



सत्यमेव जयते

UNION TERRITORY OF JAMMU & KASHMIR

EVALUATION REPORT ON

**PACKAGE OF INCENTIVES TO TOURISM INDUSTRY
(KASHMIR DIVISION)**

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**2014-15
to
2018-19**

**CONDUCTED BY
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PREFACE

The **Package of Incentives to Tourism Industry** is a beneficiary oriented programme designed to provide incentives under various interventions. The main aim of the programme is to promote and revitalize the Tourism Sector in the Union Territory of Jammu & Kashmir. The programme specifically focuses on the Conversion of Residential houses into Paying Guest accommodations, Purchase of DG Sets, enhancing of Adventure/Recreation activities, acquiring of Tourist Coaches etc.

The State Level Evaluation Committee (SLEC) during its 9th meeting among other programmes assigned "**Package of Incentives to Tourism Industry**" of Tourism Department for evaluation.

The evaluation study of the programme was conducted at the Regional level (Kashmir) covering all the units established under it since its implementation. The study aimed to evaluate the impact of the programme on the socio-economic status of beneficiaries covered under the scheme due to implementation of this Incentive Scheme

Apart from Director General, PM&CE Division, PD&MD, Regional Directors Evaluation & Statistics Jammu / Kashmir, the report of the study was also shared with HoD, Economics Department Kashmir University and HoD, Statistics Department Jammu University for technical inputs/suggestions in accordance with the terms and Conditions of the Technical Advisory Committee (TAC) on Evaluations.

Gratitude to all those who contributed in the conduct of evaluation study especially HoD, Economics, Kashmir University and HoD, Statistics, Jammu University for sharing their valuable inputs/insights, which enhanced the quality and content of this report.

The report of the study stand approved by the Apex Level Evaluation Committee (SLEC) in its 10th meeting held on May 15-16th, 2024 for release. The Evaluation report is released with the hope that findings of the study would go a long way in bringing about an improvement in the implementation of the programme.

Jammu.
September, 2024.

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Highlights of the study

- The “**Package of Incentives to Tourism Industry**” is a beneficiary oriented programme wherein subsidies are provided under various interventions. The main aim of the programme is to promote and boost the Tourism Industry in the Union Territory of Jammu & Kashmir.
- The number of local tourists who visited valley during 2014-15 to 2018-19 was 5814565 (81.89%) against the target of 7099810. Similarly, 202147 (75.50%) foreign tourists visited Kashmir against the target of 267718 during the said period. Moreover, 1834369 (80.95%) pilgrims also visited Shri Amarnath Ji Shrine in Kashmir from 2014 to 2019 against the target of 2109521.
- The lodging facilities available in the Kashmir Division presently show that 593 Hotels, 820 Guest Houses, 580 Paying Guest Houses and 910 House Boats are providing service to the tourists visiting Kashmir.
- The departmental claim is that a total of 80 beneficiaries (100%) have been covered under various interventions of “Package of Incentives to Tourism Industry programme” during the reference period against the target of 80 beneficiaries.
- Out of 80 beneficiaries covered, 15 (19%) beneficiaries have been covered under the intervention “**Conversion of Residential Houses into Paying Guest Houses**”. Similarly, 22 (27%) have been covered under “**Adventure/Recreation Activities**”, 30 (38%) under “**Purchase of Tourist Coach**” and 13 (16%) under “**Purchase and Installation of DG Sets**” intervention during the period from 2014-15 to 2018-19.
- The year-wise number of beneficiaries covered show that during the year 2014-15, it was 22 (27%), during the year 2015-16 & 2016-17 it was 31 (39%) & 19 (24%) respectively. Similarly, during the year 2017-18, the achievement figures are 08 (10%). The year-wise achievement of beneficiaries reflects constant decrease and during the year 2018-19 no provision was kept under the instant programme.
- An amount of **Rs. 369.54** lacs has been made available under the said programme during 2014-15 to 2018-19 and 100% of the funds claimed to have been incurred on various interventions of the programme by the Department.
- Major portion of the funds have been made available and incurred in District Srinagar, wherein an amount of Rs. 250.20 lacs have been incurred during the year from 2014-15 to 2018-19 by covering 49 beneficiaries under various interventions of the programme.
- An amount of **Rs. 188.04** lacs (**51%**) have been incurred on “**Purchase of Tourist Coaches**” followed by an amount of **Rs. 111.97 (30%)** lacs on “**Adventure & Recreation Activities**” during 2014-15 to 2018-19. Similarly, an amount of **Rs. 41.22 (11%)** lacs has been spent on “**Purchase and Installation**

of DG Sets” and an amount of **Rs. 28.31 (8%)** lacs has been incurred on **“Conversion of Residential Houses into Guest Houses”** during the period under report.

- All the 80 beneficiaries covered under the “Package of Incentive to Tourism Industry Programme” were taken into the ambit of instant Evaluation Study along with 40 Tourists, 10 each from four major tourist spots viz Gulmarg, Pahalgam, Sonamarg and Dal-lake who were also contacted to get their opinion about the available tourist facilities during their visit to Kashmir.
- Only, 74 (93%) out of the 80 beneficiaries covered under the programme were traced out/ contacted and out of these 74, 72 (97 %) beneficiaries were males and 2 (3%) were females.
- The business activities are being carried out within the tourist areas by the 74 (100%) contacted beneficiaries as per the norms of the programme.
- 100% (74) beneficiaries reported that the necessary approval was sought from the department to start the tourist related activity under the programme.
- 38 (51%) of the beneficiaries out of 74 reported that the sanctioning process was **“FAIR”** while as 8 (11%) reported that it was **“Time Consuming”**. Similarly 26 (35%) reported that the sanctioning process of the cases was **“Easy”** while as 2 (3%) reported that it was **“Tough”**.
- Out of 74 contacted beneficiaries under the instant evaluation study, 29 (39%) has availed loan facility **“Up to 10 Lacs”**. Similarly, 22 (30%) had availed the loan facility **“10 lacs & above”** to boost their respective business activity while as 23 (31%) had not availed loan facility.
- 73 (99%) of the contacted beneficiaries reported that they received the amount of assistance provided under the programme. However, 01 (1%) negated the departmental claims of receiving any amount of assistance.
- 41 (56%) of the recipients of the assistance stated that the amount provided under the programme was **“Sufficient”** while as, 32 (44%) claimed that the amount of assistance provided was **“Insufficient”**
- Out of 74 beneficiaries, the business activities of 65 (88%) beneficiaries were found as **“Unit existing & functional”**, while as, 9 (12%) business activities were found as **“Unit existing but not functional (Defunct)”**.
- 52 (71%) beneficiaries were of the view that the annual income has increased after the receipt of the assistance under the programme, while as 8 (11%) beneficiaries reported that they did not found any virtual increase in their annual income. Similarly, 13 (18%) showed reluctance in sharing any opinion about financial contents of their business activities.

- 100% of the beneficiaries contacted suggested that there should be improvement in the programme by way of, covering more units, provision of more funds and broader publicity of the programme.
- 40 Tourists were contacted, 10 each from Gulmarg, Pahalgam, Sonamarg and Dal-Lake to get their opinion about the tourist facilities available in the valley. 47% (19) reported that the lodging facilities were **“Very Good”** during their visit to Kashmir while as, 20 (50%) reported and rated the lodging facility as **“Good”** and 01 (3%) reported it as **“Average”**.
- 35 (87%) of the tourists out of 40, expressed that they are satisfied with the available/ existing tourist facilities in the valley of Kashmir.
- Out of 40 Tourists, 39 (97%) suggested that the existing tourist facilities can be improved by way of **“Construction of more Hotels/Motels”**, **“Introduction of Modern Transportation System”** and **“more Travel Agencies”**.

Chapter-I

Introduction

Kashmir, the fabled land is known as “Jeannette Benazir” a “Paradise on Earth”. It is a destination where four distinct seasons are being experienced with its own peculiar flavor and exotic charm. It unravels its versatility and exquisite beauty as the seasons change. In spring, Kashmir is full of bright colours and fresh blossoms; summer comes with the encompassed in a natural green carpet. In autumn, Kashmir is canopied red by beautiful Chinar trees and winter wrap the entire valley with a fresh blanket of snow making it only more picturesque and grand.

Kashmir valley is a popular tourist destination for domestic and foreign tourists. Some of the popular tourist places in the valley are **Gulmarg** that has a Ski Resort, **Dal Lake** that has popular house boats, **Pahalgam** and the **Amarnath Ji Shrine**. Tourism is an important part of the Kashmir economy. Lakhs of pilgrims visit holy Amarnath Ji shrine every year and this significantly benefits the economy of the UT.

Tourism in the Kashmir valley has rebounded in recent years; the UT became one of the top tourist destinations of India. Gulmarg, one of the most Popular Ski Resort destinations in India, is also home to the world's highest green golf course. Other tourist places include Sonamarg, Kokernag, Verinag, Aharabal and Semthan-Top.

The Government of Jammu and Kashmir leaves no stone un-turned to fulfill the needs of the tourists visiting Kashmir, by way of providing all the basic facilities and in such an act “**Package of Incentives for Tourism Industry**” is in implementation to promote the tourism in the valley.

DECLARATION OF TOURISM AS INDUSTRY

In Jammu and Kashmir the Tourism has been declared as an Industry in year 1995 vide Administrative Counsel Decision No: 62 dated: 17-04-1995 and order No: 72-TSM of 1995 dated 26-04-1995. The scheme “**Package of Incentives to Tourism Industry**” was started in the Kashmir Division vide order No: 224-TSM of 2012 dated: 19-04-2012.

The details of activities being covered under “**Package of Incentives to Tourism Industry**” are given under:

1. **Adventure/Recreation Activity Centre**

It is a facility for learning as well as undertaking various adventure activities such as mountaineering, Trekking, Rock-climbing, Para-sailing, Hung-gliding, Hot air jumping, Rafting, Kayaking, Para-silling, Bungee Jumping, Yatching, Skiing, Angling, Golfing etc. The activity centre is to be operated in accordance with the international safety Standards.

2. **Amusement Park**

An open area developed in eco-friendly manner for recreational facilities for people of all ages. It contains various kinds of fun/joy rides.

3. **Cable Car/ Gondola/ Chair-Lift/Ski-lift**

This is facility for aerial transportation by rope way for general amusement or recreation or as a means of transport from lower to higher altitude. The equipment used and operation of the facility would be of internationally prescribed specifications.

4. **Cafeteria**

It is an accessible eating place which can accommodate a minimum of 30 persons at a time. The unit must have a separate hygienically maintained kitchen besides separate sanitary fitted hygienically maintained toilets for ladies and gents.

5. **Conference/ Convention Centre**

Providing of an additional facility within an existing hotel or an independent establishment where conferences, Seminars, Conventions etc can be organized. It should come with the minimum seating capacity of 150 persons at a time with other facilities.

6. **Conversion**

It is conversion of an existing residential house in to a paying guest house by making available some rooms for paying customers. A unit converting into a paying guest house must provide sanitary fitted bathrooms/ Toilets.

7. **Equipments**

Hire shops means a facility providing various types of equipments for undertaking adventure/recreation activities. The facility may stock equipments such as Skis, Kayaks, Rafts, and Tents for hiring out to paying customers.

8. **Health Club**

A facility within an existing hotel or an independent complex catering to physical exercise and other activities beneficial for the upkeep of health of a minimum of 20 paying customers at a time.

9. **Hotel**

A boarding and lodging unit providing a minimum of 30 fully furnished beds in double or single rooms each attached with sanitary fitted toilets and bath rooms with adequate dining, reception and public areas.

10. **House Boats**

A boarding-cum-lodging facility available on the water body such as a lake or river system without damaging the ecology of the water body having at least two properly furnished bed rooms and served by a separate kitchen boat and also have the proper sanitation facility.

11. **Ice-Skating Rink**

A facility open or enclosed developed for learning or leisure skating provided with all requisite equipments, change-rooms and toilets.

12. **Motels**

A lodging facility available by the road side of a highway providing a minimum of 20 furnished beds with dining facilities in double or single rooms each with attached sanitary fitted toilets and bathrooms.

13. **Paying Guest House**

It is a boarding/ lodging facility in an existing residential house created by making available some rooms within the house or by addition of one or two rooms to the existing structure and provided to tourists on payment.

14. **Restaurants**

An accessible eating place provided with chairs, Tables, crockery, cutlery and Linen to accommodate a minimum of 40 customers with proper seating at a given time where "A-LA-CARTE" meals are served and should come with all the basic facilities.

15. **Roller Skating Rink**

A facility, open or enclosed, developed for learning skating provided with all requisite equipments and basic facilities.

16. **Swimming Pool**

A scientifically constructed artificial water-body, at least 20 meters long and 10 meters wide with varying depth of standard specifications to be used for paying customers.

17. **Tourist Coach**

Air conditioned, centrally heated luxury coach with push back seats used for the normal transportation of tourist to different tourist resorts and general sightseeing of various resorts / tourist places.

ELIGIBILITY

1. An individual, a firm, a public limited company or a private limited company would be eligible for incentives provided the project for which the incentive is sought has the prior approval in writing of the Director Tourism Jammu/ Kashmir.
2. The Project should be based on proper Project report prepared by a reputed/ recognized consultant/ architect/ chartered accountant and should be financially sound and economically viable.
3. The project shall be located in an area of tourism importance as may be approved by the Department of Tourism from time to time.
4. The project shall be of a size and standard considered suitable for the area in which it is located so that the cost of its operation is not uneconomical and as such minimum requirement should confirm the criteria prescribed for projects of different categories at different places.
5. The applicants should be agreeable to abide by the regulatory conditions for the operation of the project prescribed by the Department of Tourism from time to time.

OUTRIGHT INVESTMENT SUBSIDY

1. **Capital Subsidy:** The state Government will grant 30% Capital outright investment subsidy on the fixed assets including cost of land for new Tourism units. This subsidy will also be available for expansion of existing units. However, subsidy on both accounts will be restricted to an upper ceiling of Rs.30.00 lakhs and will be available at the time of commissioning of unit in area specified.
2. **DG Sets:** 75% of the actual cost in the case noise-free diesel generating sets with a ceiling of Rs. 4.00 **lakhs** after its successful installation.
3. **Guest House:** A subsidy up to 40% of the total cost of the project would be provided to house owners for conversion of their private houses into paying guest houses subject to a ceiling of Rs. 2.00 **lakhs**.
4. **Support for Adventure/ Recreation Tourism:** A subsidy up to 50% of the cost of equipments, subject to a maximum of Rs. 7.00 **Lakhs** as a onetime measure would be available for establishment of equipment stores duly registered with the Tourism Department.
5. **Subsidy in Facility and Equipment:** A 50% subsidy up to a limit of Rs. 1.00 Lakh in each shall be available to registered tourism projects for the purchase of equipments related to the up-gradation/ improvement of kitchen health & hygiene related facilities.
6. **Replacement/ Purchase of New Tourist Coaches:** 50% subsidy with a ceiling of Rs. 7.00 lakhs, shall be available to Jammu & Kashmir state permit holders plying their coaches on recognized tourist routes for transport of tourists. Moreover, a subsidy to maximum of Rs. 2.00 lakhs shall be available for providing air-conditioning and for getting toilets/ urinals retrofitted in existing tourist coaches.
7. **Automation/ Communication networking/ computing System and other equipments:** A subsidy of 50% of the cost with a ceiling of Rs. 4.00 lakhs would be reimbursable to travel Agencies registered with Tourism Department for up-gradation of existing travel agencies.

OBJECTIVES OF THE SCHEME

The main objective of scheme is to promote and boost tourism in the Union Territory of Jammu and Kashmir.

IMPLEMENTATION OF THE SCHEME

Department of Tourism is being vested with the assignment of implementation of the Scheme.

CONCEPTUALIZATION OF THE STUDY

The State Level Evaluation Committee (SLEC) in its 9th meeting held under the chairmanship of Principal Secretary to Government Planning, Development and Monitoring Department assigned the Job of conducting the Evaluation Study on "Package of Incentives to Tourism Industry".

OBJECTIVES OF THE STUDY

1. To ascertain the usage of houses converted into paying guest houses and its impact on the income of households.
2. To ascertain if physical progress of the scheme commensurate with financial progress.
3. To ascertain the satisfaction level of the tourists with regard to facilities provided to them.
4. To assess overall impact of the Scheme.

SOURCE OF DATA

The Official Data (Secondary Data) was collected from Directorate of Tourism Kashmir and the Primary Data was collected from the field by having spot visits and interaction with the stake holders.

REFERENCE PERIOD

The reference period for the Study is from 2014-15 to 2018-19. It is in place to mention here that the record prior to the year 2014-15 has got washed away due to floods of September 2014 as reported by the concerned Department.

SAMPLE SIZE

All beneficiaries in Kashmir Division have been taken into account for field enquiry. Moreover, **10** Tourists from each major four tourist spot of Kashmir Division (**Pahalgam, Gulmarg, Sonamarg and Dal-Lake Srinagar**) have been contacted for recording their views.

INSTRUMENT OF INVESTIGATION

A set of three Schedules were devised for collection of official and field Data.

TABULATION AND REPORT WRITING

The Tabulation of the field Data has been done by the Staff of the respective sample District Statistics & Evaluation Officers and the report writing by the Regional Director Evaluation & Statistics Kashmir under the overall guidance and support of Directorate of Economics & Statistics J&K.

ANALYTICAL TOOLS

Simple Averages and Percentages have been used as analytical tools in the Evaluation Report. Besides, Graphs and Diagrams have also been put to use at appropriate places in the report.

CHAPTER-II

SCHEME AND ITS PROGRESS

Kashmir is known for its diverse tourist destinations as it possess the unique tourism potential with geographical, cultural, ethical and climatic variety of continental dimensions.

Tourism Department is doing its best to increase the flow of tourists to visit the valley by carrying out various measures like conducting festivals, organizing road shows and strengthening tourism related infrastructure so as to compete with the international standards and attract more and more tourists including the foreigners.

“Package of incentives for Tourism” is an act of promoting tourism in Kashmir Division by way of providing incentives to the people under various interventions/activities to be started by them. An individual, a firm, a public limited company or a private limited company is eligible for incentives however; the project shall be located in an area of tourism importance.

Below given table gives us a cursory look at the flow of tourists who visited the valley from year 2014 to 2019.

S. No	Type of Tourist	2014		2015		2016		2017		2018		2019		Total	
		Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach
1	Local Tourist (Domestic)	1307753	1137177	1033161	898401	1466898	1275564	1376482	1196941	890938	774729	1024578	531753	7099810	5814565
2	Foreigner	31247	27172	33297	28954	28193	24516	36451	31697	64433	56029	74097	33779	267718	202147
3	Pilgrims (Amarnat Ji Yatra)	428845	372909	405686	352771	253563	220490	298518	259581	327764	285013	395145	343605	2109521	1834369
	Total	1767845	1537258	1472144	1280126	1748654	1520570	1711451	1488219	1283135	1115771	1493820	909137	9477049	7851081

The table give above reveal that the local (domestic) tourists who visited Kashmir from the year 2014 to 2019 is 5814565 (**81.89%**) against the expected target of 7099810. The maximum number of local /domestic tourists visited the valley in year 2016, wherein 1275564 (**86.98%**) visited against the target of 1466898.

The flow of foreign tourists visiting Kashmir is comparatively less as is reflected in the above table. From the year 2014 to 2019, 202147 (**75.50%**) foreigners have visited the valley against the expected target of 267718. The maximum number of foreign tourists visited Kashmir during the year 2018, wherein 56029 (**86.95%**) visited the valley against the target of 64433.

Similarly, 1834369 (**86.95%**) pilgrims visited Shri Amarnath Ji Shrine in Kashmir from 2014 to 2019 against the target of 2109521. The highest number of pilgrims who visited Kashmir on pilgrimage to Shri Amarnath Ji is 372909 (**86.95%**) during the year 2014, against the expecting target of 428845.

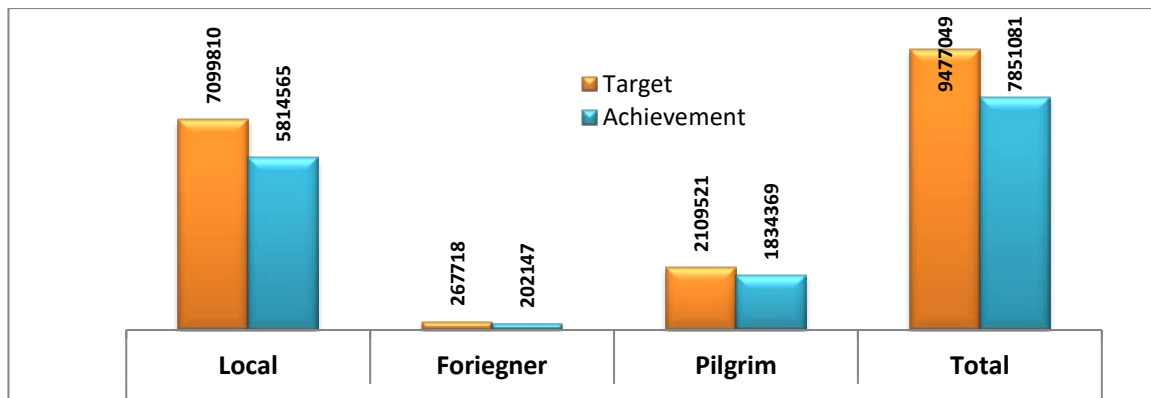
If we look at overall flow of tourists who paid visit to Kashmir from the year 2014 to 2019, we can find that against the Target of 9477049 Tourists under various categories, 7851081 (**82.84%**) people have visited the Kashmir valley.

The tourist arrival targets were reported usually fixed on the basis of the Tourist Footfall of previous year by giving a limited hike upto 10 to 15%. Examination of figures on tourist arrival figures during reference period given in above table, however, reveal that the targets have not been fixed following a projection rate 10-15% as mentioned above.

As the targets fixed for next years during the reference period were observed not set according to projection rate of 10-15%, the matter was taken with Director Tourism Department Kashmir to clarify what methodology has been used to fix tourist arrival targets every year.

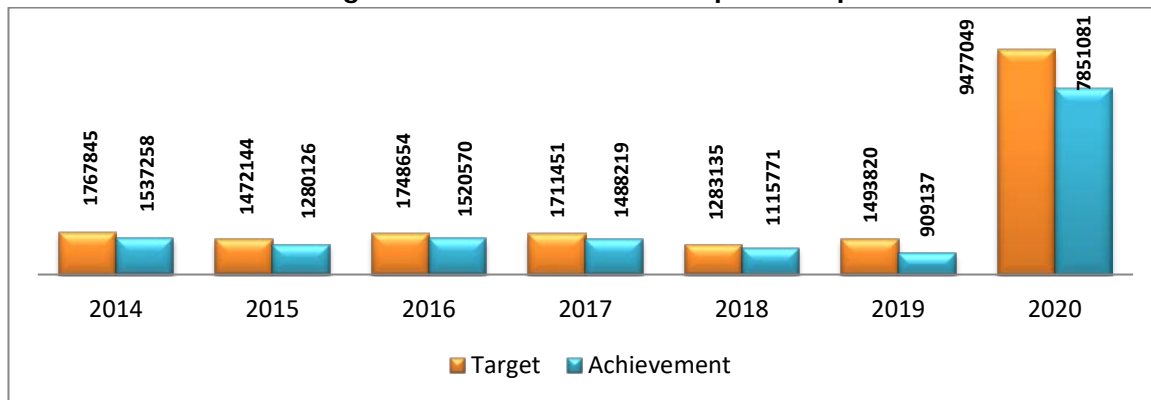
In response, the Director Tourism Department Kashmir vide letter No: PLN/499/DTK/370 dated:06-06-2022 states that tourist footfall is recorded on daily basis by the Enforcement wing of his Directorate and tourist arrivals are recorded. On the basis of tourist arrival records available with the Directorate, the tourist arrival targets for next years are usually fixed on projection rate of 10-15%. However, due to Covid Pandemic and law and Order problem during the reference period of the study the tourist arrival targets were not fixed as expected.

Keeping the huge influx of tourists visiting Kashmir valley every year, it is suggested that tourism Department should devise some scientific methodology for fixing tourist arrival targets in collaboration with the subject matter specialist so that more accurate tourist arrival targets are fixed and arrangements could be made accordingly avoiding last minute chaos and confusion.



2014-19

Year wise Target and Achievement in Graphical Representation



It is a challenge for the Tourism Department to accommodate huge influx of tourists visiting Kashmir. Private as well as public entrepreneurs are being encouraged/ provided incentives under the “Package of incentives to Tourism” programme to invest in establishing tourist infrastructure such as Hotels, Conversion of Residential Houses into paying Guest Houses and other interventions to welcome the expected increase of Tourists in the valley. As of now, the present status of the available tourist infrastructure is as under:

S. No	Item of Infrastructure	Total Numbers
1.	Hotels	593
2.	Guest Houses	820
3.	Paying Guest Houses	580
4.	House Boats	910

Table: 2.02											
District wise Physical Target/Achievement made during the year from 2014 to 2019 under various interventions of the Programme											
S. No	District	Components									
		Conversion of Residential house into Paying Guest House		Adventure/ Recreation Activities		Purchase of Tourist Coach		Purchase and installation of DG Sets		Total Achievements from 2014-15 to 2018-19	
		Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach
1.	Srinagar	7	7	5	5	29	29	8	8	49	49
2.	Anantnag	6	6	1	1	0	0	1	1	8	8
3.	Baramulla	1	1	15	15	0	0	3	3	19	19
4.	Pulwama	0	0	0	0	1	1	0	0	1	1
5.	Ganderbal	0	0	0	0	0	0	1	1	1	1
6.	Budgam	0	0	1	1	0	0	0	0	1	1
7.	Bandipora	1	1	0	0	0	0	0	0	1	1
8.	Kulgam	0	0	0	0	0	0	0	0	0	0
9.	Kupwara	0	0	0	0	0	0	0	0	0	0
10.	Shopian	0	0	0	0	0	0	0	0	0	0
Total		15	15	22	22	30	30	13	13	80	80

The achievements made under the “Package of Incentives to Tourism” programme since 2014-15 to 2018-19 under different intervention is 100% against the set target of 80, wherein major achievement has been reported from District Srinagar which is 49 (61.25%) followed by Baramulla and Anantnag with 19 (23.75%) and 8 (10%) respectively.

As per the figures reflected in the above table, not a single Hotel/ Restaurant/ Resort has been covered under the ambit of the programme. It needs to be taken into consideration in future as Tourist flow could surge in due course of time.

“Conversion of Residential houses into Paying Guest” is covered under the programme wherein a subsidy up to 40% of the total cost of the project is being provided to the house owner for conversion of his private house into paying guest house subject to a ceiling of Rs. 2.00 lacs. During years from 2014-15 to 2018-19, target 15 houses have been converted in to Guest Houses under the programme.

Under the component “**Adventure/ Recreation Activities**” 22 (100%) beneficiaries have been covered against the target 22 during 2014-15 to 2018-19. Under this intervention, subsidy up to the 50%, subject to a maximum of Rs. 7.00 lacs is provided to the beneficiary for purchase of equipment. The equipments are used for hiring out/providing services to the tourists interested in adventure sports.

Similarly under the component “**Purchase of Tourists coaches**”, 30 (100%) beneficiaries have been covered against the target of 30. Under this intervention the department provides a subsidy of 50% for replacement/ purchase of new Tourist coaches with a ceiling of Rs. 7.00 lacs for plying their coaches for transportation of the tourists.

Installation of DG Sets is also one of the interventions which is being covered under the programme. A subsidy of 75% of the actual cost in the case noise free diesel Generator sets with a ceiling of Rs. 4.00 lacs is reimbursed after its successful installation. As per the departmental claim, 13 beneficiaries have been covered under the intervention during the year from 2014-15 to 2018-19.

Table: 2.03

Year-wise Physical Target/Achievement made under various interventions of the Programme

S. No	Year	Components									
		Conversion of Residential house into Paying Guest House		Adventure/ Recreation Activities		Purchase of Tourist Coach		Purchase and installation of DG Sets		Total Achievements from 2014-15 to 2018-19	
		Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach
1.	2014-15	5	5	4	4	8	8	5	5	22	22
2.	2015-16	3	3	13	13	13	13	2	2	31	31
3.	2016-17	7	7	1	1	9	9	2	2	19	19
4.	2017-18	0	0	4	4	0	0	4	4	08	08
5.	2018-19	0	0	0	0	0	0	0	0	0	0
Total		15	15	22	22	30	30	13	13	80	80

The year wise physical targets and achievements as per the departmental claims given in the above table reflect that a major number of beneficiaries 31 (38.75%) have been covered during the year 2015-16 and there is no achievement reported during the year 2018-19.

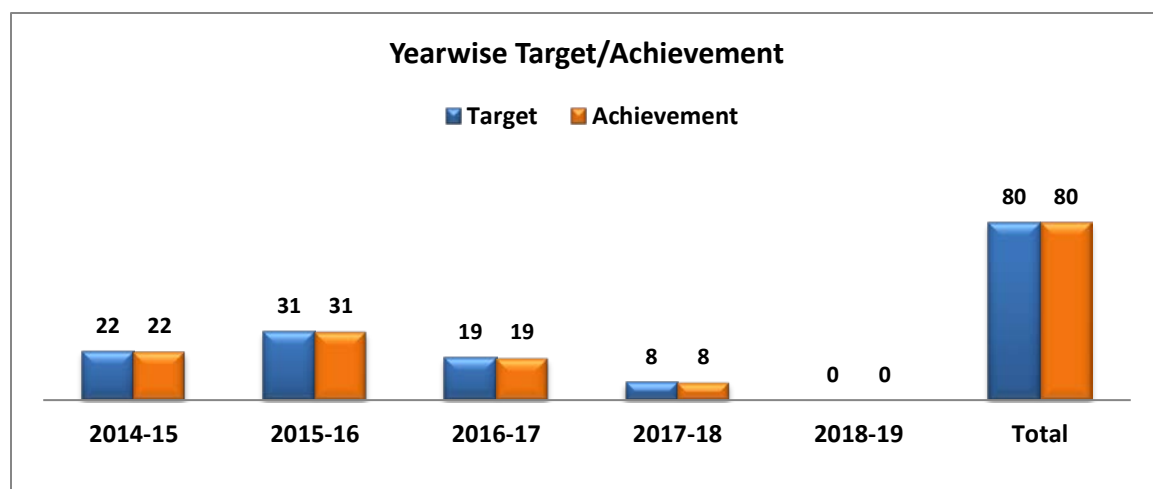


Table: 2.04											
District-wise/intervention wise Financial Targets/Achievements made under various interventions of the programme from 2014-15 to 2018-19											
S. No	District	Components (Rs in lacs)									
		Conversion of Residential house into Paying Guest House		Adventure/ Recreation Activities		Purchase of Tourist Coach		Purchase and installation of DG Sets		Total Achievement from 2014-15 to 2018-19	
		Avl.	Exp.	Avl.	Exp.	Avl.	Exp.	Avl.	Exp.	Avl.	Exp.
1	Srinagar	12.31	12.31	33.85	33.85	181.13	181.13	22.91	22.91	250.20	250.20
2	Anantnag	12.00	12.00	7.00	7.00	0.00	0.00	3.18	3.18	22.18	22.18
3	Baramulla	2.00	2.00	65.40	65.40	0.00	0.00	11.13	11.13	78.53	78.53
4	Pulwama	0.00	0.00	0.00	0.00	6.91	6.91	0.00	0.00	6.91	6.91
5	Ganderbal	0.00	0.00	0.00	0.00	0.00	0.00	4.00	4.00	4.00	4.00
6	Budgam	0.00	0.00	5.72	5.72	0.00	0.00	0.00	0.00	5.72	5.72
7	Bandipora	2.00	2.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00	2.00
8	Kulgam	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
9	Kupwara	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
10	Shopian	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total		28.31	28.31	111.97	111.97	188.04	188.04	41.22	41.22	369.54	369.54
Percentage out of the Total amount incurred			8%		30%		51%		11%		100%

An amount of Rs. 369.54 lacs have been made available under **“Package of incentives to Tourism Industry”** programme in Kashmir division under various interventions during the years from 2014-15 to 2018-19. The departmental claim is that the 100% amount has been utilized as per the following percentage breakup under each intervention:

- i. “Construction of Hotels/Restaurants and Resorts (0%)
- ii. “Conversion of Residential house into paying guest house” (7.66%)
- iii. “Adventure /Recreation activities” (30.30%)
- iv. “Purchase of Tourism coach” (50.88%)
- v. “Purchase and installation of DG Sets” (11.16%)

As per the figures available in the above table, major share has been incurred on Purchase of Tourist Coaches followed by expenditure incurred on Adventure/Recreation activities. Just, 7.66% out of the total amount made available during the year from 2014-15 to 2018-19 has been spend on conversion of Residential House into Paying guest Houses.

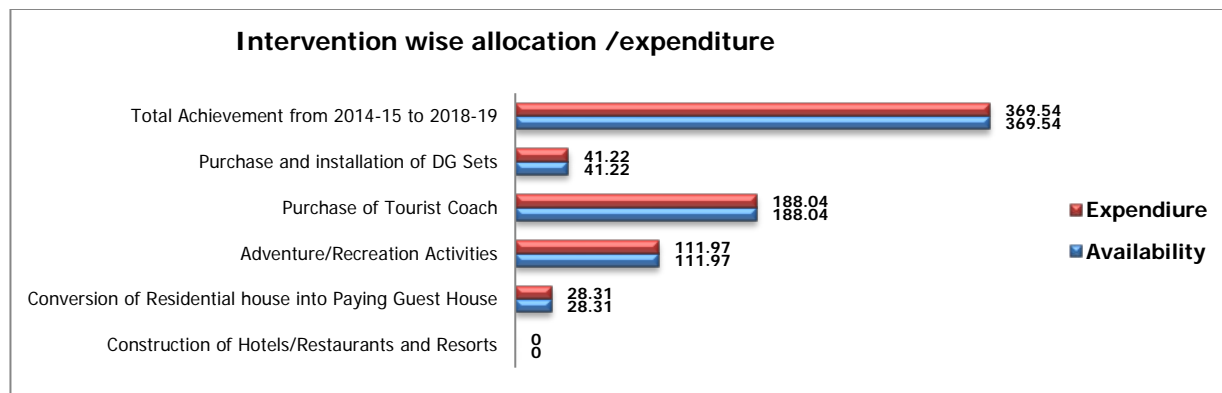
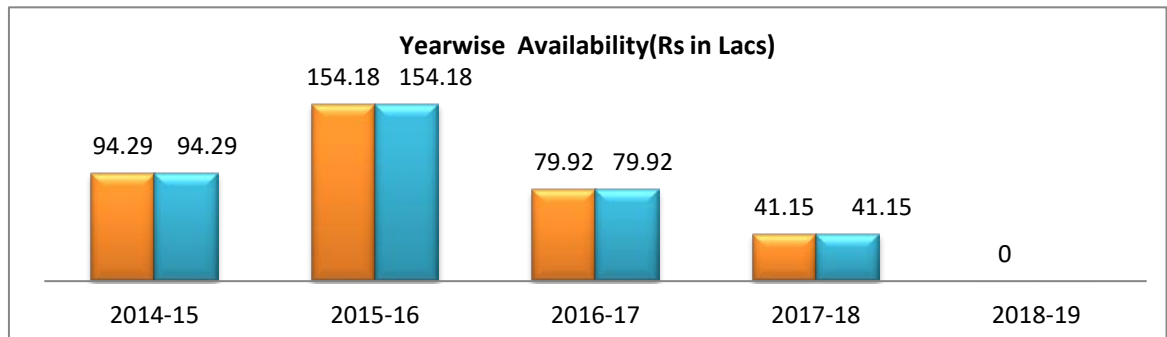


Table: 2.05											
Year-wise Allocation/Expenditure made under various interventions of the Programme											
S. No	Year	Components								Total Achievement from 2014-15 to 2018-19	
		Conversion of Residential house into Paying Guest House		Adventure/ Recreation Activities		Purchase of Tourist Coach		Purchase and installation of DG Sets		Avl.	Exp.
		Avl.	Exp.	Avl.	Exp.	Avl.	Exp.	Avl.	Exp.		
1.	2014-15	9.61	9.61	17.00	17.00	52.11	52.11	15.57	15.57	94.29	94.29
2.	2015-16	4.70	4.70	59.97	59.97	82.27	82.27	7.24	7.24	154.18	154.18
3.	2016-17	14.00	14.00	7.00	7.00	53.66	53.66	5.26	5.26	79.92	79.92
4.	2017-18	0.00	0.00	28.00	28.00	0.00	0.00	13.15	13.15	41.15	41.15
5.	2018-19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total		28.31	28.31	111.97	111.97	188.04	188.04	41.22	41.22	369.54	369.54

The year wise availability and expenditure have been reflected in the above table. An amount of **Rs. 369.54 lacs** have been made available under the scheme since 2014-15 to 2018-19 and spent in full during the period under report. The highest amount to the tune of Rs. 154.18 lacs (41.72%) have been incurred /made available during the year 2015-16 and the quantum of availability virtually decreases from 2015-16 onwards and during the year 2018-19, no funds have been made available under the programme.



CHAPTER-III

Field Findings

The crux and essence of any Evaluation Study revolves around the field findings, based on the observations, inspections and interactions with all the stake-holders. Though various conclusions and inferences are drawn from official data itself both of positive and negative nature but the actual status of the programme is ascertained from the field by applying all possible and appropriate tools and techniques.

Tourism is the backbone of the valley of Kashmir which surely boosts its economy. It is imperative for the government at all fronts to adopt the methods for generating more and more avenues of tourist related infrastructure/ activities to boost the flow of tourists in the valley. Package of Incentives to Tourism Industry is one such programme launched by the government with an aim to promote and boost tourism.

The "Package of Incentives to Tourism Industry" programme is being implemented by the Directorate of Tourism, Kashmir and in order to ascertain the relativity of the objectives of the programme with regard to its achievements on ground, a field enquiry was launched under the instant Study in which all the beneficiaries covered under the programme from 2015-16 to 2018-19 under different interventions were selected.

Moreover, 40 Tourists, 10 each from four important tourist destinations viz Pahalgam, Gulmarg, Sonamarg and Dal-Lake were also interviewed to draw their opinion about the overall availability of tourist related facilities in the Kashmir Division.

Sample Beneficiaries

The evaluation teams conducted the intensive field operation throughout the Kashmir division under the instant programme, "Package of Incentive to Tourism Industry". The distribution of sample beneficiaries under various interventions of the programme emerged is reflected in the following table.

Table No: 3.01					
No of Sample Beneficiaries selected for the field survey					
S. No	Name of the Intervention	No of beneficiaries covered (2014-15 to 2018-19)	No of beneficiaries selected for field survey	No of beneficiaries not Traced out / located	No of Beneficiaries actually contacted
1	2	3	4	5	6
1	Conversion of Residential Houses into Paying Guest Houses	15	15	00	15
2	Adventure/ Recreation Activities	22	22	00	22
3	Purchase of Tourist Coaches	30	30	06	24
4	Purchase & Installation of DG Sets	13	13	00	13
	Total	80	80	06	74

A total number of 80 beneficiaries have been covered by the department under various interventions of the programme during the year from 2014-15 to 2018-19 and all the covered beneficiaries were selected for the field survey.

Out of the 80 beneficiaries, 15 (19%) have been covered under "Conversion of Residential Houses into Paying Guest Houses". Similarly, 22 (28%) have been covered under "Adventure/Recreation Activities", 30 (37%) under "Purchase of Tourist Coaches"

and 13 (16%) under “Purchase & Installation of DG Sets”. As per the location/ contact details provided by the Department, only 74 out of the 80 beneficiaries were actually contacted and the rest 6 beneficiaries could not be traced out/ located due to insufficient location details of the beneficiaries.

Table No: 3.02						
Distribution of Sample Beneficiaries with regard to Gender and Location of the Unit						
S. No	Name of the Intervention	No of beneficiaries selected for field survey	No of Beneficiaries actually contacted	Gender of the Beneficiary		Whether location of the unit within the Tourist Area
				Male	Female	
1	2	3	4	5	6	7
1	Conversion of Residential Houses into Paying Guest Houses	15	15	14	01	15
2	Adventure/ Recreation Activities	22	22	21	01	22
3	Purchase of Tourist Coaches	30	24	24	00	24
4	Purchase & Installation of DG Sets	13	13	13	00	13
Total		80	74	72	2	74
Percentage				97%	3%	100%

The participation of female entrepreneurs keeps an important place in every economic sector of the Society. The data generated from the field reflects that out of 74 beneficiaries contacted, just two 2 (3%) beneficiaries were woman who started their business activity, one under conversion of “Residential Houses into Paying Guest House” and another under “Adventure/ Recreation Activities”. While as, major portion of the beneficiaries i.e 72 (97%) are male entrepreneurs in tourist activities.

Out of the 74 beneficiaries contacted, 15 (20%) were under Conversion of Residential Houses into Paying Guest Houses, 13 (18%) under Purchase & Installation of DG Sets, 22 (30%) under Adventure/ Recreation Activities and 24 (32%) under Purchase of Tourist Coaches.

All the beneficiaries contacted i.e. 74 (100%) were found having established their tourist activities within the tourist area as envisaged in the guidelines of the scheme and the Tourist Couches are plying within the domain of tourist related activities.

Formulation of Projects Reports

The beneficiaries under each intervention of the programme were required to prepare a cost estimation of the project under which the assistance was to be provided to the beneficiary. The status of the formulation of the project reports under each intervention of the programme is indicated in the following tables.

Table No: 3.03							
Status of the beneficiaries with regard to formulation of Project Reports							
S. No	Name of the Intervention	No of beneficiaries selected for field survey	No of Beneficiaries actually contacted	Whether Project Report /Cost Estimates Formulated		How easy was Project Report/Cost Estimates Formulation	
				Yes	No	Normal	Difficult
1	2	3	4	5	6	7	8
1	Conversion of Residential Houses into Paying Guest Houses	15	15	15	00	15	00
2	Adventure/ Recreation Activities	22	22	22	00	22	00
3	Purchase of Tourist Coaches	30	24	24	00	24	00
4	Purchase & Installation of DG Sets	13	13	13	00	13	00
Total		80	74	74	00	74	00
Percentage				100%	0%	100%	0%

Formulation of Project Report /Cost estimates is mandatory for establishing/starting any venture under the norms of the **“Package of Incentives to Tourism Industry”** programme. 100% (74) beneficiaries contacted under various interventions of the programme reported that they have formulated the project reports/cost estimates of their respective business units for claiming the amount of assistance.

Furthermore, 100% (74) beneficiaries contacted were of the view that the process of formulation of cost estimates/DPRs of their respective units/projects were normal in nature.

S. No	Name of the Intervention	No of beneficiaries selected for field survey	No of Beneficiaries actually contacted	Whether approval obtained from the Department		Has the unit been established as per the Cost Estimates/ DPR	
				Yes	No	Yes	No
1	2	3	4	5	6	7	8
1	Conversion of Residential Houses into Paying Guest Houses	15	15	15	00	15	00
2	Adventure/ Recreation Activities	22	22	22	00	22	00
3	Purchase of Tourist Coaches	30	24	24	00	24	00
4	Purchase & Installation of DG Sets	13	13	13	00	13	00
Total		80	74	74	00	74	00
Percentage				100%	0%	100%	0%

The four interventions which have been implemented under the “Package of Incentives to Tourism Industries” programme i.e., Conversion of Residential Houses into Paying Guest Houses, Adventure/ Recreation Activities, Purchase of Tourist Coaches and Purchase & Installation of DG Sets and by virtue of field operation undertaken by contacting the beneficiaries covered under the instant programme, 100%(74) contacted beneficiaries reported that Cost Estimates of their respective business Units were got approved from the Department.

Similarly, 74 (100%) beneficiaries contacted under said interventions of the programme have established their business as per the contents of the Project Reports/cost estimates.

Sanctioning Process of the Beneficiary cases

The views of the beneficiaries with regard to the sanctioning of the cases under each intervention of the, Package of Incentives to Tourism Industry programme is given in the following table:

S. No	Name of the Intervention	No of beneficiaries selected for field survey	No of Beneficiaries actually contacted	Sanctioning Process					Whether Transparency in Sanctioning Process	
				Easy	Tough	Fair	Time consuming	Others	Yes	No
1	2	3	4	5	6	7	8	9	10	11
1	Conversion of Residential Houses into Paying Guest Houses	15	15	2	1	11	1	0	15	0
2	Adventure/ Recreation Activities	22	22	7	0	13	2	0	22	0
3	Purchase of Tourist Coaches	30	24	8	0	11	5	0	24	0
4	Purchase & Installation of DG Sets	13	13	9	1	3	0	0	13	0
Total		80	74	26	2	38	8	0	74	0
Percentage				35%	3%	51%	11%	0%	100%	0%

For better implementation of any beneficiary oriented programme, it is imperative for the implementing department to adopt the methods of implementation of the programme that will not be cumbersome for the beneficiaries to avail the benefits under the instant programme/scheme.

The beneficiaries contacted under Package of Incentives to Tourism Industry programme being implemented by the Directorate of Tourism Kashmir, 100% (74) reported that the selection process of the beneficiaries under the instant programme was "Transparent". 26 (35%) reported that the process of sanctioning was Easy and 38 (51%) report it as "Fair". Similarly, 2(3%) of the beneficiaries reported that the process of sanctioning the cases was Tough and 8 (11%) reported that it was Time Consuming.

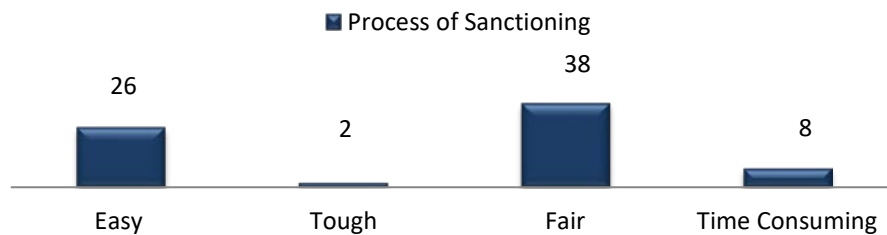


Table No.3.06

Status of the beneficiaries with regard to Project Cost/Cost Estimates & amount of loan if any										
S. No	Name of the Intervention	No of beneficiaries selected for field survey	No of Beneficiaries actually contacted	Project cost			Amount of loan availed if any			
				Up to 10.00 lacs	10.00 lacs & above	50.00 lac & above	Up to 10.00 lacs	10 & above	50 lac & above	No loan availed
1	2	3	4	5	6	7	8	9	10	11
1	Conversion of Residential Houses into Paying Guest Houses	15	15	15	00	00	3	0	0	12
2	Adventure/ Recreation Activities	22	22	17	05	00	18	01	0	03
3	Purchase of Tourist Coaches	30	24	00	24	00	03	21	0	00
4	Purchase & Installation of DG Sets	13	13	13	00	00	05	00	00	08
Total		80	74	45	29	0	29	22	0	23
Percentage				61%	39%	0%	39%	30%	0%	31%

Under the instant study, 74 beneficiaries were contacted which have been covered by the Tourism Department since 2014-15 to 2018-19 under the "Package of Incentive to Tourism Industry" Programme. Out of 74 beneficiaries contacted, 45 (61%) beneficiaries had framed their project reports/cost estimates amounting up to Rs. 10 lacs, while as the rest of the beneficiaries i.e 29 (39%) had the project cost/cost estimates Rs. 10 lacs and above.

Out of the 74 beneficiaries contacted, 51 (69%) had availed the loan facilities to start their venture under various interventions of the programme viz Conversion of Residential Houses into Paying Guest Houses, Adventure/ Recreation Activities, Purchase of Tourist Coaches & Purchase & Installation of DG Sets.

Under the intervention "Conversion of Residential Houses into Guest Paying Guest Houses" out of 15 beneficiaries contacted, 3 (20%) have availed the loan facility. Similarly, under the intervention, Adventure/Recreation Activities out of 22 beneficiaries contacted, 19 (86%) have started their unit with help of loan facilities.

Similarly, 24 (100 %) beneficiaries contacted under Purchase of tourist coach were found having availed the loan facilities for the purchase of the tourist Coaches. While as under the intervention, Purchase & Installation of DG Sets, out of the 13 beneficiaries contacted, 05 (38%) have availed the loan facilities for the procurement of the DG sets.

Receipt of Incentives and Sufficiency of funds

The Package of Incentive to Tourism Industry programme is a beneficiary oriented programme wherein incentives are being provided to the eligible beneficiaries to start their tourist related ventures. Following tables reflect the data generated from field with regard to receipt of the incentives and its sufficiency.

Table No: 3.07										
Status of the beneficiaries with regard to Assistance provided under programme and mode of payment										
S. No	Name of the Intervention	No of beneficiaries selected for field survey	No of Beneficiaries actually contacted	Whether Incentive Received		If Yes, received on Time		Mode of Payment		
				Yes	No	Yes	No	Cash	DBT/ Online	Cheque
1	2	3	4	5	6	7	8	9	10	11
1	Conversion of Residential Houses into Paying Guest Houses	15	15	15	00	15	00	0	8	07
2	Adventure/ Recreation Activities	22	22	22	00	21	01	0	7	15
3	Purchase of Tourist Coaches	30	24	24	00	23	01	0	15	09
4	Purchase & Installation of DG Sets	13	13	12	01	12	00	0	08	04
Total		80	74	73	01	71	02	00	38	35
Percentage				99%	01%	97%	03%	0%	52%	48%

The financial assistance provided under various interventions of the programme plays a pivotal role in the establishment of the unit. Out of 70 beneficiaries contacted in four interventions of the Package of Incentives to Tourism Industry programme, viz. Conversion of Residential Houses into Paying Guest Houses, Adventure/ Recreation Activities, Purchase of Tourist Coaches & Purchase & Installation of DG Sets 73 (99%) beneficiaries were of the view that they have received the assistance and only One beneficiary 1 (1%) namely **Mr. Mohammad Safdar Mir S/o: Mir Abdul Ahad R/o: Vahipora Tangmarg** under the intervention Purchase & Installation of DG Sets reported that he has not received any assistance under programme.

Out of these 73 beneficiaries who reported that they received the assistance under the programme, 71 (97%) reported that the assistance was provided to them in time while as 2 (3 %) were of the view that the assistance was not provided to them in time.

The Mode of payment through which the assistance was provided to the beneficiaries, 38 (52%) beneficiaries received the amount of assistance through Direct Bank Transfer and the rest 35 (48%) received the assistance through cheque.

Table No: 3.08

Status of the beneficiaries with regard to Assistance provided and opinion about its sufficiency							
S. No	Name of the Intervention	No of beneficiaries selected for field survey	No of Beneficiaries actually contacted	Whether Incentive Received		If Yes, Whether the amount of Assistance is Sufficient	
				Yes	No	Yes	No
1	2	3	4	5	6	7	8
1	Conversion of Residential Houses into Paying Guest Houses	15	15	15	00	07	08
2	Adventure/ Recreation Activities	22	22	22	00	04	18
3	Purchase of Tourist Coaches	30	24	24	00	22	02
4	Purchase & Installation of DG Sets	13	13	12	01	8	04
Total		80	74	73	01	41	32
Percentage						56%	44%

32 (44%) out of 73 beneficiaries who have received the assistance reported that the amount provided under the programme is not sufficient for smooth going of the venture. However, 41 (56%) beneficiaries reported that the amount of assistance provided under various interventions of the programme is sufficient.

The maximum number of beneficiaries i.e 18 (81%) out of the 22 under the intervention "Adventure/ Recreation Activities" reported that the amount of assistance is not sufficient. Similarly under the intervention "Conversion of Residential Houses into Paying Guest House", 8 (53%) out of 15 beneficiaries also reported that the amount of assistance was insufficient.

Present status of the business Activities

The data generated under the instant study by contacting the beneficiaries covered under "Package of Incentives to Tourism Industry" during the year from 2014-15 to 2018-19 by the department of Tourism Kashmir, has been highlighted in the following tables to portray the present status of the business activities of the beneficiaries under the programme.

Table No: 3.09

Status of the beneficiaries with regard to Present Physical Status									
S. No	Name of the Intervention	No of Beneficiaries contacted	No of Beneficiaries Received the Incentive	Present Physical Status of the Unit out of column (3)			Whether Annual income Increased after receipt of the incentive out of column (4)		
				Unit Existing & Functional	Unit Existing but not functional (Defunct)	Unit not existing	Yes	No	No comments
1	2	3	4	5	6	7	8	9	10
1	Conversion of Residential Houses into Paying Guest Houses	15	15	08	07	00	04	07	04
2	Adventure/ Recreation Activities	22	22	21	01	00	20	01	01
3	Purchase of Tourist Coaches	24	24	24	00	00	23	00	01
4	Purchase & Installation of DG Sets	13	12	12	01	00	05	00	07
Total		74	73	65	9	0	52	8	13
Percentage				88%	12%	0%	71%	11%	18%

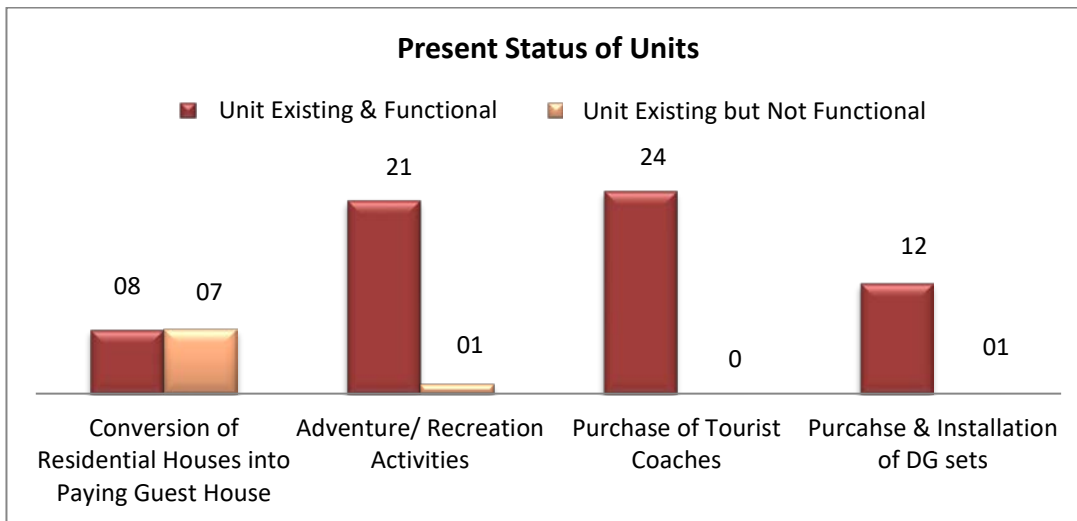
The objective of the study is to visualize the impact of the programme on ground and to ascertain the credibility of the contents of the programme being implemented through the beneficiaries covered under various interventions of the programme.

Out of 74 beneficiaries contacted under the instant study, 65 (88%) beneficiaries' were such whose business activities were found "Existing & Functional" and only 09 (12 %) business activities were found existing but not functional. It is a big concern for the department to ascertain the major facts behind the Non-functionality of the units and to redress the impediments coming in the way of Non- functionality of these business activities.

As per the field observations and opinions gathered from the beneficiaries, the major factor behind the non-functionality of business activities is attributed to unfavorable conditions etc. which has lead to very less flow of tourists to the valley.

Under the intervention "Conversion of Residential of Houses into Paying Guest House", out of 15 beneficiaries contacted 7 (47%) business units have been found non-functional, followed by "Adventure/Recreation Activities" wherein out of 22 beneficiaries contacted one (1) business activity was not functional.

Out of 73 beneficiaries who reported that they have received the amount of assistance provided under the programme, **52 (71%)** reported that their annual income has increased while as, 8 (11%) beneficiaries reported that their annual income did not show any increase. Moreover, 13 (18%) of the beneficiaries showed reluctance in sharing any opinion about the financial contents of their respective business units.



Level of satisfaction about the implementation of the programme

The beneficiaries contacted under the ambit of the study and their view point about the overall implementation of the programme is shown in the following table:

Table No: 3.10							
Status of the beneficiaries with regard to overall opinion about satisfaction level in the implementation of the programme by the Department							
S. No	Name of the Intervention	No of beneficiaries selected for field survey	No of Beneficiaries actually contacted	Satisfied with the implementation of the Programme		Can tourist related activities can address the problem of un-employment in the valley	
				Yes	No	Yes	No
1	2	3	4	5	6	7	8
1	Conversion of Residential Houses into Paying Guest Houses	15	15	15	00	15	00
2	Adventure/ Recreation Activities	22	22	22	00	22	00
3	Purchase of Tourist Coaches	30	24	24	00	24	00
4	Purchase & Installation of DG Sets	13	13	12	01	13	00
Total		80	74	73	01	74	00
Percentage				99%	01%	100	0%

Out of 74 beneficiaries contacted under the ambit of the survey for the Evaluation Study on "Package of Incentives to Tourism Industry", 73 (99%) were of the view that they are satisfied with the implementation of the programme and only one (01) beneficiary expressed his dissatisfaction over the implementation of the programme.

Moreover, all the 74 (100%) beneficiaries contacted under the survey reported that broader coverage of the programme will surely address the problem of un-employment in the Kashmir Division of the UT of Jammu & Kashmir.

Beneficiaries point of view with regard to improvement of the scheme

Package of Incentives to Tourism Industry has been launched by the Government with the motive of providing better facilities to the tourists visiting various tourist destination of the Kashmir Division. Under the instant scheme people are given an opportunity to start their business units by availing the benefit of financial assistance under various interventions of the programme. An overall opinion was sought from the contacted beneficiaries to highlight their view point with regard to improvement of the scheme and the same is portrayed in the table given below.

Table No: 3.11						
Opinion/suggestions of the beneficiaries for improvement of the Scheme						
S. No	Name of the Intervention	No of beneficiaries selected for field survey	No of Beneficiaries actually contacted	Beneficiary Suggestion for improvement of the Scheme		
				More Units to be covered	Provision of more funds under the Scheme	Broader Publicity
1	2	3	4	5	6	7
1	Conversion of Residential Houses into Paying Guest Houses	15	15	15	15	15
2	Adventure/ Recreation Activities	22	22	22	22	22
3	Purchase of Tourist Coaches	30	24	24	24	24
4	Purchase & Installation of DG Sets	13	13	13	13	13
Total		80	74	74	74	74
Percentage				100%	100%	100%

Under all the interventions of “Package of Incentives to Tourism Industry” programme, viz Conversion of Residential Houses into Paying Guest Houses, Adventure/ Recreation Activities, Purchase of Tourist Coaches and Purchase & Installation of DG Sets, 100% of the beneficiaries were of the unanimous opinion with regard to suggestions for improvement of the Scheme that:

- I. More and more units need to be covered under the scheme/programme.
- II. There should be more provision of funds with increased margin of subsidy under each intervention of the programme.
- III. A broader publicity is must and necessary for promotion of the scheme so that more and more people will come forward for starting-up their tourism related business units.

Views of the Tourists about the Tourist facility

Four major tourist spots viz. **Dal-lake** (District Srinagar), **Pahalgam** (District Anantnag), **Gulmarg** (District Baramulla) & **Sonamarg** (District Ganderbal) were selected wherein 40 tourists, 10 from each Tourist Spot were randomly interviewed to put forth their view point about the tangibility of the facilities available for the tourists at the respective selected places.

Table No: 3.12												
Status of the Tourists in respect their location/lodging facility												
S. No	Name of the Tourist Spot	No of Tourists Interviewed	Whether Domestic/ Foreign		Staying in				Quality of Lodging facility			
			Domestic	Foreign	Hotel	Guest House	House Boat	Other	Very Good	Good	Average	Bad
1	2	3	4	5	6	7	8	9	10	11	12	13
1	Dal-Lake (District Srinagar)	10	10	00	05	02	02	01	05	05	00	00
2	Pahalgam (District Anantnag)	10	10	00	10	00	00	00	09	01	00	00
3	Gulmarg (District Baramulla)	10	08	02	10	00	00	00	00	09	01	00
4	Sonamarg (District Ganderbal)	10	10	00	10	00	00	00	05	05	00	00
Total		40	38	02	35	02	02	01	19	20	01	0
Percentage			95%	5%	87%	5%	5%	3%	47%	50%	3%	0%

Out of the 40 Tourists contacted for generating their view points about the Tourist facility availability in the valley, 38 (95%) were domestic Tourists and the rest 02 (5 %) were foreigners.

As many as 35 (87%) tourists out of the 40 contacted reported that they stayed at Hotels during their visit to Kashmir. Similarly, 2 (5%) Tourists Stayed at Guest House and House Boat respectively. 19 (47%) tourists reported that the quality of the lodging facility was “Very Good” while as about 50% (20) tourists rated the lodging facility during their visit to the valley as “Good” and 3% (1) Tourist reported that the lodging facilities was “Average”.

Table No: 3.13												
Status of the Tourists in respect of their opinion about the quality of other Tourist facilities available in the Valley												
S. No	Name of the Tourist Spot	No of Tourists Interviewed	Whether Domestic/ Foreign		Quality of Infrastructure Available							
			Domestic	Foreign	Transportation		Toilet facility available		Feel Safe in the late night hours		Whether Police available at Tourist spots	
					Good	Not Good	Yes	No	Yes	No	Yes	No
1	2	3	4	5	6	7	8	9	10	11	12	13
1	Dal-Lake (District Srinagar)	10	10	00	10	00	10	00	10	00	10	00
2	Pahalgam (District Anantnag)	10	10	00	09	01	10	00	10	00	10	00
3	Gulmarg (District Baramulla)	10	08	02	07	03	10	00	09	01	07	03
4	Sonamarg (District Ganderbal)	10	10	00	10	00	10	00	10	00	10	00
	Total	40	38	02	36	04	40	00	39	01	37	03
	Percentage				90%	10%	100%	0%	97%	3%	92%	8%

A suitable infrastructure depicts the actual scenario of development under any sector of economy. 90% (36) out of 40 Tourists contacted at four major Tourist spots of the valley reported that Transportation facilities available in the valley is "Good" and about 10% (4) reported the Transportation system is "Not Good". 100% (40) Tourists reported that the "Toilet Facility" is available on the major tourists spots as well as at lodging locations.

About 97 % (39) tourists were of the view that the Tourist Spots are safe even at late hours of the night, while as just 01 (3%) out of 40 tourists was against the late night roaming on the tourist spots. Similarly, 37 (92%) of the Tourists reported that police is at service on the Tourist Spots and just 03 (8%) out of the contacted tourists expressed that usually no police has been found available on the Tourist Spots.

Table No: 3.14											
Status of the Tourists in respect of their opinion about Overall Satisfaction of facilities available in the Valley											
S. No	Name of the Tourist Spot	No of Tourists Interviewed	Whether Domestic/ Foreign		Satisfied with the available/ Existing Tourist facilities		If no, reasons thereof out of column (7)				
			Domestic	Foreign	Yes	No	Bad Transportation	Dilapidated Roads	Facilities like, Lack of Travel Agencies/ Lack of Guidance to Tourists	Below Standard lodging facility	Others
1	2	3	4	5	6	7	8	9	10	11	12
1	Dal-Lake (District Srinagar)	10	10	00	09	01	00	00	01	00	00
2	Pahalgam (District Anantnag)	10	10	00	09	01	01	00	00	00	00
3	Gulmarg (District Baramulla)	10	08	02	07	03	03	00	00	00	00
4	Sonamarg (District Ganderbal)	10	10	00	10	00	00	00	00	00	00
	Total	40	38	02	35	05	04	00	01	00	00
	Percentage				87%	13%	80%	0%	20%	00%	0%

The Tourists contacted at four major tourist spots of Kashmir viz **Dal-Lake, Gulmarg, Sonamarg and Pahalgam** were interviewed to give their opinion about the presence

of overall tourist related facilities in Kashmir so that Government could focus on the deficiencies and make efforts to make the tourist infrastructure flawless resulting in boosting tourism Industry.

87 % (35) tourists were of the view that they are satisfied with the existing tourist facilities available in the valley while as, 13% (5) were not satisfied with facilities available at tourist spots.

Out of 05 tourists who were not satisfied with the existing tourist facilities, 04 (80%) expressed that the transport ferrying the tourists sounds not good as there is no definite norm with regard to easy access & charges levied while as 01 reported that there are no sufficient Travel Agencies as well as guidance spots available for the Tourists that could ease the tourists in finding relevant information about the tourist spots as well the lodging facility availability in the valley.

Table No: 3.15

Tourists opinion about the suggestions for improvement in the Tourist facility											
S No	Name of the Tourist Spot	No of Tourists Interviewed	Whether Domestic/ Foreign		Whether Present Tourist Facilities need improvement		If yes, Suggestions for Improvement out of column (6)				
			Domestic	Foreign	Yes	No	More units of Hotels/ Motels to be build	Modern Transportation to be introduced	More Travel Agencies	More funds to be Invested in the Sector	Others
1	2	3	4	5	6	7	8	9	10	11	12
1	Dal-Lake (District Srinagar)	10	10	00	10	00	00	07	03	00	00
2	Pahalgam (District Anantnag)	10	10	00	09	01	00	02	00	07	00
3	Gulmarg (District Baramulla)	10	08	02	10	00	06	00	04	00	00
4	Sonamarg (District Ganderbal)	10	10	00	10	00	01	06	01	02	00
Total		40	38	02	39	01	07	15	08	09	00
Percentage					97%	3%	19%	38%	20%	23%	0%

The figures given in the above table reflect that 97 % (39) out of the 40 Tourists contacted under the instant study were of the view that the tourist facilities available at present need improvement and out of these 39 tourists, 7 (19%) reported that more units of Hotels/Motels need to build in order to accommodate the heavy rush of tourists visiting the valley during the peak season of tourism. Similarly, about 15 (38%) reported that there is need to introduce modern transportation while as 08 (20%) were of the view that there is need for more Travel Agencies. 09 (23%) tourists insisted that the Government should invest more funds in the development of the available tourist infrastructure to boost the tourism industry in the Kashmir Division.

Table No: 3.16							
Tourists opinion about the quality of food available							
S. No	Name of the Tourist Spot	No of Tourists Interviewed	Whether Domestic/ Foreign		Quality of Food		
			Domestic	Foreign	Good	Average	Poor
1	2	3	4	5	6	7	8
1	Dal-Lake (District Srinagar)	10	10	00	10	00	00
2	Pahalgam (District Anantnag)	10	10	00	10	00	00
3	Gulmarg (District Baramulla)	10	08	02	06	04	00
4	Sonamarg (District Ganderbal)	10	10	00	10	00	00
	Total	40	38	02	36	04	00
	Percentage				90%	10%	00%

The tourists contacted at four major spots were asked about their opinion about the quality of food items provided to them. As per the figures reflected in the above table, about 90 %(36) tourists were of the view that the quality of the food being provided at the lodging places is "Good", while as, 10% (04) reported the quality of the food provided is "Average". The quality of the food being provided to the tourists need regular monitoring by the Government to check the quality and rates of the food/ beverages provided to the tourists staying in Hotels/Guest Houses/ Houseboats.

Chapter-IV

Summary of Field Findings

- Field survey was launched under the instant study wherein all the beneficiaries covered under the "Package of Incentive to Tourism Industry" programme were selected for interview to draw the actual facts found on ground along the other relevant contents emerged from the field survey.
- All the 80 beneficiaries covered under various interventions of the programme were selected for field enquiry. Moreover, 40 Tourists, 10 each from four major tourist spots viz Gulmarg, Pahalgam, Sonamarg & Dal-lake were also contacted to draw their opinion about the available tourist facilities in the valley.
- Out of 80 beneficiaries covered under the programme, only 74 (93%) were traced out/ contacted. The contacted beneficiaries include 15 (20%) under "Conversion of Residential Houses into Paying Guest House, 22 (30%) under "Adventure/Recreation Activities" , 24 (32%) under "Purchase of Tourist Coaches" and 13 (18%) under "Purchase & Installation of DG Sets"
- Out of the beneficiaries who were contacted, 72 (97%) were males & Just 2 (3%) were females, while as 100% (74) beneficiaries have established their respective business activities within the Tourist areas as per the norms of the programme.
- All the 74 (100%) beneficiaries contacted under various interventions reported that the necessary approvals were sought from the department for starting the activity. Moreover, 100% (74) business activities have been established as per the cost estimates/ DPR.
- Out of the 74 beneficiaries, 26 (35%) reported that the sanctioning process was "EASY". Similarly, 38 (51%) reported it as "FAIR" and 2 (3%) opined that the sanctioning process was "TOUGH" while as 8(11%) beneficiaries reported that the sanctioning process of the cases was "TIME CONSUMING". However, 100% (74) beneficiaries were of the view that transparency in sanctioning of the cases for assistance under the programme has been observed.
- "Up to 10 lacs" was the Project Cost/Cost estimates of 45 (61%) beneficiaries contacted out of the 74 under the instant study. Similarly, 29 (39%) had "10 lacs & above" as Project Cost/ Cost estimates.
- 29 (39%) of the beneficiaries out of the 74 contacted reported that they have availed the Loan for their respective business activity to the tune of amount "Upto 10 lacs". Similarly, 22 (30%) were such beneficiaries who availed loan "10 lac & above".
- 99% (73) out of the 74 beneficiaries reported that they received the amount of assistance provided under the programme. The rest 1(1%) expressed that he has not received any kind of monetary assistance thus negating the Departmental claims.
- 71(97%) beneficiaries out of the 73 stated that the amount of assistance was received on TIME while as 02 (3%) reported to have received delayed amount of assistance provided under the programme.
- With regard to the mode of payment, 38 (52%) of the beneficiaries out of the 73 have been provided the assistance through "DBT/Online" mode and rest 35 (48%) through Cheque System.
- Out of the beneficiaries who reported that they have received the amount of assistance under the programme, 41 (56%) stated that the assistance was

"SUFFICIENT" while as 32 (44%) were of the view that the amount of assistance provided was "INSUFFICIENT" for their respective business activities.

- Out of the 74 beneficiaries contacted under various interventions of the programme, about 65 (88%) beneficiaries were found as "UNIT EXISTING & FUNCTIONAL" while as 9 (12%) of the business activities of the beneficiaries were found as, " UNIT EXISTING BUT NOT FUNCTIONAL"
- 52 (71%) out of the 73 beneficiaries reported that their annual income has increased after the receipt of amount of assistance, while as 13 (18%) of the beneficiaries showed reluctance in sharing any opinion about the financial contents of their respective business activity and 8 (11%) beneficiaries stated that their annual income did not show any virtual increase.
- With regard to overall opinion about the implementation of the programme 73 (99%) expressed their "SATISFACTION". Moreover, all the (74) beneficiaries were of the view that the tourist related activities can address the problem of unemployment in the valley.
- All the 74, (100%) beneficiaries contacted suggested that there is need for improvement of the programme by, "COVERING MORE UNITS", "PROVISION OF MORE FUNDS" and "BROADER PUBLICITY".
- 40 Tourists were also contacted under the ambit of the Study, 10 each from major tourist spots of the valley viz Gulmarg, Pahalgam, Sonamarg and Dal-Lake to draw their opinion about the available tourist facilities in the valley. Out of 40 Tourist, 38 (95%) tourists contacted were locals hailing from various parts/ States of the country.
- 87 %(35) Tourists during the visit to the Kashmir Stayed in Hotels, while as 2 (5%) & 2 (5%) stayed in Guest Houses and House Boats respectively.
- Out of 40 Tourists contacted, 19 (47%) reported that the Quality of Lodging facilities were "VERY GOOD". Similarly, 20 (50%) reported the lodging facilities as "GOOD" while as 01 (3%) reported it as "AVERAGE".
- 36 (90%) tourists contacted expressed that the Transportation facilities were observed as "GOOD". Similarly, 100 %(40) reported Toilet Facilities were available at their respective lodging places. Similarly, 39 (97%) expressed that they felt safe even in late hours during their visit in Kashmir.
- 87% (35) among the tourists contacted were of the view that they are SATISFIED with the overall available/existing Tourist Facility while as 39 (97%) were of the view that the existing tourist facilities have the scope for improvement by way of constructing more Hotels/Motels, Introduction of Modern Transportation & more Travel Agencies.

Chapter-V

Suggestions/ Recommendations

- Apart from providing assistance under “Purchase & Installation of DG Sets to the Hotels, it is recommended to conduct a survey by the Department to figure out the small and medium range hotels for providing Modern Fire Fighting System, Subsidy on Electric Charges and sufficient funds for renovations if required.
- Though the beneficiaries affirmed that the Tourist Coach under which they received the assistance are plying purely for ferrying the tourists, however a sound mechanism is required to be enforced by the Department to monitor the activities of the beneficiaries.
- Adventure/Recreation Activity is an important intervention of the scheme wherein the beneficiaries are providing recreation facilities to the tourists in the valley. As per the views of the beneficiaries during the peak season they need a particular space/ a piece of land at every tourist spot to keep the equipments ready for service to be provided under such intervention of the programme.
- Though the Toilet facilities are available at the lodging places however as per the ground reports the tourist spots need more lavatory blocks to meet the requirement during the peak season of Tourism in the valley.
- It is imperative for the Department to give much broader publicity of the programme, “Package of Incentive to Tourism Department”, so that more & more people from the Tourism field can be covered under the programme.
- A strict mechanism should be made in vogue wherein signboards should be made mandatory to be erected at the Air Port and Tourist Receptions Centers wherein Taxi Charges/ Fares for different tourist destinations should be reflected to curb and check disproportionate fares charged by some transporters ferrying the tourists to their respective destinations.

Response of the Implementing Department

As per terms of reference of the State Level Evaluation Committee(SLEC) the Draft Evaluation Report on Package of Incentives to Tourism Industry (Kashmir) was forwarded to the Director, Tourism Kashmir for departmental response on the findings of the study.

The Director, Tourism Kashmir vide letter No: PLN/708-II/DTK/1245-46 dated:21-02-2023 has responded to the suggestions as given under:

1. Provision of Firefighting Systems, subsidy on electricity charges and funds for renovation of PG Houses:

It has been reported that it is mandatory for PG House owners to provide modern firefighting systems to tourist accommodation and Department of Tourism checks these facilities before issuance of registration certificates to these units. However, to waive off/provide subsidy on electricity charges and to provide funds for renovation of PG Houses covered under the scheme is the policy matter of the Government.

2. Monitoring of activities of Tourist Coach Beneficiaries:

The Department of Tourism has provided incentive subsidy to beneficiaries/stakeholders for purchase of tourist coaches as per guidelines of Tourism Incentive Rules, (TIR), 2012 to promote tourism related activities as per

Tourist Trade Act and such incentives were sanctioned for purchase of tourist coaches only for ferrying tourists and not for other commercial activities.

3. Space for parking adventure/recreation equipment:

The space for carrying out such activities is provided only after obtaining necessary NOC from the competent authority.

4. Providing of sufficient lavatory blocks at tourist spots during peak season:

The Department tries to provide basic amenities like toilets, cafeterias etc to tourists visiting different tourist destinations. In this regard, the department has kept budgetary provision for construction of wayside amenities like public convenience at identified spots wherever it is required especially at off beat locations.

5. Wider publicity of the programme:

Tourist incentive programme viz Package of Incentives to Tourism industry” was operational till March 2018 beyond which it was not revalidated/extended.

6. Installation of signboards at Airports/TRCs depicting fare charges to put a check on disproportionate rates being charged on tourists:

The department of tourism has already installed signboards reflecting fare charges for tourists at different tourist destinations in order to facilitate tourists in a transparent manner. The department has a separate Enforcement wing/Tourist police headed by DDT(Enforcement) i.e. SSP Traffic Police who checks and takes disciplinary action against defaulters who charges disproportionately which include cancellation of registration under Tourist Trade Act. Also, budgetary provisions have been kept for installation of signages.

List of the beneficiaries not traced out/contacted (Purchase of Tourist Coach)			
S. No	District	Name of the beneficiary	Residence
1	Srinagar	1. Tariq Ahmad Wani S/o: Mohammad Sidiq wani	Bagyas Chattabal
2	Srinagar	2. Khurshid Ahmad Wani S/o:Abdul Rashid Wani	Khanyar Srinagar
3	Srinagar	3. Feroz Ahmad Nath S/o: Hibibullah Nath	Mehjoor Nagar Srinagar
3	Srinagar	4. Mudassir Manzoor Wani S/o: Manzoor Ahmad Wani	Brain Nishat
5	Srinagar	5. Mohammad Shafi Bhat S/o: Abdul Aziz Bhat	Nawakadal Srinagar
6	Srinagar	6. Qazi Iqbal Ayoub S/o: Qazi Mohammad Ayoub	Bemina, Srinagar

List of the beneficiaries (business activities) not-functional			
S. No	Name of the Beneficiary	Residence	Intervention
1.	Feroz Ahmed Wani S/o: Gulam qadir wani	Ganie Gund verinag, Anantnag	Conversion of Residential House into Paying Guest House
2.	Altaf hussain Rather S/o: Gulam Mohammad Rather	Dorru, Anantnag	
3.	Rayees Ahmed Shapoo S/o: Mohammad Shapoo	Dorru, Anantnag	
4.	Gulam nabi Malik S/o: Malik Ali Mohammd	Verinag, Anantnag	
5.	Gulam Rasool wani S/o: Khazir wani	Dooru, Anantnag	
6.	Malik Mohammad Ashraf S/o: Gulam Mohammad Malik	Verinag, Anantnag	
7.	Dr. Farthat yousuf D/o: Late Mohammad yousuf	Chandpora Harwan, Srinagar	
8.	Parveena Akhter	Yusmarg, Budgam	Adventure and Recreation
9.	Rafi Ahmad Shah S/o: Gh. Mohammad Shah	Bhagwanpora Lalbazar, Srinagar	Purchase of DG Set.

Photographs



All Terrain Vehicles (ATV) under Scheme Component "Adventure/ Recreation Facilities"



Hiking Unit under "Adventure/ Recreation Facilities"



Tourist Coach under Component "Purchase of Tourist Coach"



Field Survey Officer at the Spot of DG Set installed and procured under the component "Purchase & Installation of DG Sets)



Guest House under the component "Conversion of Residential House into Paying Guest House)



Field Officer interacting with the Beneficiary and the Tourist

Evaluation Study on "Package of Incentive to Tourism Industry"

Schedule-I (Official Data)

1. Name of the Department_____.
2. Name of the Scheme_____
3. Yearwise funds allocated/ Expenditure (District wise/component wise)
"Rs in Lacs"

S/ No	District	Component	2014-15		2015-16		2016-17		2017-18		2018-19		Total	
			Allocation	Expenditure	Allocation	Expenditure	Allocation	Expenditure	Allocation	Expenditure	Allocation	Expenditure	Allocation	Expenditure

4. Yearwise Physical Targets and Achievement. (District wise/Category wise) (In Nos)

S/ No	District	Component	Unit	2014-15		2015-16		2016-17		2017-18		2018-19		Total	
				Target	Achievement	Target	Achievement	Target	Achievement	Target	Achievement	Target	Achievement	Target	Achievement

5. Year wise Tourist flow in Kashmir.

S/No	Item	Year 2014-15		Year 2015-16		Year 2016-17		Year 2017-18		Year 2018-19		Total	
		Target	Achievement	Target	Ach	Target	Ach	Target	Ach	Target	Ach	Target	Ach
1	Local Tourist												
2.	Foreigners												
3	Pilgrims												
	Total												

6. Complete Details of the Person/Business Unit/Entity to whom the incentives has been given.

S/No	District	Name of the Proprietor/ Owner	Name of the Business Unit/Entity	Type of Business Unit	Complete Address	Incentive given for the Activity	Total Project/ Scheme Cost	Amount eligible for subsidy	Amount of Incentive Paid	Year in which the incentive was paid	Exact details for which benefit was given	Approval of Director Tourism Kashmir (No. and date)	Contact Mp of Unit holder
1	2	3	4	5	6	7	8	9	10	11	12	13	14

Signature:
Director Tourism Department,
Kashmir.

Evaluation Study on “Package of Incentive to Tourism Industry”

Schedule-II (Beneficiary)

1. District _____
2. Name of the unit _____
3. Name of unit Holder/Beneficiary _____
4. Sex Male/Female: Male Female
5. Type of Unit:
 - a. Hotel
 - b. Motel
 - c. Houseboat
 - d. Restaurant
 - e. Skiing facility
 - f. Tourist Coach
 - g. Conversion of House into Paying Guest
 - h. Adventure/recreation facilities
 - i. Installation of DG sets
 - j. Any other specify _____
6. Whether unit within Tourist Area (Tick) Yes No
7. Project Report Formulated from recommended authorized agency (Tick)
Yes No
8. “Who prepared the DPR” _____
9. How easy was project report formulation
Normal Difficult
10. Whether approval obtained from the department(Tick) Yes No
11. Has the unit been established as per Project Report
Yes No
12. Sanctioning Process:
 - a. Easy Tough Fair Unjust/Time consuming
 - b. Whether transparency in sanctioning process(Tick) Yes No
 - c. If No, difficulties faced
Corruption Nepotism Delayed Sanction Other
Specify _____
13. Investment Details/ Project/Scheme Cost (Rs in Lacs (Tick) :

- a. Project cost Upto Rs.10 lacs Upto Rs.50 Lacs Upto Rs. 100 Lacs More than 100 lacs
- b. Amount of loan if any: Upto Rs.10 lacs
- c. Upto Rs.50 Lacs
- d. Upto Rs.100 Lacs
- e. More than 100 lacs
- f. EMI : (Tick) Upto Rs.0.10 lacs Upto Rs.0.20 lacs
- g. Upto Rs. 0.30 Lacs & More
14. Incentive Received:
- a. Whether Incentive Received: (Tick) Yes No
- b. If yes, Received on time (Tick) Yes No
15. Mode Payment
- a. Cash online Cheque any other specify
-
16. Sufficiency of incentive:
Sufficient Insufficient
17. Present Status of the Unit
- a. Functional
- b. Non- Functional
- c. Making Profit
- d. No profit no loss
- e. Incurring Loss
18. Whether Able to pay EMI:-
- a)** regularly,
- b)** irregularly,
- c)** Not at present,
- d)** Not relevant .
19. Physical status of the unit(Physical verification):
- a) Unit existing and functional.
- b) Unit existing but not functional(Defunct),
- c) Unit could not be traced.
- d) Unit not existing at all.
20. Annual Income before "receipt of incentive/subsidy incentive by unit holder.
- Upto Rs. 0.50 lacs Upto Rs..00 lacs Upto Rs.5.00 lacs
- Upto Rs. 10.00 lacs
- Upto Rs.30.00 lacs Upto Rs.50.00 lacs & More Do not want to Comment
21. Income during the year after the receipt of incentive/subsidy .

Upto Rs.0.50 lacs Upto Rs.1.00 lacs Upto Rs.5.00 lacs
 Upto Rs.10.00 lacs
 Upto Rs.30.00 lacs Upto Rs.50.00 lacs & More Do not want to
 Comment

22. No of Employees in the unit (Tick):
- | <u>Before Receipt of Incentive/subsidy</u> | <u>After Receipt of Incentive/subsidy</u> |
|--|--|
| a) Upto 10 <input type="checkbox"/> | a) Upto 10 <input type="checkbox"/> |
| b) Upto 20 <input type="checkbox"/> | b) Upto 20 <input type="checkbox"/> |
| c) Upto 30 & More <input type="checkbox"/> | c) Upto 30 & More <input type="checkbox"/> |

23. Are you satisfied with the process of implementation of the Scheme by the Department? (Tick) Yes No

24. Do you think tourist related activities can address the problem of unemployment in the state (Tick) Yes No

25. Does the implementation of the Scheme has increased the flow of Tourists to your business unit. (Tick) Yes No

No. of Annual flow of Tourists Before receipt of Incentive/Subsidy: _____

No. of Annual flow of Tourists After receipt of Incentive/Subsidy: _____

26. Suggestions for improvement:
- | | |
|--|--------------------------|
| a. More units to be covered | <input type="checkbox"/> |
| b. More funds to be invested in the sector | <input type="checkbox"/> |
| c. Broader Publicity | <input type="checkbox"/> |

27. Any suggestion for improvement _____

Signature of Field Investigator _____

Evaluation Study on “Package of Incentive to Tourism Industry”

Schedule-III
(Tourist Schedule)

Domestic /Foreign _____

State/Country _____

Name of Tourist Destination _____

1. Name of Tourist _____
2. Staying in
 - (a) Hotel
 - (b) Guest House
 - (c) House Boat
 - (d) any other (specify)
3. Lodging facility
 - I. Very Good II .Good III. Average iv. Bad
4. Quality of infrastructural facility:
 - i. Transportation: Good / Not Good
 - ii. Is toilet facility available at tourist spot Yes No
 - iii. Do you feel safe in the late night hours at tourist spot: Yes No
 - iii. Is tourist police available at tourist spot: Yes No
 - iv. Whether the tourist facilities are good.
Yes No
5. Are you satisfied with the available facilities Yes No
6. If No reasons thereof:
 - a. Bad transportation facility
 - b. Dilapidated roads
 - c. Insufficient tourist facilities like lack of travel agencies/ Lack of guidance to the tourist.
 - d. Below standard Lodging facility
 - e. Any other specify _____
7. Suggestions for improvement:
 - a. More units of Hotels /Motels to be built
 - b. Modern transportation facilities to be introduced
 - c. More travel agencies offering modern services to be sanctioned
 - d. More funds to be invested in the sector
 - e. Any other (Specify) _____


8. Do you think the present tourist facilities need to be improved at the tourist spot(Yes/No)_____
9. Quality of food available at the tourist destination:
- a) Good
 - b) Average
 - c) Poor
10. Overall suggestions for improvement of Tourist Industry _____
-

Name /Signature of informant_____

Name/signature of Enumerator_____



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