

## Analytical Study of Domestic Tourism Promotion and Publicity including Hospitality (DPHH) Scheme

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### ABSTRACT

This paper is an analytical assessment of Evaluation Scheme of Domestic Promotion and Publicity including Hospitality (DPHH) which was initiated by the Ministry of Tourism, Government of India in 2004. The main objective of DPPH was to create a general awareness among the domestic population about the potential tourist destinations in the country, which will help to increase the domestic tourism market.

The main objective was behind this paper to communicate with the tourism research fraternity about the process, hurdles and methodology utilized to assess and analyzed during this research project. Moreover, the various aspects were discussed like how to convert the research recommendations into government policy and regulation.

Based on the Terms of Reference (ToR) or objectives of the study, the research instrument was designed and the data were collected from the identified major nine cities of India covered all the five regions. In evaluating the impact of the various activities being undertaken for DPPH, the Evaluation Matrix (EM) and Evaluation Tools Matrix (ETM) are framed for use as methodology. Furthermore, to know about the effectiveness of the Ministry of Tourism's campaigns using different media vehicles such as News Paper, TV, Radio, Magazine and Website, a Structural Equation Model (SEM) has been developed with the help of Analysis of Moment Structure (AMOS).

The respondents were Local Residents (who are potential tourists), Tourists, Government Officials, Service Providers, Trade Associations and the heads of state tourism departments.

The findings of the study suggested that DPPH scheme has been able to fulfill its goals of creating awareness about domestic tourism during the 11<sup>th</sup> Five Year Plan (2007 - 2012). The continuation of the scheme is recommended during the 12<sup>th</sup> Five Year Plan (2012 - 2017), though the focus of promotion may shift to cover the new potential areas. The study also suggested that Niche Tourism products and Film Tourism has demanded further efforts to make visible impacts.

**Keywords:** *Domestic Promotion and Publicity of Tourism; Niche tourism areas; Evaluation of national tourism schemes; Management of domestic tourism; Tourism policy and regulation*

**JEL Classification:** M31; M37; M38

### Introduction and Background

The Domestic Promotion and Publicity including Hospitality (DPHH) scheme was launched by the Ministry of Tourism, Government of India in 2004 with the major objective of creating a general awareness amongst the domestic population about the potential tourist destinations within the country and to develop the domestic tourism market in India. To implement the scheme various measures were used by the ministry, including the use of promotional campaigns all over the country.

The implementation of DPPH during 11<sup>th</sup> plan period (2007 – 2012) is evaluated to know its efficacy. The evaluation study examines the efficiency of the promotional tools used in the campaign and assesses the impact of the

campaign in promoting awareness about the domestic tourist destinations. Under this scheme the various campaigns, events, festivals, etc. are being organized by Ministry of Tourism, Govt. of India as well as state tourism departments which are fully / partly funded by Ministry of Tourism, Govt. of India. The scheme broadly covers financial support for following promotional mix:

### ***Campaigns***

Promotional campaigns to promote different themes and destinations either directly by the Ministry of Tourism, Govt. of India or by the different state governments are supported. These campaigns are released through different media. The important campaigns in the 11th five year plan were Atithi Devo Bhavah, Rural Tourism, North Eastern States Campaign, Jammu and Kashmir Campaign, Golf Tourism, Film Tourism, Wellness Tourism and Campaign clean India.

### ***Production of Publicity materials in collaboration with Private Sector***

Ministry of Tourism (MoT) provides financial support to the State Governments / Union Territories and Private stakeholders to develop and print promotional material. Special support is available to the State Governments of North East States, including Sikkim, J&K, and three new States Chhattisgarh, Jharkhand and Uttarakhand for production of Collaterals and tourism promotional material on 50: 50 cost sharing basis where 50% should be together with the State Governments and Private stakeholders. The DPPH guidelines suggest that the literature produced by the State Government / Union Territory should not be the same or similar to that produced by the Ministry of Tourism.

### ***Fairs and Festivals***

The Ministry of Tourism provides financial assistance to the State Governments / UT Administrations for organizing fairs / festivals and tourism related events such as seminars, conclaves, conventions etc. for the promotion of tourism.

### ***Events***

The Ministry of Tourism, Govt. of India provides financial support to events such as certain special events organized at the National level that provide a large and effective platform for achieving widespread exposure and reach amongst a large target audience and receive widespread media coverage as well, thereby enhancing the profile of the event. These may also include other sporting events, cultural events, film/cinema related events, media events, Travel Marts and Exhibitions which promote destinations in the country and tourism products amongst participating delegates and visitors/or any other events of merit.

### ***Campaign Clean India***

Campaign Clean India was launched by the Ministry of Tourism to address the cleanliness problem in and around tourist destinations in the country. The aim of the campaign is to create a collective mindset of hygiene and cleanliness and it was expected to employ a balance of persuasion, education, sensitization, training, demonstration and regulation.

### ***Film Tourism***

As an initial gesture for promoting the shooting of films, both international and domestic, at locations and destinations in the different States and Union Territories of India, the Ministry of Tourism, Govt. of India has decided to extend financial support to State Governments and Union Territory (UT) Administrations for promoting 'Film Tourism' based on certain guidelines. The State Governments / UT Administrations will in turn make efforts to provide SINGLE WINDOW clearance for all filming to be carried out in local destinations, except in cases where the permissions of central government authorities such as ASI, Army, etc. are required to be obtained.

### **OBJECTIVES OF THE STUDY**

The objectives of the study as stated by the Term of Reference (TOR) given by the Ministry of Tourism are:

1. To suggest a methodology for evaluating

the impact of the various activities being undertaken for domestic promotion and publicity, centrally or in collaboration with States / UTs and Stakeholders, under the plan scheme “Domestic Promotion and Publicity including Hospitality”

2. To adopt the proposed methodology to:

- a) Examine the various measures used vis-à-vis the available spectrum and assess the relative importance and efficacy of the different measures used.
- b) Evaluate the impact of various measures taken through the promotional activities directly and through campaigns/activities in collaboration with the State Govts./ UTs and Stakeholders, in promoting general awareness on tourism and the intended tourist destinations/ tourism products.
- c) Analyze the result and in the light of analysis, give recommendations on the corrective measures that need to be taken to make the scheme more effective for the 12<sup>th</sup> Five year plan.

**STUDY / COVERAGE AREA**

The Evaluation Study would cover the following major activities being undertaken under the Scheme:

- (i) Media campaigns and other promotional activities undertaken directly by the Ministry
  - (a) Print, Electronic and Online Media Campaigns undertaken in the domestic market, Outdoor Advertising at major airports (Delhi & Mumbai).
  - (b) Release of Advertorials in leading newspapers highlighting the initiatives of the Ministry as well tourist destinations and products of the country.
  - (c) Production of Tourism Promotional Material, including maps, brochures, posters, etc.
  - (d) Support to events organized by

the private sector at the national / international level, which have potential for promoting tourism to / within the country.

- (e) Promotion of Niche Tourism Products like Golf, Polo, Wellness, etc.
  - (f) Participation in major travel fairs in the country such as SATTE, GITB, KTM, TTF, etc.
  - (g) Promotional campaigns on “Campaign Clean India”.
- (ii) Promotional activities undertaken in collaboration with States/ Union Territories
- (a) Providing Central Financial Assistance for Production of Publicity Material
  - (b) Providing Central Financial Assistance for Advertising in Print Media
  - (c) Providing Central Financial Assistance for Promotion of Film Tourism (new guidelines formulated)
- (iii) Promotional activities undertaken in collaboration with Stakeholders
- (a) Financial support for Tourism and Tourism Related Events organized by leading Commerce, Industry and Trade Organizations/ Associations in the country, such as CII, FICCI, ASSOCHAM, etc.
  - (b) Financial assistance to Tourism, Travel and Hospitality Associations for their events organized in India.
  - (c) Financial support to approved service providers for participation in Travel Marts and Conventions, with the objective of promoting tourism within the country, under the Marketing Development Assistance (MDA) Scheme.

**EVALUATION FRAMEWORK / RESEARCH METHODOLOGY**

The evaluation framework of the study has been developed based upon other similar

studies and the available literature. Based on the Terms of Reference (TOR) and coverage, an Evaluation Matrix (EM) has been prepared. The EM suggests Performance Indicators (PI) for each measure and the tools to be used for evaluation.

Similarly, an Evaluation Tools Matrix (ETM) has also been developed for evaluating the different evaluation tools identified with sources of data for each and expected output. These used separately for every promotional measure will generate enough objective information to know the effectiveness (the use of each or the combination shall depend on the cost-benefit analysis).

A sample tracking survey for the target markets and tourists at the destination has also been developed. All the evaluation focuses on effectiveness of DPPH. The tools identified for evaluation are operable during and after the implementation of DPPH.

As this study is undertaken after the scheme has been implemented, therefore only tracking and conversion survey has been used to monitor change among different stakeholders and to know their opinion of the effectiveness of different measures used. Moreover, for the future, a detailed Evaluation Scale (ES) has been developed to be used constantly.

#### ***Evaluation Matrix (EM)***

**Table 1: Evaluation Matrix (EM)**

#### ***Evaluation Tools Matrix (ETM)***

**Table 2: Evaluation Tools Matrix (ETM)**

### **SOURCES OF DATA**

The data for the study to be used in the evaluation matrix was collected from the following sources:

#### ***Literature Survey***

An extensive review of available secondary documents / literatures was undertaken mainly from the following sources:

- i. Relevant documents from the media houses, publication divisions of

private and public sector, published academic reports and research papers.

- ii. Published reports of United Nation World Tourism (UNWTO); Ministry of Tourism (MoT), Govt. of India; State Tourism Departments.
- iii. The promotional literature published and funded under the scheme by Ministry of Tourism (MoT), Govt. of India.
- iv. Unpublished file data records from Ministry of Tourism (MoT), Govt. of India.
- v. Literature or present trends in international and national tourism markets.

#### ***Primary Survey***

The primary data was collected from five regions of the country, i.e. North, West, South, East and North-Eastern states. Nine state capitals were chosen for contacting respondents: one North East and two each from other regions. Seven categories of respondents were identified for contact. These included local residents who were also considered as potential tourists, tourist who were intercepted on tour, tourism service providers, tourism planners, tourism departments of state governments represented through their heads and trade associations. After constant persuasions only six state tourism department and four trade associations provided the required information. The details of sample are given in the Table 3.

**Table 3: Sample Size**

### **DATA ANALYSIS**

The primary and secondary data have been analyzed mostly by using the frequency percentage. The Structural Equation Model (SEM) represents the effectiveness of the Ministry of Tourism's campaigns by taking different media vehicles like News Paper, TV, Radio, Magazine and Website. Likewise, the statistical technique of Confirmatory Factor Analysis (CFA) through Analysis of Moment Structure (AMOS) has also been used to design a model to study the sample. To construct adequacy and discriminate validity of the test of effectiveness of different media and media vehicles in generating excitement in

a tourism campaign, confirmatory factor analysis through AMOS was used to test whether the observed measures were associated with their respective constructs.

**Figure 1: Confirmatory Factor Analysis (CFA) through Analysis of Moment Structures (AMOS)**

The points related to the relevance of the model are explained below:

- i. Fit of the model was examined and verified in Figure 1, which indicates that each indicator loaded significantly with its intended construct.
- ii. Then the discriminate validity of the test of effectiveness was assessed by testing model that constrain the association between latent constructs and using a chi-square test of the difference in fit between the model with unconstrained association.
- iii. The model was tested, linking the constructs of different media and media vehicles in generating excitement in a tourism campaign.
- iv. The detail of the media vehicles, constructs of media vehicles and model symbol is explained below in the Table.

**Table 4: Media Vehicles and their constructs with their symbols used in the model**

The outcome values of the model are shown in the Table 4A and Table 4B

**Table 4A: Calculation of the degrees of freedom**

**Table 4B: Values of Chi-square minimum (CMIN)**

- i. Since the probability value was coming less than 0.001 which is significant at the 1 percent level indicated that all the media vehicles are highly influenced the effectiveness the different media constructs.
- ii. The comparative fitness index (CFI) = 0.9 was coming closure 1 which indicated good fit the model construct.

- iii. According to studies of Browne and Codec (1993) and Hu and Bentler (1999), all the values of theorized factor model provided a reasonable fit to the data as given below:

- ✓ Chi-square (Number of distinct sample moments = 387, N = 95,  $p < .001$ )
- ✓ Chi-square Minimum (CMIN) = 453.02,
- ✓ Comparative Fit Index (CFI) = .90,
- ✓ Non-Normed Fit Index (NNFI) = .88,
- ✓ Root Mean Square Error of Approximation (RMSEA) = .58

- iv. After the analysis of all the values it was concluded that each item was loaded significantly with its intended construct. Hence the relationship between media vehicles and their relative construct are fit with each other. Therefore, these were used for the analysis of the campaigns and also for the analysis of the study.

***Brief description of data analysis***

Due to the limitation of this research paper, all the data analysis of primary data is briefly explained below:

**a. Preferences for different sources of promotional information**

- For the Local Residents, Friends / Relatives are the major source of information for their tour while Travel Agency and Tour Operator along with Website / Internet are second and third sources of information. Moreover, Publicity material of Ministry of Tourism / State Tourism has been used as a source for their last tour along with Travel Agency / Tour Operator and Bill Board / Hoarding in the Airport / Railway Station as second and third sources respectively.
- Travel Agency and Tour Operator are the common source that was used in the past and is still rated an important source of information.
- For Tourist, Travel Agency / Tour Operator are the major source while

Website / Internet and Friends / Relatives are the second and third sources of information as their tour preferences. It is possible that intercepted tourists might have been on a packaged tour, giving choice for travel agents.

- Travel agents and Friends/Relatives clearly emerge as important sources of information.

**b. Awareness of different Campaigns of Ministry of Tourism**

- Atithi Devo Bhavah campaign was better known for its presentation style, theme and brand ambassador among all categories of respondents than for concept or travel related information.
- Campaign clean India scored high on presentation style, theme and awareness of the concept.
- North Eastern States Campaign was rated high on the theme and awareness of the concept and by tourists and by service providers on tourism related information.
- Jammu and Kashmir Campaign was preferred mainly for the presentation style by all categories except the service providers who were interested more in the theme of the campaign.
- In Golf Tourism campaign, both local residents and service providers rated high on the presentation style, where as tourists and Govt. officials were interested in the travel related information.
- Film Tourism campaign scored high on presentation style among local residents and Govt. officials and travel related information and the colour scheme among tourists and service providers.
- Wellness Tourism was better identified for the presentation style by the local residents, travel related information by the Govt. officials and tourists and for awareness of the concept by service providers.
- Rural Tourism was mostly liked for the travel related information by all categories except Govt. officials who preferred the presentation style in the campaign the most.

All campaigns were primarily recalled for theme and presentation style. It can be argued that these might have created initial awareness.

**c. Media sources of different promotional campaigns of both Ministry of Tourism, Govt. of India and State Tourism Departments for Local Residents and Tourist**

Among the Print media, Newspaper is found to have the maximum reach among all the different categories of respondents. In case of Electronic media, majority preferred Television and Internet is the major source of the Online media.

**d. Media sources of different promotional campaign by the State Tourism Departments of local tourist attractions for Local Residents, Service Providers and Govt. Officials**

The source of information from Print media about the campaigns for local tourist attractions by state governments / tourism departments is mainly by Newspaper in the case of local residents and service providers. Among Govt. officials majority got the information from State Govt. Brochures. In the Electronic media, Television and Internet is considered as the major source of Online media.

**e. Time Preference of important media**

The majority prefers to watch television during evening / night where as they hear radio in the forenoon and afternoon. They read Magazines mostly in the evening / night while newspaper in the forenoon and browse the websites mainly in the evenings / night.

**f. Impact of campaigns of Ministry of Tourism on Local Residents and Tourist**

The opinion of the Local residents is that all the campaigns have a positive impact on all the parameters except the cleanliness of tourism attractions. Tourists told that the importance of tourism is increased through all these campaigns. According to the overall responses, all the campaigns have contributed 82.11% towards increase the importance of tourism, 74.70% to increase in income,

63.83% to increase in tourist arrival, 61.65% to increase the knowledge of tourist place, 57.68% towards awareness on the hospitality and 45.58% in cleanliness of tourism attractions.

**g. Impact on the local tourist attractions due to different awareness campaigns on Ministry of Tourism and State Tourism Departments**

Govt. officials are opined that there is an increase on all the given parameters due to the promotional campaigns. Service providers are of the opinion that the importance of tourism in the locality has increased due to the different campaigns.

According to the responses, all the campaigns have contributed significantly. 78.57% respondents agreed that due to the different campaigns the respect towards tourist by the local community has increased. 75.05% agreed that the importance of tourism in the locality, 71.77% towards the positive attitude and behaviour to tourists, 71.56% to the awareness on hospitality by local people, 70.87% to the income generation, 66.65% towards tourist arrival, 63.45% increased in the knowledge of tourist place, 55.32% towards the cleanliness of tourism attractions and 51.22% towards the improvement of business has increased.

**h. Preference for visit of different tourism events / fairs and festivals**

Govt. officials are interested in visiting trade fairs followed by dance festivals. In case of tourists and service providers, visit to handicraft fairs is the first preference followed by trade fairs. Local residents like to visit dance festivals followed by handicraft fairs.

**i. Impact of different tourism events**

Two third among the trade associations responded that tourism related different events help to increase the knowledge of tourist attractions of the country, preserve the cultural heritage, generate income and showcase the tourism products of the country.

**j. Impact of advertorials**

The analysis depicts that advertorials helps to enrich the knowledge of tourism resources of the country.

**k. Inputs from Trade Associations related to the impact of advertorials for the promotion of tourism in the country**

All the trade associations told that the tourist arrivals have increased towards the country as a result of the advertorials.

**l. Effectiveness of different media and media vehicles in generating excitement in a tourism campaign**

The analysis shows that the overall analysis of effectiveness of all the media like Television, Radio, Magazines, Newspaper and Website and the preferences the type of media vehicles like Entertainment, Educational, Sports, News based and Religious in generating the excitement in a tourism campaign

**m. Financial support received from Ministry of Tourism, Govt. of India to Trade Associations**

The responses show that all the trade associations are receiving the financial assistance from Ministry of Tourism, Govt. of India.

**n. Choice of Bill Board / Hoarding in the Airport / Railway Station for sources of information by the respondents for their tours**

From the responses, it is depicted that in Delhi 24.05% overall of the respondents refer the bill board / hoarding in the airport / railway station as their first preference for their domestic tour while in Mumbai 27.43% overall of the respondents prefer as their first option. These figures are increased as compared with the figures of their previous domestic tours which are 14.43% for Delhi and 10.89% for Mumbai.

**o. Impact of DPPH through support to State Governments**

DPPH scheme supports to state governments to initiate the promotional activities at the state

level. The information on this was requested from all state tourism departments of the country and information was made available only by six states Andhra Pradesh, Madhya Pradesh, Himachal Pradesh, Kerala, Odisha and Mizoram.

Majority among the respondents were of the opinion that fairs and festivals increased all the factors like income generation, tourist arrival, motivate the local community towards tourism, preserve the cultural heritage and to enrich the knowledge of tourist attractions.

## **FINDINGS AND CONCLUSIONS**

The evaluation study found DPPH scheme effective in terms of its objectives of spreading awareness on domestic tourism and promoting domestic tourism. The findings are based on the perceptions and opinions of participants at the supply end such as tourism ministries and departments at the centre and in states, travel service providers, trade associations and receivers on demand side such as tourists and residents.

DPPH scheme uses a wide range of activities where each merits are explained through different evaluation. An Evaluation Tools Matrix (ETM) developed from Evaluation Matrix (EM) (Table 1 and Table 2) suggested to be used for impact assessment of activities under DPPH.

Structural Equation Model (SEM) has suggested all means of promotion by Ministry of Tourism's are having an impact and even the campaigns also showing the positive effect which are promoted through different media vehicles like News Paper, TV, Radio, Magazine and Website. To assess the success of different media undertaken in domestic market, data were collected from four types of respondents i.e. Local Residents who are also considered as potential Tourists, Tourists, Service Providers and Government Officials.

The campaigns were found to be important sources of information for making travel decisions, but travel agencies and friends-relatives were most preferred. However, different media campaigns were rated differently. *Atithi devo bhava* and *Campaign Clean India* were perceived high on theme and

presentation style. North East and Rural tourism were high on travel related information. The impact of different campaigns was rated positively in terms of outcomes such as tourist arrivals and awareness.

The study also indicates that among the Print media, Newspaper was found to be having the maximum reach among all the different categories of respondents. In case of Electronic media, for the vast majority it was Television and among the Online media, the Internet was the major source.

To know about the role of advertorials in different newspapers for the promotion of tourism, it was depicted that all categories of respondents has opined that tourism Advertorials helps to enrich the knowledge of tourism resources of the country. It also indicates that role of the advertorials in promotion of tourism in the state was reported as increased by respondents in all the various parameters given.

To find out the use of different promotional materials of Ministry of Tourism, Govt. of India and different State Government, the required data were collected from all categories of respondents. The analysis indicates that use of Promotional Material, including maps, brochures; posters, etc. are minimal in the case of all the categories of respondents. While the study also depicted that production of publicity materials has helped to provide information to tourists on the resources available and also to enrich the knowledge of the staff.

The study indicates that Local residents like to visit dance festivals and handicraft fairs. The tourists and service providers prefer to visit handicraft fairs. Govt. Officials like to visit trade fairs, followed by dance festivals. Two third among the trade associations responded that tourism events help to increase the knowledge of tourist attractions of the country, preserve the cultural heritage, to generate income, and to showcase the tourism products of the country. Moreover, the study has indicated that the majority of the state tourism head has told that fairs and festivals are helping to enrich the knowledge of tourist attractions of the state and help to showcase the tourist resources.



To know the effectiveness of promotion of Niche Tourism Products, data analysis indicates that most of the respondents from all categories are not aware much about Niche Tourism Products like Golf, Polo and Wellness etc.

The study reveals from the analysis that most of the respondents like to participate in the trade fairs.

The analysis indicates that the *Campaign Clean India* has created awareness among all the categories of the respondents. To know about the Promotional activities undertaken in collaboration with States / Union Territories through providing Central Financial Assistance for Production of Publicity Material depicted that the promotional materials provide information to the tourists on the tourist resources of the State.

To know about the effectiveness of Central Financial Assistance for Advertising in Print Media, the collected data analyzed and indicates that among the Print media, Newspaper is found to have the maximum reach. The local residents and service providers get information about the different promotional campaigns from Newspapers. Under Print Media, the entertainment Magazines are first choice for the majority of the respondents of all the categories. While the news based section is the first preference of the majority of the respondents.

The analysis regarding the Film Tourism depicts that very few respondents are aware about the promotion of film tourism.

To know about the status of financial support for tourism and its related events, the analysis show that it helps to increase the tourist arrival and also suggest that to organize the tourism related events by the different stakeholders.

## **RECOMMENDATIONS**

Based on the analysis of the data, the recommendations were given while the majorities were implemented till now. The explanation is as under:

All media are finding use for information collection of different stakeholders, but online and other electronic media seem to be a priority. Distribution of ads in different media can be collated with media preferences of different market segments. The continuance of campaigns is recommended for higher reach and penetration in future.

Hoardings and Billboards in airports and railway stations in major cities can be continued. Advertorials shall be continued as these are targeting the general public at large.

The supply of these can be increased to user groups. Its continuance is recommended. Soft downloadable copies can be made available to the potential tourists to enrich the knowledge of the destinations.

The events are found to be effective to promote tourism based on post facto analysis of opinions of events organizers. So support to organize these types of events at different level by private sectors can be encouraged. The continuance of financial assistance to the organizers of the events is recommended.

Campaign clean India has been rated high on awareness and theme of the campaign. It shall be continued.

Central Financial Assistance can be continued in the production of Soft downloadable information on different destinations / attractions of the state which can be made available to the potential tourists.

Central Financial Assistance for advertising in Print media can be continued. Entertainment magazines may be identified for advertisement.

The events organized at different level play a major role in the promotion of tourism within the country. So support to organize these types of events at different level by private sectors can be encouraged.

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**Table 1: Evaluation Matrix (EM)**

Scheme Objectives	Measures used (Strategies/Tactics/Activities)	Measures Covered	Performance Indicators (PI)	Evaluation Tools (ET)
1. Creating a general awareness amongst the domestic population about the potential tourist destinations within the country	Media campaigns and other promotional activities undertaken directly by the Ministry	Print, Electronic and Online Media Campaigns undertaken in the domestic market, Outdoor Advertising at major airports (Delhi & Mumbai)	1. Reach, Impact of promotional activities 2. Inquiry levels 3. Tourists numbers, length of stay and, Tourists spend (trend over previous year) at the destinations promoted	1. Tracking and conversion surveys to monitor change in awareness, interests, preferences, intentions among target markets (Reach and Impact)
2. To develop the domestic tourism market in India		Release of Advertorials in leading newspapers highlighting the	1. Reach and impact	2. Interception of actual visitors to know the impact of campaign

		initiatives of the Ministry as well tourist destinations and products of the country		relative to broader environmental factors (Impact)
		Production of Tourism Promotional Material, including maps, brochures, posters, etc	1.Reach and impact 2.Inquiry levels 3.Tourists numbers, length of stay and tourists spend	3. Inquiry levels 4. Footsteps in events 5. Public/Media exposure (can be gauged through search results in Google post event)
		Support to events organized by the private sector at the national / international level, which have potential for promoting tourism to / within the country	1.Extent of support in terms of number of events and number of beneficiaries 2.Excitement generated by the event in general and for Indian tourism (press coverage-Google entries)	6. Total tourists numbers, length of stay and Tourists spend 7. Yield Analysis-Ratio of tourists arrivals to promotional budget of the destination and Ratio of tourist revenues and promotional budget at the destination
		Promotion of Niche Tourism Products like Golf, Polo, Wellness, etc	1.Reach, impact 2.Tourists numbers, length of stay and, Tourists spend (trend over previous year) at the destinations promoted	
		Participation in major travel fairs in the country such as SATTE, GITB, KTM, TTF, etc	1.Footsteps at the stall 2.Business inquiries generated	
		Promotional campaigns on "Campaign Clean India	1.Reach and impact	
	Promotional activities undertaken in collaboration with States/ Union Territories	Providing Central Financial Assistance for Production of Publicity	1.Use of CFA by state governments 2.Reach and Impact of publicity material, advertising and	

		Material	film tourism	
		Providing Central Financial Assistance for Advertising in Print Media		
		Providing Central Financial Assistance for Promotion of Film Tourism (new guidelines formulated)		
	Promotional activities undertaken in collaboration with Stakeholders	Financial support for Tourism and Tourism Related Events organized by leading Commerce, Industry and Trade Organizations/ Associations in the country, such as CII, FICCI, ASSOCHAM, etc.	1. Number of events and beneficiaries 2. Footsteps in the events 3. Public exposure of events	
		Financial assistance to Tourism, Travel and Hospitality Associations for their events organized in India.	1. Number of events and beneficiaries 2. Footsteps in the events 3. Public exposure of events	
		Financial support to approved service providers for participation in Travel Marts and Conventions, with the objective of	1. Number of events and beneficiaries 2. Exposure generated through participation 3. Experience of service providers regarding impact	

		promoting tourism within the country, under the Marketing Development Assistance (MDA) Scheme.		
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**Table 2: Evaluation Tools Matrix (ETM)**

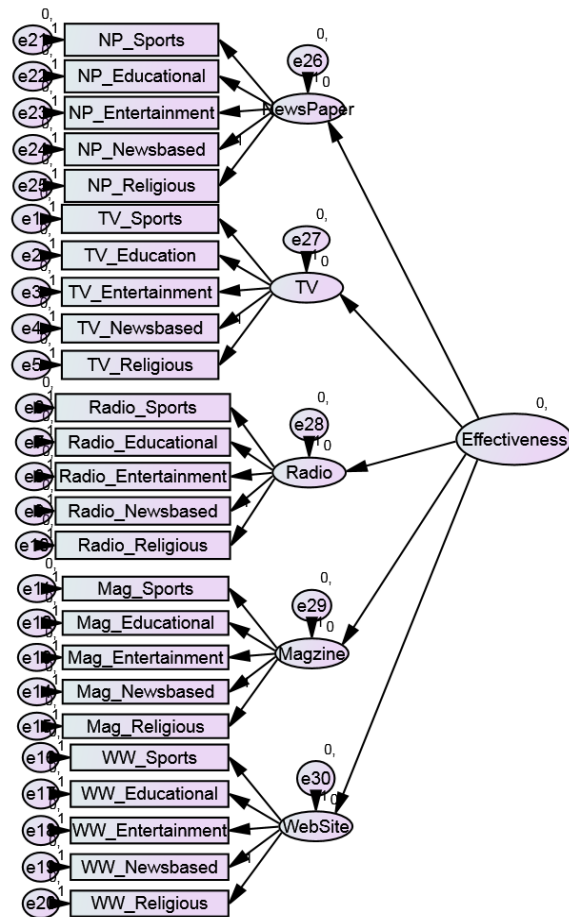
S. No	Evaluation Tools (ET)	Output Expected	Data Sources
1.	Tracking and Conversion survey of target markets	Change in nature / level of demand	Through continuous survey in the target markets
	Detailed profile of visitors	Response of particular market segments	
	Motivation data (to monitor change in awareness, interests, preferences, intentions among target markets)	Impact of different promotion strategies	
	Data on places visited	Enables programs to be evaluated in terms of market share	
	Expenditure/duration of stay data	Assessment of programs in terms of market yield	
2.	Interception of actual visitors to know the impact of campaign relative to broader environmental factors	Impact of different promotional strategies	Through continuous surveys at the destination
3.	Inquiry levels of tourists (from govt as well as other operators engaged in promotion)	To gauge the areas in which tourists express interest and desire to get additional information/or more information need to be given through promotion	Data to be compiled for different promotional measures and private and state governments getting financial support are to maintain this data
4.	Footsteps in events	To gauge the exposure to event	From event organizers who are financially supported
5.	Media/ Public exposure	To gauge the exposure of event	Google search entries of the event (to be provided by event organizer after the event)
6.	Tourists numbers, length of stay and tourist spend	To know the market yield of promotion	Through data collection exercise of domestic tourism
7.	Yield Analysis • Ratio of tourists arrivals	To know the impact of money spent on promotion	Through data collection exercise of domestic tourism

	to promotional budget of the destination		
	<ul style="list-style-type: none"> <li>Ratio of tourist revenues and promotional budget at the destination</li> </ul>		

**Table 3: Sample Size**

S. No	Region	City	Local Residents	Tourist	Tourism Service Providers	Tourism Planners including Govt. Officials	Total	Tourism Dept. Head of the State Govt.	Trade Associations	Grand Total
1	North	Jammu / Srinagar	94	100	95	10	299	1	4	
2		Delhi	100	100	100	13	313			
3	South	Trivandrum	100	100	99	09	308	2		
4		Hyderabad	98	100	100	14	312			
5	West	Ahmadabad	100	100	100	08	308	1		
6		Mumbai	97	100	100	12	309			
7	East	Bhubaneswar	100	99	100	09	308	1		
8		Kolkata	97	100	100	05	302			
9	North-East	Guwahati	100	100	100	12	312	1		
	Total		886	899	894	92	2771	6	4	

**Figure 1: Confirmatory Factor Analysis (CFA) through Analysis of Moment Structures (AMOS)**



**Table 4: Media Vehicles and their constructs with their symbols used in the model**

S. No.	Media Vehicles	Constructs of Media Vehicles	Model Symbol*
1	Newspaper	Sports	<b>e26</b>
		Educational	
		Entertainment	
		News based	
		Religious	
2	TV (Television)	Sports	<b>e27</b>
		Educational	
		Entertainment	
		News based	
		Religious	
3	Radio	Sports	<b>e28</b>
		Educational	
		Entertainment	
		News based	
		Religious	

		Religious	
4	Magazine	Sports	<b>e29</b>
		Educational	
		Entertainment	
		News based	
		Religious	
5	Website	Sports	<b>e30</b>
		Educational	
		Entertainment	
		News based	
		Religious	

(\*e21 to e30 deals with error variance i.e. error related to each variable for the factor)

**Table 4A: Calculation of the degrees of freedom**

Number of distinct sample moments:	387
Number of distinct parameters to be estimated:	67
Degrees of freedom (387 - 67)	320

**Table 4B: Values of Chi-square minimum (CMIN)**

Model	NPAR	CMIN*
Default model	67	453.02

(\*CMIN: The Likelihood ratio of Chi-square (minimum value of the discrepancy between the model and the data)