



भारत सरकार  
पर्यटन मंत्रालय  
GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

D.O. No.10(1)/2018-MRD

Date: 10<sup>th</sup> May 2022

To,

Ms. Shilpa Gupta,  
Additional Managing Director,  
Madhya Pradesh Tourism Board,  
6<sup>th</sup> Floor Lily Trade Wing, Above D-Mart,  
Jehangirabad, Bhopal, Madhya Pradesh-462008

Subject: Capacity Building for Data on Domestic & Foreign Tourist Visits in the State/UTs.

Sir / Madam,

Ministry of Tourism, Government of India, every year compiles data on Domestic & Foreign tourist visits at district & destination level based on the information received from the States/UTs. In order to standardize the methodology for data collection by State/UTs, Ministry of Tourism, Government of India has developed an approved Standard Tourism Methodology for estimation of Data on Domestic & Foreign tourist visitor and has taken an initiative to roll out the methodology across all State/UTs. The data is of utmost importance for policy planning as it helps in continuous evaluation of various initiatives of Ministry of Tourism.

In this connection, it is to bring in your notice that for implementation of the said survey methodology, engagement of a survey agency is required by the States/UTs. For the said purpose, Ministry is in process of empanelment of agencies which will facilitate States/UTs to select agency on the basis of financial bid done at state/UT level. In this regard Ministry of Tourism has already floated tender on CPP portal for empanelment of agencies zone/region wise which may be seen on CPP vide link:

[https://eprocure.gov.in/eprocure/app?component=%24DirectLink\\_0&page=FrontEndAdvancedSearchResult&service=direct&session=T&sp=SupSLx2Hua3LR1d0AmaCR5Q%3D%3D](https://eprocure.gov.in/eprocure/app?component=%24DirectLink_0&page=FrontEndAdvancedSearchResult&service=direct&session=T&sp=SupSLx2Hua3LR1d0AmaCR5Q%3D%3D)

It may be noted that States/UTs may hire survey agency by their own or they may use survey agencies empanelled by the Ministry of Tourism for implementation of the said survey methodology in their respective States/UTs. I am directed to share draft sample Request for Proposal (RFP) which is enclosed for those States/UTs who may empanel agencies independently for conducting tourism survey.

Thanking You

With Regards,  
Kirti Gaikwad  
Deputy Director (MR)  
011-23724159  
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Encl: As above

Copy to:

- Shri Yuvraj Padole, Deputy Director (Events and Marketing), M.P. Tourism

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