

## SURVEY QUESTIONNAIRE–OPMD MDA SCHEME – TOURISM SERVICE PROVIDER (MDA BENEFICIARIES)

National Productivity Council (NPC) under Ministry of Commerce & Industry, Government of India, has been engaged to undertake **Evaluation of ongoing Overseas Promotion and Publicity including Marketing Development Assistance Scheme (MDA) during 2014-15 to 2018-19** by Ministry of Tourism, Government of India. The evaluation study focuses on the implementation of Central Sector Scheme OPMD by the India Tourism Offices of the Ministry of Tourism overseas in terms of physical and financial targets and achievements as per the guidelines of the scheme. The evaluation also includes Marketing Development Assistance provided by Ministry of Tourism. The evaluation would include verification of increased tourist awareness and subsequent tourist arrivals to India as a result of the promotional efforts made by the overseas offices under ‘Incredible India’ campaign.

The information/data provided would be kept confidential and would be utilized exclusively for the evaluation study purposes only

<b>1.0</b>	<b>General Information</b>					
<b>1.1</b>	State - _____					
<b>1.2</b>	Name of the Respondent: _____ Designation: _____					
<b>1.3</b>	Name of the firm _____ Address _____ _____ Tel. /Fax No. _____ Mobile No: _____ E-mail: _____ Web site: _____					
<b>1.4</b>	Month & Year of Registration _____ Registration Authority _____					
<b>1.5</b>	Please give details of the services and locations/circuits you cover in the Tourism based services? _____ _____ _____					
<b>1.6</b>	Number of Tourists to whom tour/ travel services were provided by you during 2014-15 to 2018-19					
	<b>Tourists Category</b>	<b>2014-15</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-18</b>	<b>2018-19</b>
	<b>Domestic</b> (No of Tourists handled)					
	Average length of Tour Package of Tourists handled(In days)					
	<b>Domestic Earnings (Rs. Lakhs)</b>					
	<b>Overseas</b> (No of Tourists handled)					
	Average length of Tour Package of Tourists handled					
	<b>Foreign Export Earnings</b> of the firm					

(US \$)									
<b>2.0</b>	<b>Fund and Expenditure Details (2014-15 to 2018-19) (Rs. Lakhs)</b>								
<b>2.1</b>	<b>Details of MDA Assistance Received</b>								
	Year	Type	2014 – 15 (Nos.)	2015 – 16 (Nos.)	2016 – 17 (Nos.)	2017 – 18 (Nos.)	2018-19 (Nos.)		
	No of Proposals Submitted	Sales Tour							
		Travel Fair/Exhibition							
		Road Shows							
	No of Proposal Approved	Sales Tour							
		Travel Fair/Exhibition							
		Road Shows							
<b>2.2</b>	<b>Details of Funds and expenditure towards MDA Grant</b>								
	Year	Total Expenditure incurred (Rs. Lakhs)	Amount of fund release against MDA submitted to Govt for promotional activities (Rs Lakh)	Funds received from Govt for promotional activities (Rs Lakh)	Remark				
	2014-15								
	2015-16								
	2016-17								
	2017-18								
	2018-19								
<b>2.3</b>	<b>Details of Locations / Events Attended</b>								
	Year	Name of the Event	Date of the Event	Location of the event	Category of activity (Sales Tour /Travel Fair/Exhibition /Road Shows)	Durati on of stay	Amount of MDA claimed	Amoun t of the MDA receive d	Remark
	2014-15								
	2015-16								
	2016-17								
	2017-18								
	2018-19								
<b>3.0</b>	<b>Component wise details</b>								
<b>3.1</b>	<b>Details of Overseas Promotion through India Tourism Service Providers</b>								
	Year	No. of Overseas Promotion activities Undertaken	Expenditure on Overseas Promotion Activities conducted (Rs. Lakhs)	Funds Received from GoI for Overseas Promotion Activities (Rs. Lakhs)	Total Fund Utilized for Overseas Promotion Activities (Rs. Lakhs)	Please provide details regarding the effectiveness and Impact of Overseas Promotion Activities conducted			
	2014-15								
	2015-16								
	2016-17								

	2017-18						
	2018-19						
3.2	<b>Details of Utilization of Different Media Platforms by Tourism Service Providers</b>						
	Year	Name of the Channels utilized for promotion activities by Tourism Services	Name of the Online portals utilized for promotion activities	Name of the Social media handles utilized for promotion activities	Name of the Print publications utilized for promotion activities	Reasons for selection of Media Platforms	Please provide details regarding the effectiveness and Impact of Media Platforms Selection
	2014-15						
	2015-16						
	2016-17						
	2017-18						
	2018-19						
	<b>Details of Expenditure on Different Media Platforms by Tourism Service Providers</b>						
	Year	Expenditure on TV Channels utilized for promotion activities by Tourism Services	Expenditure on Online portals utilized for promotion activities	Expenditure on Social media handles utilized for promotion activities	Expenditure on Print publications utilized for promotion activities	Reasons for selection of Media Platforms	Please provide details regarding the effectiveness and Impact of Media Platforms Selection
	2014-15						
	2015-16						
	2016-17						
	2017-18						
	2018-19						
3.3	Please give your opinion on the following promotional measures adopted by Ministry of Tourism for promotion of tourism overseas in a 5 point scale						
	Media	Visibility (1= Yes, 2=No)	Rating of promotional measures (1= Excellent, 2= Very Good, 3= Good, 4= Average, 5= Poor)	Remarks, If any			
	Television						
	Print						
	Digital						
Social Media							

	Outdoor			
	Radio			
	SMS			
	Airline Boarding Passes, Railway Tickets			
<b>4.0</b>	<b>Implementation Related Details</b>			
4.1	Time taken from the date of submission of application for MDA to the date of communication of approval of the MDA (in Months)			
4.2	Whether there is any procedure or checklist followed in getting the approval of the MDA? (1= Yes, 2= No)			
4.2.1	If Yes, please give details of the procedure for getting the approval of the MDA? _____ _____ _____			
4.3	Whether any personal interaction was taken up for MDA approval? (1= Yes, 2= No)			
4.4	Whether any documentation of activities was undertaken for release of MDA was sought by Ministry of Tourism? (1= Yes, 2= No)			
4.4.1	If Yes, please provide the details _____ _____ _____			
4.5	Please give details of documents submitted along with the Claim Forms for reimbursement of MDA grant? _____ _____ _____			
4.6	Please elaborate the challenges faced in Sales Tour /Travel Fair/Exhibition /Road Shows you attended under MDA grant _____ _____ _____ _____			
4.7	Whether the funds sanctioned were adequate for meeting the promotional campaigns? (1= Yes, 2=No)			
4.7.1	If no, please elaborate _____ _____ _____			
<b>5.0</b>	<b>Information about Centralized Media Campaign</b>			
5.1	Do you know about Centralized Media Campaign ('Incredible India') campaign of ministry of Tourism? (1=Yes, 2=No)			
5.1.1	If Yes, Please elaborate _____ _____ _____			

5.2	Have you received or developed any promotional material under Centralized Media Campaign ('Incredible India') campaign? (1=Yes, 2=No)			
5.2.1	If Yes, Please elaborate _____ _____ _____			
5.3	While undertaking marketing /promotional activities overseas did you see any mass advertisement mediums currently used to promote Centralized Media Campaign ('Incredible India') campaign overseas? (1=Yes, 2=No)			
5.3.1	If Yes, Please give details _____ _____ _____			
<b>6.0</b>	<b>Impact/Outcome/Suggestions</b>			
6.1	<b>Please provide information about the preference of tourists during their visit?</b>			
	<b>Priority areas</b>		<b>Please Rank their Priority in Decreasing order starting from the highest, where 1 is Highest and 9 is the lowest priority</b>	
	1	Enjoy local art forms		
	2	House boat cruise		
	3	Visit places for historical importance		
	4	Sightseeing		
	5	Curio/Handicrafts collection		
	6	For medical treatments		
	7	Religious visits		
	8	Ayurvedic treatments		
	9	Adventure Tourism		
	10	Others(please specify _____)		
11	Others(please specify _____)			
6.2	Please elaborate Targets and milestones achieved during the period from 2014-15 to 2018-19 _____ _____ _____			
6.3	<b>Impact measures</b>	<b>(1=Yes, 2= No)</b>	<b>If yes, Please give details</b>	<b>If no, please give your views</b>
	5.3.1 Increase in foreign tourist arrivals			
	5.3.2 Increased participation in Travel Fairs/Exhibitions			
	5.3.3 Increase in touoperators collaborations			
	5.3.4 Increase in awareness workshops at designated centers/locations			
6.4	Please give your suggestions for improving the effectiveness of MDA scheme _____ _____ _____			

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6.5	Please give your suggestions for improving the effectiveness of promotional efforts to attract foreign tourists to India <hr/> <hr/> <hr/> <hr/>

Name of the Official/Investigator: \_\_\_\_\_

Signature: \_\_\_\_\_

Place of Survey: \_\_\_\_\_ Date: \_\_\_\_\_

Name and Signature of Head /  
Authorized Official with Seal

*Thank You*

