survey period.
- Post survey, the list of accommodation units in selected tourist destinations in States/UTs may be updated on a regular basis by the State/UT Governments and ask monthly data from the accommodation units regarding occupancy rate and number of guests (AC).
- Number of visitors visiting the district can be estimated by multiplying the ratio with the number of guests.

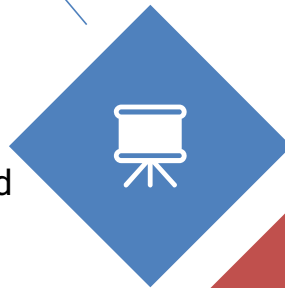
Phase I- Secondary Sources of Data

Destinations

List of Tourist attractions taken from State Tourism departments

Categorization of Tourist attractions in Ticketed and Non Ticketed

identification of prominent tourist destinations based on tourist footfall.



Exit Points

Footfall data collected from Indian Railways (Station wise), Airports Authority of India (Airport wise) and State Transport Corporations (Bus Terminal wise)

Accommodation Units Listing

Secondary sources

- Municipal Corp.
- DISCOMs
- Police Licensing
- FRRO
- State Tourism Departments

Status of Data collection from Secondary sources

Data	Status
<u>Preparation of Accommodation database after verification of list sent by Ministry of Tourism</u>	Data pending with State/UTs: Delhi, Haryana, Puducherry, Jharkhand Partial Data received: Maharashtra, Rajasthan, Jammu & Kashmir, Telangana, Andhra Pradesh, Karnataka, West Bengal
<u>Tourist Attractions database</u>	Data pending with State/UTs: Haryana, Jharkhand, Partial Data received: Jammu & Kashmir
<u>Identification of prominent tourist attractions</u>	Data pending with State/UTs: Haryana, Jharkhand, Lakshadweep, West Bengal
<u>Data on Passengers travelled from bus terminals of each district</u>	Pending State/UTs: Delhi, Punjab, Chhattisgarh, Himachal Pradesh, Madhya Pradesh, Jharkhand

Status of DTV/FTV

S.NO	States/UTs	Months	S.No.	States/UTs	Months	S.No	States/UTs	Months	S.No	States/ UTs	Months
1	Andaman & Nicobar Islands	Jan-APRIL	12	Gujarat	Jan-July	23	Manipur	Jan-Aug	34	Tripura	Jan-august
2	Andhra Pradesh	Jan-Mar	13	Haryana	Jan-Mar	24	Meghalaya	Jan-June	35	Uttar Pradesh	Jan-Mar
3	Arunachal Pradesh	Jan-Aug	14	Himachal Pradesh	Jan-June	25	Mizoram	Jan-Aug	36	Uttarakhand	Jan-Sept
4	Assam	Jan-Aug	15	Jammu & Kashmir	Jan-Mar	26	Nagaland	Jan-Aug	37	West Bengal	jan-Sept
5	Bihar	jan-Sept	16	Jharkhand		27	Odisha	jan-july			
6	Chandigarh	jan-Sept	17	Karnataka	jan-Sept	28	Puducherry	Jan-Aug			
7	Chhattisgarh	Jan-June	18	Kerala	jan-Sept	29	Punjab	Jan-june			
8	Dadra & Nagar Haveli	Jan-June	19	Lakshadweep	Jan-Mar	30	Rajasthan	jan-Sept			
9	Daman & Diu	Jan-June	20	Ladakh	Jan-June	31	Sikkim	Jan-Aug			
10	Delhi	Jan-Mar	21	Madhya Pradesh	Jan-Mar	32	Tamil Nadu	jan-Sept			
11	Goa	Jan-july	22	Maharashtra		33	Telangana	Jan-june			

Interventions/Facilitation by Ministry of Tourism in execution of Tourism survey

Survey Methodology & Manual

List of Empanelled survey agencies

Model RFP for State/UT for selection of agency

Proposal format for seeking Central Financial Assistance

Selection of Agency

Hands on Training to State & District Tourism officers

Sensitisation Workshops

Training

IT

Conduct of All India Inception & Zonal workshops

Mobile App for real time data entry by surveyors with GPS co-ordinates

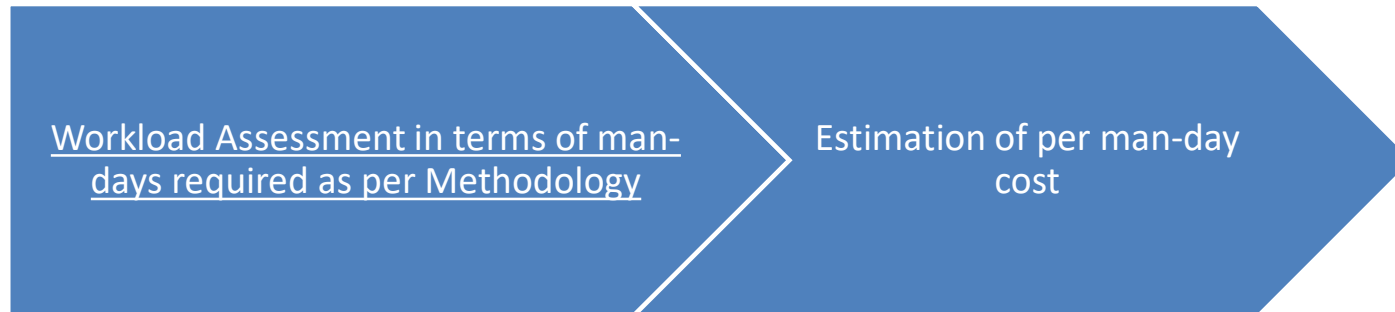
An Inetgrated Dashboard for for data visualisation

Publicity Video

Status of survey tools

S. No.	Survey Tools	Details
1	Model RFP to engage agency	Shared vide letter No. 10(1)2018-MRD dated 10 th May 2022 and mail dated 13 th May 2022
2	List of empanelled agency with MOT to conduct tourism survey	Shared vide D.O. No. 10 (1)2018-MRD and mail dated 17 th August 2022
3	Survey manual kit: 1. Survey Manual 2. Data processing manual 3. Updated methodology 4. Proposal format	Attached herewith. Further, Hindi version of survey manual and updated methodology will be shared shortly.
4	Mobile App	Access to Mobile App/Survey monitoring dashboard will be provided shortly with separate login-ids
5	Survey monitoring dashboard	
6	All India workshop	May be conducted by November/ December 2022 and depends on state/UT readiness.
7	Zonal workshop	
8	State/UT specific training	Depends on request of state /UT. Also it will conducted just before the initiation of tourism survey in respective state/UTs.
9	Publicity vide9o	Script has been finalized. Will be shared with states/UTs shortly.

Proposed Cost Estimation methodology



- The work of counting at non ticketed tourist attractions is quite cost consuming.
- Some State/UTs have shared the huge number of prominent tourist attractions which needs to be reviewed by the State/UTs.
- Emphasis to be laid upon prominent tourist attractions having 90% cumulative footfall in the district.

Process for selection of Survey agency

Criteria	Technical Bid	Financial Bid (Phase-I)	Financial Bid (Phase-II)	Remarks
Scenario-I Case-I	Use Empaneled Agency List provided by Ministry of Tourism	No cost if use Secondary data	Costing Phase-II	Rule 193 (GFR 2017) Least Cost System (LCS). As Technical Evaluation is already conducted.
Scenario-I Case-II	Use Empaneled Agency List provided by Ministry of Tourism	Costing Phase-I	Costing Phase-II	Rule 193 (GFR 2017) Least Cost System (LCS). As Technical Evaluation is already conducted.
Scenario-II Case-I	Conduct Empanelment/Open Tender at State/ UT Level	No cost if use Secondary data	Costing Phase-II	Rule 164 (GFR 2017) Two-Stage Bidding (Obtain bids in two stages with receipt of financial bids after receipt and evaluation of technical bids
Scenario-II Case-II	Conduct Empanelment/Open Tender at State/ UT Level	Costing Phase-I	Costing Phase-II	Rule 192 (GFR 2017) . Quality and Cost Based Selection (QCBS)



Requirement from State Tourism Department

- Finalize the database on Accommodation units, Tourist attractions and exit points at the earliest possible.
- Initiate process of selection of survey agency.
- Explore the possibility for implementation of “Collection of Statistics Act” for smooth collection of tourism statistics.
- Nomination of District Tourism officers for monitoring the district level survey.



QUESTIONS

