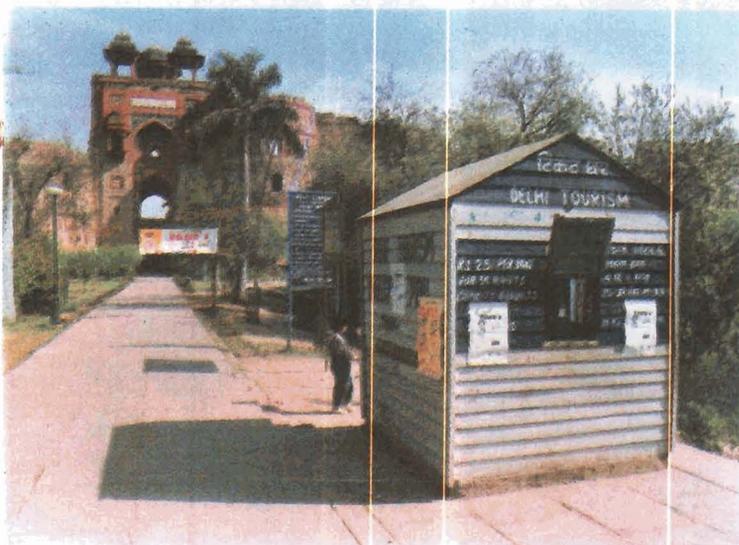


# UNIT 7 STATISTICS AND MEASUREMENTS

## Structure

- 7.0 Objectives
- 7.1 Introduction
- 7.2 Statistics: Definition and Uses
- 7.3 Statistical Measures
- 7.4 Need for Tourism Statistics
  - 7.4.1 Understanding the Perspectives
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- 7.7 World Tourist Arrivals and Receipts
- 7.8 Tourism Statistics in India
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- 7.9 Estimates of Foreign Exchange Earnings
- 7.10 Let Us Sum Up
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## 7.0 OBJECTIVES

After reading this Unit you will be able to:

- define statistics and statistical measures,
- appreciate the need for tourism statistics,
- know about the problems of statistical measurement in relation to tourism statistics and the methods of measurement,
- understand the nature of tourism statistics in India, and
- know about the relevance of tourism statistics in foreign exchange earnings.

## 7.1 INTRODUCTION

Tourism statistics are gathered and published by every country today. The WTO further collects it from all countries to make global appraisal and projections. Certain basic information is made available to us via these statistics which relate to different fields. At their face value some of it may appear to be useless or unnecessary. However, in reality they are relevant in many ways. This Unit, after defining statistics and measurements, highlights the need for tourism statistics. It also introduces you to the type of

statistics collected and its relevance to tourism industry. You can use them in relation to your own enterprise or job. This can be done at both macro as well as micro levels.

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## 7.2 STATISTICS : DEFINITION AND USES

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The word 'statistics' is used both as singular and plural nouns. In the plural sense, it refers to numerical facts pertaining to a body of objects or people. As a singular noun, it stands for the science that deals with the methods of collection of data and of the ways of analysing them and drawing inferences.

Statistics is a useful tool for the measurement of any quantitative phenomenon. One such tool is finding of averages. For example, one can measure the average height for students in a class or the average number of visitors to a monument per day, the average number of guests arriving at a hotel per day or the average turnover of a souvenir shop at a tourist place. In the foregoing illustrations all the students in a class, all the visitors to a monument, all the guests arriving at a hotel or the turnovers for every day are called the populations in statistical studies. However, statistics cannot be used for the measurement of qualitative phenomenon like the colour of a person or the taste of oranges.

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## 7.3 STATISTICAL MEASURES

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The most commonly used statistical measures for assessment and comparisons are:

- totals
- averages
- quartiles and fractiles
- variances and deviations
- point estimates
- confidence intervals
- indices
- rate and ratios
- coefficients, and
- multipliers

The **totals** refer to the count of all the units or the aggregate of all the values of the units in the population or the sample. For example, the number of tourists who visited a particular place during a year and the total expenditure incurred by them at the place of visit are 'totals'.

The aggregate of all the units in a system or region is called the **population** and a part of it is called a **sample**. The list of all the visitors to a particular monument in a day constitute a population and a few of the tourists selected for a survey on the same day make a sample.

An average is the most representative value of a sample of units or the population. The most commonly used averages are **arithmetic mean, median, mode, geometric mean and harmonic mean** and are known as measures of central tendency.

The **arithmetic mean** is the value per unit. It is obtained by dividing the 'total value' by the total number of units. The average duration of stay of tourists at a particular place, average expenditure per tourist, etc., are best measured by using arithmetic mean.

**Median** is the middle most value if all the units are arranged in ascending or descending order. It is useful for the measurement of average room tariff and occupancy rates of hotel rooms.

**Mode** is the most frequently occurring value amongst all the values. While planning certain facilities like conference halls, river rafting equipments etc., it is important to judge the most common size of the groups demanding such facilities. The mode value is thus a very useful measure in such cases.

**Geometric mean** is the  $n$ th root of the product of all the values of observations in a study. **Harmonic mean** is the reciprocal of the arithmetic mean of the reciprocals of the observed values.

**Quartiles and Fractiles** are the values of the variables corresponding to one-fourth and one-tenth of the cumulative frequencies after arranging the values in ascending or descending order.

The **variances and deviations** are known as **measures of dispersion**. They provide valuable information on the reliability of averages and other estimates. The common measures of dispersion are range, quartile deviation, mean deviation and coefficient of variation:

- **Range** is the difference between the largest and the smallest value assumed by a variable. It is often used in tourism sector to indicate the variation in hotel tariff, expenditure levels and duration of stay of tourists,
- **Quartile deviation** is one-half of the difference between first and third quartiles,
- **Mean deviation** about median is the arithmetic mean of the absolute values of deviations of observations from median, and
- **Variance** is the sum of squares of deviations of the observed values from arithmetic mean, divided by the total number.

**Standard deviation** is the square root of variance. The percentage ratio of standard deviation to the arithmetic mean is the coefficient of variation.

**Point estimates** are the likely values of a population parameter obtained from a sample of observations. For example, the average expenditure per tourist in a place is normally obtained as a point estimate by surveying a sample of tourists.

**Confidence intervals** are the intervals in which the value of a population parameter is expected to lie with a specified level of confidence or probability. These are also obtained from a sample of observations as in the case of point estimates.

**Indices** are dimensionless quantities used to measure changes over a period of time and geographical regions. The indices normally being used are **price indices, growth indices, seasonality indices** etc. Tourist price indices are often worked out to measure the changes in prices as applicable to tourists. Growth indices are used to measure the past trends in tourist traffic, receipts etc. Seasonality indices of tourists arrivals are used to formulate marketing strategies and resource management decisions.

**Rates** indicate value per unit item or growth per unit time. The rates of growth are often expressed in percentage terms. Ratios are fractions expressed usually in percentages.

**Coefficients** are also dimensionless quantities used to measure certain phenomenon or relationship. For example, correlation coefficient is used to measure the degree of linear relationship between two or more variables and regression coefficients are used to predict the value of one variable based on the values of other variables.

**Multipliers** are certain numbers used to obtain total impact or value by multiplying the estimated direct impact or sample value respectively.

**Check Your Progress 1**

1) What do you understand by statistics ?

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 .....  
 .....  
 .....  
 .....

2) How is arithmetic mean obtained ?

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 .....  
 .....  
 .....

- 3) Which of the following statements are right or wrong ? Mark  or .
- Indices help in developing marketing strategies.
  - Qualitative phenomenon is measured through statistics.
  - Most countries do not publish Tourism Statistics.

## 7.4 NEED FOR TOURISM STATISTICS

Tourism is a social phenomenon with significant economic consequences. The measurement of its volume and distribution along with its impact on specific geographic areas is, therefore, important for:

- having a proper perspective of the tourism sector, and
- planning its future development.

The specific objectives of having tourism statistics are to:

- provide a proper perspective for the activity to guide policy decisions,
- provide an objective basis for development planning,
- provide quantitative information for evolving marketing strategies, and
- facilitate investment decisions.

### 7.4.1 Understanding the Perspectives

In order to have a proper perspective of tourism in relation to any particular destination or region, it is necessary to evaluate its magnitude and significance. While the magnitude is measured in terms of volume of tourist traffic, its significance is evaluated in terms of tourism receipts, value added tax revenue, employment, etc.

The basic measurement of volume is 'tourist visits' or 'tourist arrivals'. It is the total number of tourist arrivals at the given destination over a period of time—usually one whole year.

The second main volume statistics is the **average length of stay** which is measured in terms of days or nights at the destination. It provides a general indication of the nature of tourist traffic and the demand for tourist accommodation.

The best single overall indication of the magnitude of tourist traffic to any destination is the total tourist days or nights. It is obtained by multiplying the tourist arrival figures with the average length of stay.

The value of tourism to an economy is mainly reflected in the **tourist expenditure** at the destination or the **tourism receipt**. It encompasses expenditures on a wide variety of items, ranging from the purchase of consumer goods and services inherent in travel and stays to the purchase of small durable goods for personal use as well as souvenirs and gifts for family and friends.

In the case of international tourists, the payments made in respect of journeys to and from the destination normally do not accrue to the destination. They are therefore, not included in the statistics of tourism receipts. However, fare payments by foreign visitors to national carriers for international transport represent income to the country visited. They are, therefore, evaluated separately and included in the tourism receipts.

The **tourist expenditure** in the case of **domestic** tourists includes the cost of travel to and from destinations as well as expenditure at the place of visit. It is, thus, the total amount spent by tourists while away from home including advance payments on such items as fares and accommodation.

The **average expenditure** per tourist or per day is obtained by dividing the total tourist expenditure by the number of arrivals or the number of tourist days. While global estimates of tourist expenditure provide a general indication of the value of tourism to an economy, the averages provide general indications of the type and quality of the traffic to a destination.

The statistics of value added, tax revenue and employment due to tourism are obtained through industry surveys. The difference between the total value of output at ex-factory price and the value of material inputs is termed as value added. It is the sum total of factor payments in the form of rent, wages and salaries, interest and profit. The indirect taxes accruing to the Government from tourists and tourism related industries represent the tax revenue. The number of persons employed in hotels, restaurants and other tourism related industries constitute direct employment due to tourism. The employment generated in other sectors of the economy due to the multiplier effect of tourism is termed as indirect employment.

### 7.4.2 Development and Planning

The planning for the development of tourism infrastructure involves an objective assessment of the existing demand for various tourism products and their levels of supply. It is also necessary to make realistic forecasts of both demand and supply based on past trends and policy guidelines.

The demand can be either actual or potential. The demand which has already fructified into tourist visits is the **actual demand** and that which is yet to be fructified is **potential demand**. The demand statistics, particularly tourist arrivals and tourist nights, have to be complied by type of accommodation, means of transport, places visited and facilities availed to estimate the demand on specific tourism products. Potential demand is usually assessed in terms of travel plans of target populations, positive response rates to advertisements, levels of awareness etc. through market surveys at the source markets.

The most important consideration in the planning of tourism projects in specific locations is the **capacity to absorb** tourism. It is assessed through various methods like tangible resources limits, tolerance by host population, satisfaction of visitors, excessive rate of growth or change, cost-benefit analysis and systems approach. The application of any of these methods for the measurement of carrying capacity requires massive data on tourist consumption patterns, resource constraints, changes in the behavioural patterns of local population, satisfaction levels of visitors etc. Such data are usually gathered through special surveys of both the host community and the visitors.

### 7.4.3 Evolving Marketing Strategies

Tourism marketing is a follow-up of planning and development to maximise the economic gains from tourism (see Units 20 & 21). The identification of marketing segments, product positioning and evolving of effective communication and marketing strategies are the essential elements of a marketing plan. The preparation of such marketing plans involve the collection and analysis of large volumes of data on various aspects including global trends, market segments, tourist profiles, destination features, strengths and weaknesses of the product etc.

The **global trends** on international tourism are usually obtained from the publications of international agencies like World Tourism Organisation, Pacific Asia Travel Association etc., and those of the originating countries. The trends on domestic tourism are obtained through tourist surveys or periodical statistical reporting systems.

The **market segmentation analysis** involves the segmentation of total volume of tourist visits and nights by country/place of origin, purpose of visit and psychographic groups. The formations of psychographic groups are based on their demographic profiles and behavioural patterns. The statistical variables usually being analysed in this regard include **demographic particulars** like age, sex, education, occupation, nationality, country/place of residence, **ethnic origin**; **personal habits** like reading, film viewing, participation in sports and games etc; and **travel habits** like taking package tours, travelling with family and friends, accommodation and means of transport used, participation in local events, travel planning and motivations. The destination features in terms of attraction and facilities available and types of tourists visiting along with the strengths and weaknesses of tourism products offered by a destination or country also need to be assessed for directing product development and marketing policies.

### 7.4.4 Facilitating Investment Decisions

Investment in any industry, including tourism, is always based on perceptions of return on investment and pay back periods. The calculation of these parameters with a reasonable degree of accuracy requires statistical data on profitability of existing units,

occupancy rates, industry profiles etc. These statistics are usually collected through surveys of existing units.

**Check Your Progress 2**

- 1) Mention the objectives behind having tourism statistics.  
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 .....  
 .....  
 .....
  
- 2) Discuss the relevance of statistics for planning in tourism.  
 .....  
 .....  
 .....  
 .....
  
- 3) Which of the following statements are right or wrong? Mark  or .
  - i) Tourism receipts statistics include payments made in respect of journey to and from the destination by international tourists.
  - ii) Average expenditure is obtained by multiplying total expenditure by number of arrivals.
  - iii) Multiplier effect of tourism is called indirect employment.
  - iv) Tourist surveys are done to know the trends in domestic tourism.

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**7.5 PROBLEMS OF MEASUREMENT**

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The measurement of tourism phenomenon poses several problems. The identification of tourists from other travellers and the local population is a major task in the case of both international and domestic tourists. The problem is more severe in respect of domestic tourists as there are no border controls and administrative checks in their movements. International tourists are usually differentiated with the help of travel documents like passports, visas and embarkation/disembarkation cards. These documents are, however, not designed for the sole purpose of collecting tourism statistics and as such their use is often restricted by other agencies and definitional problems. Very often, co-operation of tourists is required to gather statistics through surveys. The reliability of such measurements thus depends on the responses given by the tourists.

A major problem in the measurement of economic impact of tourism is that the industry itself is not well defined. The tourism industry consists of several segments which cater to both tourists and the local population. It is also invariably not possible to make definite allocations between the two groups of consumers. Special statistical programmes are therefore required to resolve these problems of identification and allocation.

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**7.6 METHODS OF MEASUREMENT**

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The statistical measurements of tourist flows and their impact are generally obtained by surveying the visitors or the tourism production units at one or more of the following places:

- Place of visit or destination.
- Points of travel between the destination and the origin.
- The usual place of residence.

The different kinds of surveys/studies that can be carried out in each of the above places are the following:

**i) Surveys/Studies at Destination**

- Counting by controlling the visitors at tourist sites.
- Surveys of visitors at tourist sites.
- Census and registration of accommodation units.
- Survey of tourism production units.

**ii) Surveys at Points of Travel (between the destination and the origin)**

- Counting by administrative controls at the entry points.
- Survey of passengers at the entry points.
- Survey of passengers at some points along their journey.

**iii) Survey at the Usual Place of Residence**

- Household surveys of residents in the country.
- Survey of companies, public administration units and institutions.
- Survey of tourism intermediaries like travel agents, tour operators, air taxi operators, tourist transport operators etc.

The choice of any one or a combination of the above methods for the estimation of volume of tourism has to be based on the ultimate use of such estimates, operational convenience, levels of accuracy desired and resources available. However, the methods generally used are enumeration and surveys of visitors at the entry points, survey or census of accommodation units and household surveys of residents. The first method consists of counting the visitors from travel documents like embarkation/disembarkation cards at the entry points. It is widely used in the case of international tourists. The surveys of tourists at the entry points at the time of their departure are useful for obtaining profiles and behavioural patterns of international tourists apart from obtaining the total count of such visitors.

Surveys or census of accommodation units are also often being employed for obtaining estimates of number of visitors and duration of stay of both international and domestic tourists at various places of visit. The household surveys are particularly useful for assessing the volume and distribution of domestic tourism, though they are often costly and time consuming.

Tourist expenditure statistics are obtained either by surveying the tourists or indirectly from the accounts of hotels, restaurants and other providers of tourism services. The receipts from foreign tourists can also be estimated from the records of banks on foreign currency exchanges.

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## **7.7 WORLD TOURIST ARRIVALS AND RECEIPTS**

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Systematic measurement of tourist traffic is a recent phenomenon. It began only towards the beginning of twentieth century when the volume of international tourist traffic began to reach significant proportions. The measurements were, thus, confined only to international visitors. The countries which emerged as tourist destinations and started estimating the traffic in the beginning of the century were Austria, Switzerland and Italy. The foreign visitors received by these countries during 1929 were estimated to be 2, 15 and 1.25 million respectively. The global estimates of tourist arrivals and receipts are, however, available only from 1950. The total arrivals during that year were about 25.28 million who spent US \$ 2.1 billion. There has been a phenomenal growth in tourist traffic since then and the year 1992 recorded a total of 476 million world arrivals with an estimated receipt of US \$ 279 billion. According to WTO's latest figures the historic half billion mark was achieved in 1993.

## 7.8 TOURISM STATISTICS IN INDIA

Being a new entrant in the Tourism Industry, India does not have a well developed statistical system. The earliest attempt for the collection of tourist arrival data was made only during 1951 when a count of the foreign visitors was taken on the basis of customs clearance documents. There has been considerable increase in statistical activities on tourism since then. The details of statistics presently available are described in the following paragraphs.

### 7.8.1 International Tourist Arrivals

The total arrivals during the year 1951 were 16,829. It took 25 years since then for tourist arrivals to cross half-a-million mark in 1976. Ten years later in the year 1986, the tourist arrivals registered a remarkable growth of 29.1 per cent and crossed the one million mark. These figures did not include the nationals of Pakistan and Bangladesh as the arrivals from these countries were not counted in the earlier years up to 1980. The total arrivals during 1992 were 18,67,651 including 4,32,914 nationals of Pakistan and Bangladesh.

The tourist arrivals in India are counted from disembarkation cards filled by the tourists at the time of their entry into the country. The total count is obtained by counting the relevant disembarkation cards. The details contained in these cards are transcribed into data sheets, entered into computers and tabulated centrally by the Department of Tourism with the assistance of National Informatics Centre (NIC).

### 7.8.2 Duration of Stay

The average duration of stay of foreign tourists in India by nationalities is estimated on the basis of a sample of embarkation cards. The samples are selected linear systematically with an interval of selection of ten. All the embarkation cards of foreigners travelling by each flight are first arranged nationality-wise and a card is selected at random from the first ten. Every tenth card in the bundle is then selected in the sample. The date of arrival is noted from the immigration stamp and date of departure is available from the date of flight. The difference between the two is the duration of stay. The data were tabulated manually till 1990 and thereafter by using computers. The average length of stay of foreign tourists in India at present is about 29 days.

### 7.8.3 Indians Going Abroad

The count of Indians going abroad (outbound) is obtained from the embarkation cards collected at the ports/checkposts at Bombay, Calcutta, Delhi, Madras, Trivandrum, Tiruchirappalli, Rameswaram, Nagapattinam, Attari Road, Haridaspur and Jogbani. Persons departing from other minor ports/checkposts are not counted. These figures are not disaggregated either purpose-wise or destination-wise. The figures thus include even those going abroad for settlement and employment.

### 7.8.4 Domestic Tourist Statistics

The statistics of domestic tourists along with the data on foreign tourists visiting different places are collected from accommodation establishments. The State Governments are required to collect the details of guests checked in the accommodation establishments at each place every month and forward the same to the Central Department of Tourism. In the case of foreign tourists, the nationality-wise details are also collected in respect of some of the major nationalities. These figures are aggregated over centres to get the State totals. On the basis of these figures, the total number of domestic tourist visits in India in the year 1991 were about 66.44 million.

### 7.8.5 Foreign Tourist Surveys

Foreign Tourist Surveys are being taken-up by the Central Department of Tourism almost once in five years. The latest survey in this regard was conducted during 1988-89. These surveys give information on the following:

- Demographic profile of tourists.
- Evaluation of tourism products of India and satisfaction levels of tourists.
- Motivational factors and purposes of visits of tourists.

- Places of visit of foreign tourists.
- Expenditure pattern of foreign tourists in India.

### 7.8.6 Ad hoc Surveys

Ad hoc surveys like tourism potential surveys of different States and regions and co-operative market research studies in selected source markets are also often conducted for gathering data on present levels of tourist flows, infrastructural availability, market trends, etc.

## 7.9 ESTIMATES OF FOREIGN EXCHANGE EARNINGS

The estimates of foreign exchange earnings from tourism are worked out both by the Department of Tourism and Reserve Bank of India. The Reserve Bank of India (RBI) work out the estimates as a part of balance of payment statistics. The basic data used for the purpose are the returns furnished by the "Authorised Dealers" of foreign exchange. All foreign exchange transactions of Rs. 50,000 and above are categorised as classified receipts and the authorised dealers provide information on the nationality of the beneficiary, currency and purpose for each such transaction. However, in the case of transactions below Rs. 50,000, the figures are clubbed together and reported as unclassified receipts. These unclassified receipts are apportioned according to purpose and country through a survey of unclassified receipts carried out by the RBI every year. These statistics are not available state-wise and region-wise.

Quick estimates are worked out by the Department of Tourism by multiplying the number of tourist arrivals in a year by the estimated per capita expenditure of a foreign tourist in India. This is obtained by making adjustments for price changes in the average expenditure as revealed by RBI estimates for the latest available year or foreign tourist surveys. The wholesale price indices and average exchange rates are used for the purpose. In the case of nationals of Pakistan and Bangladesh the quantum of foreign exchange being released by the respective Governments for visiting India is used in place of per capita expenditure. These are US \$ 45 and 180 respectively. The estimated foreign exchange earning from tourists during 1992 was Rs. 3916 crores.

### Check Your Progress 3

- 1) How is the duration of stay of foreign tourists estimated?  
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.....
- 2) Mention the areas about which information is provided through Foreign Tourist Surveys.  
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- 3) Discuss the problems of measurements of Tourism Statistics.  
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## 7.10 LET US SUM UP

The Unit has familiarised you with the relevance of statistics and measurements in tourism. It has bearings on future plans, destination development, indirect employment, etc.. Besides, it also acquainted you with the most commonly used statistical measures. Problems faced in measuring tourism statistics were also touched upon in the Unit to give you an idea of the limitations faced in this regard. The Department of Tourism, Government of India is the place from where such statistics can be obtained. State Tourism Departments also conduct surveys and provide tourism statistics.

## 7.11 KEYWORDS

**Accrue** : To come naturally

**Dispersion** : Scattering

**Encompass** : To bring within the fold

**Fractions** : Parts of a whole

**Fructify** : Bear results

**Harmonic** : Quantities which are in arithmetical progression

**Magnitude** : Amount

**Parameter** : Measurable feature

**Perspective** : View from a particular point

**Regression** : Backward movement

**Variable** : That can be adapted

## 7.12 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

### Check Your Progress 1

- 1) Statistics is a useful tool for the measurement of any quantitative phenomenon. For more details See Sec. 7.2.
- 2) The arithmetic mean is the value per unit. For the method to obtain arithmetic mean See Sec. 7.3.
- 3) (a) ✓                      (b) ×                      (c) ×

### Check Your Progress 2

- 1) See Sec. 7.4.
- 2) See Sub-sec. 7.4.2.
- 3) (i) ×                      (ii) ✓                      (iii) ✓                      (iv) ✓

### Check Your Progress 3

- 1) It is estimated on the basis of a sample of embarkation cards. More details are given in Sub-sec. 7.8.2.
- 2) See Sub-sec. 7.8.5.
- 3) See Sub-sec. 7.8.1.

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## SOME USEFUL BOOKS FOR THIS BLOCK

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Dharmrajan and Seth: **Tourism in India : Trends and Issues**, New Delhi, 1993.

David W. Howell: **Passport: An Introduction to the Travel and Tourism**. Ohio, 1989.

Rob Davidson: **Tourism**: London, 1993.

Robbert Chrutie Mill: **Tourism System**: New Jersey, 1992.

S. Medlik: **Dictionary of Travel, Tourism and Hospitality**, Oxford, 1993.

Suhita Chopra: **Tourism Development in India**: New Delhi, 1992.

VNR's **Encyclopedia of Hospitality and Tourism**, New York, 1993.

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## ACTIVITIES FOR THE BLOCK

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**Note** : Discuss the results of these Activities with your Counsellor.

### Activity 1

You are entertaining a group of ten tourists from abroad who are nationals of Britain. Fifteen days from now the group visa of this group is expiring. But the group wants to stay in India beyond this period. Write an application to the relevant authority seeking an extension of the group visa for another fifteen days.

### Activity 2

One member of the group mentioned in Activity 1 visits a shop in your area where he is offered an antique piece of sculpture for sale. He wants to ascertain whether the purchase of this piece will attract the provisions of the Antiquities Act of 1972. Whom will you approach in this connection and how?

### Activity 3

Five members of a group want to visit Gangtok in Sikkim and the remaining five want to visit Port Blair in Andaman-Nicobar Islands. Write applications to relevant authorities for obtaining special permits for the same.

## APPENDIX A

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The salient features of the **British Tourism Act, Singapore Tourism Act and Ontario Tourism Act** are given below briefly:

- a) In Britain, the Tourism Act gave statutory authority to the British Tourist Authority for the promotion of tourism. It co-ordinated the activities of the three National Tourism Boards set up for England, Scotland & Wales. The English Tourist Board was further divided into 12 Regional Boards. These Boards function in partnership with local government and trade interests in their regions. The statutory responsibilities also cover tourism matters that affect Britain, at the governmental level, the provision and improvement of tourist amenities, and to take steps to spread overseas visitors to destinations throughout Britain.
- b) The Tourism Act of Ontario also empowers a commission to cover all matters connected with or affecting the tourism industry, including accommodation facilities, services affected and advertised and extends to a study of the resources and attractions of Ontario.
- c) The Tourism Act of Singapore aims at the setting up of a Tourist Promotion Fund to co-ordinate activities of persons providing services to tourists to regulate standards, to licence tourist enterprises and to make recommendations to the Government for Tourism Promotion. An annual report of the Tourism Promotion Board has to be presented to Parliament, since it authorises public funding.

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## APPENDIX B

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### Indian Missions and F R R Os

#### Australia

3-5 Moonah Place, Yarralumla, ACT 2600,

Tel: (062) 733999

#### Bangladesh

120 Road 2, Dhanmodi Residential Area, H. No. 129.

Dhaka, Tel: 507670

#### Canada

10 Springfield Road, Ottawa K1M 109, Tel: 7443751

#### Japan

2-11, Kudan Minami 2-Chome, Chiyodaku, Tokyo,

Tel: 2622391

#### Kenya

Jeevan Bharati Building, Harambee Avenue, Nairobi,

Tel: 22566

#### Malaysia

United Asian Bank Building, 19, Malacca Street,

Kuala Lumpur, Tel: 221766

#### Myanmar

545-547, Merchant Street, Yangon, Tel: 15933, 16381

#### Nepal

Lainchaur, GPO Box 292, Kathmandu, Tel: 211300

**Netherlands**

Buitenrustwg 2, The Hague, Tel: (070) 469771

**New Zealand**

180, Molesworth Street, Princess Towers, Wellington

Tel: 736390

**Pakistan**

482-F, Sector G-6/4, Islamabad, Tel: 821049

**Singapore**

India House, 31 Grange Road, Singapore, Tel: 7376777

**Sri Lanka**

3rd Floor, State Bank of India Building, 18-3/1 Sir Baron Jayatilaka Mawatha, Colombo,

Tel: 21604, 22788

**Switzerland**

Weltportstr 17, 3015 Beme, Tel: (031) 440193

**Thailand**

46, Soi Prasarnmitr, Sukhumvit 23, Bangkok,

Tel: 2580300

**UK**

India House, Aldwych, London WC2B4NA,

Tel: 8368484

**USA**

2107. Massachusetts Ave NW, Washington DC 20008,

Tel: 9397000

**Germany**

Adenaverallee 262, 5300 Bonn, Tel: 54050

Foreigners' Regional Registration Offices (FRROs) in New Delhi, Bombay and Calcutta and the Chief Immigration Officer in Madras handle visa renewals as well as permits for Restrict Areas, viz., Andaman Islands, Sikkim, Assam, Ladakh, Lahaul Spiti etc.

**New Delhi**

FRRO, 1st floor, Hans Bhawan, Near Tilak Bridge, Bahadur Shah Zafar Marg, New Delhi-110 002

Tel: 3319781, 3318179

**Bombay**

FRRO, Office of the DCP, Special Branch II, CID Head Office (Annexe 2), Crewford Market, Bombay-400 034

(Tel: 2620455, 2621169)

**Calcutta**

FRRO, 237, Acharya Jagdish Bose Road, Calcutta-700 020 (Tel: 443301, 440549)

**Madras**

Chief Immigration Officer, 9 Village Road Nungambakkam, Madras- 600 034

(Tel: 477036)

Visas can also be renewed in all State Capitals and District Headquarters by an application to the Police Commissioner's Office/Senior Superintendent of Police/Superintendent of Police.

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## APPENDIX C

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### Visa Offices For Neighbouring Countries

- 1) Afghanistan: from the Embassy at  
5/50-F, Shantipath, New Delhi-110 021  
(Tel: 603331 Telex: 031-72253)
- 2) Bhutan: Bhutan Tourism Corporation,  
P.O. Box No. 159, Thimphu, Bhutan which organises group tours of six or more members will also take care of visa formalities
- 3) Myanmar: from the Embassy at 3/50-F, Nyaya  
Marg, New Delhi-110 021  
(Tel: 600251 Telex: 031-72224 MEND IN)
- 4) Nepal: from the Royal Nepalese Embassy,  
Barakhamba Road, New Delhi-110 001  
(Tel: 3329969 Telex: 031-66283 NEMB IN Fax: 332 6857)
- 5) Thailand: from the Embassies in New Delhi and Calcutta:  
56-N, Nyaya Marg New Delhi-110 021  
(Tel: 607807 Telex: 031-72275 THAI IN  
Fax: 6872029)  
18-B Mandeville Garden, Ballygunj  
Calcutta-700 019 (Tel: 460836)
- 6) Sri Lanka: Most westerners do not need a visa

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## APPENDIX D

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### Authorities For Antiquities Act

#### New Delhi

Director General, Archaeological Survey of India,  
Janpath, New Delhi-110 011  
(Tel: 3019451, 3018848 Telex: 031-66242 ASI-IN)

#### Bombay

Superintending Archaeologist, Antiquities,  
Archaeological Survey of India, Sion Fort, Sion  
Bombay-400 022 (Tel: 4071102)

#### Madras

Superintending Archaeologist, Archaeological Survey  
of India, Madras Circle, Fort St. George,  
Madras-600 009  
(Tel: 560396/7, Telex: 041-6837 ASSC IN)

**Calcutta**

Superintending Archaeologist, Archaeological Survey  
of India, Calcutta Circle, 27 Biplabi Trailokya Maharaj  
Sarani, Narayani Building, Calcutta-700 001  
(Tel: 261933, Telex: 021-5340 ASCC IN)

**Bangalore**

Superintending Archaeologist, Archaeological Survey of  
India, Bangalore Circle, No. 364, 16th Main,  
4th T. Block, Jayanagar, Bangalore-560 041  
(Tel: 655901, Telex: 0845-8845 ARCH IN)

**Bhubaneswar**

Superintending Archaeologist, Archaeological Survey  
of India, Bhubaneswar Circle, Old Town,  
Bhubaneswar-751 002  
(Tel: 56575 Telex: 0675-393 ODRA IN)

**Srinagar**

Superintending Archaeologist, Archaeological Survey  
of India, Srinagar Circle, Mintoo Building, Raj Bagh,  
Srinagar (Tel: 32758 Telex: 0375-349 ASOI IN)

**Note :** Addresses and telephone numbers given in the Appendices  
are based on January 1994 information.



## CODE FOR ENVIRONMENTALLY RESPONSIBLE TOURISM

The PATA Code urges Association and Chapter members and their industry partners to:

- ❖ **ADOPT** *the necessary practices to conserve the environment, including the use of renewable resources in a sustainable manner and the conservation of non-renewable resources;*
- ❖ **CONTRIBUTE** *to the conservation of any habitat of flora and fauna, and of any site whether natural or cultural, which may be affected by tourism;*
- ❖ **ENCOURAGE** *relevant authorities to identify areas worthy of conservation and to determine the level of development, if any, which would ensure those areas are conserved;*
- ❖ **ENSURE** *that community attitudes, cultural values and concerns, including local customs and beliefs, are taken into account in the planning of all tourism related projects;*
- ❖ **ENSURE** *that environmental assessment becomes an integral step in the consideration of any site for a tourism project;*
- ❖ **COMPLY** *with all international conventions in relation to the environment;*
- ❖ **COMPLY** *with all national, state and local laws in relation to the environment;*
- ❖ **ENCOURAGE** *those involved in tourism to comply with local, regional and national planning policies and to participate in the planning process;*
- ❖ **PROVIDE** *the opportunity for the wider community to take part in discussions and consultations on tourism planning issues insofar as they affect the tourism industry and the community;*
- ❖ **ACKNOWLEDGE** *responsibility for the environmental impacts of all tourism related projects and activities and undertake all necessary responsible, remedial and corrective actions;*
- ❖ **ENCOURAGE** *regular environmental audits of practices throughout the tourism industry and to encourage necessary changes to those practices;*
- ❖ **FOSTER** *environmentally responsible practices including waste management, recycling, and energy use;*
- ❖ **FOSTER** *in both management and staff, of all tourism related projects and activities, and awareness of environmental and conservation principles;*
- ❖ **SUPPORT** *the inclusion of professional conservation principles in tourism education, training and planning;*
- ❖ **ENCOURAGE** *an understanding by all those involved in tourism of each community's customs, cultural values, beliefs and traditions and how they relate to the environment;*
- ❖ **ENHANCE** *the appreciation and understanding by tourists of the environment through the provision of accurate information and appropriate interpretation; and*
- ❖ **ESTABLISH** *detailed environmental policies and /or guidelines for the various sectors of the tourism industry.*