Assessment of Tourist Destinations in Areas

of Infrastructure and Cleanliness

September 2023

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List of Acronyms

AI	Artificial Intelligence
ASI	Archaeological Survey of India
CCTV	Closed circuit television
C/L	Coastal/Lakes
CNG	Compressed Natural Gas
DFO	Divisional Forest Officer
FEE	Foreign Exchange Earnings
FTA	Foreign Tourist Arrivals
FSSAI	Food safety and standards authority of India
HS	Historical Sites
ITA	International Tourist Arrivals
ITDC	India Tourism Development Corporation
KM	Kilometre
MoT	Ministry of Tourism
MP	Marketplace
NA	Not Applicable
NIDHI	National Integrated Database of Hospitality Industry
NRI	Non- Resident Indians
NGO	Non-Governmental organization
PCR	Police control room
PPP	Public Private partnership
PWD	Public works department
QC	Quality Control
RFP	Request for proposal
SAATHI	System for Assessment, Awareness and Training for Hospitality Industry
TIC	Tourist Information centre
ULB	Urban local body
UNESCO	United Nations Educational, Scientific and Cultural Organization
UT	Union Territory
WL	Wildlife

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Executive Summary

India, being one of the oldest civilizations in the world has been emerging as one of the most sought-after tourist destinations across the globe. The tourism industry in India plays a significant role in economic development by offering geographical diversity, world heritage sites and niche tourism products ranging from cruises, adventure, medical, wellness, sports, eco- tourism, film, rural and religious tourism. It is one of the fastest growing economic sectors and has significant impact on trade, job creation, investment, infrastructure development and social inclusion[1]. The tourism sector is also considered an integral pillar of the 'Make in India' programme. India is currently ranked 54th in World Economic Forum's travel & tourism development index (2021)[2]. The sector contributes immensely to foreign exchange reserves for India, and provides employment opportunities, both in the formal and informal sector. In year 2019, the sector accounted for 8.8% of the total employment, 5.8% of the total exports and 6.9% of GDP.

Tourist satisfaction is one of the most important concerns for destinations as it significantly affects tourist's choice and their decision to revisit. Destination loyalty is one of the important intangible assets of tourism business. Destination loyalty may be defined as "tourist's intention to revisit a destination, spreading positive reviews and comments and recommending the destination to potential tourists". Destination loyalty encompasses a perspective that indicates tourist's long-term revisit behaviour towards a destination that connects with their previous travel experiences at the same destination (Opperman 2000).[3]

185 tourist sites across 53 destinations in 29 States/UTs were selected for this assessment by the Ministry. The assessment of tourist destinations and their associated tourist sites was undertaken across two broad areas, namely, infrastructure and cleanliness. The sites and destinations[4] were holistically evaluated based on four key elements across three different modes used to conduct the assessment, namely:

- Tourists Interview
- Other Stakeholders interview
- Direct Observation

The tourist sites were distributed across five different categories (Historical, Coastal, Spiritual, Wildlife and Marketplace) and each site had a list of stakeholders/target respondents mapped.

Methodology

The tailor-made approach for assessing the project in terms of achieving the intended objectives was decided in line with the ToR. The approach adopted was unbiased, objective based on detailed analysis of facts and evidence. Based on the understanding of the scope of work, a three phased coherent approach was followed to cover a total sample of 67213 tourists, 4068 other stakeholders and 182 direct observations.

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[1] *https://tourism.gov.in/tourism-infrastructure-development*

[2] *https://www.investindia.gov.in/sector/tourism*
hospitality#:~:text=Industry%20Scenario&text=The%20travel%20market%20in%20India,for%20about%2053%20Mn%20jobs.

[3] *A STUDY ON PERCEPTIONS, SATISFACTION LEVEL OF TOURISTS IN KASHMIR VALLEY; Ishfaq Ahmad Bhat1 , Dr. Ritika Moolchandani, Vol-6 Issue-1 2020; IJARIIE-ISSN(O)-2395-4396*

[4] *"A tourist destination is defined as a physical space having planning or administrative boundaries in which a visitor can spend an overnight. It is the cluster of products and services, and of activities and experiences along the tourism value chain and a basic unit of analysis of tourism".*

- Out of the total sample of 67213 tourists, 69% of the tourists surveyed were male while 31% were females.
- Slightly more than half (54%) were aged between 31-45 years followed by 33% of the tourists within the age bracket of 19-30 years.
- Slightly more than three-fifth of the tourists (68%) were found to be "first time visitor" while approximately 27% were occasional visitors. Only 5% of the tourists were "regular visitor".

Key Findings

A) Accessibility

- Close to a fifth of the tourists (18%) at the overall level cited "long waiting hours" of the public transport at the tourist sites, this proportion was considerably higher for wildlife (33%), whereas coastal (19%), historical (17%) and spiritual sites (15%) were somewhere close to the national average.
- Only 15% of the stakeholders at an overall level informed that they had to wait for long hours for public transport across all categories of sites, it was highest amongst wildlife site (33%).
- Less than a fifth of the tourists (14%) at an overall level perceived the roads arounds the sites to be comparatively narrower and more congested, the proportion being highest among marketplaces (29%) and lowest among coastal/ lakes (7%).
- Stakeholders indicated that spiritual/religious places (22%) have most narrow roads within the two-kilometre radius of the site slightly more than national average (15%).
- Only a fourth of the tourists (26%) at the national level reported that cabs/taxis were reasonably priced, thereby indicating an additional demand pressure on public transport system with the influx of the tourists.
- While close to three-fifth of the tourists (59%) at an aggregate level felt that cabs were "somewhat reasonably priced", a tenth of tourists cited "unreasonable pricing". Majority of tourists from historical sites reported "somewhat reasonable" at 68%, while close to a fifth of tourists (17%) across wildlife reported "unreasonable".
- Close to half of the tourists (49%) across all sites highlighted adequacy of transport facilities, proportion being highest among historical and spiritual sites (50%) as compared to 45% tourists from coastal sites informing the same.
- At the national level only around a fifth (21%) reported the level of traffic to be "congested" while at the destination level, tourists across sites had similar perception. This proportion was slightly low for stakeholders (17%) at national level.
- Less than half of the tourists at national level (44%) reported that adequate information about the tourist destination were available either through online or offline modes, while 8% of tourist reported "inadequacy".
- More than two-fifth (41%) of the tourists across all sites felt the need for "additional signages for better guidance" over and above the existing ones. This was reported primarily by the tourists of the wildlife sites (45%) followed by spiritual/religious sites (43%) and historical (40%).

B) Amenities

- A fourth (25%) of tourists at the national level, informed that the tickets counters at the site was "somewhat adequate" with similar proportion of tourists from wildlife and historical sites

reporting the same, close to a fifth (17%) of tourists at historical sites and 13% across wildlife sites reported "inadequacy" of ticket counters.

- A smaller proportion of tourists from historical sites did not have a positive perception as around 13% reported "unsatisfactory", slightly higher than the national average (11%) and wildlife (9%).
- less than two-fifth (37%) of the tourists at an aggregate level as well as across historical (34%) and wildlife sites (39%) mentioned the promptness and helpfulness of the information center towards queries and requests for information was "quick".
- Around 27% of the tourists reported "unavailability of the tourist information center", while a similar proportion of tourists cited "time taking" indicating towards a scope for the betterment of the service quality to enhance the overall experience for the tourists, especially foreign tourists.
- More than two-fifth of the foreign tourist (42%) reported "unavailability of proper information center", higher than domestic tourists (28%).
- only 30% of the tourists at the national level as well as site level (historical 32%, wildlife 26%), informed that the services provided by the information centers were of "very good quality, whereas half of the tourists (51%) stated it to be "good".
- Slightly more than two-fifth (44%) of the tourists reported that the accommodation/ hotels within a proximity of two kilometers from the site was reasonably priced. Compared to the other sites, lower proportion of tourists from the wildlife site (29%) and historical sites (33%) agreed that accommodations/hotels were reasonably priced.
- Less than a fifth (19%) of the tourists at an aggregate level agreed that the serviced offered by the hotel/accommodation were "satisfactory".
- A larger proportion of tourists from coastal/lake (38%) followed by historical (33%) mentioned that seating facility available within the tourist sites was "very good" in terms of adequacy and maintenance.

C) Hygiene

- Just over half (51%) of the tourists at the national level reported that the general cleanliness of the site was up to the mark and 'very good', this proportion was encouraging across historical (59%) and marketplaces (58%) while wildlife sites were low at (38%).
- Slightly less than two-fifth (38%) of the tourists stated that toilets were relatively clean at the marketplaces followed by thirty-three percent (33%) from historical sites.
- Slightly more than a tenth (12%) of tourists at national level and across sites informed the cleanliness in the restaurants can be further improved as the current cleanliness level is just "satisfactory".
- It is quite encouraging to note that more than three-fifth (66%) of the stakeholders at an aggregate level perceived that the awareness activities have had a positive impact on the tourists towards more responsible behavior.

D) Safety and Security

- Majority of tourists (83%) informed that the coastal/lakes sites were safe, whereas less than half (47%) informed the same about marketplaces. 65% from spiritual/religious and wildlife sites.
- Considerable proportion of female (70%) and male (64%) reported feeling "safe" with respect to crime within (2 km) of the site.

- Higher number of tourists at the national level (83%) and across the type of sites, informed that women were safe and secure in and around the tourist sites in India.
- Close to two-fifth of the tourists at an overall level perceived the services of tourist police/general police to be "very good," with marketplace recording the highest proportion (60%) compared to wildlife (27%), which was considerably low compared to all the other sites.
- Considerable proportion of tourists (66%) from coastal/lakes sites reported adequacy of lifeguards to ensure safety to the tourists.
- At the national level, 14% of the stakeholders informed that the crowd-management was 'very good'. While it was 22% for coastal/lakes, it was only 10% for wildlife sites. 21% of the stakeholders from historical sites and 19% from spiritual/religious sites had similar perception.

Suggestions and Way forward

Based on the key insights and identification of site-specific gap areas from the quantitative survey with the tourists, stakeholders and direct observation, the following overarching recommendations have been proposed towards enhancing the overall eco-system of the tourist destinations in India.

Inter-Ministerial Collaboration

1. The Ministry may prioritize mapping of various Ministries / State Departments and non-government bodies playing a key role in improving the experience of tourists at every destination or tourist attraction for improving overall satisfaction.
2. It may also consider providing fiscal incentives through Performance based incentives on the KPIs and grading of destination; incentivization based on dynamic & non-dynamic parameters (50:50).
3. It may explore leveraging experience, capabilities and resources of other Ministries can exponentially improve the quality of output and outcomes of different initiative to improve a particular attraction or site.
4. It may strive for enhanced cooperation and coordination between the public and the private sector (PPP) for the future growth of tourism in the country and improved liasoning between the State Tourism Department and India Tourism Development Corporation (ITDC).
5. It may consider providing accreditation to the Tourist Destinations / attractions basis their performance and accreditation through awards like Star rating / Grading of destinations: 5 star/ 4 star/3 star/2 star / 1 star based on ranking.
6. It may also envisage assessment of the skill gaps in the selected destinations among key stakeholders (including tour operators, guides, auto/cab drivers, staff in tourism SMEs etc.) and providing customized trainings in collaboration with other existing skill development schemes.

Promotion & marketing of diverse attractions/destinations in collaboration with different Ministries

The Ministry may consider
1. Extending support through conducting annual national / global business meets, investment promotions, cultural events & sports events.
2. Organizing cultural events, festivals, and exhibitions could promote local culture and traditions. This can help create a sense of identity and uniqueness for the region, attracting more tourists.
3. Promoting women's entrepreneurship and encouraging the development of women-led businesses in the tourist attractions.

4. Promotion of Eco-rural destinations that offers a sustainable and culturally enriching alternative to traditional mass tourism; it promotes environmental conservation and supports rural communities in India.
5. Collaborating with schools/colleges/academic institutions to visit those places as a part of excursion/academic travel. Students can be taught about these destinations in form of classroom sessions, project activities.

Adoption of innovative technologies

1. Providing immersive experience for the tourists through National Tourism application, online bookings, for booking entrance tickets for tourist destinations, transportation, and accommodation.
2. Promoting common prepaid cards for transportation and payments at souvenir shops in and around tourist destinations.
3. Using artificial intelligence (AI) to analyze tourist data, such as search patterns and booking history, can help tourism providers create personalized services and improve customer satisfaction.
4. Taking feedback from the tourist via tele-call/web survey/on-site feedback on the exit points to assess the need and ensure timely redressal of the same.
5. Promoting digital dissemination of information about site/destination to tourist through audio-visual virtual tour.

Overview of Tourism Industry in India

Chapter 1:
Overview of Tourism Industry in India

This section broadly presents the tourism landscape in India including inbound tourists, growth trajectory of tourism in the recent years, the National Tourism Policy as well as other Tourism related statistics.

1.1   Landscape of Tourism Industry

India, being one of the oldest civilizations in the world has been emerging as one of the most sought-after tourist destinations across the globe. The tourism industry in India plays a significant role in economic development by offering geographical diversity, world heritage sites and niche tourism products ranging from cruises, adventure, medical, wellness, sports, eco- tourism, film, rural and religious tourism. It is one of the fastest growing economic sectors and has significant impact on trade, job creation, investment, infrastructure development and social inclusion[5]. The tourism sector is also considered an integral pillar of the 'Make in India' programme. India is currently ranked 54th in World Economic Forum's travel & tourism development index (2021)[6]

Tourism also supports in conservation of cultural and natural heritage and has a huge potential to make positive contribution to Sustainable Development Goals[7].

1.6%	1.5%	$8.8B	20th
Share in World tourists' arrivals (2021)	Share in International tourism receipts (2021)	Foreign Exchange Earnings (FEEs) (2021)	Visitor exports, (2021)
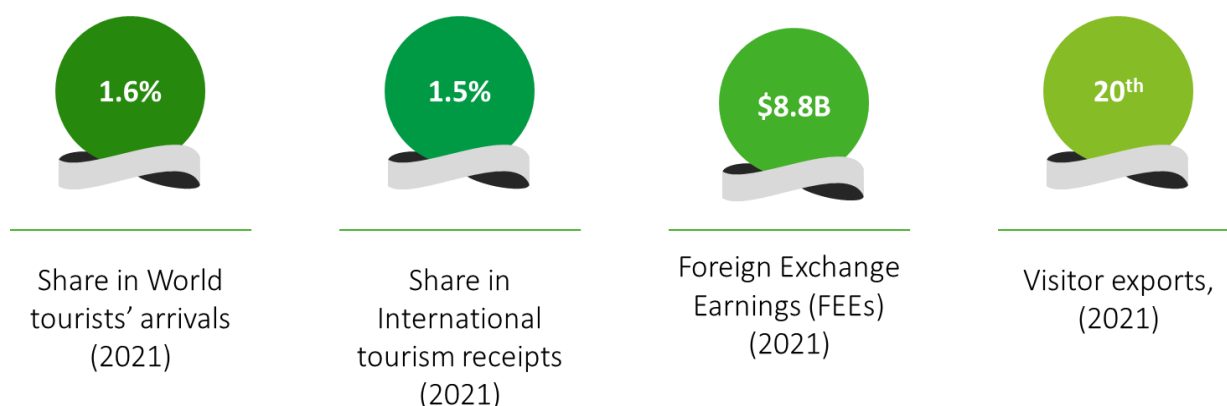
Global Travel & Tourism Industry has been growing at 3.5% vis-à-vis a global economic growth rate of 2.5% in year 2019. The sector contributed around 10.4 % to global GDP, generated 330 million jobs worldwide and accounted for 27.4% of global services exports. However, COVID-19 has had a detrimental impact on Travel industry across the world with the sector's contribution to global GDP and employment declining by 49% and 19% respectively. Tourism was the most adversely impacted sector due to the Covid-19 pandemic, with significant depletion in the number of domestic as well as foreign travellers. Safety and hygiene became the key factors while selecting destinations for travel post the pandemic.

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[5] *https://tourism.gov.in/tourism-infrastructure-development*

[6] *https://www.investindia.gov.in/sector/tourism*
hospitality#:~:text=Industry%20Scenario&text=The%20travel%20market%20in%20India,for%20about%2053%20Mn%20jobs.

[7] https://tourism.gov.in/sites/default/files/2022-09/Draft%20National%20Tourism%20Policy%202022%20Final%20July%2012.pdf

The sector contributes immensely to foreign exchange reserves for India, and provides employment opportunities, both in the formal and informal sector. In year 2019, the sector accounted for 8.8% of the total employment, 5.8% of the total exports and 6.9% of GDP. However, the sector now contributes only 4.7% to GDP, 7.3% to total employment and 2.5% to total exports. The fact that the service sector contributes to the Indian economy makes the Travel Industry even more crucial for country's overall economic growth.[8]
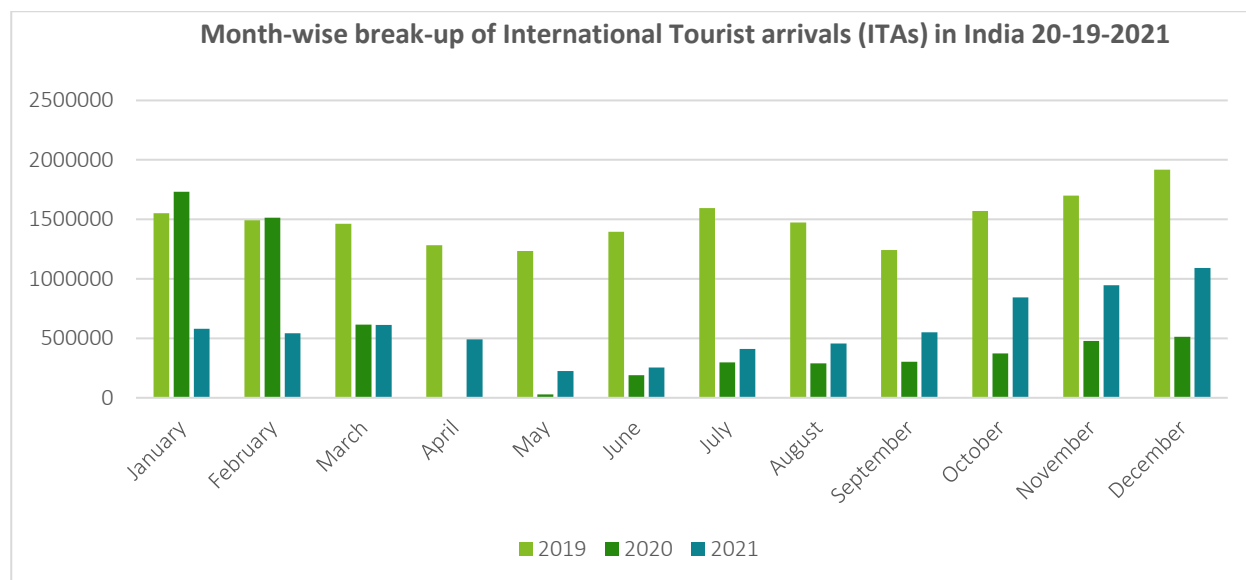
Figure 1: International tourist arrivals (ITAs) in India 2019-2021 (Source: India Tourism Statistics, 2022)

The Foreign Tourist Arrivals (FTAs) in India saw a steady growth with numbers rising from 1.28 million in 1981 to 1.68 million in 1991, 2.54 million in 2001, 6.31 million in 2011 to reach 1.52 million in 2021. Additionally, the Ministry also compiles and disseminates details of arrivals of Non- Resident Indians (NRIs) and the International Tourist Arrivals (ITAs) since 2014. Table below gives the number of FTAs, NRIs arrivals and ITAs in India along with the corresponding growth rate over previous year. Due to the onset of Covid-19 across the globe and subsequent lockdowns announced across India in 2020, data related to tourism parameters decreased significantly during the two-year period 2020 to 2021 with FTAs in India registered a negative growth of 44.5% over 2020[9]. (Refer Annexure 1 for more insights on statistics).

Table 1: Inbound Tourism: Foreign Tourist Arrivals (FTAs), arrivals of non-resident Indians (NRIs) and international tourist arrivals (ITAs) 1981, 1991, 2001 & 2011-2021

Year	FTAs inIndia (Million)	Percentage (%) change over previous year	NRIs arrivalsin India (in Million)	Percentage(%) changeover previous year	International Tourist Arrivalsin India (in Million)	Percentage(%) changeover previous year
1981	1.28	2.0	-	-	-	-
1991	1.68	-1.7	-	-	-	-
2001	2.54	-4.2	-	-	-	-

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[8] *https://www.niti.gov.in/sites/default/files/2023-06/Strategy-Paper-on-Restoring-the-Growth-of-Tourism-in-the-wake-of-Pandemic-19th-Jan-2022.pdf*

[9] *https://tourism.gov.in/sites/default/files/2023-01/India%20Tourism%20Statistics%20English%202022%20%28Revise%29%20%281%29.pdf*

Year	FTAs inIndia (Million)	Percentage (%) change over previous year	NRIs arrivalsin India (in Million)	Percentage(%) changeover previous year	International Tourist Arrivalsin India (in Million)	Percentage(%) changeover previous year
2011	6.31	9.2	-	-	-	-
2012	6.58	4.3	-	-	-	-
2013	6.97	5.9	-	-	-	-
2014	7.68	10.2	5.43	-	13.11	-
2015	8.03	4.6	5.74	5.7	13.76	5.0
2016	8.80	9.6	6.22	8.4	15.03	9.2
2017	10.04	14.1	6.77	8.8	16.81	11.8
2018	10.56	5.2	6.87	1.5	17.42	3.6
2019	10.93	3.5	6.98	1.6	17.91	2.8
2020	2.74	-74.9	3.59	-48.6	6.33	-64.7
2021	1.52	-44.5	5.48	52.6	7.00	10.6

Despite having a diverse culture and rich architectural heritage, India holds only 1.2% share of the international tourism market (2019) as against Spain (5.7%), USA (5.4%), China (4.5%), UK (2.7%) and Thailand (2.7%)7. Inadequate infrastructure and poor connectivity, safety and security, non-availability of skilled manpower, inadequate promotion and marketing and poor hygiene and sanitation are some of the reasons which are responsible for low tourist footfall in the country. Around 26 million Indian tourists travel abroad each year, but Foreign Tourist Arrivals in India have increased only at a marginal pace. To arrest further decline in tourist footfall and give a fillip to the Tourism industry, Government of India launched the NIDHI (National Integrated Database of Hospitality Industry) & SAATHI (System for Assessment, Awareness and Training for Hospitality Industry) initiatives in year 2020.[10]

Challenges posed by the Covid- 19, resulted in India's resolution to become self-reliant. "Aatmanirbhar Bharat" is a clarion call to become vocal for local. India's quest for self-reliance is about empowering its people and enterprises to create solutions that can build a strong, robust, and dynamic India. Aatmanirbhar Bharat initiative encourages adoption of new technologies, implementation of green recovery strategies, and shift to policy and business practices to promote domestic tourism. The initiative also promotes relooking of tourism sector, viz, contribution to the Sustainable Development Goals[11].

1.2   Tourism – National Prioritization is a pre-requisite

Post pandemic, the Travel & Tourism sector contributed 7.6% to global GDP in FY2021-23; an increase of 22% from 2021 and only 23% below 2019 levels.

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[10] *https://www.niti.gov.in/sites/default/files/2023-06/Strategy-Paper-on-Restoring-the-Growth-of-Tourism-in-the-wake-of-Pandemic-19th-Jan-2022.pdf*

[11] *https://tourism.gov.in/sites/default/files/2022-09/Draft%20National%20Tourism%20Policy%202022%20Final%20July%2012.pdf*

- In 2022, there were 22 million new jobs, representing a 7.9% increase on 2021, and only 11.4% below 2019.
- Domestic visitor spending increased by 20.4% in 2022, only 14.1% below 2019.
- International visitor spending rose by 81.9% in 2022, but still 40.4% behind 2019 numbers.[12]

It has a significant trickle-down effect, and its benefits can be seen in the remotest corners providing employment and entrepreneurial opportunities to youth, women, marginalized sections of the society and those in the informal sector. National prioritization of the sector is critical for ensuring focus, investment, alignment, and for maximizing impact of the tourism sector for the benefit of India at large.

India has a wide range of tourist destinations, ranging from historical landmarks to natural wonders to cultural experiences. Broadly the destinations could be classified into the following categories: -

- **Historical and Cultural Destinations**: India boasts a rich cultural heritage and is home to numerous historical landmarks that attracts tourists from all over the world. Among them are UNESCO World Heritage Sites like the Taj Mahal, Red Fort, Hampi, and Khajuraho.
- **Spiritual and Religious Destinations**: India is known for its spiritual and religious sites, which have been popular tourist destinations for ages. From Kashmir to Kanyakumari, Indian religious destinations galore in every state and have been attracting tourists both local and international. Varanasi, Madurai, Ajmer, Amritsar, and Bodhgaya are few of those thousands religious destinations.
- **Natural Destinations**: India's diverse landscape ranges from mountains to beaches to deserts, providing a wide range of natural destinations for tourists to explore. Some of the popular natural destinations include the Himalayas, the backwaters of Kerala, the Rann of Kutch.
- **Adventure Destinations**: India is a great destination for adventure tourism, offering activities such as trekking, mountaineering, rafting, skiing, sledding and wildlife safaris. Some of the most popular adventure destinations include Rishikesh, Ladakh, Goa, Manali, Kashmir valley.
- **Wellness Destinations**: India has a long tradition of wellness, yoga and ayurveda, attracting many tourists seeking rejuvenation and relaxation. Popular wellness destinations include Kerala, Rishikesh, and the Himalayan foothills.
- **Urban Destinations**: Indian cities are also popular tourist destinations, known for their vibrant culture, food, and nightlife. Some of the most popular cities for tourists include Delhi, Mumbai, Bengaluru, and Kolkata.
- **Eco-rural Destinations**: This type of tourism offers a sustainable and culturally enriching alternative to traditional mass tourism; it promotes environmental conservation and supports rural communities in India. It offers opportunities for visitors to engage in activities such as farming, animal husbandry, and local handicrafts. This not only provides an authentic experience for travelers but also supports the local economy and helps to preserve traditional ways of life. Eco-rural tourism can be experienced in states like Telangana, Nagaland, Manipur, Arunachal Pradesh, West Bengal, and Jharkhand.
- **Coastal/Lakes Destinations**: India is blessed with a vast coastline of over 7500 kilometre and numerous lakes, making it an ideal destination for tourists seeking to enjoy water-based activities and relax by the water. Some of the popular coastal destinations for tourism in India include Goa, Kerala, Andaman and Nicobar Islands. These places offer a wide range of activities such as beach sports, water sports, and relaxation on sandy shores.

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[12] *https://wttc.org/research/economic-impact*

- **Wildlife Destinations**: India is known for its rich wildlife and diverse ecosystem, which provides a range of habitats for many endangered species. Some of the popular wildlife destinations for tourism in India include national parks and wildlife reserves such as Ranthambore National Park (Rajasthan), Jim Corbett National Park (Uttarakhand), Gir National Park (Gujarat) and Kanha National Park (Madhya Pradesh). These destinations offer tourists the opportunity to see a variety of wildlife, including tigers, elephants, leopards, and many rare bird species.

1.3 Ministry of Tourism

Ministry of Tourism is the nodal agency for formulation of national policies and programs and for co-ordination of activities of various Central Government Agencies, State Governments/UTs and the Private Sector for the development and promotion of tourism in the country.

Ministry of Tourism plays a crucial role in coordinating and supplementing the efforts of the State/Union Territory Governments, catalyzing private investment, strengthening promotional and marketing efforts and in providing trained manpower resources[13].

The functions of the Ministry in this regard mainly consist of the following:
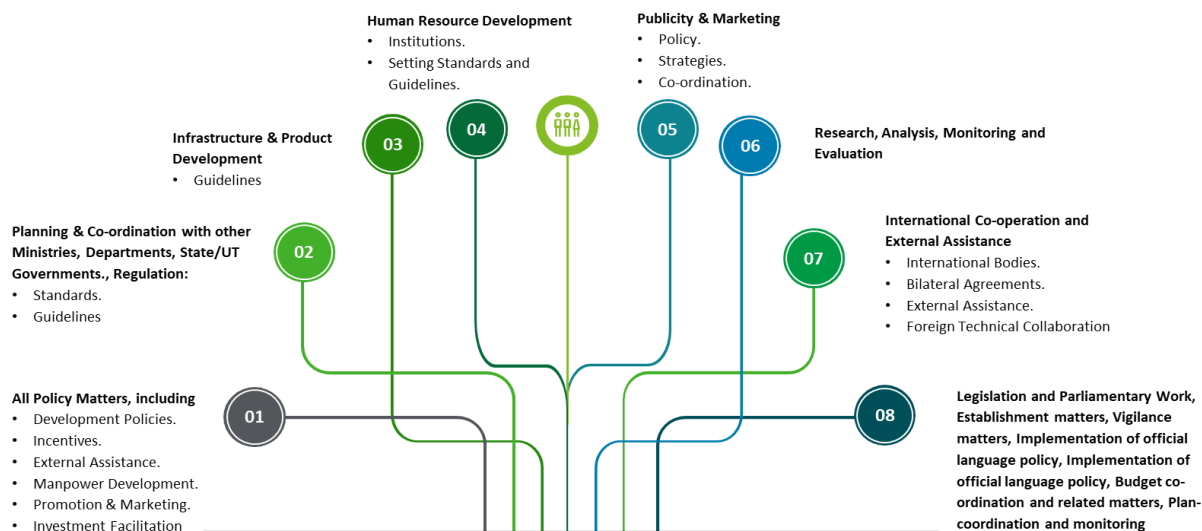
Figure 2: Functions of the Ministry

Figure 3: G20 Tourism Expo at Jaipur, Rajasthan

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[13] *https://tourism.gov.in/about-us-ministry-tourism/role-and-functions-ministry*

1.4 National Tourism Policy 2022 – A holistic framework for tourism development

The National Tourism Policy 2022 is part of the vision of New India on high trajectories of growth and prosperity. The new Tourism Policy is a holistic framework for sustainable and responsible growth of the tourism sector and aims at supporting tourism industries, strengthening tourism support functions, and developing tourism sub sectors. The policy is designed and built around six key guiding principles, five national tourism missions and eight strategic pillars supported by an elaborate institutional and governance framework. [14]

An overview of the said policy is provided below:

Vision

To transform our tourist destinations to provide world class visitor experience making India one of the topmost destinations for sustainable and responsible tourism.

Mission

To create an enabling policy framework and strategic plan in partnership with Central, State and Local Governments and Industry Stakeholders to improve framework conditions for tourism in the Country, support tourism industries, strengthen tourism support functions and develop tourism sub sectors.

Figure 4: Key Vision and Mission of the National Tourism Policy

The Policy aims to achieve the following targets for tourism sector in India:

Table 2: Policy targets

	2023	2030	2040	2047
International Tourist Arrival (in Mn)	13	25	56	100
Domestic Tourist Visits (in Bn)	2	4	10	15
Foreign Exchange Earnings (in $ Bn)	30	56	175	400
Employment (in Mn)	88	137	257	400
Tourism GDP (in $ Bn)	143	248	550	1000

1.4.1 Key strategic objectives

The key strategic objectives of the Policy are:

- To enhance the contribution of tourism in Indian economy by increasing the visitation, stay and spend and making India a year-round tourist destination,
- To create jobs and entrepreneurial opportunities in tourism sector and ensure supply of skilled work force,
- To enhance the competitiveness of tourism sector and attract private sector investment,
- To preserve and enhance the cultural and natural resources of the country,
- To ensure sustainable, responsible, and inclusive development of tourism in the country

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[14] *Draft National Tourism Policy 2022, Final July 12.pdf*

The Policy shall be applicable for 10 years from the date of notification unless extended further. The Policy provides broad guidance and direction for growth and development of tourism sector in the country. Most of the provisions of the policy would require concurrent and coordinated action by the Central Government, State Governments and Local Governments in partnership with Industry Stakeholders. Specific roles and responsibilities of different stakeholders will further be spelt out in the detailed strategies and action plans, schemes, and guidelines to be prepared for the implementation of the Policy from time to time.

1.4.2   Six key guiding principles

The six key guiding principles have been presented below:
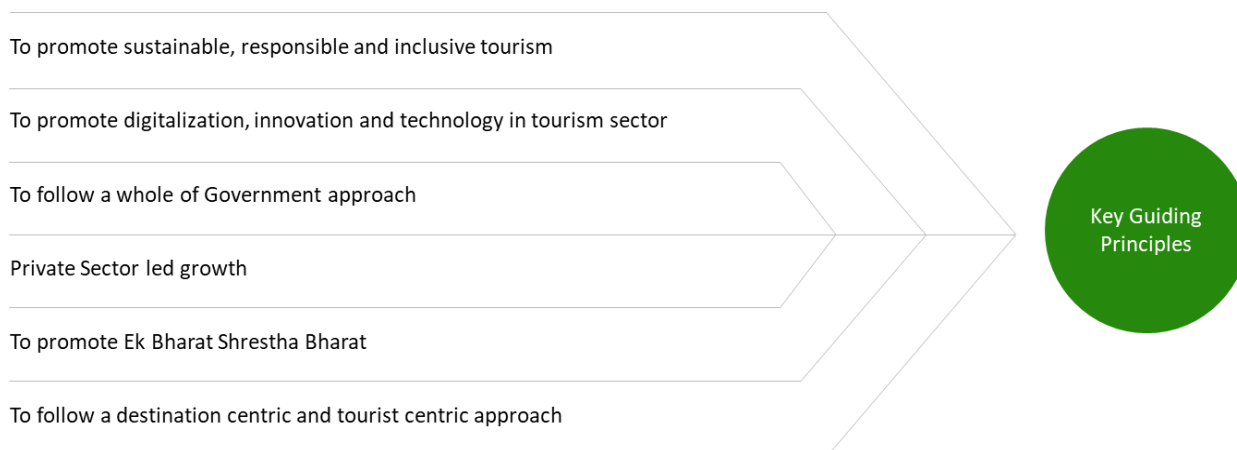
Figure 5: Key guiding principles

I.   **To promote sustainable, responsible, and inclusive tourism** -The main guiding principle of the Policy is to promote sustainable, responsible, and inclusive tourism, which will cut across all the initiatives under the policy to make India one of the topmost destinations for sustainable and responsible tourism. The policy aims to promote sustainable tourism by minimizing the negative impact of tourism on social, environmental, and economic aspects and maximizing the positive impact. The policy further advocates responsible tourism to bring all stakeholders together for taking responsibility for achieving sustainable tourism, and to create better places for people to live in and for people to visit. To ensure inclusive growth, creating opportunities for marginalized sections of society including people living in remote areas will be a priority.

II.   **To promote digitalization, innovation, and technology in tourism sector** - The Policy aims to use technology for several initiatives under the policy and aims to help the tourism industry make the most of the opportunities presented by the digital economy. The plan is to increase the support provided to the tourism industry in the digital transformation of its business models and processes. It will also aid in the digital transformation of tourism market development activities. It will help tourism enterprises to expand their market reach, increase growth, improve operational efficiencies, and sharpen their competitive edge. At a collective level, it will help to develop and customize product offerings, improve destination connectivity, generate data to track performance, and help to improve destination management.

III.   **To follow a whole of Government approach** - The Policy follows a whole of Government approach to address the major and multifaceted challenges faced by the tourism industry and to develop

tourism sector in the country. Due to its cross-cutting and fragmented nature, tourism policy development is an increasingly complex process, with longer timescales and a wider scope than in the past. The whole of Government approach not only amongst the line Ministries of Central Government but also between Central and State Governments as both are involved in tourism in a variety of capacities including, marketing and promotion; border security; the regulation of markets such as aviation; planning regulations; controlling or managing tourism attractions such as national parks; skills development; and funding the development of roads and other infrastructure.

IV.   **Private Sector led growth** - The Policy is guided by the principle that growth in tourism sector has to be led by Private Sector and the public sector has to play an enabling and facilitating role. The tourism policy places great importance on promoting entrepreneurship. The tourism policy aims to create a tourism-friendly regulatory environment by revising regulations and easing the administrative and regulatory burden for tourism businesses. This will increase the entrepreneurial scope while reducing the cost of regulation. The Policy will focus on increasing productivity, boosting the skills and competencies of all players, and supporting structural change.

V.   **To promote Ek Bharat Shreshtha Bharat** - India's strength lies in its unity in diversity. Ek Bharat Shrestha Bharat will be a central idea under the Policy to enhance interaction and promote mutual understanding between people of different States/ UT to promote a sustained and structured cultural connect in tourism and related areas of culture, traditions & music, cuisine, sports and sharing of best practices etc. The spirit of Ek Bharat Shreshtha Bharat will guide us to bring out the best of our tourism offerings across the States to promote India as a tourist destination. It will have special focus on the lessor known and less developed tourism destinations of the Country.

VI.   **To follow a destination centric and tourist centric approach** - The policy recognizes that competition in tourism is not confined to tourism service providers or one particular experience, but the overall experience of the destination. It is the destinations, which have to compete and succeed. The Policy accordingly follows a destination centric approach to planning and development of tourism. The Policy aims at enhancing tourist experience throughout his journey from arrival to return and it will be a key element of planning for tourism development under the Policy. A tourist centric approach would ensure availability of all relevant information and services to the tourists online. It should also allow feedback and rating of services. There must also be a mechanism for tourists to register their grievances and seek resolution of the same.

1.4.3   Five broad missions for country's tourism sector

The National Tourism Policy has set forth five broad missions for the country's tourism sector. These five missions are:
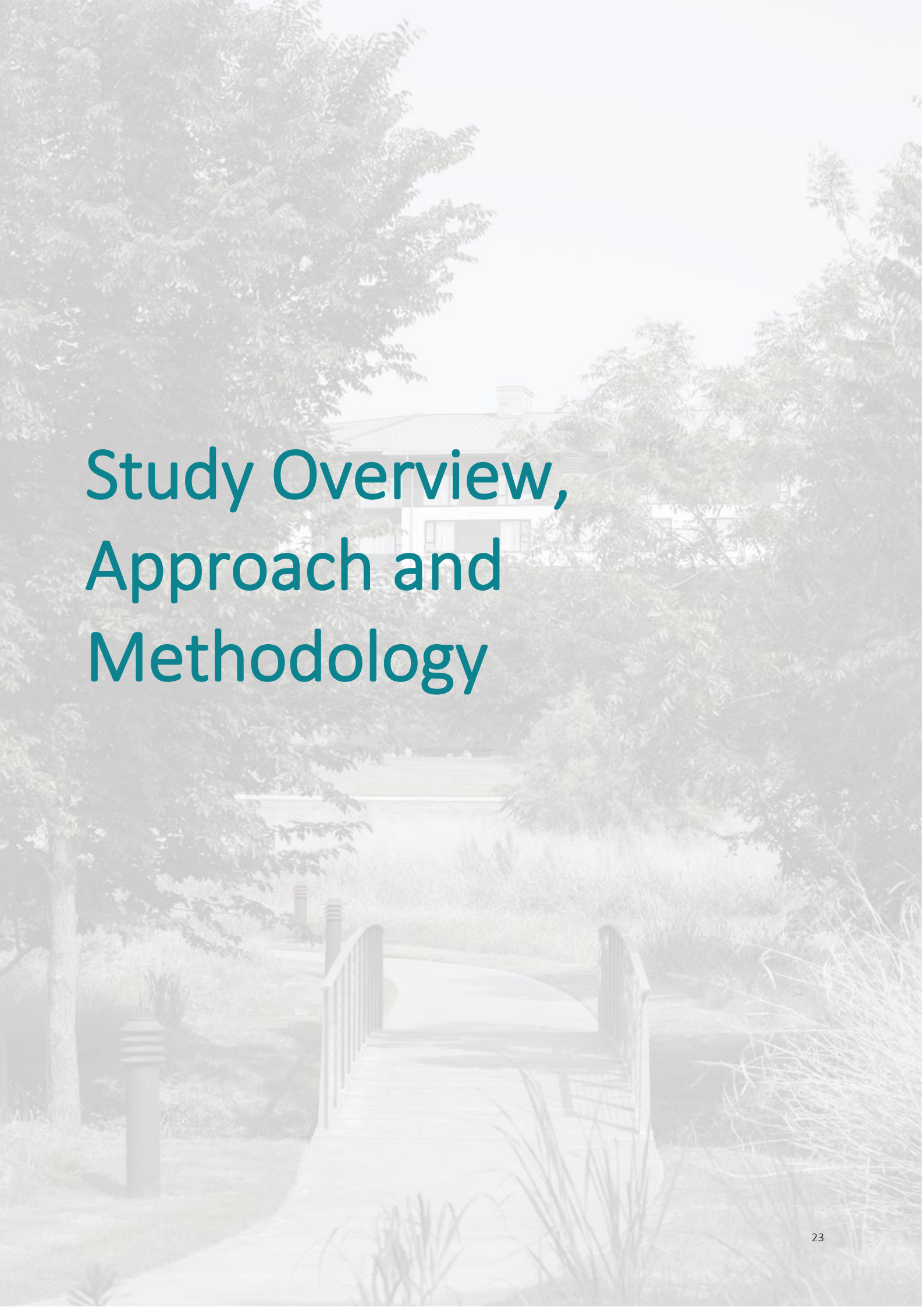
Figure 6: Mission of the National Tourism Policy

- **National Green Tourism**- Green tourism or tourism in green economy refers to tourism activities that can be maintained, or sustained, indefinitely in their social, economic, cultural, and environmental contexts. Green tourism catalyses action for promotion of sustainable tourism, which takes full account of current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.

- **National Digital Tourism**- The Policy recognizes that digitalization, innovation, and technology in tourism sector presents opportunities for tourism enterprises to expand their market reach, increase growth, improve operational efficiencies, and sharpen their competitive edge. At a collective level, it will help to develop and customize product offerings, improve destination connectivity, generate data to track performance, and help to improve destination management.

- **Tourism and Hospitality sector skill mission**- The Policy also recognises that trained manpower is required not only to meet the demand of tourism and hospitality sector but keeping in view that tourism is driven by visitor experience, the people serving in the industry have to be well trained to deliver a positive experience to the visitors.

- **National Mission on DMOs**- The Policy recognizes the numerous advantages of effective destination management, coordinated, and led by a Destination Management Organization (DMO). Such destinations present a higher capacity to keep pace with tourism trends, to innovate and to adapt to consumer patterns, are more resilient to challenges, have a higher level of effectiveness in planning and product development and agility in decision-making.

- **National Mission on Tourism MSMEs**- Keeping in view the potential of Tourism MSMEs to create jobs and entrepreneurial opportunities and contribution in the growth of tourism, the Government will set up National Mission on Tourism MSMEs. The key objective of the Mission will be to enable

and empower our MSMEs across tourism value chain in enhancing their competitiveness and their integration in global value chain.

Ministry of Tourism felt the need to assess sampled tourist destinations and their associated tourist sites across the country on parameters of infrastructure and cleanliness to get a comprehensive idea towards tourist's perception about a destination in terms of accessibility, availability of amenities, quality of basic services like hygiene, safety and security and identify any associated gaps.

Study Overview, Approach and Methodology

Chapter 2:
Study Overview, Approach and Methodology

2.1 Study Overview

Tourist satisfaction is one of the most important concerns for destinations as it significantly affects tourist's choice and their decision to revisit. Destination loyalty is one of the important intangible assets of tourism business. Destination loyalty may be defined as "tourist's intention to revisit a destination, spreading positive reviews and comments and recommending the destination to potential tourists". Destination loyalty encompasses a perspective that indicates tourist's long-term revisit behaviour towards a destination that connects with their previous travel experiences at the same destination (Opperman 2000). [15] Tourist's perception may be defined as "the ability to see, hear or be aware of tourism destinations through the senses." (Bruner,1957).

Augmentation of quality of tourism infrastructure throughout the country is a key function area of the Ministry. More than fifty percent of the Ministry's expenditure on plan schemes is incurred for development of quality tourism infrastructure at various tourist destinations and circuits across States/ UTs. In this regard there is a need to develop a framework and undertake evaluation of the tourist destinations and their associated tourist sites in terms of infrastructure and hygiene.

Major objectives of the tourist destination assessment were:

01 Comprehensive picture on the availability and quality of basic services and facilities

02 Identification of gaps and areas of improvement
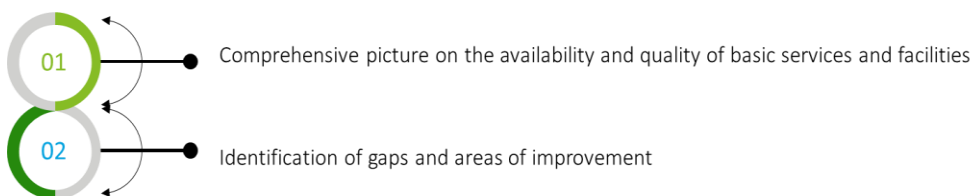
Figure 7: Major objectives of the tourist destination assessment

2.2 Scope of Work

185 tourist sites across 53 destinations in 29 States/UTs were selected for this assessment by the Ministry. The assessment of tourist destinations and their associated tourist sites was undertaken across two broad

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[15] *A STUDY ON PERCEPTIONS, SATISFACTION LEVEL OF TOURISTS IN KASHMIR VALLEY; Ishfaq Ahmad Bhat1 , Dr. Ritika Moolchandani, Vol-6 Issue-1 2020; IJARIIE-ISSN(O)-2395-4396*

areas, namely, infrastructure and cleanliness. The sites and destinations[16] were holistically evaluated based on four key elements across three different modes used to conduct the assessment, namely:

- Tourists Interview
- Other Stakeholders interview
- Direct Observation

The tourist sites were distributed across five different categories and each site had a list of stakeholders/target respondents mapped.
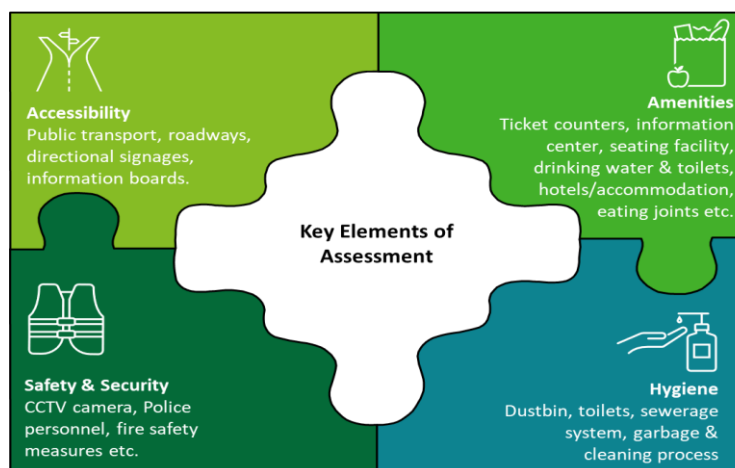
Figure 8: Key elements of assessment

2.3   Category-wise stakeholder and site mapping

Figure 9: Category-wise stakeholder and site mapping

2.4   Geographical Coverage

The study covered 185 sites across 53 destinations in 29 States/UTs of India. The region wise distribution of the States/UTs has been presented below: Refer Annexure II for details of the sample.

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[16] *"A tourist destination is defined as a physical space having planning or administrative boundaries in which a visitor can spend an overnight. It is the cluster of products and services, and of activities and experiences along the tourism value chain and a basic unit of analysis of tourism".*
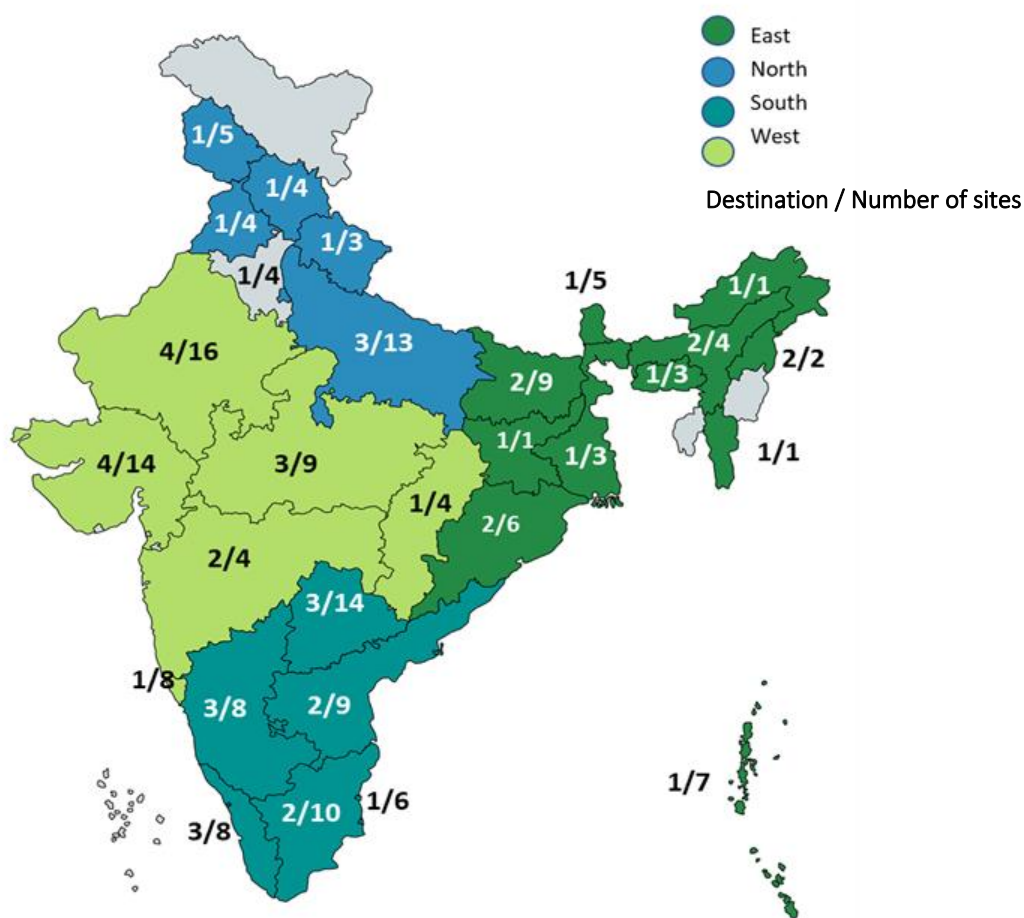
Figure 10: Region wise distribution of States and destinations and sites

The 53 destinations and 185 sites were classified under the various schemes as presented below:

Table 3: Scheme wise sites/ destination

Scheme	Total Destinations for Assessment	Total Sites for Assessment
PRASHAD	16	60
Swadesh Darshan	25	89
Others	15	60
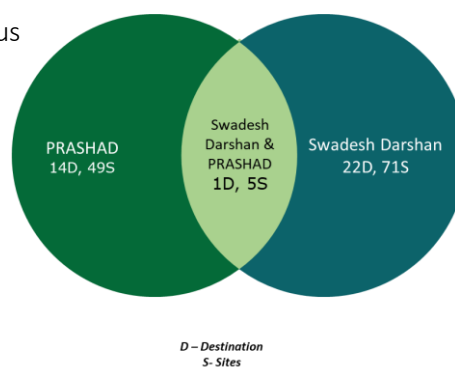
Figure 11: Scheme wise site/ destination distribution

2.5   Overall approach and methodology

The tailor-made approach for assessing the project in terms of achieving the intended objectives was decided in line with the ToR. The approach adopted was unbiased, objective based on detailed analysis of facts and evidence. Based on the understanding of the scope of work, a three phased coherent approach was followed for the current study. The approach along with its methodology is placed below:
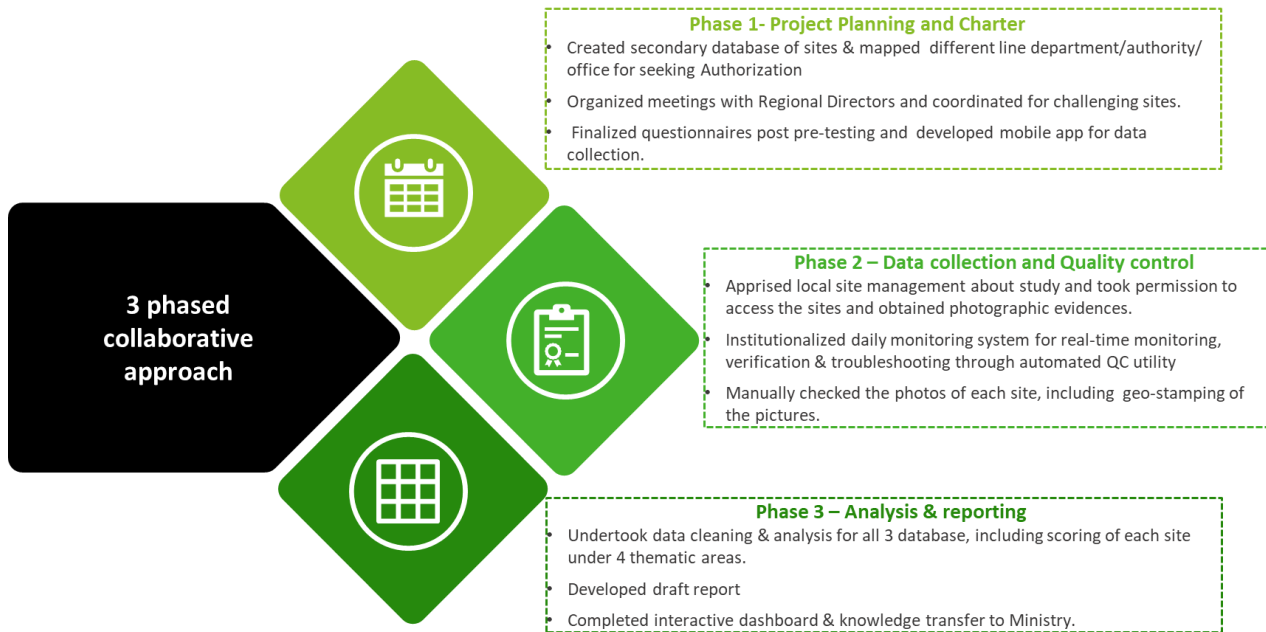
Figure 12: 3 phased collaboration approach

2.5.1 Sampling

Simple random sampling method was adopted to select the target respondents across various categories such as (tourists and other stakeholder) for interviews at each site to avoid bias in selection of sample. For tourists, Ministry of Tourism had proposed the sample size for each site, computed based on the available tourist footfall at the sites. 360 tourists were chosen as sample per site with 95% confidence level and 5% margin of error.

Sampling for Tourist's

Sample Size = $\dfrac{Z^2 * (p) * (1-p)/c^2}{1+ (Z^2 * (p) * (1-p)/c^2 N)}$

Where:

Z= Z value (1.95 for Confidence level 95%)

p = percentage of picking a choice (50%), expressed as decimal point 0.5

c = Confidence interval (5%), expressed as decimal point 0.05

N = Total number of average footfalls per day, per site

Minimum response- 360
Total target sample: 66,600

Sampling for Stakeholder

Simple random sampling technique was adopted to select 3 respondents from each category of stakeholders. The category of stakeholders and the applicable questions varied across different categories of sites.

Final Assessment coverage across the 3 modules
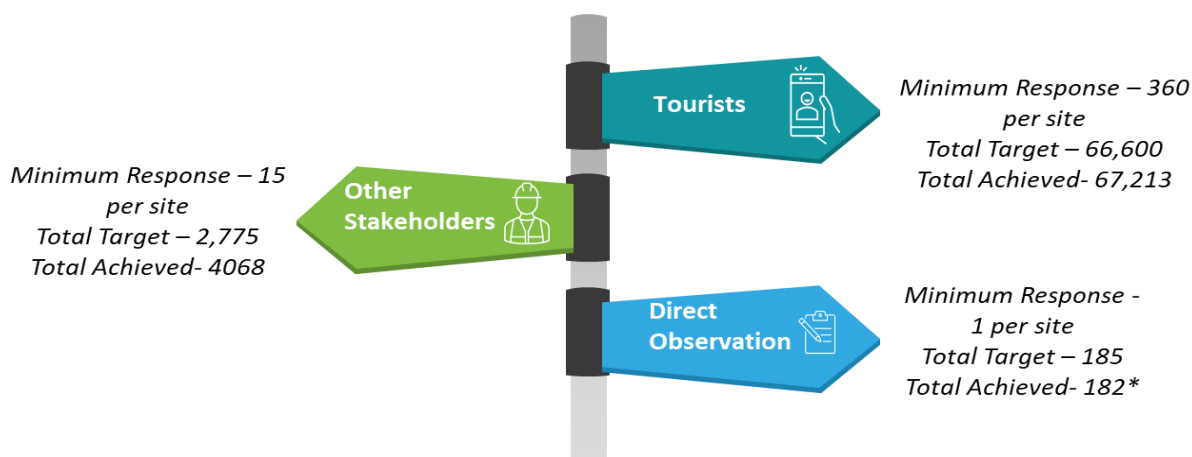
Figure 13: Final Assessment coverage across the 3 modules

Wild Ass Sanctuary
Surendra Nagar, Gujarat

Security Guard – Prem Mandir
Vrindavan, Uttar Pradesh

Approach road to the site – Ekambareswarar temple
Kanchipuram, Tamil Nadu
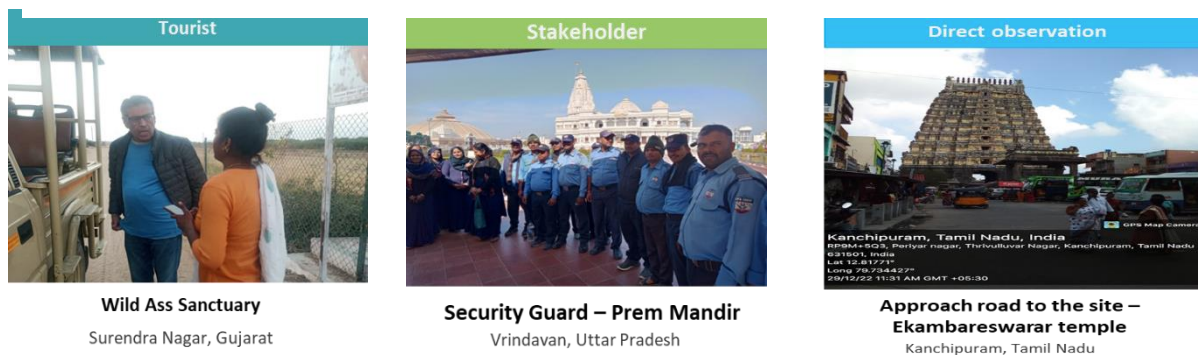
Below is the summary of state/ UT wise coverage of sample

Table 4: State-wise distribution of destination, sites, and sample coverage

S.No	Zone	State/UT	No of Districts	No of Destinations	No of sites	Tourists' (FQ1)	Other Stakeholders' (FQ2)	Direct Observations (FQ3)	Total Responses Covered
1.	East	Andaman & Nicobar	1	1	7	2179	110	6	2295
2.	East	Bihar	2	2	9	3479	231	9	3719
3.	East	Jharkhand	1	1	1	366	18	1	385
4.	East	Odisha	3	2	6	2475	170	6	2651
5.	East	West Bengal	1	1	3	1092	84	3	1179
6.	East	Arunachal Pradesh	1	1	1	176	21	1	198
7.	East	Assam	2	2	4	1481	112	4	1597
8.	East	Meghalaya	1	1	3	1099	67	3	1169
9.	East	Mizoram	1	1	1	379	22	1	402
10.	East	Nagaland	2	2	2	585	83	2	670
11.	East	Sikkim	2	1	5	1839	122	5	1966
12.	North	Delhi	3	1	4	1503	79	4	1586

S.No	Zone	State/UT	No of Districts	No of Destinations	No of sites	Tourists' (FQ1)	Other Stakeholders' (FQ2)	Direct Observations (FQ3)	Total Responses Covered
13.	North	Jammu & Kashmir	1	1	5	1853	110	5	1968
14.	North	Punjab	1	1	4	1451	63	4	1518
15.	North	Uttar Pradesh	3	4	13	4947	341	13	5301
16.	North	Uttarakhand	2	1	3	1188	70	3	1261
17.	North	Himachal Pradesh	1	1	4	1452	76	4	1532
18.	South	Andhra Pradesh	5	2	9	3285	140	9	3434
19.	South	Karnataka	4	3	8	2948	185	8	3141
20.	South	Kerala	3	3	8	2993	160	8	3161
21.	South	Puducherry	1	1	6	2219	140	6	2365
22.	South	Tamil Nadu	2	2	10	3848	213	10	4071
23.	South	Telangana	7	3	14	5075	258	14	5347
24.	West	Madhya Pradesh	4	3	9	3296	218	9	3523
25.	West	Chhattisgarh	1	1	4	1453	81	4	1538
26.	West	Goa	2	1	8	2941	181	8	3130
27.	West	Gujarat	8	4	14	4514	263	12	4789
28.	West	Maharashtra	2	2	4	1199	111	4	1314
29.	West	Rajasthan	3	4	16	5898	339	16	6253
Total Coverage across 29 States/UT			70	53	185	67213	4068	182	71463
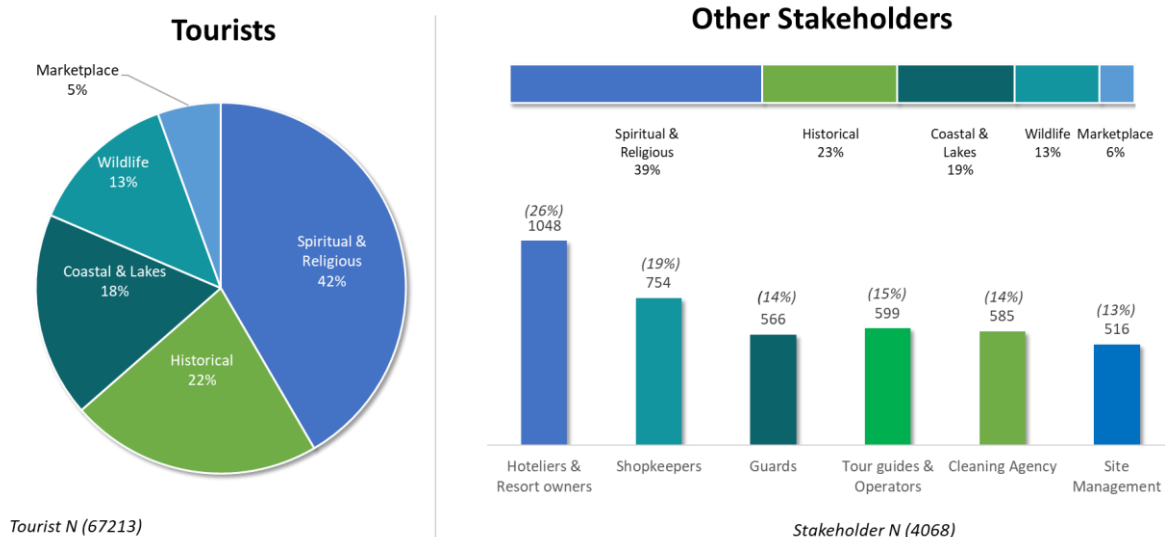
Figure 14: Respondent-wise distribution of coverage

2.5.2   Development of mobile application for data collection

A mobile-based questionnaire tool was deployed to record CAPI (computer aided personal interviews) interactions across all the three survey modules. Real-time quality checks and data review procedure was deployed to mitigate risks related to quality of data. Constant data quality management and feedback

meetings were conducted with the data collection team. A comprehensive data management platform was developed to compile and store the data. Following are the screenshots of the data collection tool.
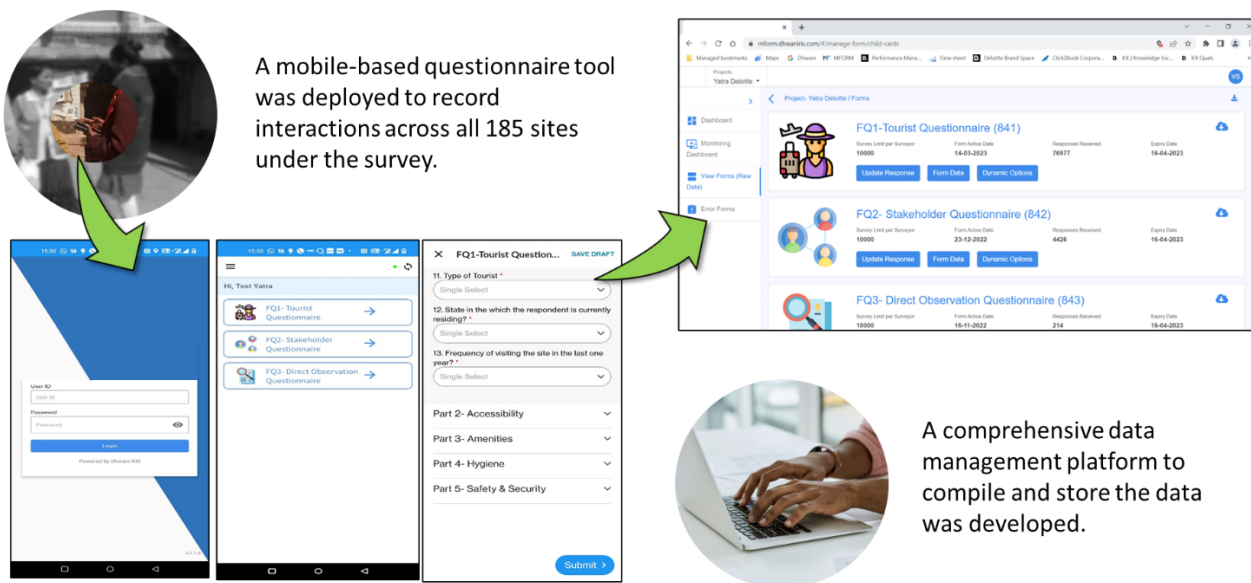
Figure 15: Screenshot of the data collection tool and server

2.5.3 Data collection

Data was collected using three different modules for tourists, stakeholders, and direct observation. The data collection lasted for over 2 months covering 185 sites across 53 destinations after mitigating the field level challenges. A team of 2 enumerators and a supervisor worked in parallel across each state/UTs to complete the fieldwork within timelines. The enumerators underwent training and de-briefing in multiple phases during the entire duration of data collection. Our data collection protocol followed norms that are a part of the MQCS (Minimum Quality Control Standards) to ensure veracity of information collected and consistency in the responses obtained.

Figure 16: Data collection overview

2.5.4 Data management and Quality control measures

To ensure highest quality of output, an exhaustive and automated quality control mechanism was established to monitor the quality of information collected, authenticity of the data, monitoring the field teams and timely initiation of corrective actions to resolve inconsistency and gaps
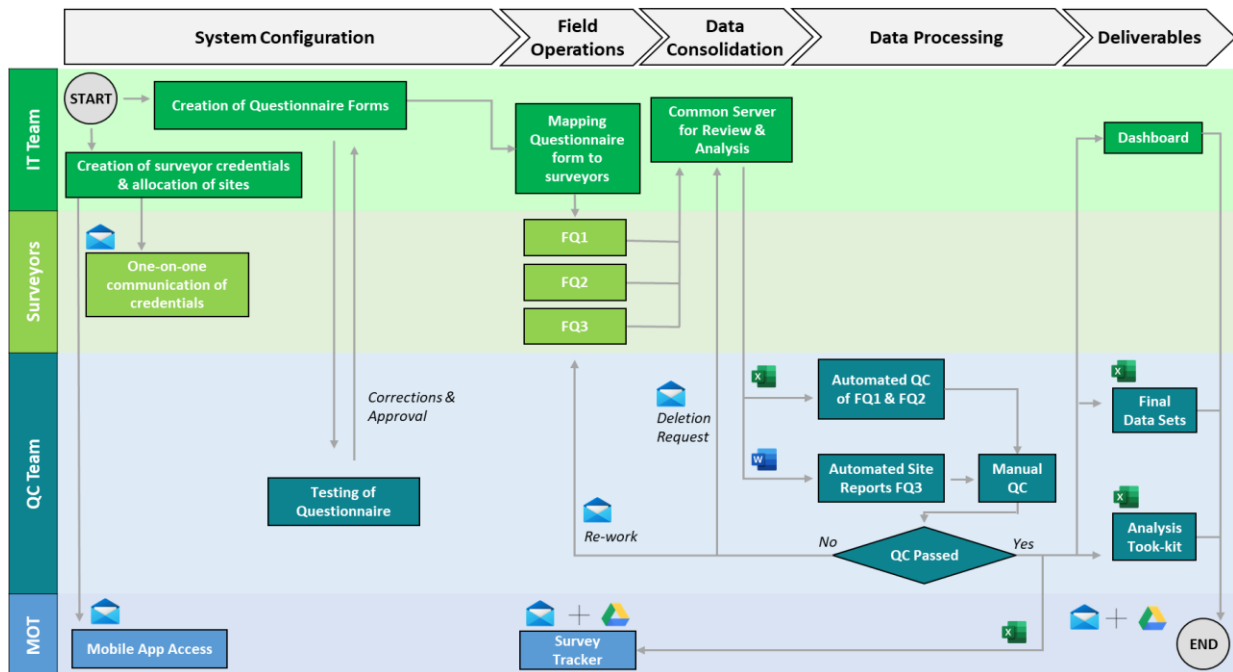
Figure 17: Process flow of data management and quality control measures

2.5.5 Data analysis and scoring

Overall analysis of the survey findings was based on a three-way approach (current state of services, overall impact on the tourist satisfaction and the future scope for revisit). Given the importance of the results of assessment of tourist sites, emphasis has been placed on the importance of relationship building, trust, and communication to support strong and evidence-based findings. The assessment report presents factual findings from procedures performed and backed by supporting documents collected during the survey. The analysis is based on the outcomes and variables identified.
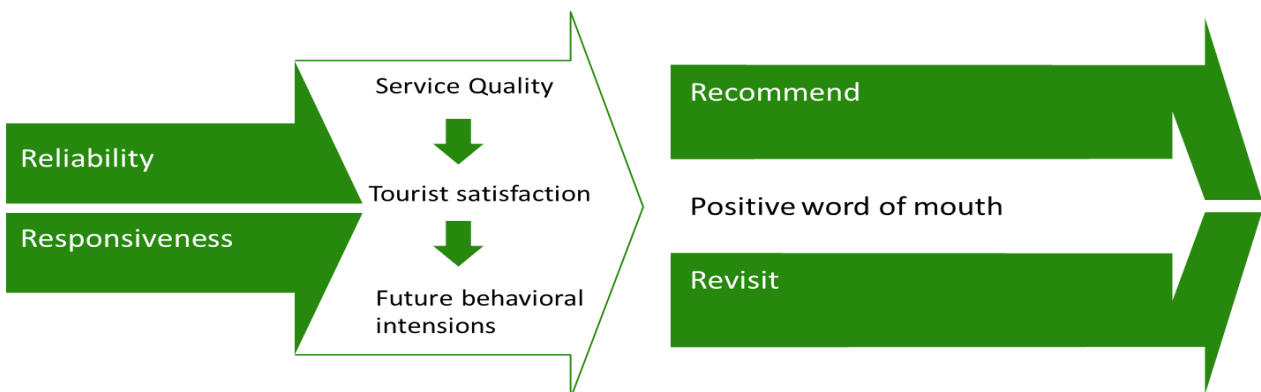
Figure 18: Data analysis and scoring

Scoring methodology for tourist destination assessment

To compute assessment scores, the responses were collected through direct observation and face to face interviews with: i) Tourists and ii) Other Stakeholders. As mentioned in the RFP, for the purpose of scoring, responses were categorized into two categories:

- Questions for scoring- each option was assigned a score and each question was given equal weightage.
- Questions for information only

Table 5: Indicators used for scoring

# Indicators used for scoring					
Theme	Accessibilities	Amenities	Hygiene	Safety & Security	Total
Historical	15	35	28	09	87
Coastal/Lake	14	26	25	12	77
Spiritual/Religious	15	25	26	09	75
Wildlife	14	33	23	09	79
Marketplace	07	13	19	06	45

Refer Annexure III for list of indicators

The responses collected across thematic areas for each category of site was combined to arrive at composite score following the three-stage process:

2.5.5.1 Stage 1- Preparation of Analysis tool kit (site level):

- Segregation of questions based on themes- accessibility, amenities, hygiene, safety, and security.
- Alignment of similar questions across all forms.
- Standardized output- percentage of responses for selected response, universe, and normalized score.

2.5.5.2 Stage 2- Synthetization of Data

- **Tabulations of Responses-** To ensure consistency in responses, scores were computed for each question. Maximum score was given to most positive responses, while 0 was assigned to most negative responses and not applicable (NA) responses were not assigned any score. While computing the scores, multi-choice questions and text-based questions were skipped.
- **Assigning scores to each response**
- **Calculation of normalized score -** each coded response pertaining to the relevant variables was normalized on the scale of 0 to 1 and averaged to arrive at the final score for the site and destination. The responses so obtained was averaged for each item of the questionnaire. (Refer Annexure II for list of variables)

$$Normalised\ Score\ for\ i(th)\ item\ (Ni) = Variable\ response\ (Si) - Minimum\ Value \Big/ Range\ of\ Responses$$

- **Aggregating the responses** – Aggregation of responses involved two steps: normalized responses were aggregated by taking the average of normalized scores across a particular theme.

$$\sum_{i=1}^{n} Ni \Big/ n$$

Where, n refers to number of items pertaining to a particular theme.

2.5.5.3   Stage 3- Consolidated score based on all datasets

To arrive at a total composite score, aggregation is done by taking a weighted score of tourist responses, other stakeholders' responses, and direct observations. Tourist's responses were assigned weightage of 40%, other stakeholders and direct observation were assigned a weightage of 30% each. In case of NA questions, weights were re-calculated keeping aggregate of above numbers as new denominator.
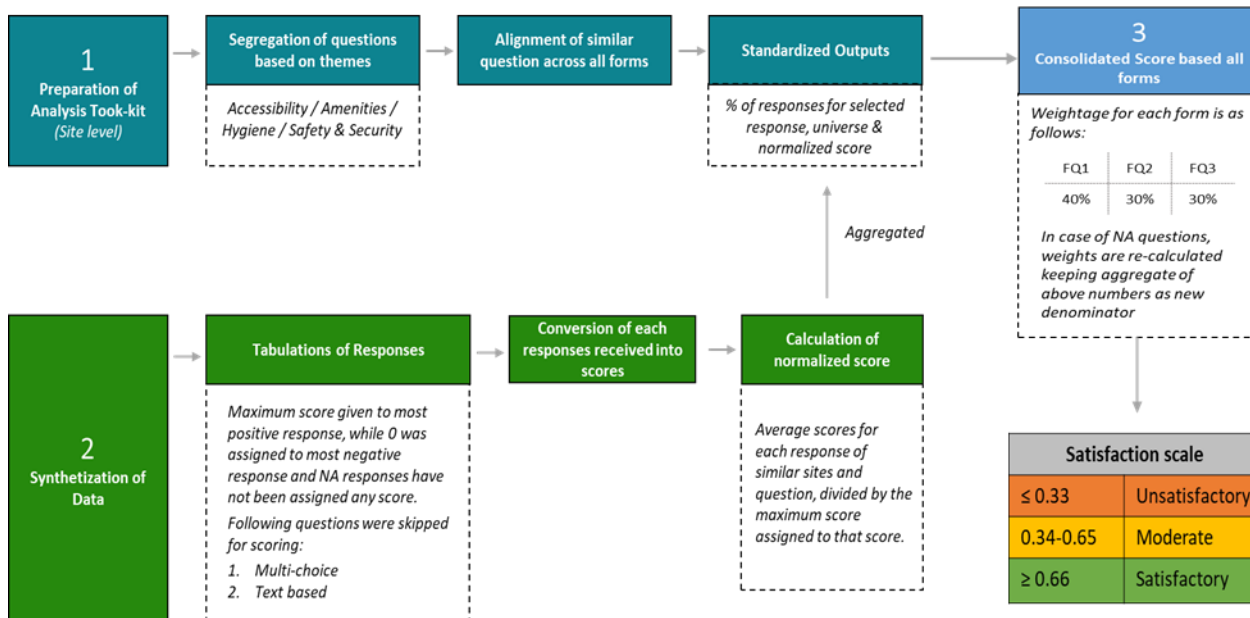
Figure 19: Process flow for scoring methodology

2.5.6   Challenges and mitigation plans

The following section highlights some of the challenges faced during the survey. The challenges were resolved in consultation with officials from Ministry of Tourism, Regional directors, ASI, Forest Conservative officer, site management and other line departments to ensure smooth facilitation of the data collection process.
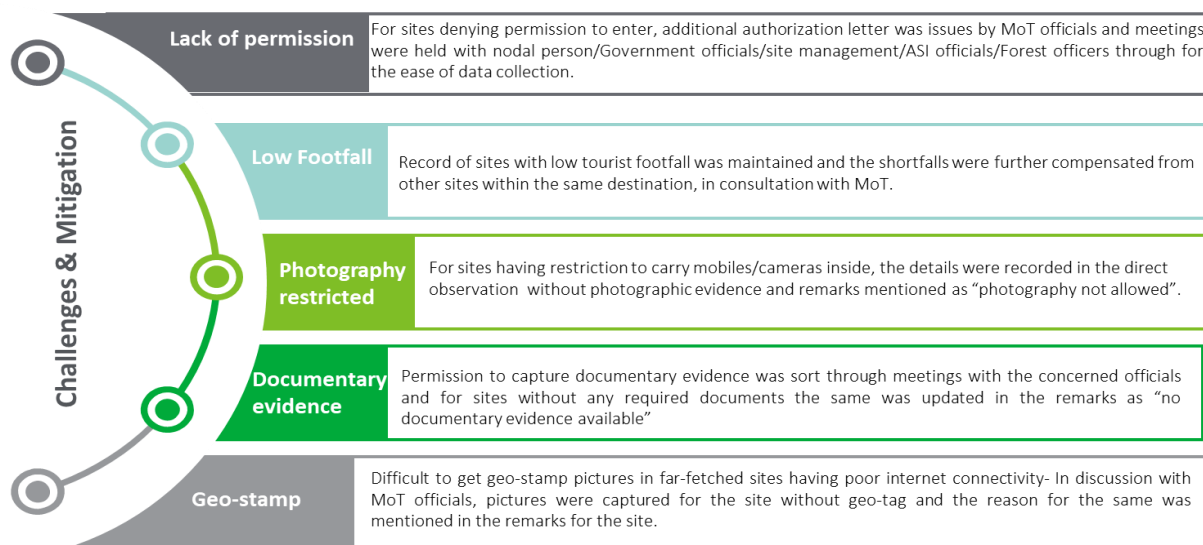
Figure 20: Challenges & Mitigation

2.6   Demographic Profile of the Respondents

This section presents the demographic characteristics of the tourists interviewed including the age of respondents, gender, and their nationality.

2.6.1   Gender of tourists

Out of the total sample of 67213 tourists, 69% of the tourists surveyed were male while 31% were females (Figure 21).
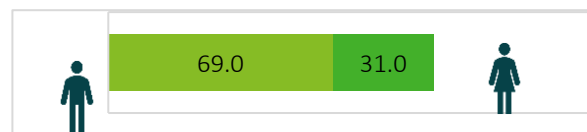
Base (N): All tourist 67213
Figure 21: Gender of the tourists (%)

2.6.2   Age and Nationality of tourists
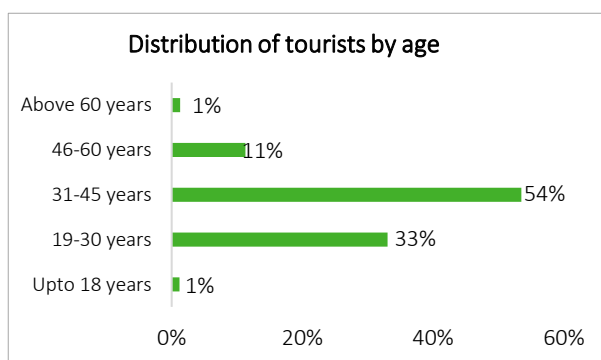
Base (N): All tourists 67213

 Figure 22: Distribution of tourists by age (%)

Out of the total tourists surveyed, slightly more than half (54%) were aged between 31-45 years followed by 33% of the tourists within the age bracket of 19-30 years. The assessment revealed minimal participation of young (upto 18 years) & old (above 60 years) tourists in the survey with only 1% of representation respectively. Slightly more than a tenth of the tourists (11%) aged 46-60 years were a part of the survey.

The assessment also captured that out of the total, only a marginal proportion (4%) were foreign tourists while 96% were Indians/locals.

2.6.3   Frequency of visit

Since the findings of this assessment majorly rely on perception of tourists, it was critical to capture whether the tourists are frequent or rare visitors to gain holistic understanding about accessibility, amenities, hygiene, and security provisions at the tourist sites. Slightly more than three-fifth of the tourists (68%) were found to be "first time visitor" while approximately 27% were occasional visitors. Only 5% of the tourists were "regular visitor".
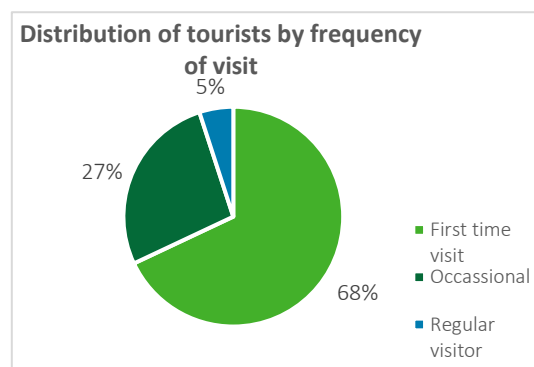
Base (N): All tourists 67213
Figure 23: Distribution of tourists by frequency of visit

Table 6: Demographic profile of the tourists surveyed

#	Categories	By Gender		By Age			By Frequency		
		Male	Female	Under 30	31 to 45	Above 45	First Time	Occasional	Regulars
By type of tourists									
1	Local Tourists	69%	31%	34%	54%	12%	66%	28%	6%
2	Foreign Tourists	59%	41%	29%	58%	13%	77%	21%	2%
By Category of site									
1	Spiritual & Religious	68%	32%	31%	53%	16%	61%	32%	7%
2	Historical	68%	32%	39%	50%	11%	72%	25%	3%
3	Coastal & Lakes	69%	31%	31%	59%	10%	68%	27%	5%
4	Wildlife	71%	29%	39%	51%	10%	77%	21%	2%
5	Marketplace	71%	29%	34%	56%	10%	63%	27%	10%

Key Findings

Chapter 3:
Key Findings

With the growth in the tourism sector, comes the need to study the factors relating to tourism growth including factors relating to service quality. Although there has been a mushrooming growth of tourism related organizations including hotels, restaurants, first aid, hygiene facilities and amenities, the tourists still find it difficult to get required facilities and infrastructure. The study aimed at assessing the perception of tourists for tourism related service quality leading to tourist's satisfaction, identify the gap and the desired factors affecting the tourism service quality, so that necessary amendments can be made to enhance tourism service quality and likewise the tourism experience for the tourists.[17]

To achieve the objectives, this assessment study evaluated the accessibility, amenities, hygiene as well as safety and security at tourist sites. In doing so, gaps and best practices were captured through the perception survey and evidence from direct observations. Moreover, the sections below also provide category of site wise scores basis the thematic average, state average, and national averages.

3.1   Accessibility

This section focuses on understanding and outlining various parameters of accessibility and its ease at the tourist sites. In doing so, the assessment focused on capturing the perception and satisfaction of the tourist and stakeholders on availability, adequacy, pricing, and quality of public transport to visit the tourist site, congestion management, and information available at the site/destination including directional signages to aid in smooth movement of the tourists within the destination.

3.1.1   Perception of tourists and stakeholders on ease of access to public transport

Public transport is an integral component of the tourism industry and the access and availability of this becomes a critical factor affecting destination preferences for the tourists. To understand the ease of accessibility, one of the primary factors is to assess whether the public transport (bus, tram, train, auto, metro, taxi etc.) is easily and quickly available to the tourists. The assessment, therefore, assessed perception of tourists with respect to the 'waiting period' for availability of public transport.

As evident from figure 24 below, close to a fifth of the tourists (18%) at the overall level cited "long waiting hours" of the public transport at the tourist sites. While marketplace had the lowest number of tourists (5%) reporting "long waiting hours", this proportion was considerably higher for wildlife (33%), whereas coastal (19%), historical (17%) and spiritual sites (15%) were somewhere close to the national average. It is however imperative to highlight that around 5% of the tourists across spiritual sites reported "unavailability of public transport near the site", almost similar to the overall aggregate (4%). Apart from wildlife, around four-fifth of the tourists across historical (81%), coastal (80%), spiritual (80%) mentioned public transport was "easily available".
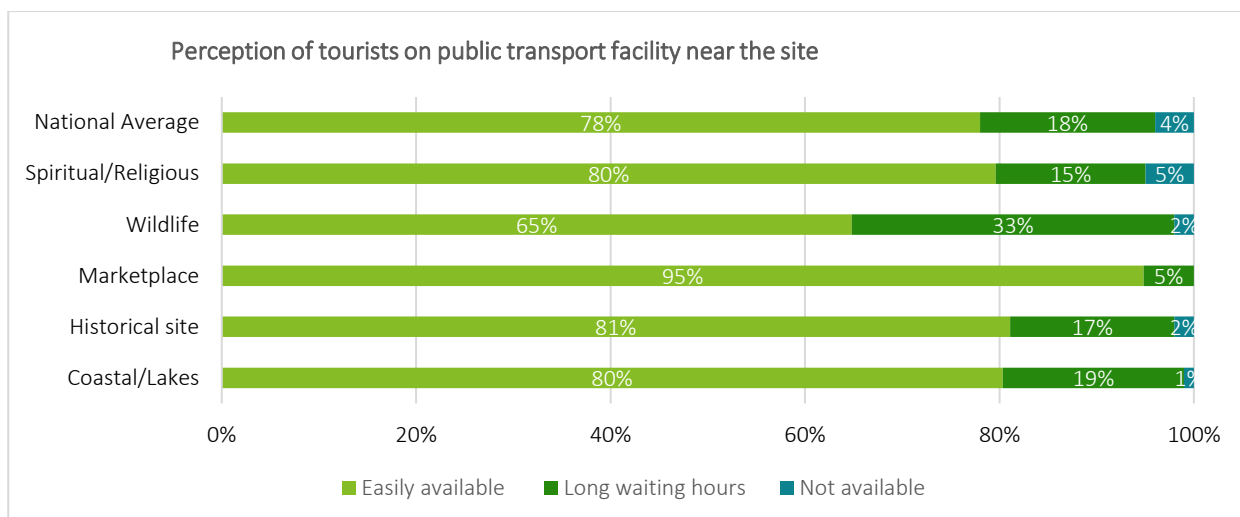
Base (N): Coastal/lake (12002), Historical (14777), Marketplace (3713), Wildlife (8722), Spiritual/Religious (27949), National (67213)

Figure 24: Perception of tourists on public transport facility near the site

Acknowledging the fact that some tourists are first-time visitors, and therefore may lack a generic/usual insight about accessibility, the assessment focused on capturing perception of stakeholders to ensure holistic view is captured. As compared to the tourists' perception, only 15% of the stakeholders at an overall level informed that they had to wait for long hours for public transport across all categories of sites.

For instance, it was observed that public transport around religious sites, such as Tapkeshwar Mahadev Temple (Uttarakhand), was easily available. Only 1% stakeholders from marketplace sites stated that they had to wait long hours for accessing public transport. With a sample of approximately four hundred stakeholders from wildlife sites, only one-third (33%) informed that they had to wait long hours to access public transport to commute to-and-from from the site, followed by coastal (18%). As compared to the national average, slightly lower proportion of stakeholders for historical and spiritual sites (12% respectively) reported the same. However, it is worth mentioning that close to a tenth of the stakeholders across spiritual and marketplace (8% each) cited "unavailability of public transport".
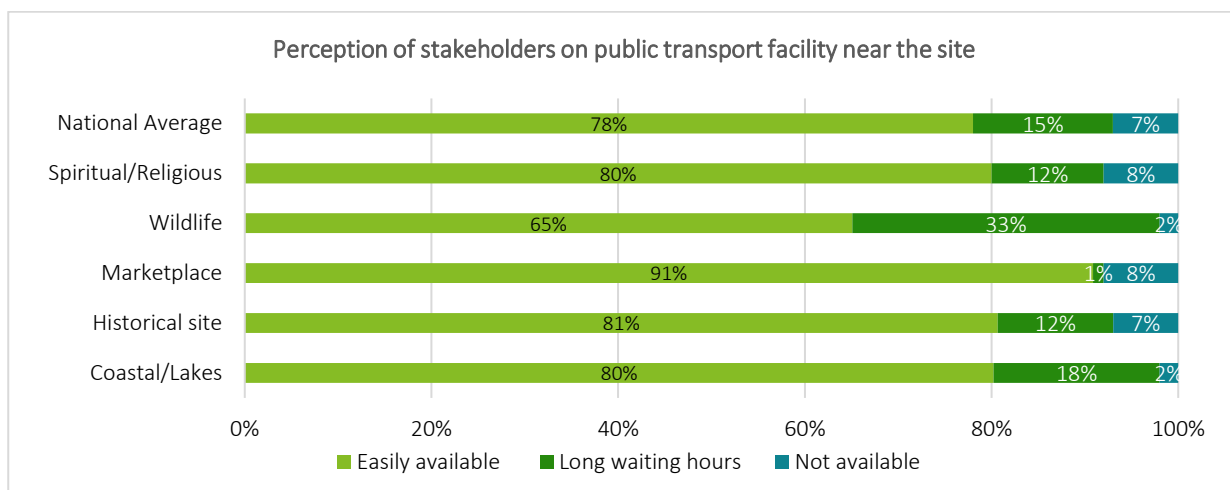
Base (N): Coastal/lake (562), Historical (728), Marketplace (190), Wildlife (375), Spiritual/Religious (1275), National (3130)

Figure 25: Perception of stakeholders on public transport facility near the site

Comparison across gender portrayed no major variations, with close to a fifth of female tourists reporting "long waiting hours" for public transport facility near the site, compared to their male counterparts (17%). Close to four-fifth of the females (78%) and male (81%) mentioned "easy availability" of public transport.

Comparison across categories of sites, revealed slight variations with 18% of female across spiritual sites reporting "long waiting hours" compared to male - 14%). This proportion was slightly higher among wildlife sites (35% female and 31% male).

Table 7:Perception of tourists by gender on public transport facility near the site

Perception of tourists by gender on public transport facility near the site				
	Female		Male	
	%	N	%	N
Easily Available	78%	16424	81%	37213
Long waiting hours	19%	4045	17%	7698
Not Available	3%	518	2%	1289
Grand Total	100%	20987	100%	46200

In addition to the duration of availability of public transport, condition of other infrastructural facilities (especially size and condition of roads) also helps in understanding quality of the road and ease of its connectivity to a tourist site. Therefore, tourists' and stakeholders' perception were captured on the quality of the road and issues faced with the roads closer to the site (within a two-kilometre radius).

As indicated in figure 26 below, less than a fifth of the tourists (14%) at an overall level perceived the roads arounds the sites to be comparatively narrower and more congested, the proportion being highest among marketplaces (29%) and lowest among coastal/ lakes (7%). Further-more a moderate proportion of tourists across spiritual/religious (19%) sites also had similar perceptions while this was lower than national average for historical (11%) and wildlife (9%) sites.

As against the tourists' perceptions which brought forth that marketplaces have narrower roads, stakeholders indicated that spiritual/religious places (22%) have most narrow roads within the two-kilometre radius of the site. At a national level also, it was observed that similar proportion of stakeholders (15%) reported narrow roads near the tourist sites.
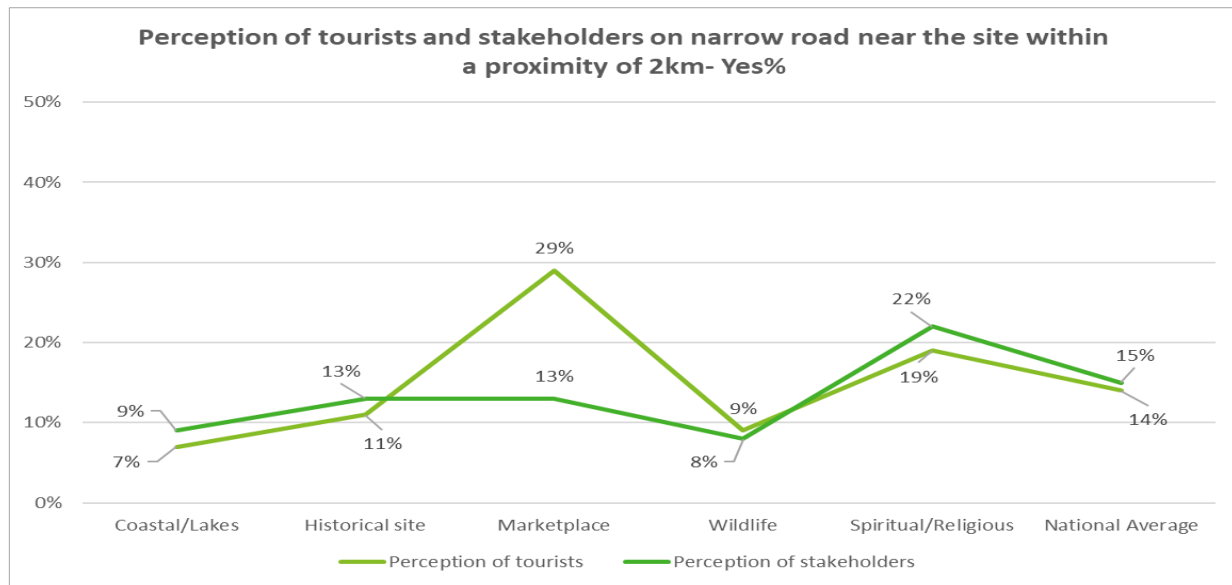
Figure 26: Perception of tourists & stakeholders on narrow road near the site within a proximity of 2km

Tourist Base (N): Coastal/lake (12002), Historical (14777), Marketplace (3713), Wildlife (8722), Spiritual/Religious (27949), National (67213)
Stakeholder Base (N): Coastal/lake (122), Historical (161), Marketplace (63), Wildlife (89), Spiritual/Religious (283), National (718)

Qualitative observations also brought forth similar insights with larger proportion of respondents across Red Fort, Delhi (Historical Site) reporting heavy crowding and congested roads outside the site. Similarly, at Tapkeshwar Mahadev Temple, Uttarakhand (spiritual/religious site) it was noted that while commuting to the temple via public transport was easy and economical, but the roads were narrow and congested with stalls on the roadside and people walking on the road in absence of a clean and concrete footpath.

Figure 27: Tapkeshwar Mahadev Temple (Uttarakhand)

- *Fatehpur Sikri - site officials suggested the site needs to be promoted more. Being off route not all visitors visiting Agra could enjoy the ambiance of the place.*
- *To reach Pingleshwar Beach there is no mode of public transport. Cab and metered taxi are also not available at Pingleshwar Beach due to which the pricing is also not reasonable.*
- *Ghoom Monastery falls inside the bylane, most of the times tourists visit the other monastery on the roadside instead the actual site.*

3.1.2 Perception of tourists and stakeholders on pricing of public transport (cabs/taxis)

The tourists arriving at different cities/destinations need access to safe and affordable transportation system for their smooth mobility, as not all strata of tourists can afford a private transport. The pricing of public transport is another contributing factor to assess the accessibility of a tourist site for the tourists (both domestic and international).

As depicted in figure 28, only a fourth of the tourists (26%) at the national level reported that cabs/taxis were reasonably priced, thereby indicating an additional demand pressure on public transport system with the influx of the tourists. Site-wise comparison revealed slightly higher proportion of tourists across coastal/lakes and spiritual sites had positive perceptions (28% respectively), while it was slightly low amongst wildlife and historical sites (24% respectively). and while close to three-fifth of the tourists (59%) at an aggregate level felt that cabs were "somewhat reasonably priced", a tenth of tourists cited "unreasonable pricing". Majority of tourists from historical sites reported "somewhat reasonable" at 68%, while close to a fifth of tourists (17%) across wildlife reported "unreasonable".
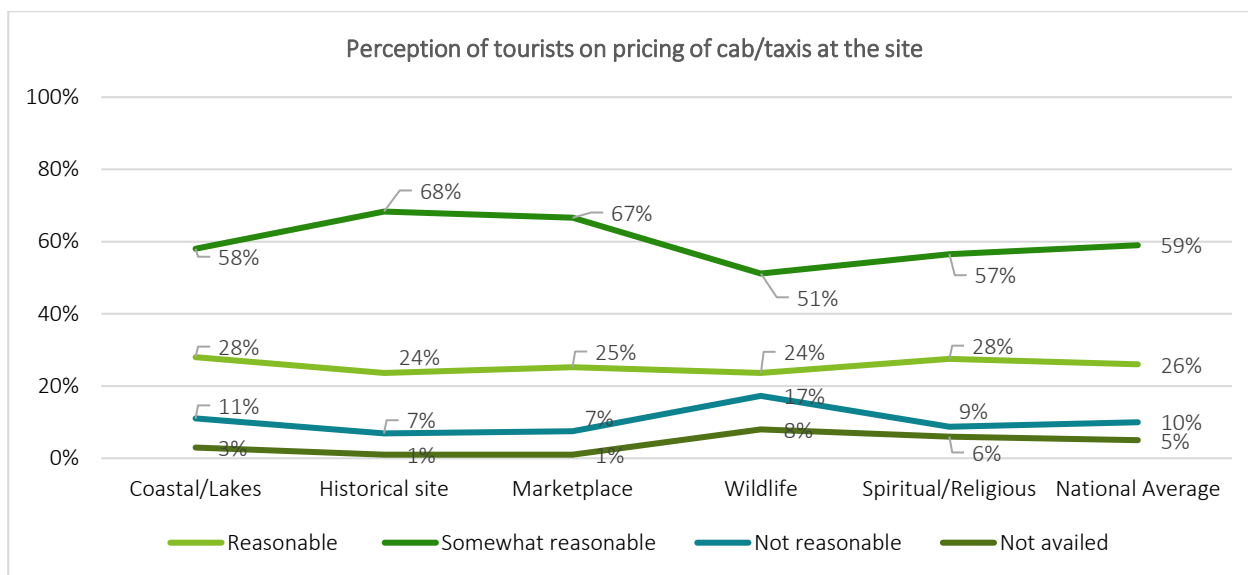
Figure 28: Perception of tourists on pricing of cabs/taxis at the site

Base (N): Coastal/lake (12002), Historical (14777), Marketplace (3713), Wildlife (8722), Spiritual/Religious (27949), National (67213)

Contrary to the tourists' perception, higher number of stakeholders (39%) (across all tourist sites) reported that the cabs/taxis were reasonably priced, the proportion being highest among marketplace with close to half of the stakeholders (46%) portraying a positive picture and lowest amongst wildlife sites (30%). Marginally higher proportion of stakeholders from coastal/lakes (44%) mentioned about reasonable pricing, while slightly more than a third of respondents from historical sites (36%) perceived the same. Slightly more than half of the stakeholders (53%) also mentioned the pricings of cabs/taxis as "somewhat reasonable" while around 8% reported "unreasonable price" at an overall level.
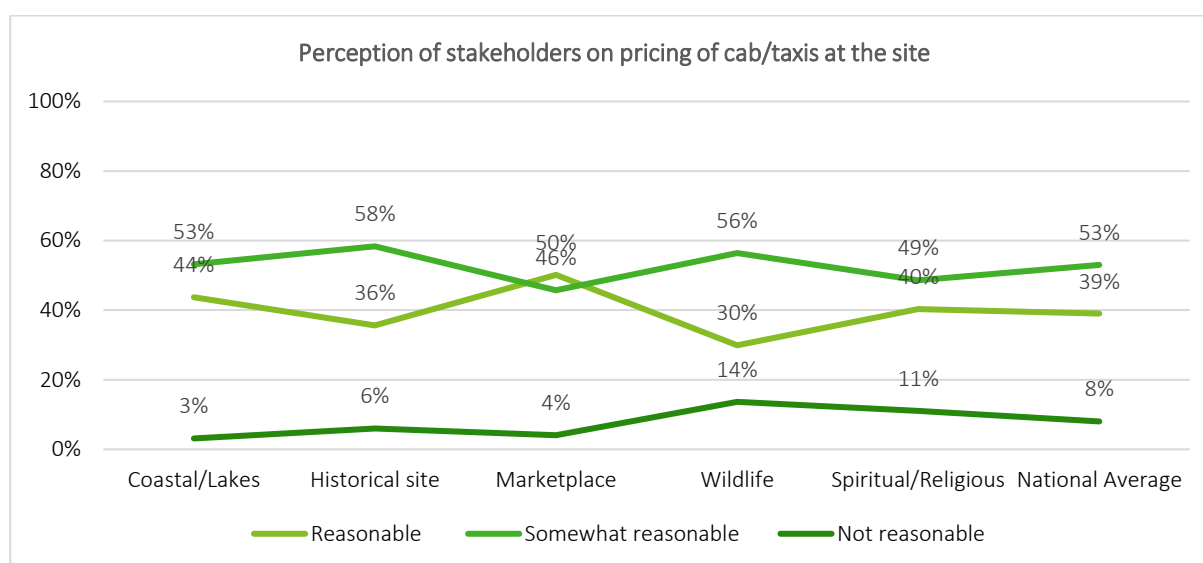
Figure 29: Perception of stakeholders on pricing of cabs/taxis at the site

Base (N): Coastal/lake (391), Historical (577), Marketplace (142), Wildlife (281), Spiritual/Religious (973), National (2364)

3.1.3 Perception of tourists and stakeholders on adequacy of transport facilities available within the destination

Adequacy of a public transport facility is determined by the fixed demand for transport facility by existing locals along with the tourists and the ability to cater to the need through the existing fixed supply side of the transport facility. The assessment focused on capturing the adequacy of public transport available to a tourist site across destinations.

Close to half of the tourists (49%) across all sites highlighted adequacy of transport facilities, proportion being highest among historical and spiritual sites (50%) as compared to 45% tourists from coastal sites informing the same. While considerable proportion of tourists at wildlife reported 'long waiting hours' and "higher price of cabs/taxis" outside the site, close to half (46%) of tourists informed that availability of public transport was 'adequate' at the destination level. A similar proportion of tourists across all sites reported public transport to be "somewhat adequate".
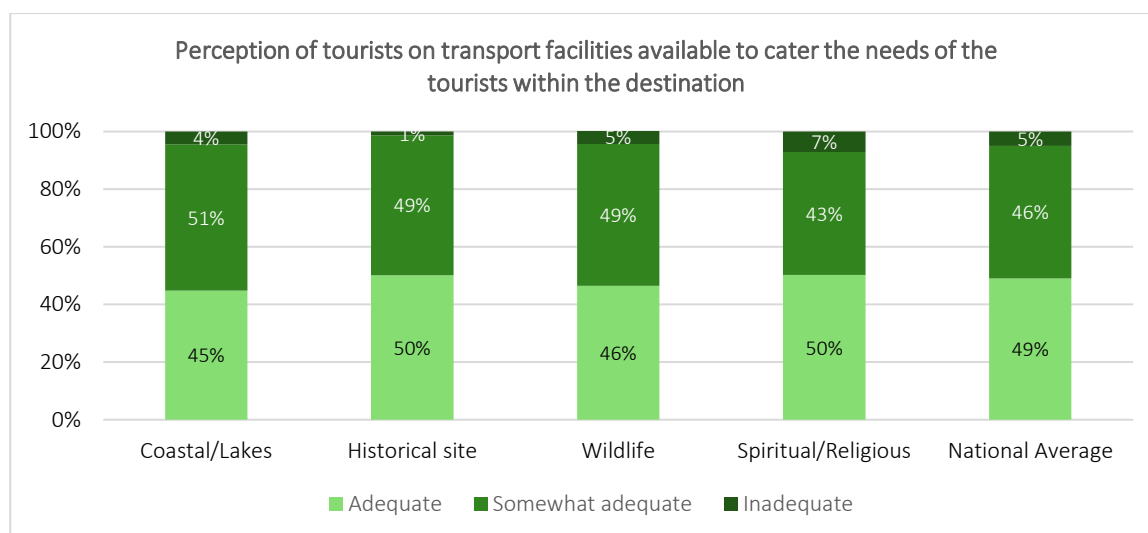
Figure 30: Perception of tourists on transport facilities available to cater the needs of the tourists within the destination.

Base (N): Coastal/lake (12002), Historical (14777), Wildlife (8722), Spiritual/Religious (27949), National (63500)

A comparatively higher number of stakeholders stated that adequate transport facilities were available within the destination, when compared with the tourists' perception. At the national level, slightly more than half of stakeholders (52%) informed that adequate transport facilities were available across all tourist sites and destinations. It can be noted that availability of adequate transport remains lowest across wildlife sites (37%) and highest in the marketplace (78%). Less than a tenth of tourists (8%) across spiritual sites cited "inadequacy of public transport facility".
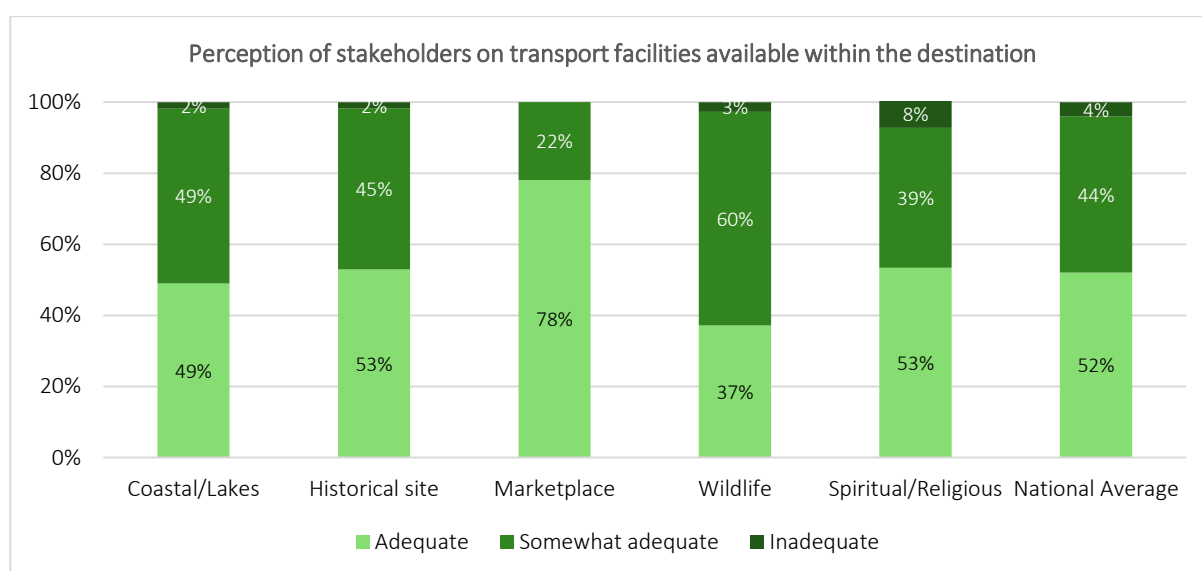
Figure 31: Perception of stakeholders on transport facilities available to cater the needs of the tourist within the destination

Base (N): Coastal/lake (367), Historical (454), Marketplace (101), Wildlife (228), Spiritual/Religious (856), National (2006)

3.1.4 Perception of tourists and stakeholders on most convenient mode of transport within the tourist destination.

Easy access to public transport is important for tourists visiting a site because it provides convenience and accessibility, which can enhance their overall experience. Tourists usually have a limited time to explore a site, so easy access to public transport can save them valuable time as well as is more economically viable.

The assessment therefore looked at perception of tourists and stakeholders on the most convenient mode of transport within the tourist destination. The findings indicate that cabs/taxis were the most convenient mode of transport as indicated by 46% tourists and 40% stakeholders at national level. Followed by this, 40% tourists at historical and spiritual/religious 42% sites voted three-wheeler autos as the most convenient transport to commute. It is however encouraging to note that less than a tenth of the stakeholders also indicated "battery vehicle/electric vehicle" as the most convenient mode of transport across the historical sites. Deep diving further it is observed that "bus" was considered a convenient mode by 12% tourist and 15% stakeholders across all categories of sites. Bicycle, metro, and boats were the least preferred sources of transport for tourists as well as the stakeholders. (Refer Table 8 below).

Table 8: Perception of tourists and stakeholders on most convenient mode of transport within a tourist destination

Perception of tourists								
Type of sites	Buses	Battery Vehicle	Cabs/Taxis	Auto	Rickshaw	Bicycle	Metro	Boat
Coastal/Lakes (N=12002)	14%	2%	53%	20%	3%	6%	-	2%
Historical site (N=14777)	10%	6%	37%	40%	4%	-	1%	2%
Wildlife (N=8772)	17%	1%	59%	17%	6%	-	-	-
Spiritual/Religious (N=27949)	9%	8%	35%	42%	3%	-	-	3%
National Average (N=63500)	12%	4%	46%	30%	4%	2%	-	2%
Perception of stakeholders								
Type of sites	Buses	Battery Vehicle	Cabs/Taxis	Auto	Rickshaw	Bicycle	Metro	
Coastal/Lakes (N=282)	12%	3%	59%	15%	-	9%	1%	
Historical site (N=323)	15%	10%	31%	41%	-	1%	2%	
Wildlife (N=166)	20%	1%	44%	34%	1%	-	-	
Spiritual/Religious (N=593)	14%	9%	27%	47%	1%	2%	-	
National Average (N=1364)	15%	6%	40%	34%	1%	3%	1%	

3.1.5 Perception of tourists and stakeholders on management of traffic and congestion at site and destination levels

When traffic and congestion are well-managed, visitors can move around more easily, have better access to attractions and amenities, and have a more enjoyable experience overall. This can lead to positive word-of-mouth recommendations and repeat visits. Traffic and congestion can also have economic impacts, such as decreased productivity, reduced business revenue, and increased costs for emergency services. Effective traffic and vehicular management can mitigate these impacts and help boost tourism in the area.

The assessment captured perceptions of tourists and stakeholders about the level of traffic and its management in and around the site and destinations. At the national level only around a fifth (21%) reported the level of traffic to be "congested" while at the destination level, tourist across spiritual and historical (23% each), had similar perception, followed by wildlife (17%) and coastal (16%). Overall, more than half of the tourists (53%) reported traffic was "somewhat congested", highest among historical (60%) and lowest among coastal/lakes (47%).
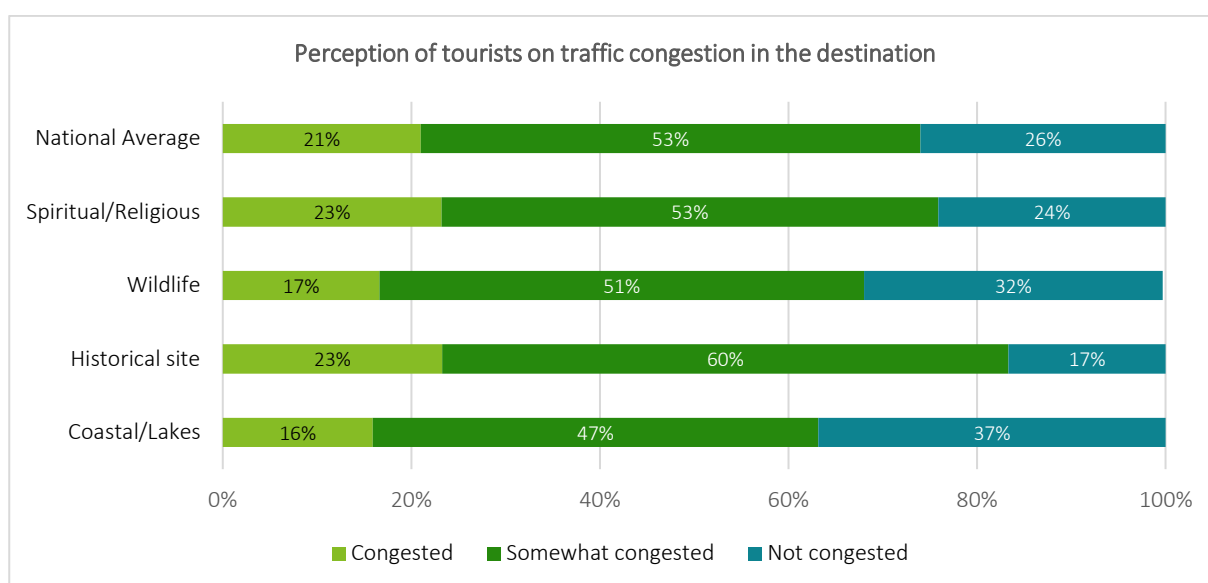
Figure 32: Perception of tourists on traffic congestion in the destination

Base (N): Coastal/lake (12002), Historical (14777), Wildlife (8722), Spiritual/Religious (27949), National (63500)

Compared to the tourists' perception, approximately one-fifth of stakeholders at national level (17%) felt that the traffic in the destination was 'congested' among historical sites (23%) and 11% thought the same for wildlife sites. It is however noteworthy that slightly more than two-fifths of the stakeholders (42%) across coastal/lakes reported the traffic to be "not congested", considerably higher than overall aggregate (27%). This proportion was lowest among historical sites (13%).
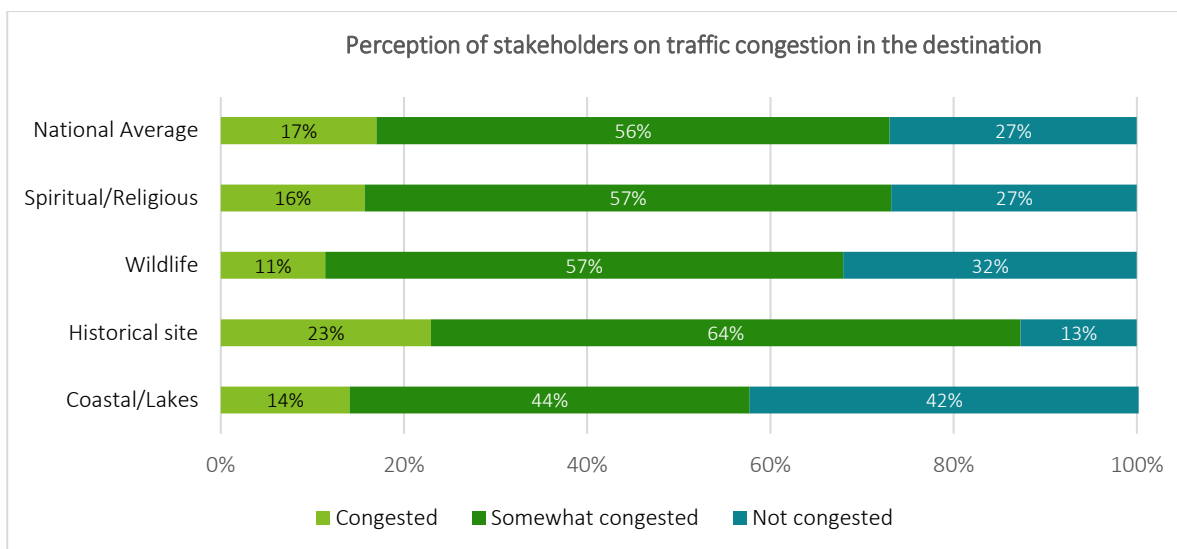
Figure 33: Perception of stakeholders on traffic congestion in the destination

Base (N): Coastal/lake (282), Historical (323), Wildlife (166), Spiritual/Religious (593), National (1364)

Slightly more than a fourth of tourists, on an average, at national level (29%) as well as across sites i.e., coastal/lakes (39%), historical (29%), wildlife (21%) and spiritual/religious (26%) stated that traffic and congestion management in and around the sites were 'very good', while more than half of the tourists across all sites reported traffic congestion management to be "good". Minute proportion of tourists cited "unsatisfactory congestion management" across various types of sites/ destinations.
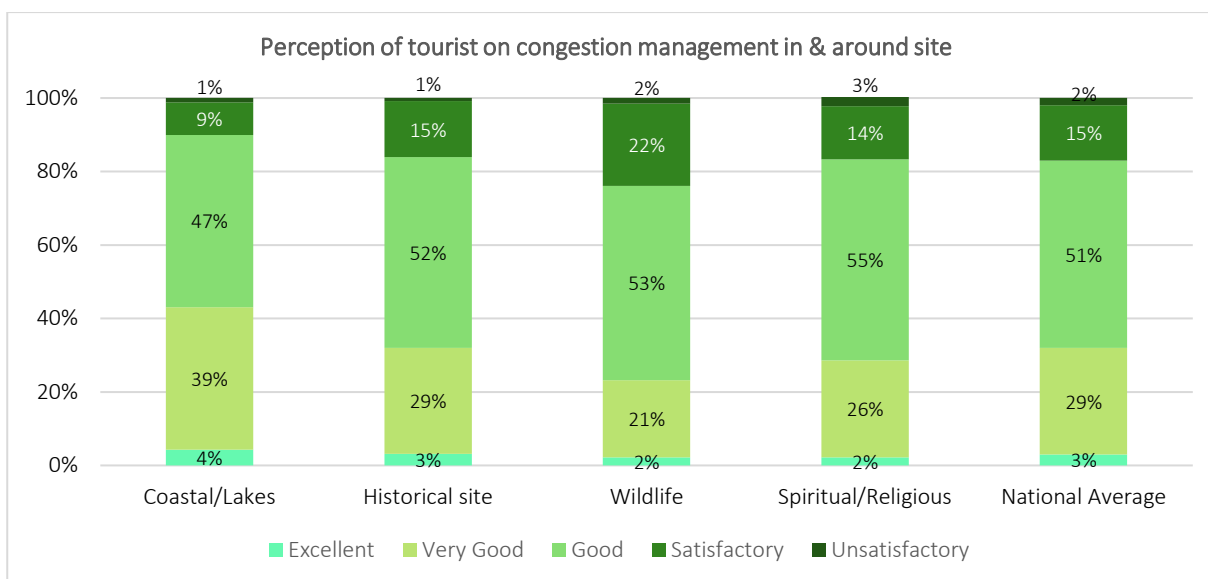
Figure 34: Perception of tourist on congestion management in & around site

Base (N): Coastal/lake (12002), Historical (14777), Wildlife (8722), Spiritual/Religious (27949), National (63500)

Close to two-fifth of stakeholders (38%) at all sites perceived traffic congestion management to be "very good". Coastal/lakes and historical sites were comparatively better managed with higher number of stakeholders (46% and 41% respectively) informing that congestion management was 'very good' than wildlife wherein only 26% stakeholders informed about the same highlighting a need for improvement. (Refer Fig 35 below).
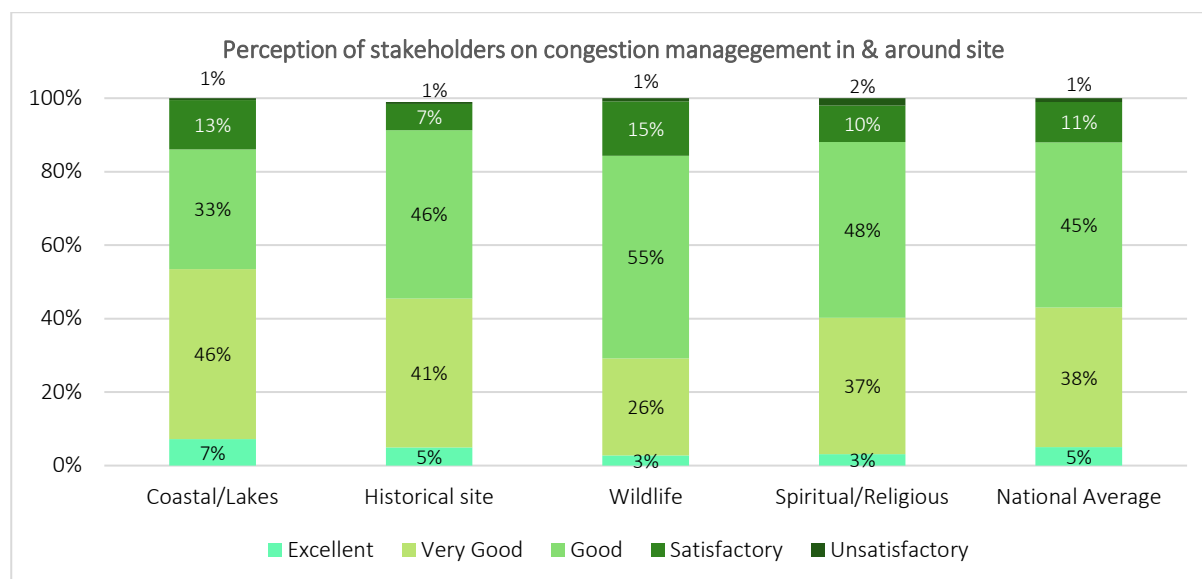
Figure 35: Perception of stakeholders on congestion management in and around the site

Base (N): Coastal/lake (306), Historical (446), Wildlife (219), Spiritual/Religious (711), National (1682)

3.1.6 Perception of tourists and stakeholders on adequacy of general information pertaining to the destination available to the visitor though online/offline modes

Adequate access to general information about a destination is essential for visitors and tourists to make informed decisions about their travel plans. With appropriate access to accurate information about a destination, they can make the most of their time and experience the local culture, cuisine, and attractions more judiciously. This information can be provided through various online and offline modes such as tourism websites, travel guides, brochures, social media platforms, and travel agents. The assessment captured tourist and stakeholder's perception on the adequacy and availability of the general information (timings, attractions, nearby hotels, price of tickets, do's and don'ts etc.) about the destination and site through different offline and/or online modes.

Less than half of the tourists at national level (44%) reported that adequate information about the tourist destination were available either through online or offline modes. Equal proportion of tourists across other sites echoed similar sentiments, with marginally higher proportion of tourists from spiritual sites cited adequate information (45%). Slightly less than a tenth (8%) of tourists at an aggregate level reported "inadequacy" of general information to tourist destinations, proportion being highest among wildlife sites (12%) and lowest among coastal/lake sites (5%).
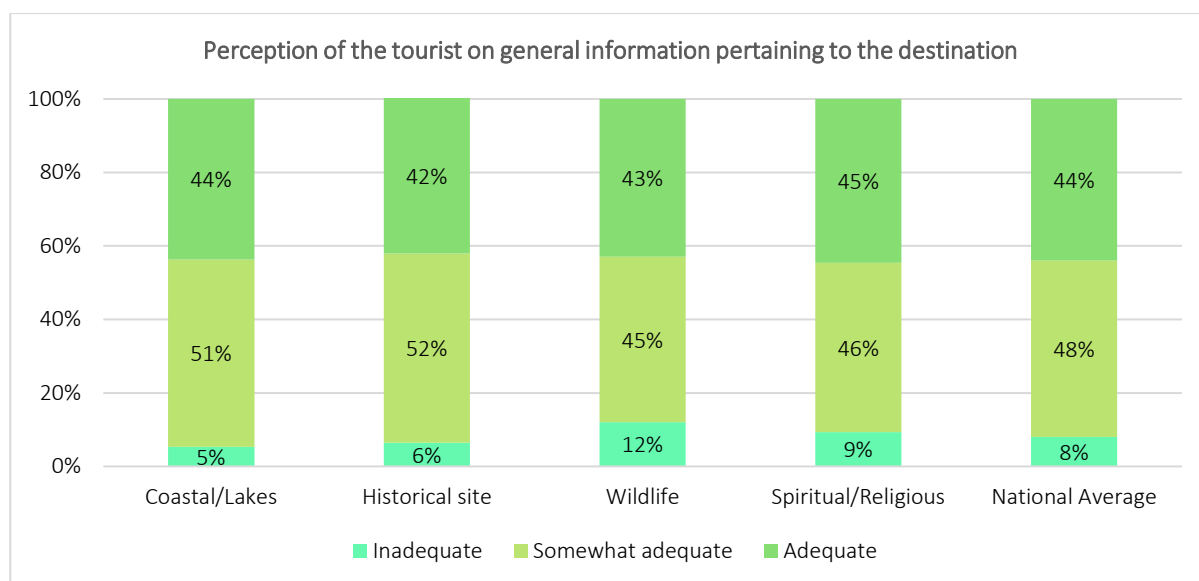
Figure 36: Perception of tourists on adequacy of general information pertaining to the tourist destination

Base (N): Coastal/lake (12002), Historical (14777), Wildlife (8722), Spiritual/Religious (27949), National (63500)

Deep diving further, its depicted that as compared to tourist's, equal proportion of stakeholders at the national level (42%) resonated similar perception on adequacy of information available about tourist sites online (on the internet) or offline (through information notice boards, brochures, banners, etc.). Comparison across categories of sites revealed higher proportion of stakeholders from historical sites (44%) reported adequacy of information as against coastal/lakes sites (39%).

A larger proportion of stakeholders from wildlife sites (14%) highlighted "inadequacy" vis a vis their counterparts from other sites.
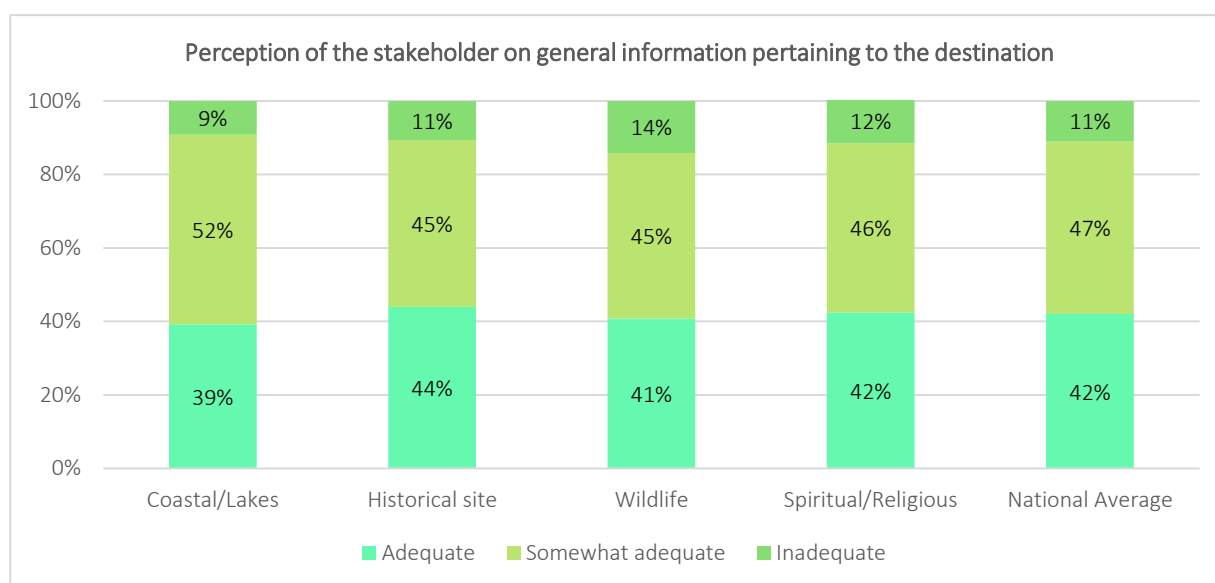
Figure 37: Perception of stakeholders on adequacy of general information pertaining to the tourist destination

Base (N): Coastal/lake (213), Historical (216), Wildlife (121), Spiritual/Religious (424), National (973)

3.1.7 Perception of tourists on directional information available to access the tourist sites

Directional/ information signages are crucial for accessing a tourist site because they help visitors navigate their way to the destination. These signages provide visitors with essential information about the location,

direction, and distance of the tourist site. This is especially important when the site is either in a remote area or in a difficult terrain. It was therefore important to understand tourists and stakeholder's perception on the availability and quality of the directional information and/or signages at the site.

A little more than half (52%) of the tourists at national level reported that the directional information was sufficiently available to guide the tourist to the site; while close to three-fifth (58%) of the tourists at the coastal sites mentioned that the directional information was available, highest compared to other sites, 48% mentioned the same about wildlife sites.

It is important to note that slightly more than two-fifth (41%) of the tourists across all sites felt the need for "additional signages for better guidance" over and above the existing ones. This was reported primarily by the tourists of the wildlife sites (45%) followed by spiritual/religious sites (43%) and historical (40%).
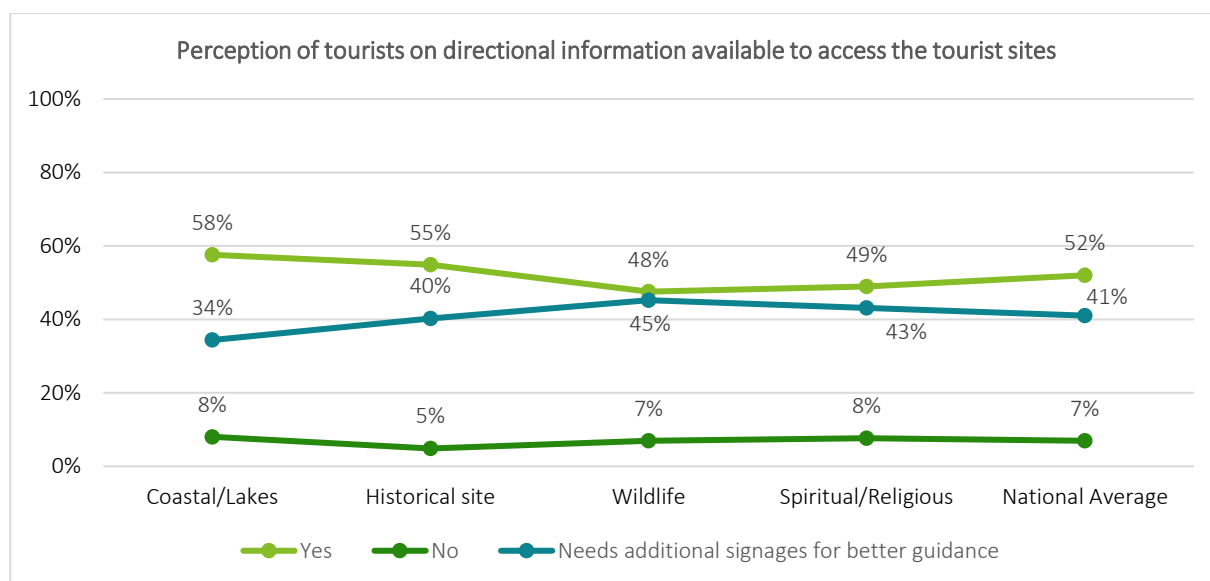
Figure 38: Perception of tourists on proper and clear directional/information signages available regarding tourist sites in the destination

Base (N): Coastal/lake (12002), Historical (14777), Wildlife (8722), Spiritual/Religious (27949), National (63500)

3.1.8   Scoring on Accessibility of sites

Accessibility scores have been categorized into 3 groups: i) less than 0.33 (unsatisfactory), ii) between 0.33 and 0.66 (moderate), and iii) 0.66 and above (satisfactory). The accessibility scores showed that across most of the thematic areas, destinations, and sites, while adequate public transport was available and priced reasonably with variations in scores at tourist site level, the major challenge that needs to be addressed were traffic congestion at the tourist sites and improper management of tourist congestion. According to the data collected through the primary survey, the overall national accessibility score taking the relevant indicators for all the destinations across the major thematic areas stood at 0.67.

Based on tourists' responses, only 21% of the sites have attained a satisfactory score on management of tourist congestion. For traffic congestion, the percentage of sites attaining a satisfactory score was low at 15%.

Inadequate management of traffic and tourist congestions at the destinations were the two major challenges to accessibility at the tourist destinations. The overall national score for traffic congestion at the destination was low at 0.53. Management of tourist congestion in and around the sites was marginally

better with a score value of 0.58. The accessibility score performed better on the sub -indicator "ease of availability of public transport" near the site/market (0.88).

A high score of adequate availability of general information pertaining to the tourist destination through online/ offline modes is a positive indicator that provides boost to the tourism sector (Score value: 0.69). Looking at the accessibility scores across the different category of sites revealed variations across different parameters of accessibility. (Refer Table 9).

Table 9: Accessibility score across category of site.

Category of Site	Indicator						Overall satisfaction level on accessibility *
	Availability of public transport facility	Pricing of cabs/taxis	Adequacy of transport facilities	Traffic congestion	Tourist congestion management	Availability of information through online/offline mode	
Historical	0.89	0.69	0.75	0.50	0.57	0.68	0.74
Coastal/Lake	0.89	0.70	0.72	0.58	0.60	0.71	0.65
Spiritual/Religious	0.87	0.67	0.73	0.51	0.55	0.71	0.66
Wildlife	0.81	0.61	0.68	0.58	0.52	0.64	0.59
Marketplace	0.95	0.72	0.89	0.40	-	-	0.65
National Average	0.88	0.67	0.73	0.53	0.58	0.69	0.67

Satisfaction scale of scoring (≤ 0.33 unsatisfactory, 0.34-0.65 moderate, ≥0.66 satisfactory)

Satisfactory performance

- Red Fort, Delhi (0.90)
- Jagannath Temple, Odisha (0.89)
- Amer Fort, Rajasthan (0.89)

Unsatisfactory performance

- Chandavaram Buddhist site, Andhra Pradesh (0.31)
- North Bay Island, Andaman & Nicobar Island (0.32)

Figure 39: Satisfactory & Unsatisfactory performance based on accessibility score

The overall accessibility score of the historical places (0.74) was the highest across all the thematic areas. The ease of availability of public transport at the sites, the resultant reasonable pricing of cabs and taxis operating, adequate facilities to manage traffic and tourist congestion in the area and availability of information about the site through online and offline modes improved the accessibility of the historical places to the tourists. Marketplaces also ranked high across all the thematic areas with a score value of 0.95 in terms of ease of availability of public transport. Pricing of cabs and taxis was also reasonable in the marketplaces visited (Score value: 0.72). However, traffic congestion in the marketplaces (0.40) brought down the overall accessibility score of the marketplaces (0.65). (Refer Annex V)

Accessibility to wildlife areas was the lowest with a score of 0.59 vis-à-vis other thematic areas. Difficulty in access to public transport as measured by ease of availability and its high pricing rendered the wildlife less accessible to the tourists. Another factor contributing to inaccessibility of the wildlife was the lack of availability of general information about the destinations and sites through online and offline mode. In comparison to other thematic areas, wildlife destinations scored poorly on availability of adequate site/destination information (Score value: 0.64). Traffic congestion on the route to spiritual places (Score value: 0.51) and improper facilities to manage tourist congestion (Score value: 0.55) resulted in spiritual places performing not so well on accessibility scoring (0.66). However, better availability of information through online/ offline modes was reported across religious / spiritual places (Score of 0.71).

State wise analysis showed that Delhi was a high performer in terms of accessibility to tourists based on the perception of the surveyed sample. Sites such as Humayun Tomb, Qutub Minar, Red Fort and Chandni Chowk had more than adequate public transport facilities (Score value ranges between 0.97 to 1). Pricing of autos/cabs was also reasonable, as evident from the score value of 0.89 to 0.95. However, inadequate management of tourist congestion and traffic congestion at the sites were the significant issues faced by the tourists in these areas. Score value on traffic congestion ranged between 0.40 to 0.47. North-Eastern states such as Arunachal Pradesh, Nagaland and Sikkim were at the bottom of the spectrum on accessibility scores. The overall score of Arunachal Pradesh was 0.47, with Nagaland and Sikkim scoring marginally better at 0.50 and 0.53, respectively. Lack of availability of public transport (0.002) and high pricing of cabs and taxis (0.23) at Parashuram Kund in Arunachal Pradesh resulted in state attaining the lowest rank.

Historical sites such as Amer Fort (0.89), Hawa Mahal and Jantar Mantar (both with a score of 0.87) in Jaipur, Golghar (0.88) in Patna, Patwon Ki Haveli (0.85) in Jaisalmer performed well on accessibility scoring. On the contrary, certain spiritual sites scored low as tourists faced challenges with adequate availability of information pertaining to the destination and pricing of cabs and taxis were also high. Kalijai Temple in Odisha (0.39), Kadile Papahareswara Temple (0.36) in Telangana, Dubdi Monastry (0.34) in Sikkim and Chandavaram Buddhist Site (0.31) in Andhra Pradesh are such sites. (Refer Annex V)

Comparison across various categories of sites presented an interesting picture with close to four-fifth (75%) of the historical sites performing satisfactorily, higher than the national average (55%) and all other categories of sites. Higher proportion of sites from wildlife (72%) and marketplace (60%) performed moderately taking all accessibility parameters. Negligible proportion of sites across coastal (3%) and spiritual (1%) performed unsatisfactorily, depicting slightly encouraging picture.
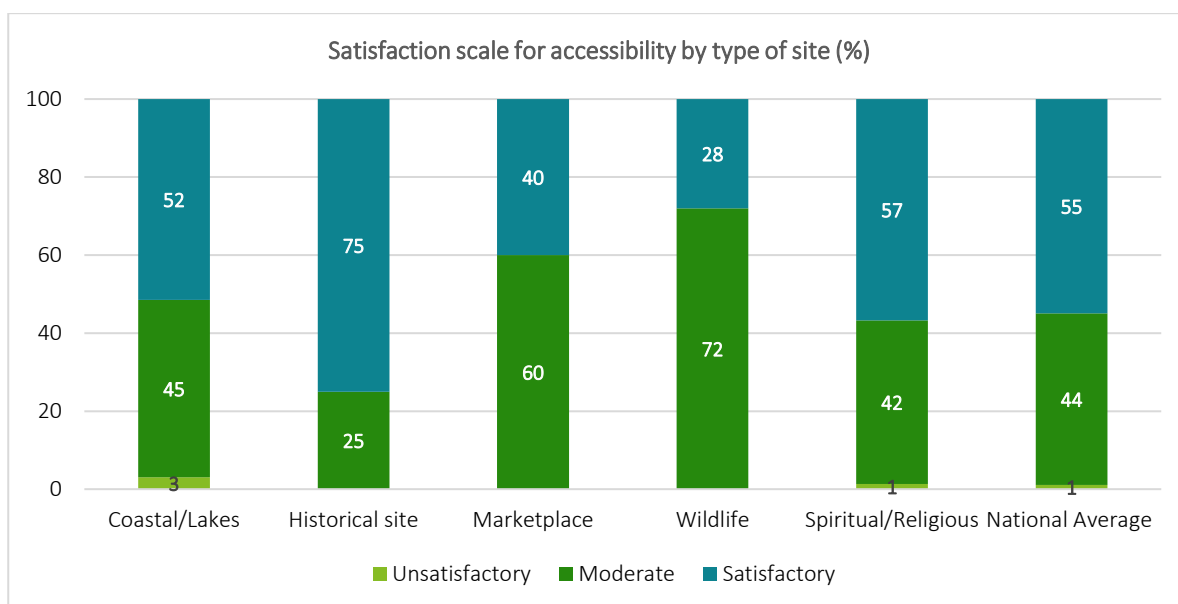
Figure 40: Satisfaction scale for accessibility at the site level

Base (N): Coastal/lake (33 sites), Historical (40), Marketplace (10), Wildlife (25), Spiritual/Religious (74), National (182)

3.1.9   Accessibility- Summary of findings

Public Transport Facility	Quality of Road	Directional Signages
• Out of one-sixth tourist who reported long waiting hours, slightly more than a fourth **(28%)** mentioned **unreasonable pricing of cabs/taxis at the site.** • 107 sites did not have any "eco-friendly" mode of transport	• Less than a fourth of sites (24%) had unpaved or cracked roads with potholes. • Slightly more than two-fifth of tourist across **spiritual (42%) and historical (40%) sites reported "auto"** as the most convenient mode of transport	• Of 139 sites having directional signage, only 67 had it in multiple language • Around two-fifth (41%) of tourist felt the need for **additional signages for better guidance to the site.**

Figure 41: Accessibility- Summary of findings

3.2 Amenities

Tourism depends not only on the place but also the availability of good facilities/ services / infrastructure/amenities at the destination. Therefore, assessment of basic amenities at various destinations according to the tourists is essential for enhancing the tourist inflow. Satisfied tourists are a great and free mechanism to spread publicity about the tourist site.[18] Accordingly, the assessment focused on capturing the perception of the tourists and the stakeholders regarding the availability and quality of basic facilities and services at tourist sites and their satisfaction level with the same, like availability and number of ticketing counters, availability of tourist information centre, online ticketing facility, infrastructural quality, seating facility, etc.

3.2.1 Perception of tourists on ticketing facility/amenity across the tourist sites

Majority of the wildlife and historical sites in India require an entry ticket from the tourists to access/visit the site. It is to be noted that the funds collected from domestic as well as foreign tourists is used towards the maintenance of the tourist site. Since, having a valid ticket in many tourist sites is a prerequisite for the tourists, it is important for these sites to have a well-functional ticketing amenity to ease the entry process. The assessment therefore captured perception of tourists on ease of availability of tickets from the ticketing counter.

The findings highlighted that a fourth (25%) of tourists at the national level, informed that the tickets counters at the site was "somewhat adequate" with similar proportion of tourists from wildlife and historical sites reporting the same. While around three-fifth of the tourists cited "adequacy" of ticket counters, it is important to highlight that close to a fifth (17%) of tourists at historical sites and 13% across wildlife sites reported "inadequacy" of ticket counters.
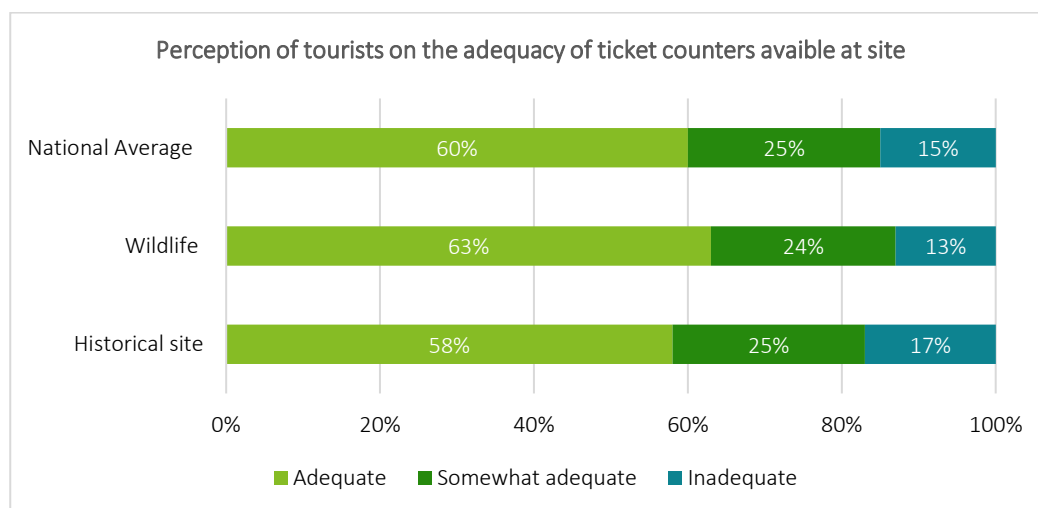
Figure 42: Perception of tourists on adequacy of ticketing counters available at the site

Base (N)- Historical (14777), Wildlife (8772), National (23549)

3.2.2 Perception of tourists on the ease of availability of tickets from the ticketing counter

The findings highlighted that slightly more than a fifth (29%) of tourists at the national level, informed that the ease of availability of tickets was "very good" and that they did not face any challenges in availing the

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[18] https://tourism.gov.in/sites/default/files/2020-04/Revised%20Infrastructural%20Gap%20Assessment.pdf

same. While historical sites fair better than the national average (32%), wildlife is on the lower end of the spectrum with only 24% of tourists having positive perception.

Historical **32%**   National Avg. **29%**   Wildlife **24%**
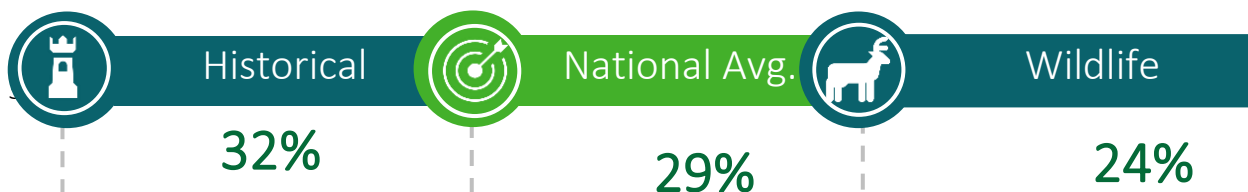
Figure 43: Perception of tourists on the ease of availability of tickets from the ticketing counter

Base (N)- Historical (14777), Wildlife (8772), National (23549)

As depicted in the figure below, more than two-fifth (46%) of the tourists at an aggregate level, felt the ease of ticket availability for the site was "good", consistent across both historical (44%) and wildlife sites (47%). However, a smaller proportion of tourists from historical sites did not have a positive perception as around 13% reported "unsatisfactory", slightly higher than the national average (11%) and wildlife (9%).
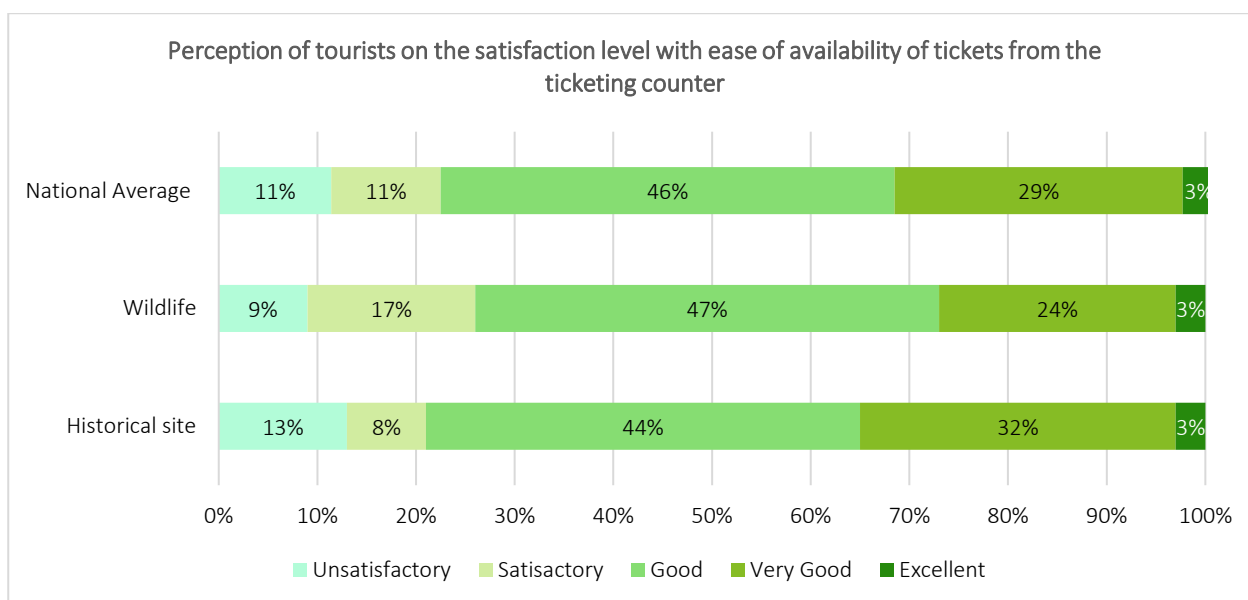
Figure 44: Perception of tourists on the satisfaction level with ease of availability of tickets from the ticketing counter

Base (N)- Historical (14777), Wildlife (8772), National (23549)

This however creates room for upscaling and upgrading the ticketing system as majority tourists informed that they faced difficulty in availing the same, these include, but are not limited to:

Low proportion of ticketing counters vis-à-vis tourist footfall	**Long Queues**	Unavailability of **online/virtual purchasing** options

*While **spiritual sites** did not have entry fee, but there are packages for "special darshan with different pricing and timing"*

3.2.3 Perception of the tourists and stakeholders over the promptness of the information center toward query

Information centers provide a centralized location where visitors can get all the information and details of the site such as its layout, main attractions, and facilities. This helps visitors to plan their visit, prioritize what they want to see, and make the most of their time. The assessment therefore captured the perception of tourists towards the quality of services provided by the information centers across sites.

As evident from the figure below, less than two-fifth (37%) of the tourists at an aggregate level as well as across historical (34%) and wildlife sites (39%) mentioned the promptness and helpfulness of the information center towards queries and requests for information was "quick". Deep diving further into the performance of the information centers, it is worth highlighting that 27% of the tourists reported "unavailability of the tourist information center", while a similar proportion of tourists cited "time taking" indicating towards a scope for the betterment of the service quality to enhance the overall experience for the tourists, especially foreign tourists.

Contrary to the tourist's perception, considerably higher proportion of stakeholders (65%) at an overall level cited that the information center was "quick" in its response towards the query, with wildlife at the higher end of the spectrum (78%) in comparison to historical sites (52%). None of the stakeholders across both categories of sites reported "unavailability of information center."
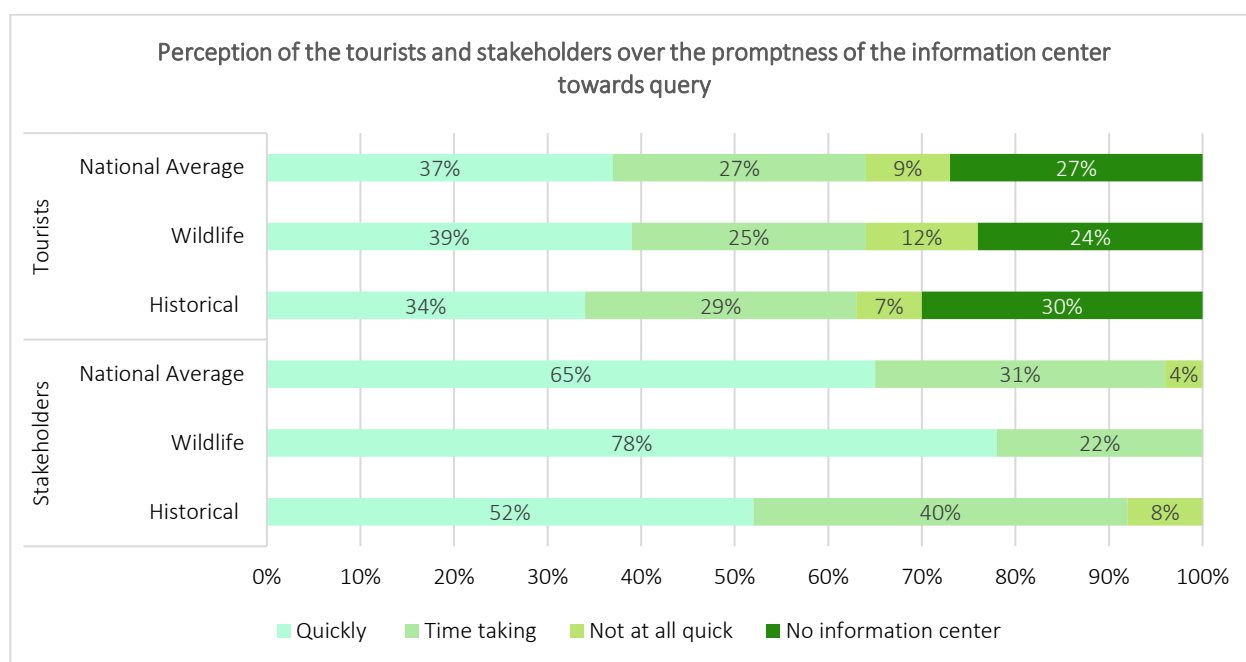
Figure 45: Perception of the tourists and stakeholders over the promptness of the information center towards query

Tourist Base (N)- Historical (14777), Wildlife (8772), National (23549); Stakeholder Base (N)- Historical (78), Wildlife (39), National (117)

Diving further into the perception of the tourists by the type of their nationality, regarding the promptness of information center across the historical and wildlife sites, depicted that, more than two-fifth of the foreign tourist (42%) reported "unavailability of proper information center", higher than domestic tourists (28%). Close to a tenth of both foreign (8%) and domestic (9%) tourists cited that information centers were "not at all quick" in responding to the query, while a considerable proportion of foreign (23%) and domestic (26%) tourists mentioned "time-taking".

Table 10:Perception of tourists by type of tourist nationality over the promptness of the information center towards query

Perception of tourist by type of tourist's nationality over the promptness of the information center towards query				
	Foreign tourists		Domestic tourists	
	%	N	%	N
No information center	42%	500	28%	6169
Not at all quick	8%	94	9%	2037
Quickly	27%	322	37%	8166
Time taking	23%	285	26%	5976
Grand Total	100%	1201	100%	22348

3.2.4 Perception of the tourists and the stakeholders towards the services of the tourist information center

At most sites, information centers are staffed with knowledgeable and friendly personnel to answer visitors' questions, aid, and help to resolve any issues or problems that may arise. This can enhance the visitor's experience and ensure that they have a positive impression of the site and its management. The assessment therefore captured the perception of the tourists over the quality of services of the information center towards query.

The findings suggest that information centers were mostly available at wildlife and historical sites. It is however noteworthy that only 30% of the tourists at the national level as well as site level (historical 32%, wildlife 26%), informed that the services provided by the information centers were of "very good quality, whereas half of the tourists (51%) stated it to be "good".
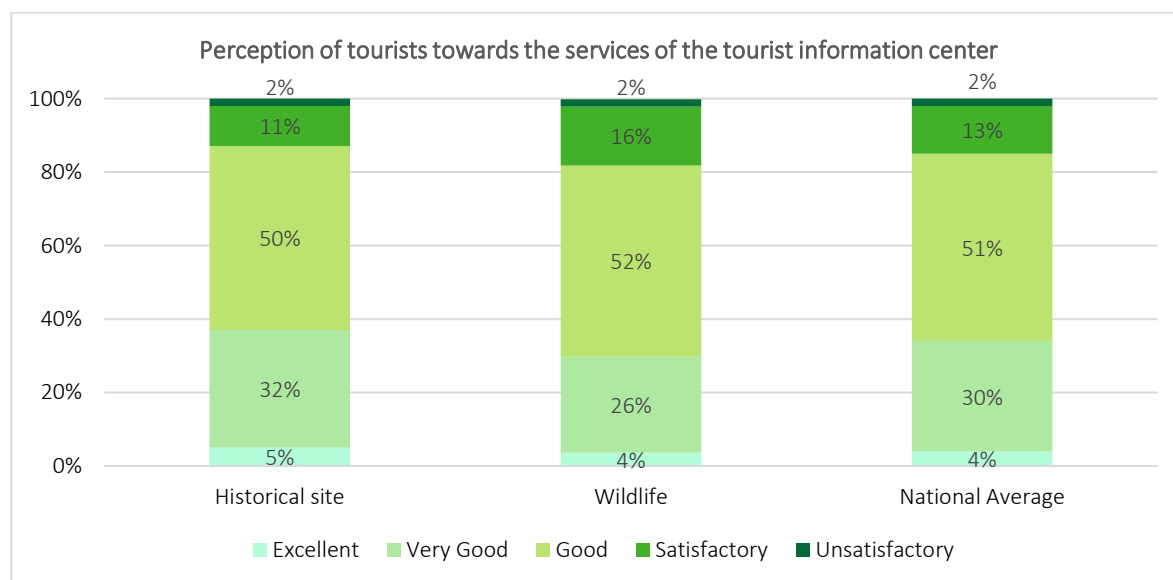
Figure 46: Perception of the tourists towards the services of the tourist information center

Base (N)- Historical (10273), Wildlife (6607), National (16800)

As compared to the tourist's perception, slightly more than a tenth (11%) of stakeholders at an overall level reported the services of the information center as "excellent", followed by coastal/lakes (10%) and

historical sites (7%). One-third (33%) of stakeholders at an aggregate level reported the services to be "very good".
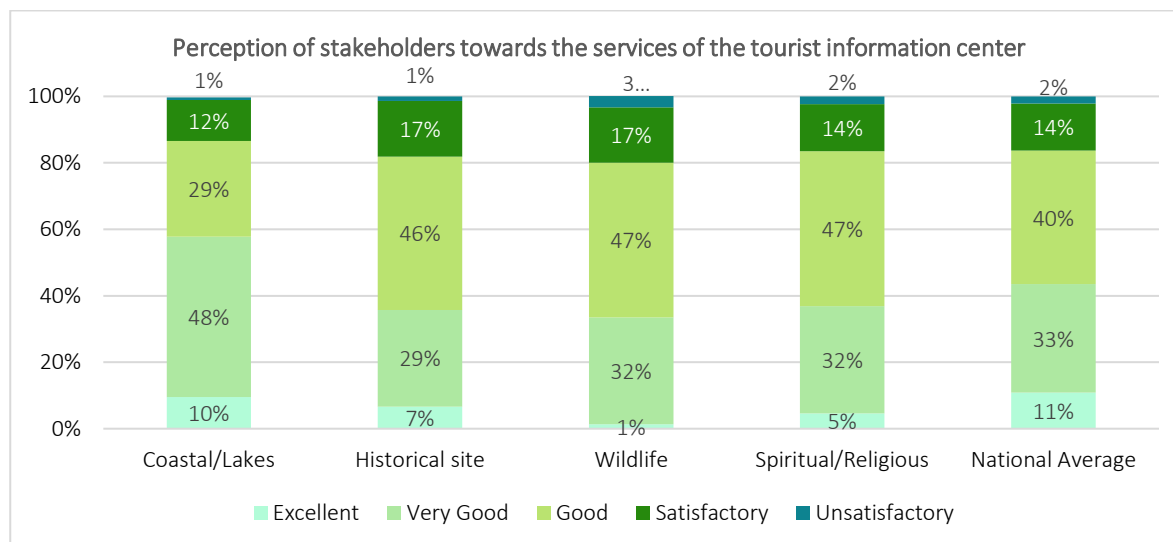
Figure 47: Perception of the stakeholders towards the services of the tourist information center

Base (N): Coastal/lake (275), Historical (317), Wildlife (166), Spiritual/Religious (552), National (1310)

3.2.5 Perception of the tourists and stakeholders towards the accommodation amenities around tourist destination and sites

Accommodation here means several types of facilities, designed to meet the specific needs and requirements of travellers with their completeness that can be used by the tourists to take rest comfortably and to stay overnight while visiting a destination. If tourists can have better experience of services and surroundings they will carry favourable perceptions about the location, the local people, the hotel, the restaurants, and the site.

However, pricing is one of the primary factors, amongst others, determining as well as impacting tourists' decision to visit and lodge at a tourist destination. The assessment captured perception of the tourists and stakeholders towards the pricing of hotels/accommodation within the destination.

Overall, slightly more than two-fifth (44%) of the tourists reported that the accommodation/ hotels within a proximity of two kilometres from the site was reasonably priced. Compared to the other sites, lower proportion of tourists from the wildlife site (29%) and historical sites (33%) agreed that accommodations/hotels were reasonably priced. More than half (54%) of tourists across spiritual and coastal/lakes sites reported "reasonable price", considerably higher than the overall aggregate. It is however imperative to highlight that while less than a tenth (8%) of the tourists at an overall level reported accommodation prices as "unreasonable", this proportion was considerably higher among tourists from wildlife (18%).

Figure 48: Perception of the tourists towards the reasonable pricing of hotels/accommodation within the destination

Base (N): Coastal/lake (12002), Historical (14777), Wildlife (8722), Spiritual/Religious (27949), National (63500)

As compared to the tourists' perception, more stakeholders resonated that coastal/lakes (35%) and spiritual/religious sites (34%) across destinations have comparatively more reasonable accommodation amenities as against wildlife (29%) and historical sites (31%), which could be attributed to the high cost of maintenance for these sites. At an aggregate level, however, close to three-fifth (56%) of the stakeholders informed that the accommodation amenities were 'somewhat reasonably priced' within tourist destinations.

Figure 49: Perception of stakeholders towards the pricing of hotels/accommodation within the destination

Base (N): Coastal/lake (270), Historical (332), Wildlife (200), Spiritual/Religious (582), National (1384)

Apart from pricing, the overall quality of stay and the services provided by the hotels/accommodation providers also determine the experience of tourists. The assessment brought forth that less than a fifth (19%) of the tourists at an aggregate level agreed that the serviced offered by the hotel/accommodation

were "satisfactory". Around 3% of the tourists across spiritual/religious and wildlife sites reported "unsatisfactory" quality of services by the hotel/accommodation.

Figure 50: Perception of tourists towards the overall quality of the services offered by the hotel/accommodation

Base (N): Coastal/lake (12002), Historical (14777), Wildlife (8722), Spiritual/Religious (27949), National (63500)

3.2.6 Perception of the tourists on the infrastructural amenities within the tourist site

Well-maintained infrastructure amenities make it easier and more convenient for visitors to navigate and enjoy the tourist site. Good seating arrangements and amenities ensure that visitors are comfortable during their visit. Adequate seating arrangements and amenities ensure that the tourist site is accessible to visitors with disabilities or mobility issues. This can include ramps, accessible seating, and other facilities like drinking water, toilet, baby care room etc.

The assessment focused on capturing perception of tourists towards the available seating arrangements and facility within a tourist site. Close to two-fifth (35%) of the tourists at the national level informed that seating facility available within the tourist sites was "very good" in terms of adequacy and maintenance. As evident from the figure below, a larger proportion of tourists from coastal/lake (38%) resonated the same perception, followed by historical (33%).
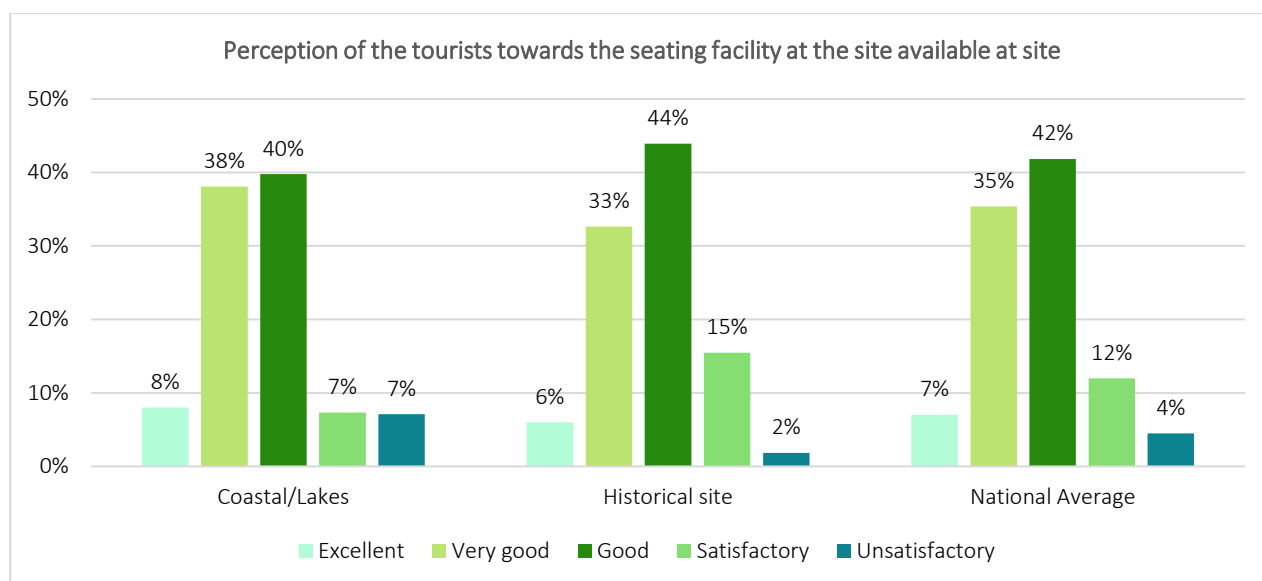
Figure 51: Perception of the tourists towards the general seating facility at the site

Base (N): Coastal/lake (12002), Historical (14777), National (26779)

As compared to the tourists, a slightly higher proportion of stakeholders at an aggregate level (40%), reported that the seating facility available at the site was "very good", with coastal/lakes reporting the highest (43%) vis a vis historical (37%). Slightly less than a tenth (7%) of stakeholders from coastal/lakes reported unsatisfactory seating facility.
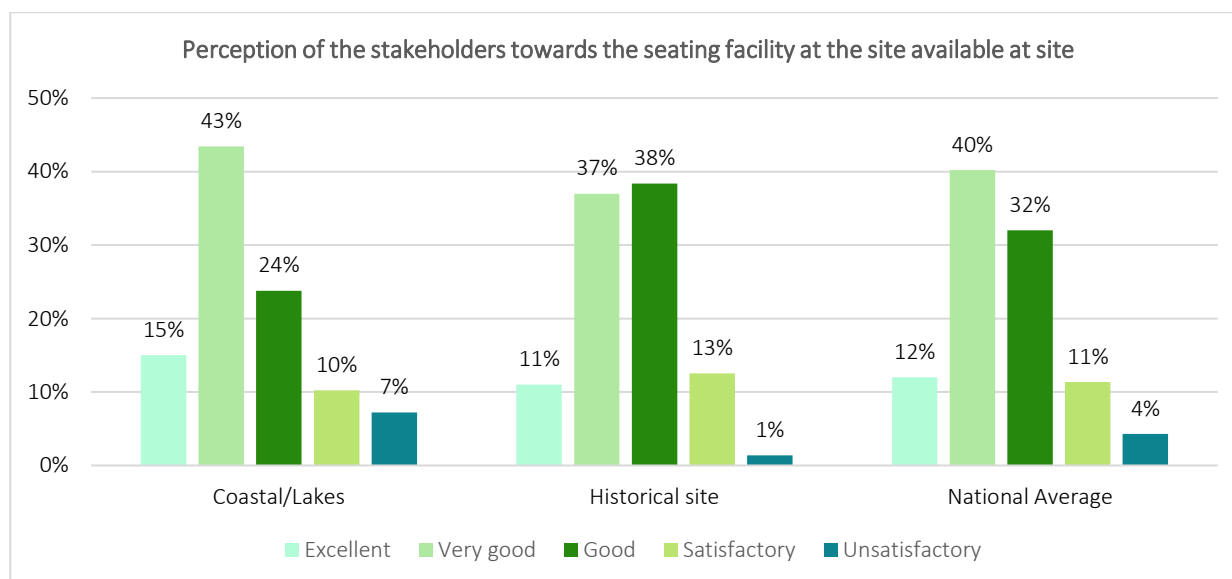
Figure 52: Perception of the stakeholders towards the general seating facility at the site

Base (N): Coastal/lake (236), Historical (339), National (575)

3.2.7   Perception of the tourists towards other site-specific facilities – Wildlife and Coastal Sites

While many facilities across tourists' destination and sites are common, the assessment focused on capturing perceptions related to site-specific facilities as well. This was done to holistically capture unique characteristics, attractions, and visitor's needs that must be considered, for different type of sites.

Majority of the wildlife site in India offer 'wildlife safari' to the tourists to enhance their experience and is also a major source of income for many who depend on tourism around wildlife sites. The assessment brought forth that out of the total tourists surveyed, only one-fourth (24%) informed that the quality of safari experience offered was "very good"; and a similar proportion of stakeholders (25%) reported the same. Close to 8% of the tourists reported "excellent" for the quality of safari(s) offered.

Figure 53: Perception of the tourists and stakeholders towards the quality of safari(s) offered

Base (N): Tourist (8772), Stakeholder (138)

Similarly, the assessment also inquired about tourists and stakeholders' perception on other adventure activity (such as bird watching, camping, nature walk, quad biking, and trekking) services offered at the wildlife sites. It was found that only 13% tourists and 26% stakeholders reported that other adventure activities offered at the wildlife sites were of 'very good' quality.

Majority of tourists and stakeholders indicated that the activities were good and that there is scope for improvement.

13%

Tourists informed that other adventure activities were 'very good'

26%

Stakeholders informed that other adventure activities were 'very good'

While the wildlife sites offer unique services such as safari and other adventure activities, coastal sites, which have beaches for the tourists to experience, offer facilities of changing rooms. The assessment informed that only one-third tourist (35%; out of a sample of 12,002) found the quality of changing rooms to be 'very good' while a majority stated otherwise.

3.2.8 Scoring on Amenities

Based on respondents' perception, the overall national scores for amenities for the surveyed tourist sites stood at 0.62. Moderate scores[19] can be observed for all the indicators[20] used in computing amenities scores. Condition of infrastructure maintenance was perceived to be of better quality (0.59) in comparison to services of tourist information centers (0.53), quality of services offered by hotels/accommodation in the destination (0.50) and availability of general seating capacity at the tourist site (0.57).

Historical sites with overall amenities score of 0.66 (Table 11) fared better in terms of condition of infrastructure (0.65), seating facility (0.57) and quality of services provided by tourist information center (0.55). Wildlife areas, with an overall low amenity score of 0.53 were the worst performers.

Table 11: Amenities score across category of site.

Category of site	Indicator				Overall satisfaction level on amenities *
	Tourist Information centre	Hotels/acco mmodations	Condition of infrastructure	Seating facility	
Historical	0.55	0.50	0.65	0.57	0.66
Coastal/Lake	0.58	0.57	0.50	0.57	0.60
Spiritual/Religious	0.49	0.50	0.61	-	0.62
Wildlife	0.53	0.44	-	-	0.53
Marketplace	-	-	-	0.62	0.79
National Average	0.53	0.50	0.59	0.57	0.62

Satisfaction scale of scoring (≤ 0.33 unsatisfactory, 0.34-0.65 moderate, ≥0.66 satisfactory)

Satisfactory performance
- Qutub Minar, Delhi (0.86)
- Gadisar lake, Rajasthan (0.83)
- Swaminarayan Temple, Gujarat (0.81)

Unsatisfactory performance
- Dubdi Monastery, Sikkim (0.22)
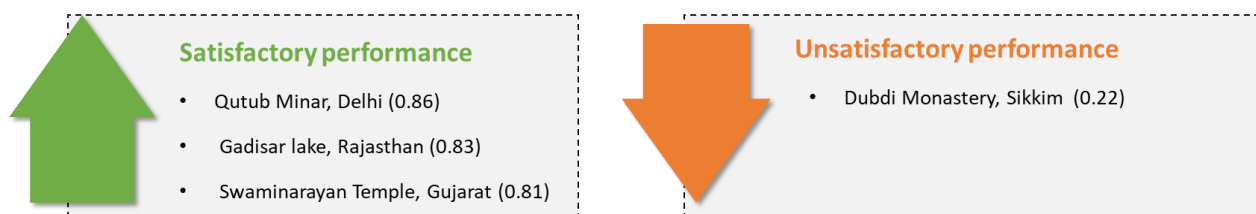
Figure 54: Satisfactory & unsatisfactory based on amenities score

Across states, Delhi ops with amenities score of 0.85 followed by Punjab (0.74) and Odisha (0.72) whereas, Sikkim attained the lowest score (0.40). Quality of services provided by the tourist information center and hotels and other accommodation facility were the key issues faced by respondents at Dubdi Monastery in Sikkim. Services provided by tourist information centers and superior quality of accommodation is crucial for the tourists. West Bengal (0.42), Arunachal Pradesh and Nagaland, both with an amenity score of 0.45 were other two lagging states on amenity scores. Ghum monastery in Darjeeling, West Bengal scored a low value of 0.03 on quality of services provided by the tourist information centre. (Refer Annex IV)

Besides Dubdi Monastery (0.21) at Pelling in Sikkim, sites such as, Chandavaram Buddhist Site (0.22), Srisailam Wildlife Sanctuary (0.28), Kanchenjunga National Park (0.34) attained low amenity scores. Quality of services provided by hotels and accommodation facilities at Chandavaram Buddhist Site and Srisailam Wildlife Sanctuary needs to be improved. It is worth mentioning that Chandni Chowk with the highest overall amenity score of 0.99 has abve average or scores almost close to 1 on availability of restaurants or

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[19] For consistency, all the questions have been scored on the scale of 0 to 1.

[20] Check Section on Methodology for the list of indicators used.

seating joints in the proximity, e-payment facilities at shops and eating joints, presence of ATM facility, hospitals in the periphery of 2 kilometres of the market and designated parking facility for visitors. (Refer Annex V)

On categorization of amenity scores, fr large number of sites, services provided by tourist information centers is a concern. For 20% of the sites surveyed, the score on quality of services provided by the tourist centers was unsatisfactory[21]. Satisfactory quality of services provided by hotels or accommodation facility was, yet another challenge faced at tourist sites. Only 5% of the sites had a satisfactory score value on quality of services provided by hotels and other accommodation facilities.

Comparison across various categories of sites presented an interesting picture with majority of the marketplace sites (90%) performing satisfactorily, considerably higher than the national average (45%) and all other categories of sites. Higher proportion of sites (76%) from wildlife and spiritual sites (61%) performed moderately taking all amenities parameters. Around 4% of wildlife sites performed unsatisfactorily.

Satisfaction scale for amenities by type of site (%)

Type of site	Unsatisfactory	Moderate	Satisfactory
Coastal/Lakes		61	39
Historical site		43	57
Marketplace		10	90
Wildlife	4	76	20
Spiritual/Religious	1	54	45
National Average	2	53	45

Figure 55: Satisfaction scale for Amenities at the site level

Base (N): Coastal/lake (33 sites), Historical (40), Marketplace (10), Wildlife (25), Spiritual/Religious (74), National (182)

3.2.9 Amenities- Summary of findings

Information about site
- Slightly more than **two-fifth of foreign tourist (42%)** reported **unavailability of information center** at the site.
- Of those who reported inadequate ticketing counters at the site, **75% reported unsatisfactory experience** in getting ticket.

Infrastructure
- Less than a third of sites **(32%) have disabled friendly facilities** available.
- Of those who said unreasonable pricing, **16% reported unsatisfactory quality of services** by hotels/accommodations.

Drinking water & toilet
- More than four-fifth of sites (82%) had drinking water facility.
- Of applicable sites, only 10 sites had baby care facility.
- Out of 159 sites which had toilet, only 44 had disable friendly toilets

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[21] Less than 0.33

3.3   Hygiene

Health and hygiene have been one of the cornerstones of the tourism industry, sanitation and cleanliness is what the tourist expect, and the service providers must deliver. It crosses the entire operational spectrum of any hotel, guesthouse, access to improved sanitation, clean drinking water, general cleanliness of the site, sewerage, and disposal system etc. The maintenance of the same depends not only on staff but on the visitors and guests' etiquette as well. Correlation between health and tourism requires the existence of a high level of hygienic and sanitary conditions, medical care, as well as good quality of drinking water. If this level quality is not satisfied, health of tourists is at risk (Claver-Cortés et al. 2007).

This section focuses on elaborating the assessment findings about general cleanliness of the tourist sites, quality sanitation facilities (toilets), and level of hygiene in and around the eateries/restaurants. In addition to this, the section also talks about the perception of the stakeholders regarding the quality and impact of the training programs offered to them for upkeeping the tourist sites.

3.3.1   Perception of the tourists and stakeholders towards the general cleanliness in and around the site

Tourists are often drawn to attractive and well-maintained areas. A dirty and unkempt environment can be detrimental to visitors, leading to a negative perception of the site and discouraging future visits. Tourism can bring significant economic benefits to local communities. However, if tourist sites are dirty and neglected, it can have a negative impact on the local economy as less tourists will frequent this site. Cleanliness and hygiene help to create a positive image of the site, attracting more visitors and boosting the local economy.

The assessment focused on understanding tourists' and stakeholders' perception towards general cleanliness of the site/market. Just over half (51%) of the tourists at the national level reported that the general cleanliness of the site was up to the mark and 'very good', this proportion was encouraging across historical (59%) and marketplaces (58%) with close to three-fifth of the tourists reporting in affirmative, higher than the overall aggregate. While coastal/lake (50%) and spiritual sites (49%) have performed evenly as compared to the national level, wildlife sites were low at (38%), creating room for better monitoring and vigilance of the cleanliness drive.
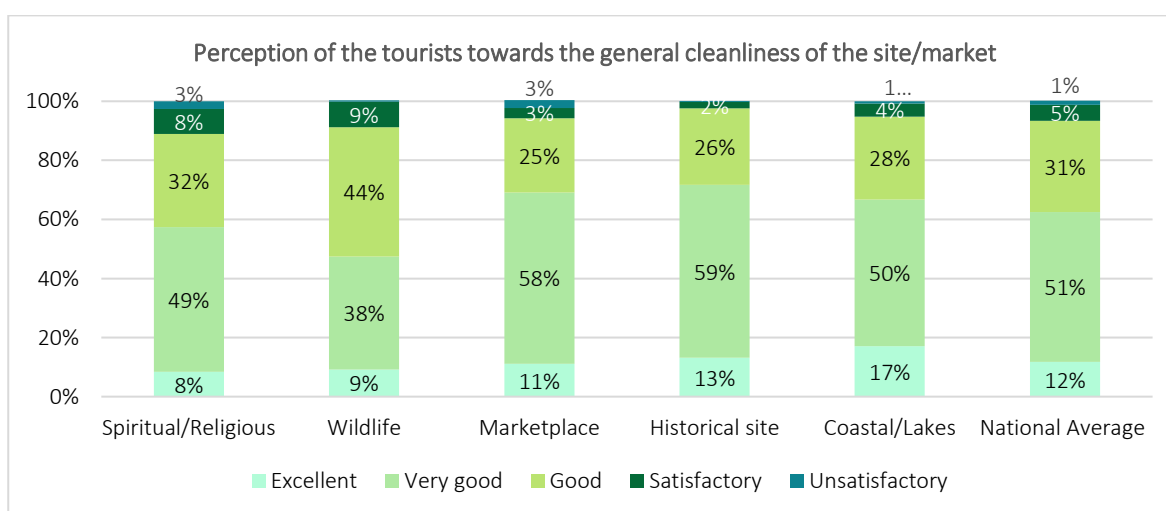
Figure 56: Perception of the tourists towards the general cleanliness of the site/market

Base (N): Coastal/lake (12002), Historical (14777), Marketplace (3713), Wildlife (8722), Spiritual/Religious (27949), National (67213)

Similar to the tourist's perception, stakeholder's perception about general cleanliness of the site was lowest for wildlife sites with only 25% reporting "very good" and highest for marketplace (46%) and coastal/lakes (41%). Close to one-third (36%) stakeholders from historical and spiritual (35%) sites reported that the general cleanliness of the site was "very good", close to the overall aggregate (37%).
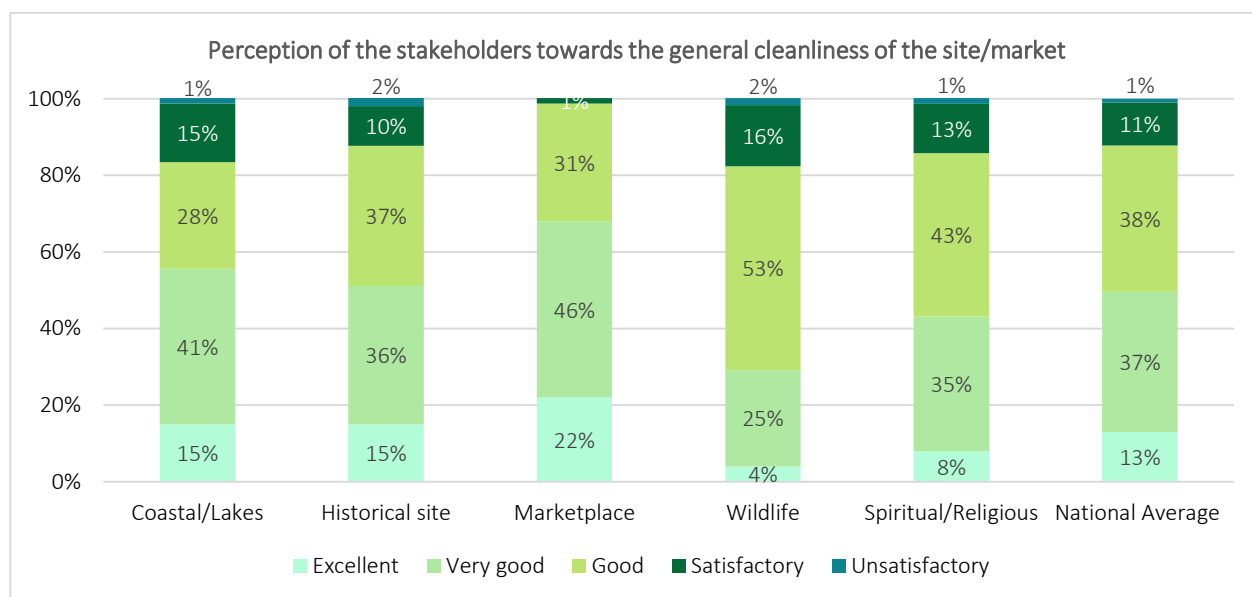
Figure 57: Perception of the stakeholders towards the general cleanliness of the site/market

Base (N): Coastal/lake (334), Historical (377), Marketplace (134), Wildlife (210), Spiritual/Religious (707), National (1762)

In addition to the overall cleanliness, well-maintained and functional sanitation facilities play a critical role. If there are no adequate toilet facilities, tourists may face discomfort and inconvenience, which could negatively impact their overall experience. Moreover, properly maintained toilets help prevent the spread of diseases and infections among tourists and locals. The assessment captured tourists' perception on cleanliness of the toilets at the tourist sites.

Slightly less than two-fifth (38%) of the tourists stated that toilets were relatively clean at the marketplaces followed by thirty-three percent (33%) from historical sites. At the national level, only 29% informed that the toilets were clean and well-maintained for tourists use. It can be noted that less than a tenth of tourists, at national level as well as site level, cited cleanliness of the toilets as "unsatisfactory," indicating an area of improvement.
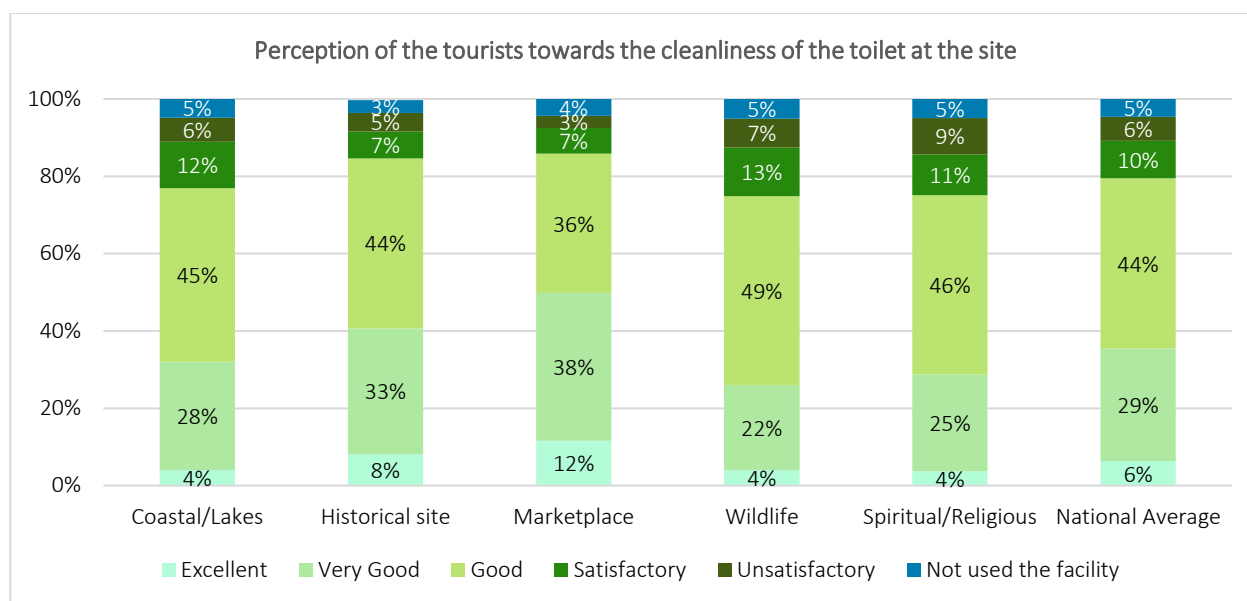
Figure 58: Perception of the tourists towards the cleanliness of the toilets at the site

Base (N): Coastal/lake (12002), Historical (14777), Marketplace (3713), Wildlife (8722), Spiritual/Religious (27949), National (67213)

Deep diving further into gender-wise perception, did not reveal any contrasting variations. Slightly more than two-fifth (44%) of the female and male (45%) tourists reported that cleanliness of the toilets at the site was "good" while 5% of tourist rated the cleanliness to be "excellent". Around 5% of the male and female tourists reported not having used the toilet facility at the site.

Table 12: Perception of tourists by gender towards cleanliness of the toilet at the site

Perception of tourists by gender towards cleanliness of the toilet at the site				
	Female		Male	
	%	N	%	N
Excellent	5%	1071	5%	2389
Good	44%	9305	45%	20977
Very Good	27%	5587	28%	13147
Satisfactory	11%	2359	9%	4385
Unsatisfactory	8%	1696	8%	3154
Not used the facility	5%	969	5%	2148
Grand Total	100%	20987	100%	46200

3.3.2 Perception of the tourists towards the overall hygiene and cleanliness maintained at restaurants

Tourists often expect high standards of cleanliness in restaurants. A clean and hygienic environment can lead to a more positive dining experience, which can increase customer satisfaction and lead to repeat business. maintaining cleanliness in restaurants around tourist sites is crucial for promoting health, reputation, regulatory compliance, customer satisfaction, and economic benefits. Well-maintained restaurants can attract more tourists to an area, which can lead to increased revenue for local businesses and communities. Considering this, the assessment looked at tourists' and stakeholders' perception towards the overall hygiene and cleanliness maintained in and around the restaurants.

A comparatively higher number of tourists (39%) informed that cleanliness of restaurants at coastal sites are "very good", while 37% stakeholders informed about the same. Only 5% of tourists and stakeholders (4%) informed that overall hygiene and cleanliness of the restaurants at the wildlife sites were "excellent". Slightly more than a tenth (12%) of tourists at national level and across sites informed the cleanliness in the restaurants can be further improved as the current cleanliness level is just "satisfactory".
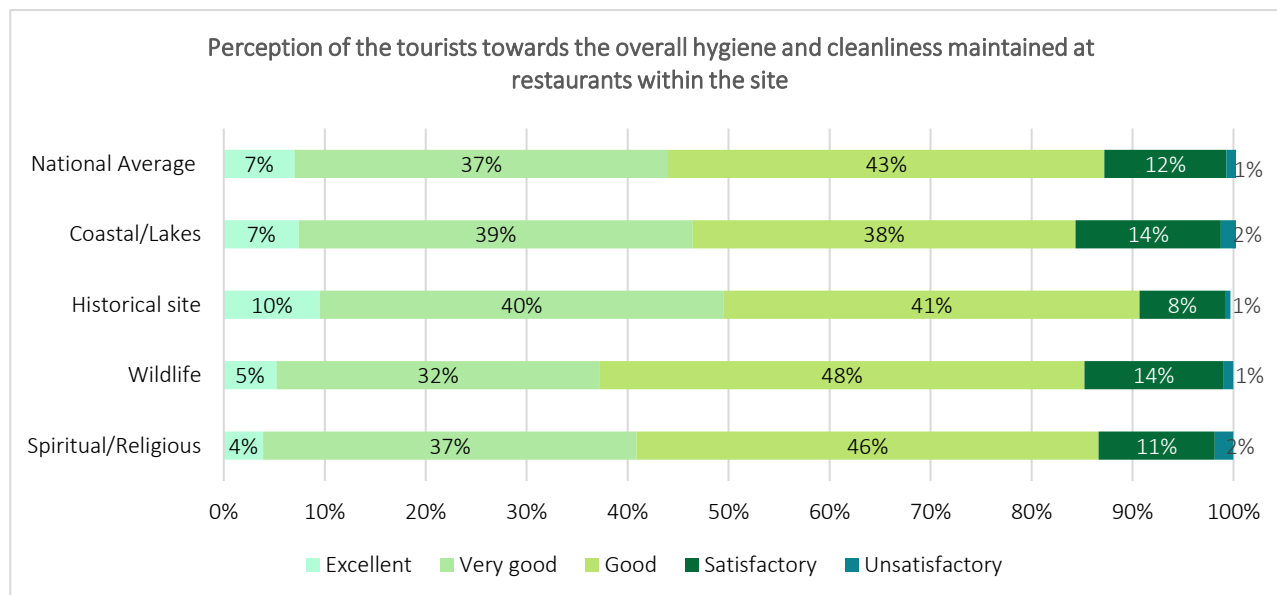
Figure 59: Perception of the tourists towards the overall hygiene and cleanliness maintained at restaurants within site

Base (N): Coastal/lake (12002), Historical (14777), Wildlife (8722), Spiritual/Religious (27949), National (63500)
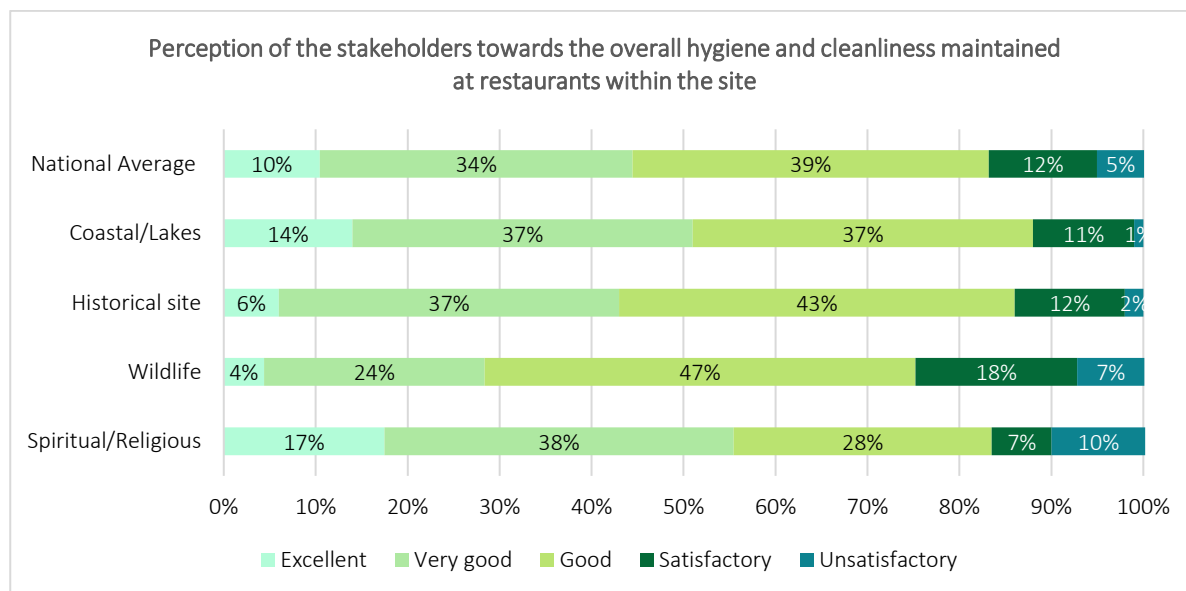
Figure 60: Perception of the stakeholders towards the overall hygiene and cleanliness maintained at restaurants within site

Base (N): Coastal/lake (12002), Historical (14777), Wildlife (8722), Spiritual/Religious (27949), National (63500)

In addition to this, the assessment also captured tourists' and stakeholder's perception on the overall hygiene and cleanliness maintained at wayside restaurants. The findings indicated that around a tenth (12%) of tourists (found the cleanliness of wayside restaurants to be "satisfactory" and maintained. At the

national level, less than two-fifth (38%) tourists and stakeholders informed that the cleanliness was "very good". Around 5%of the tourists and 3% stakeholders at the spiritual/religious sites perceived the cleanliness to be "unsatisfactory".

Further comparison across the sites highlights that more than two-fifth of the tourists at the coastal/lakes and historical sites (42% each), felt the cleanliness was "very good", which was further low for wildlife sites (32%). While half of the stakeholders across coastal/lakes resonated the same perception, this proportion was low amongst stakeholders from historical sites (32%).
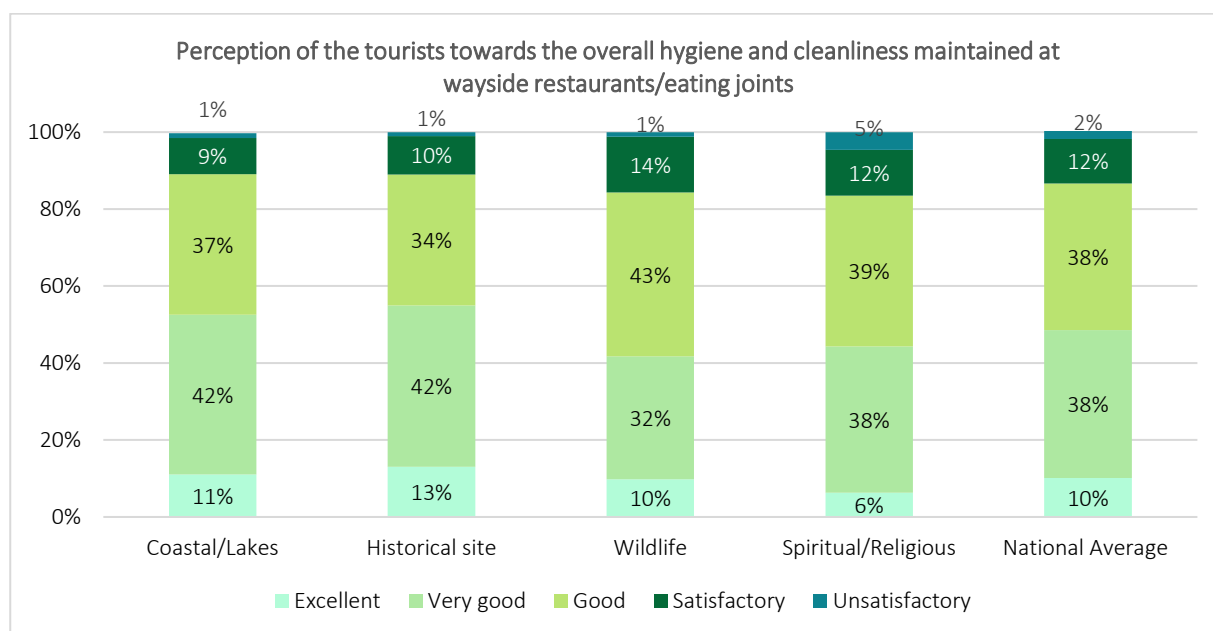
Figure 61: Perception of the tourists towards the overall hygiene and cleanliness maintained at wayside restaurants/eating joints

Base (N): Coastal/lake (12002), Historical (14777), Wildlife (8722), Spiritual/Religious (27949), National (63500)
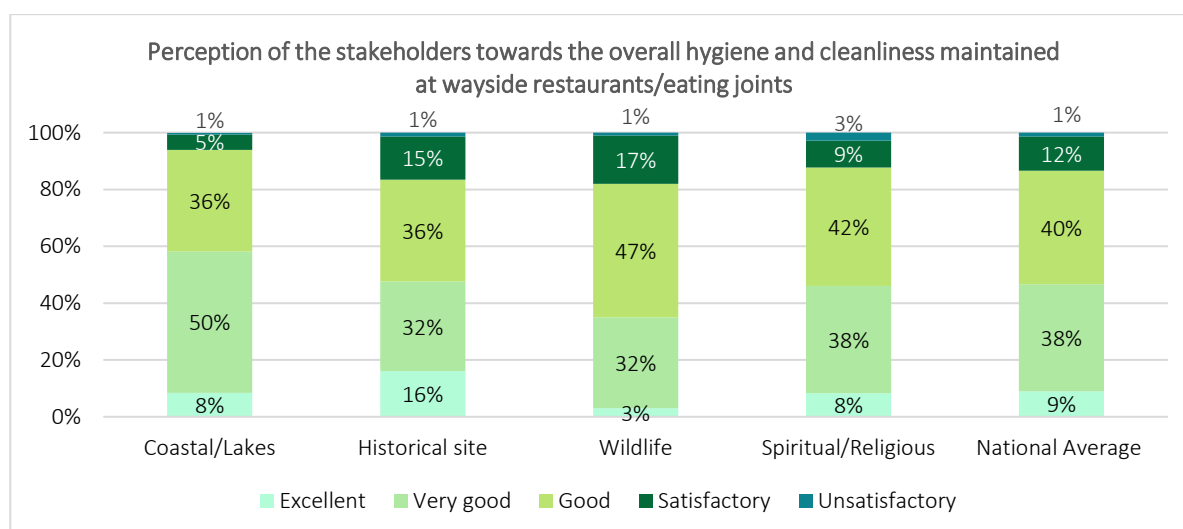
Figure 62: Perception of the stakeholders towards the overall hygiene and cleanliness maintained at wayside restaurants/eating joints

Base (N): Coastal/lake (199), Historical (309), Wildlife (147), Spiritual/Religious (521), National (1176)

3.3.3 Perception of the stakeholders towards the impact of the awareness activities conducted at the site for tourists

For tourism to thrive, achieving hygiene and sanitation for all is vital. This includes efficient use of water, wastewater management and pollution control along with appropriate safety measures. Inconsistent sanitation standards at tourist places have a negative impact on both, tourism, and the local community. As a result, it is essential to develop infrastructure and effective systems for monitoring to make sure that hygiene and sanitation standards are maintained across the value chain. An enabling environment for sanitation and an active campaign to promote cleanliness and hygiene at tourist destinations is a welcome step in the right direction.[22] Towards achieving the desired level of sanitation and hygiene, various awareness generation activities are being conducted by the site officials and tourism department through banners, hoardings, street plays, information boards, role play etc.

The study tried to assess the perception of the stakeholders towards the impact these awareness activities have had on the behavioural attributes of the tourists in maintaining the cleanliness at the site and destination. It is quite encouraging to note that more than three-fifth (66%) of the stakeholders at an aggregate level perceived that the awareness activities have had a positive impact on the tourists towards more responsible behaviour. This proportion was highest amongst stakeholders from wildlife sites (75%) vis a vis coastal/lake (57%).
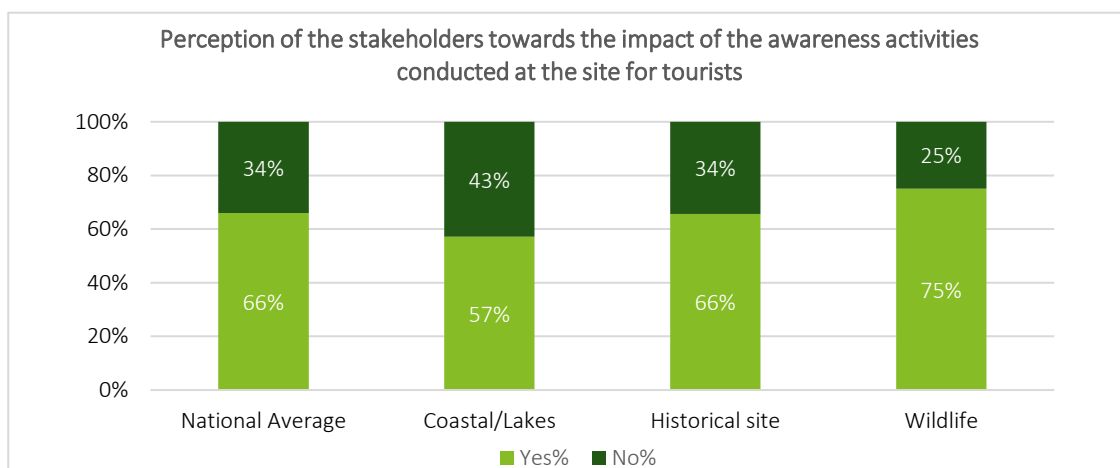
Figure 63: Perception of the stakeholders towards the impact of the awareness activities conducted at the site for tourists

Base (N): Coastal/lake (393), Historical (581), Wildlife (282), National (1256)

3.3.4 Perception of the stakeholders towards the responsibility of the visitors to keep the site/market clean

It is especially important for visitors to be responsible for maintaining cleanliness at tourist sites. For example, visitors can cause considerable damage to the environment if they do not dispose of their waste properly. Moreover, visitors have a responsibility to respect the local community by keeping their surroundings clean and tidy. Littering or causing damage to property can harm the local community's way of life and create a negative impression. The assessment, therefore, captured stakeholders' perspective on the visitors' responsibility to keep the site clean.

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[22] https://www.ircwash.org/sites/default/files/insights_6_sanitation_and_tourism_goa_feb_2018_ver_2.0.pdf

Only a third (33%) of stakeholders at the national level believed that responsibility of the tourists towards keeping a site clean has been "very good", while only 20% stakeholders from wildlife sites reported the same. Slightly more than two-fifth of the stakeholders from coastal/lakes (45%) and marketplaces (45%) sites informed that tourists were responsible for keeping the site clean. Less than a fifth (15%) of the stakeholders at the national level perceive responsibility of tourists to be just "satisfactory", this proportion was highest among wildlife (21%).
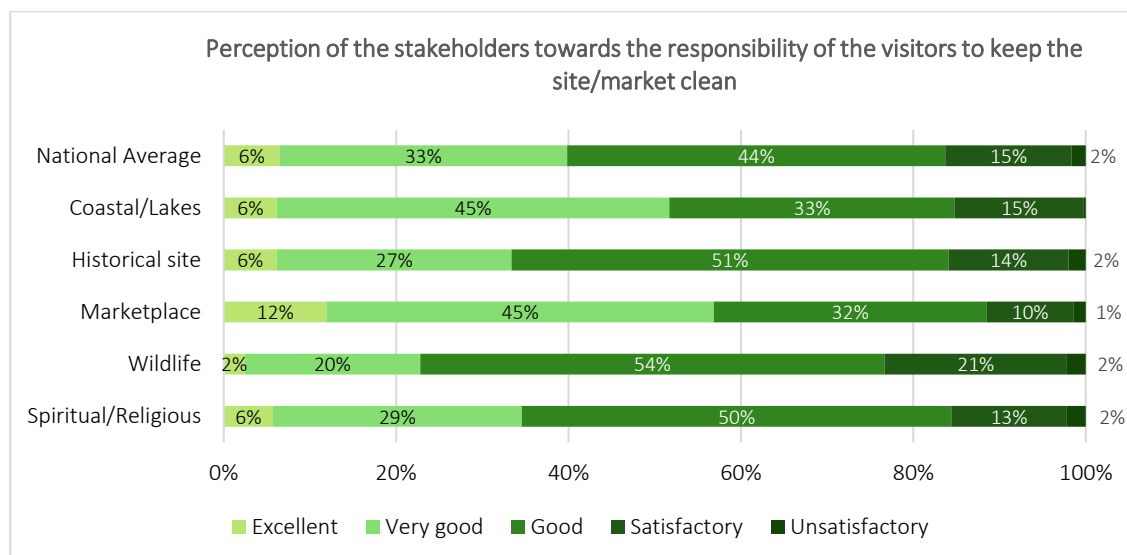
Figure 64: Perception of the stakeholders towards the responsibility of the visitors to keep the site/market clean

Base (N): Coastal/lake (319), Historical (482), Marketplace (116), Wildlife (245), Spiritual/Religious (754), National (1916)

3.3.5   Scoring on Hygiene

The national overall score for hygiene across all the sites surveyed is calculated as 0.61. Nearly, a uniform score varying between 0.59 to 0.63 was observed for all the indicators pertaining to cleanliness of facilities at the sites surveyed.

Analysis across thematic areas portrayed that wildlife areas scored lowest across all the hygiene indicators (0.57). The overall hygiene score of historical sites was highest at 0.66, followed by marketplaces (0.63), coastal areas (0.61) and spiritual areas (0.59). Marketplaces performed better on general cleanliness (0.67) and washroom cleanliness (0.66). For hygiene and cleanliness maintained at the restaurants and eating joints available inside the site and wayside restaurants, coastal areas with the score of 0.65 and 0.64 respectively score well above the other thematic areas.

Table 13: Hygiene score across category of site.

Category of Site	Indicator				Overall satisfaction level on hygiene *
	General cleanliness	Restaurants/ eating joints	Wayside restaurants/eating joints	Washrooms	
Historical	0.65	0.64	0.63	0.63	0.66
Coastal/Lake	0.65	0.65	0.64	0.59	0.61
Spiritual/Religious	0.60	0.63	0.58	0.58	0.59
Wildlife	0.58	0.57	0.57	0.55	0.57
Marketplace	0.67	-	-	0.66	0.63
National Average	0.62	0.63	0.60	0.59	0.61

* *Satisfaction scale of scoring (≤ 0.33 unsatisfactory, 0.34-0.65 moderate, ≥0.66 satisfactory)*

Satisfactory performance

- Hawa mahal, Rajasthan (0.80)
- Radhanagar beach, Andaman & Nicobar (0.81)
- Mahabodhi temple, Bihar (0.79)

Unsatisfactory performance

None below 0.33

Figure 65: satisfactory and unsatisfactory performance based on Hygiene score

The top five performing States on cleanliness and hygiene for the tourist sites surveyed were Delhi (0.76), Maharashtra (0.72), Meghalaya and Punjab (both with a score of 0.69), Chhattisgarh (0.68) and Rajasthan (0.66). Goa (0.53), West Bengal (0.52) and Mizoram (0.51) lies at the lower rung of the list of States ordered on cleanliness. (Refer Annex IV)

Although Rajasthan had a moderate score (0.67), Jaipur destination, with a score of 0.76 was the best performer on hygiene and cleanliness maintained at the restaurants available inside the site (0.72) and at wayside restaurants (0.71). Other destinations scoring well were Delhi and Aurangabad (0.75), Sasan Gir (0.74) and Khajuraho (0.73). (Refer Annex V)

It is evident from site wise analysis that around 110 sites out of total sites surveyed, scored 0.60 or higher on hygiene. While Chandni Chowk in Delhi (0.85) scored the highest, the lowest was attained by Chandavaram Buddhist Site in Andhra Pradesh (0.20).

As evident from the figure below, three-fifths of the sites performed moderately in terms of cleanliness and hygiene, this proportion was considerably high among wildlife (76%). Comparison across sites depicted that majority of the historical sites (65%) performed "satisfactorily" compared to coastal (39%) and spiritual sites (31%).
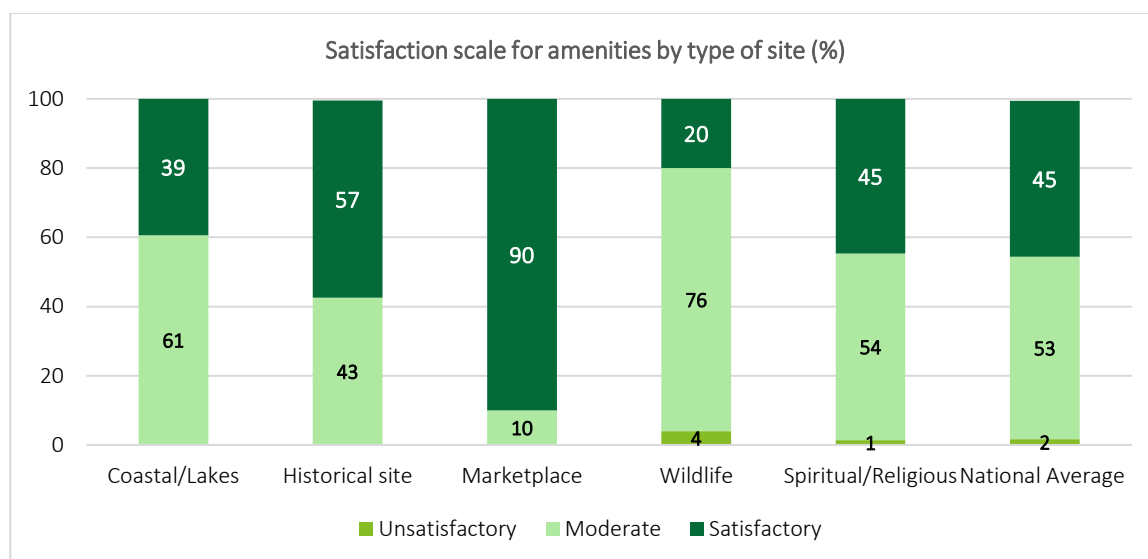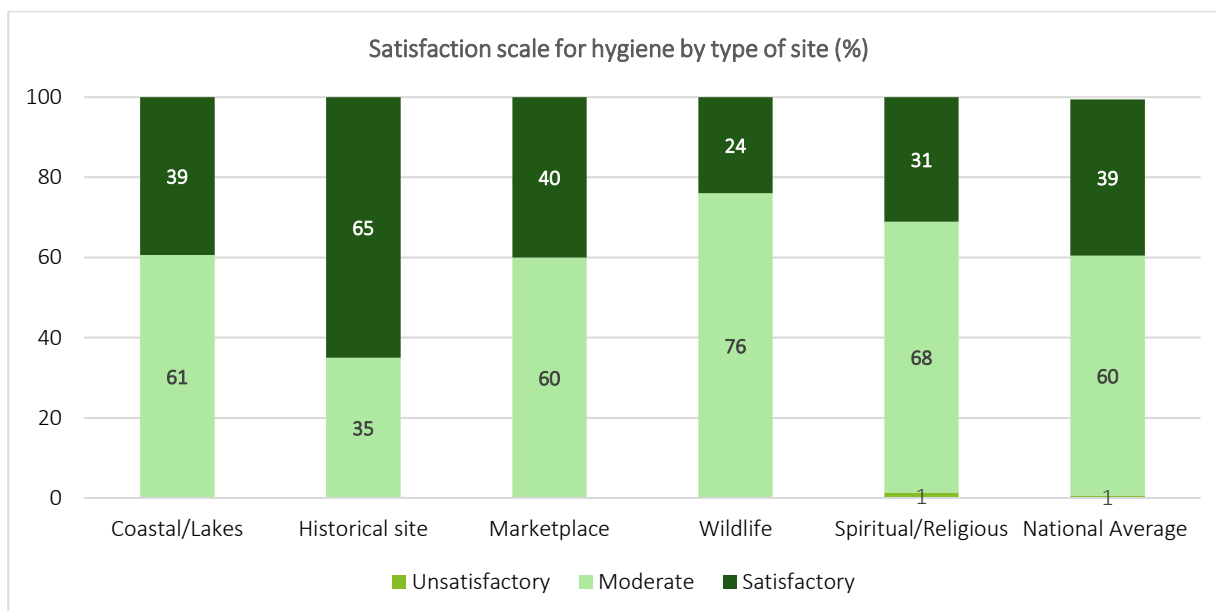

Figure 66: Satisfaction scale for Hygiene at the site level

Base (N): Coastal/lake (33 sites), Historical (40), Marketplace (10), Wildlife (25), Spiritual/Religious (74), National (182)

3.3.6 Hygiene- Summary of findings

Cleanliness of site	Toilet Facility	Cleaning Staff
• **Close to two-fifth of sites (38%) had segregated litter bins**, while 13 sites had overflowing drains. • More than four-fifth of sites (86%) follows manual method of cleaning.	• Out of 148 sites which had drinking water facility, **43 sites (29%), had somewhat clean or unclean drinking water** facility. • More than a fourth of site (48 sites) did not have clean toilet seat.	• 141 sites did not practice any innovative technique to maintain cleanliness. • 65 sites reported cleaning the toilets "twice daily" • 151 sites have cleaning staff.

3.4   Safety & Security

Safety and security of tourists is of paramount importance everywhere as it impacts the inflow of tourists (both domestic and international) in the country and the perception of safety outside the country. Domestic tourists' movements are impacted in states and tourist locations where tourists consider a threat to their safety and security. [23] This section focuses on elaborating the assessment findings about the level of overcrowding in various tourist sites, crime rates and criminal activities in and around the tourist sites, measures in place for the safety and security of women tourists, availability of police personnel and security guards to ensure tourists safety as well as the overall challenges which pose hurdle in the development of these tourist sites.

3.4.1   Perception of tourists and stakeholders on the crime rates and criminal activities in and around the tourist sites

Crime rates and criminal activities can have a significant impact on tourist footfall at a tourist site. This is because tourists are often concerned about their safety and security when traveling, and a high incidence of crime can deter them from visiting a particular tourist destination. Tourists are often looking for safe and secure destinations where they can enjoy their vacation without worrying about becoming victims of crime. If a tourist site has a reputation for being unsafe or having a high crime rate, then tourists are likely to avoid it altogether, or they may choose to spend less time there.

Therefore, the assessment, captured tourists' and stakeholders' perception on the crime rates across tourist sites. While majority of tourists (83%) informed that the coastal/lakes sites were safe, less than half (47%) informed the same about marketplaces. Equal percentage of tourists (65%) informed about feeling safe in and around the spiritual/religious and wildlife sites. Only 56% tourists informed about feeling safe at the historical sites.
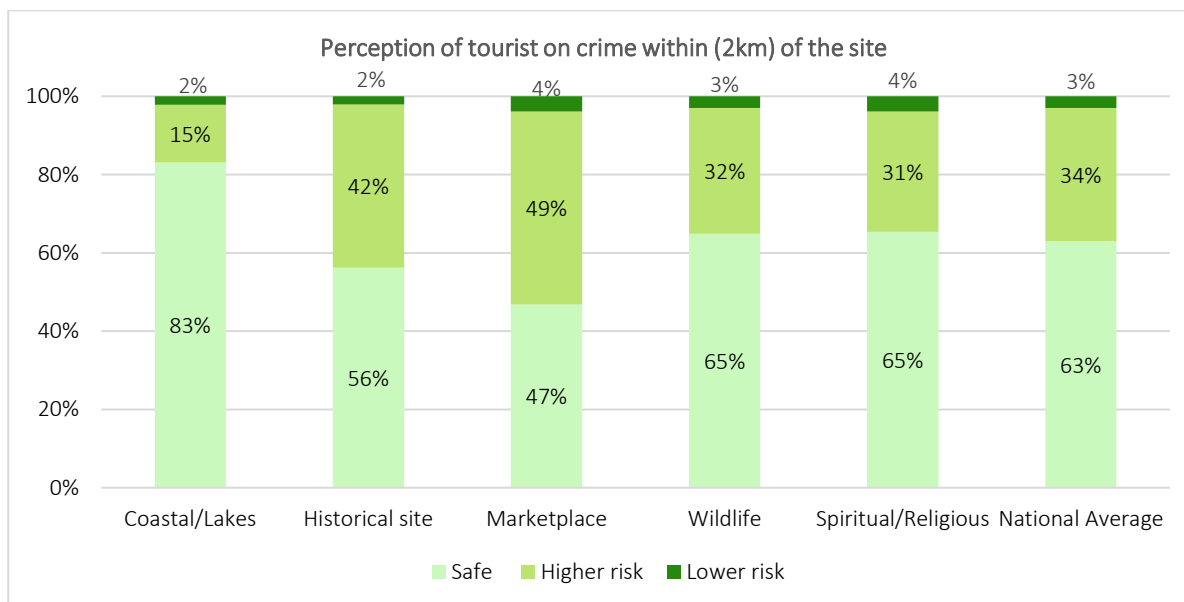
Figure 67: Perception of tourists on crime within (2km) of the site

Base (N): Coastal/lake (12002), Historical (14777), Marketplace (3713), Wildlife (8722), Spiritual/Religious (27949), National (67213)

At the national level, majority of the stakeholders (81%) informed that the tourists were safe in and around tourist sites given the crime rate within two-kilometre radius of the site. Likewise, the tourist's perception,

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a majority stakeholders (87%) resonated that coastal/lakes sites were safe while the least (68%) informed the same about marketplaces.
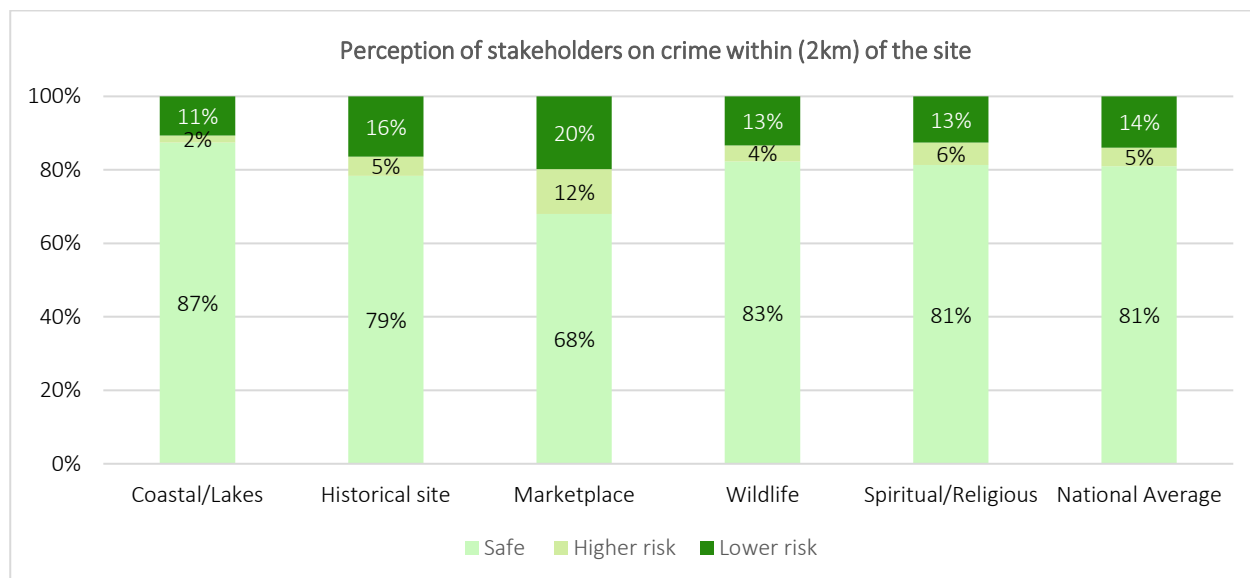
Figure 68: Perception of stakeholders on crime within (2km) of the site

Base (N): Coastal/lake (334), Historical (377), Marketplace (134), Wildlife (210), Spiritual/Religious (707), National (1762)

Gender-wise analysis of the perception depicted that larger proportion of male tourists (33%) reported 'higher risk" as compared to their female counterparts (27%). This could be attributed to the larger participation of male tourists in the survey, vis a vis female respondent. It is however motivating to highlight that considerable proportion of female (70%) and male (64%) reported feeling "safe" with respect to crime within (2 km) of the site.

Table 14:Perception of tourists by gender on crime within (2 km) of the site

Perception of tourists by gender on crime within (2 km) of the site- across all thematic areas				
	Female		Male	
	%	N	%	N
Higher risk	27%	5653	33%	15609
Lower risk	3%	688	3%	1245
Safe	70%	14646	64%	29346
Grand Total	100%	20987	100%	46200

Further to better understand the level of safety and security as well as prevailing crime rates around the site, the assessment deep dived to garner the perception of tourists and stakeholders regarding the 'type of crime' commonly heard or experienced.

The tourist's perception and stakeholders' perceptions reflect a varying trend. While majority of the tourists at national level (33%) as well as across diverse types of sites informed that sexual harassment is quite common in and around the site, negligible proportion of stakeholders informed about the same (1% at the national level). Majority of stakeholders informed of cheating (9% at the national level) and theft (11% at the national level) as prevailing criminal activities. Moreover, 'cheating' was reported highest by stakeholders in the marketplaces (25%) while it was lowest in the wildlife sites (3%). Similarly. 'theft' was reported highest by stakeholders in the 'marketplaces.

Table 15:Perception of tourists and stakeholders on types of crime (top 3 crimes) that they have commonly heard about in the site

Perception of tourists			
Type of sites	Cheating	Theft	Sexual Harassment
Coastal/Lakes (N=12002)	2%	2%	15%
Historical site (N=14777)	6%	2%	48%
Marketplace (N=3713)	22%	2%	45%
Wildlife (N=8772)	2%	2%	35%
Spiritual/Religious (N=27949)	8%	3%	31%
National Average (N=67213)	6%	2	33%
Perception of stakeholders			
Type of sites	Cheating	Theft	Sexual Harassment
Coastal/Lakes (N=763)	5%	6%	1%
Historical site (N=878)	13%	6%	2%
Marketplace (N=232)	25%	18%	-
Wildlife (N=550)	3%	4%	1%
Spiritual/Religious (N=1642)	10%	16%	1%
National Average (N=4065)	9%	11%	1%

3.4.2   Perception of tourists and stakeholders on security of women in and around the tourist sites

Women are often more vulnerable to harassment and assault in unfamiliar surroundings, and this risk is even higher in tourist areas where large crowds and a transient population can create an environment of anonymity and impunity for offenders. Ensuring women's safety can prevent incidents of sexual harassment, assault, and other forms of violence. Safety is a key factor in the decision-making process for many travellers, especially women who may be more cautious when traveling alone or with children. If a destination is known for its safety, it is more likely to attract tourists, which can have a positive impact on the local tourism development. The assessment, therefore, looked at the tourists' and stakeholders' perception on the safety and security of women across tourist sites.

In comparison to the perception of tourists on the overall crime rates around tourist sites, a comparatively higher number of tourists at the national level (83%) and across the type of sites, informed that women were safe and secure in and around the tourist sites in India. While it was highest in the coastal/lakes (87%), slightly lower proportion of tourists (80%) informed the same across historical sites.
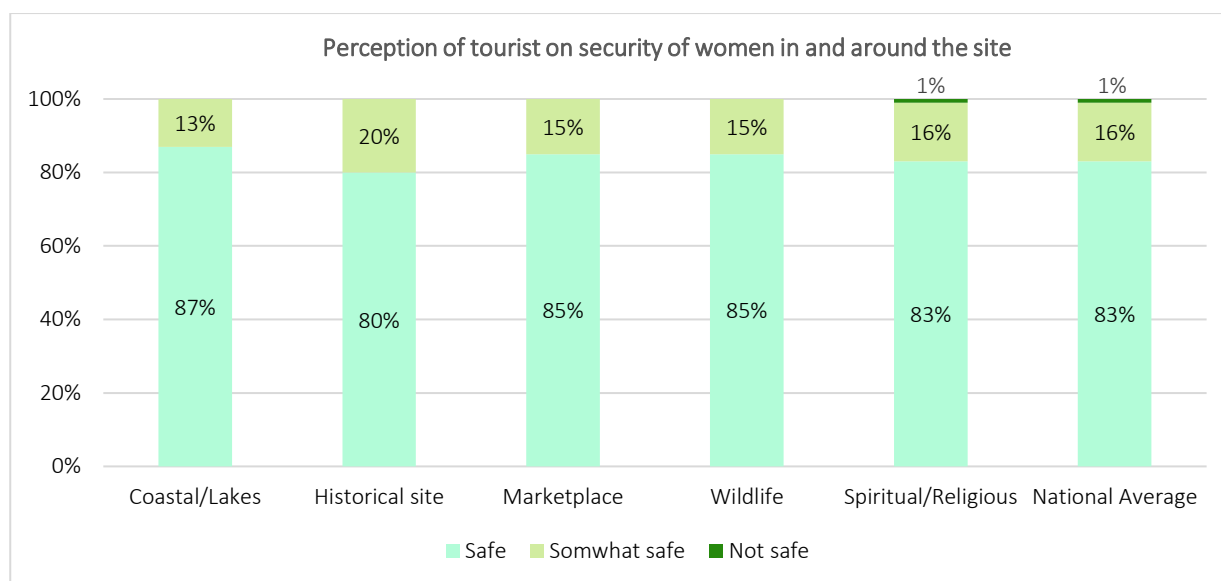
Figure 69: Perception of tourists on security of women in and around the site

Base (N): Coastal/lake (12002), Historical (14777), Marketplace (3713), Wildlife (8722), Spiritual/Religious (27949), National (67213)

More than three-fifth of the stakeholders at the national level (67%) and across sites including coastal/lakes (78%), wildlife (73%), spiritual/religious (68%) and marketplaces (60%) perceived the sites to be safe and secure for women. Least percentage of stakeholders informed that the historical (57%) sites were safe and secure for women travellers. It is also important to highlight that slightly less than a tenth of stakeholders across marketplace (7%) and spiritual/religious sites (6%) perceived the sites to be "not safe" for the women.
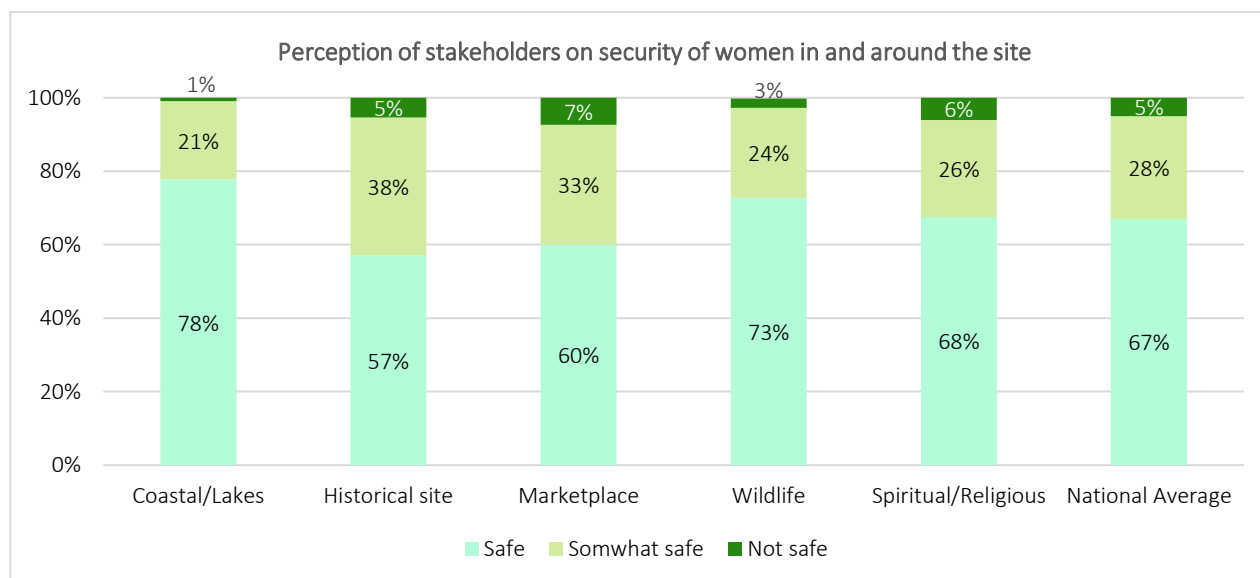
Figure 70: Perception of stakeholders on security of women in and around the site

Base (N): Coastal/lake (404), Historical (484), Marketplace (148), Wildlife (255), Spiritual/Religious (876), National (2167)

Gender-wise segregation of the data did not reveal any variations with a similar proportion of male (84%) and female (82%) perceived the security of women to be "safe" in and around the site. Negligible portion of tourists mentioned "unsafe" which is encouraging from the safety perspective of women tourists.

Table 16:Perception of tourists by gender on security of women in and around the site

Perception of tourists by gender on security of women in and around the site- across all thematic areas				
	Female		Male	
	%	N	%	N
Not safe	1%	188	1%	441
Safe	82%	17241	84%	38700
Somewhat safe	17%	3558	15%	7059
Grand Total	100%	20987	100%	46200

3.4.3 Perception of tourists and stakeholders on the provision of safety measures in the tourist sites

For progressive destination development in the parlance of tourism, the destinations must have an image of utmost safety and tourist friendliness. In this regard a fool proof system supported with strategies and action plans ensuring best practices is regarded as the need of the hour.[24] Law and order being a state subject, the safety and security of tourists is primarily the responsibility of State Government/UT administrations. Some of the State Governments have deployed tourist police for the security and safety of the tourists from their existing police set up.[25] The present assessment captured the perception of the tourists and stakeholders pertaining to the services of the tourist police/general police in providing safety and security at the site, to ensure safe and secure environment for the tourists.

As evident from the figure below, close to two-fifth of the tourists at an overall level perceived the services of tourist police/general police to be "very good," with marketplace recording the highest proportion (60%) compared to wildlife (27%), which was considerably low compared to all the other sites. Slightly more than a tenth of tourists (13%) across marketplace also cited "excellent" followed by historical sites (8%). This could be attributed to the fact that since marketplace are in the heart of the destination, with regular patrolling by the PCR vans/ police personnel, wildlife sites are mostly in the outskirts of the city, thereby falling out of the purview of the local police monitoring. Therefore, there is a need for having earmarked police team/personnel with adequate training, deployed at these critical tourist sites/destinations towards ensuring facilitation, guidance, safety, and security to the tourists visiting the place.

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[24] https://tourism.gov.in/sites/default/files/2020-04/Study%20on%20Tourist%20Police%20-%20Final%20Print.pdf

[25] https://bprd.nic.in/WriteReadData/CMS/Tourism%20Policing.pdf
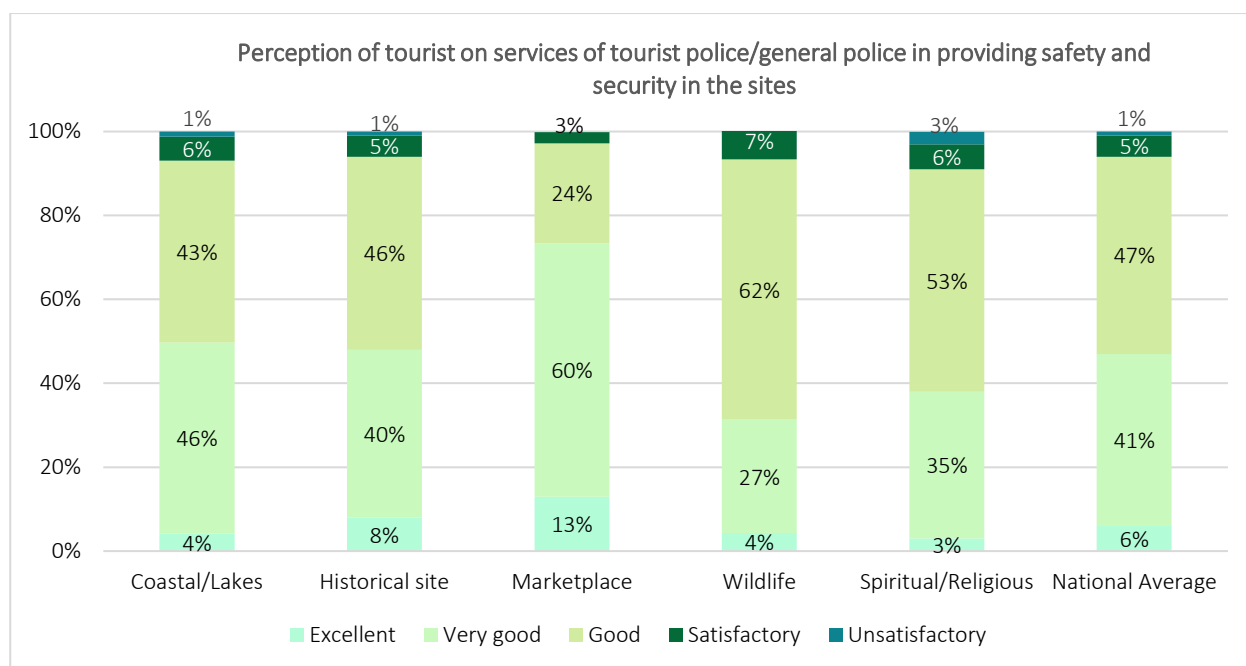
Figure 71: Perception of tourists on services of tourist police/general police in providing safety and security in the sites

Base (N): Coastal/lake (12002), Historical (14777), Marketplace (3713), Wildlife (8722), Spiritual/Religious (27949), National (67213)

A higher number of stakeholders informed the presence of police personnel was "very good" at the coastal/lakes site (46%) followed by marketplace (42%) and historical sites (40%). The findings indicate that despite having the most police personnel and security around, marketplaces (60% - tourists' perception and 42% - stakeholders' perception) were still perceived the least safe place by the tourists and stakeholders.

At the national level, slightly more than one-third (37%) stakeholders informed that the services police are providing in tourists sites are 'very good', while close to a fifth of stakeholders (16%) at the wildlife sites mentioned the services were just "satisfactory".
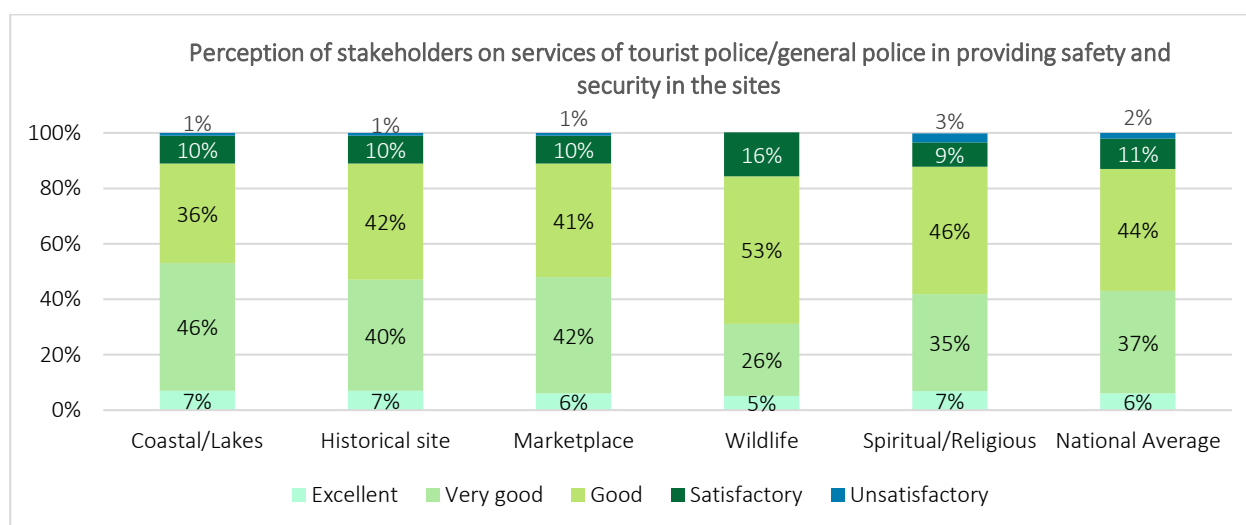
Figure 72: Perception of stakeholders on services of tourist police/general police in providing safety and security in the sites

Base (N): Coastal/lake (391), Historical (577), Marketplace (142), Wildlife (281), Spiritual/Religious (973), National (2364)

More than half of the female tourists (52%) reported that the services of the tourist police/general police in providing safety and security was "good" compared to male tourists (49%). A similar proportion of both female and male tourists (5% each) reported the services to be "excellent".

Table 17:Perception of tourists by gender on services of tourist police/general police in providing safety and security in the sites

Perception of tourists by gender on services of tourist police/general police in providing safety and security in the sites				
	Female		Male	
	%	N	%	N
Excellent	5%	1022	5%	2297
Good	52%	10857	49%	22444
Very Good	36%	7524	40%	18276
Satisfactory	6%	1352	5%	2423
Unsatisfactory	1%	232	1%	760
Grand Total	100%	20987	100%	46200

The findings also revealed that considerable proportion of tourists (66%) from coastal/lakes sites reported adequacy of lifeguards to ensure safety to the tourists. Close to one-third tourists (28%) and stakeholders (34%), highlighted that the staff at these sites provide adequate security to tourists by ensuring the availability of functional safety equipment's and lifeguards in the houseboats.

Tourists

Informed that safety is ensured through the availability of safety equipment and lifeguards on the houseboats
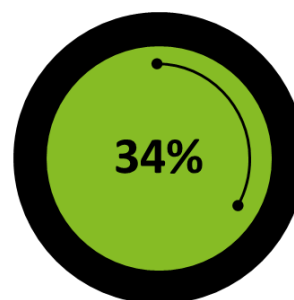
Stakeholders

Informed that safety is ensured through the availability of safety equipment and lifeguards on the houseboats

3.4.4 Perception of tourists and stakeholders on level of overcrowding at tourist sites

Overcrowding can have a significant impact on the safety and security of tourists at a tourist site. When a tourist site is overcrowded, there is higher risk of accidents such as tripping, falling, or getting knocked over. This can be especially dangerous in areas with steep drops or near water bodies. Overcrowded tourist sites can attract criminals looking to take advantage of the crowd. Pickpocketing, theft, and other crimes can become more prevalent, and tourists may become more vulnerable to attacks.

As evident, marketplace (62%) and historical sites (45%) are the most over-crowded sites, as informed by the tourists. Perception of tourists on overcrowding of the spiritual/religious sites (40%) was close to the national average (40%). Wildlife sites (24%) and coastal/lakes (31%) sites were comparatively less crowded.
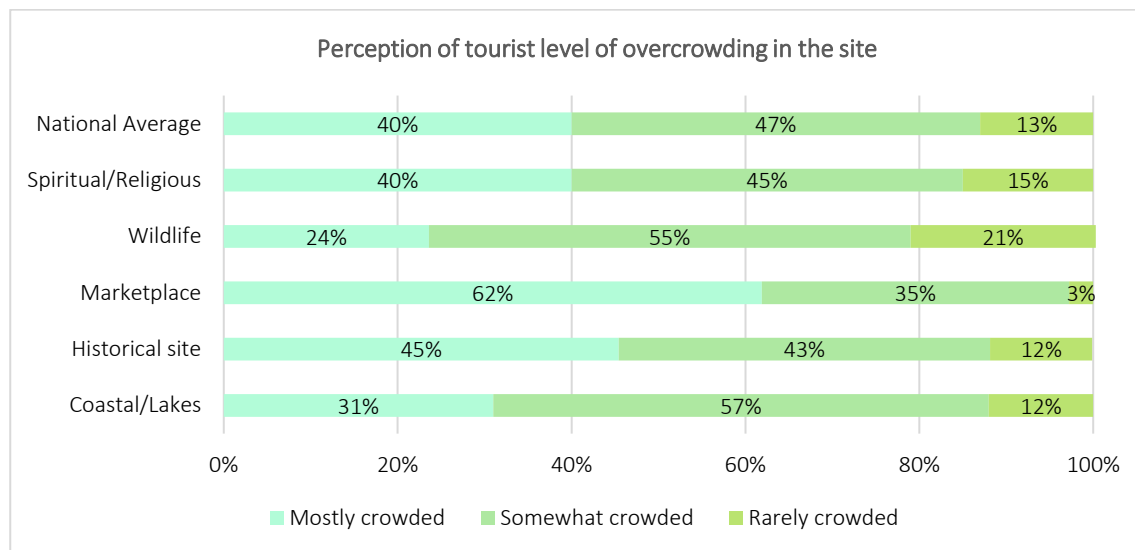
Figure 73: Perception of tourists on level of crowding on all days

Base (N): Coastal/lake (12002), Historical (14777), Marketplace (3713), Wildlife (8722), Spiritual/Religious (27949), National (67213)

Similarly, slightly more than one-fourth of stakeholders at the national level (28%) as well as across sites including spiritual/religious (31%) and marketplace (40%) informed that these sites were over-crowded throughout the week.
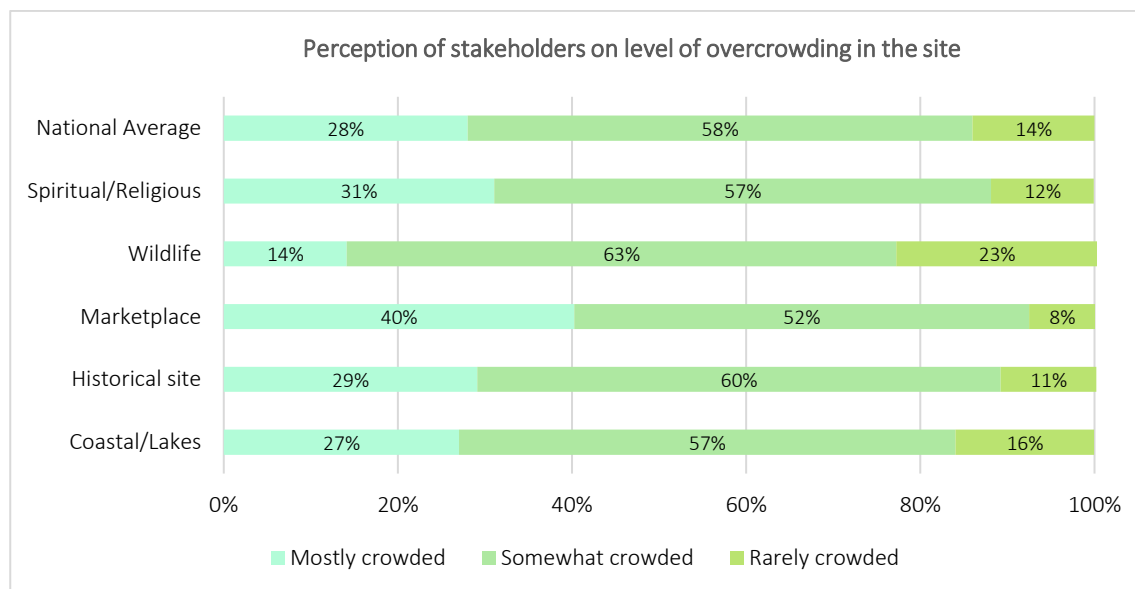
Figure 74: Perception of stakeholders on level of crowding on all days

Base (N): Coastal/lake (688), Historical (856), Marketplace (228), Wildlife (539), Spiritual/Religious (1586), National (3897)

In addition to the perception of tourists and stakeholders on the level of overcrowding, the assessment also captured stakeholders' perception on how well the site-staff manages the seasonal overcrowding. Interestingly, the stakeholders, who were assumed of knowing the annual trends of such indicators, clearly pointed out the scope of improvement in the management of the crowd especially during the peak season.

At the national level, 14% of the stakeholders informed that the crowd-management was 'very good'. While it was 22% for coastal/lakes, it was only 10% for wildlife sites. 21% of the stakeholders from historical sites and 19% from spiritual/religious sites had similar perception.

Figure 75: Perception of stakeholders on how well the site handle seasonal over-crowding

Base (N): Coastal/lake (391), Historical (577), Wildlife (281), Spiritual/Religious (973), National (2222)

3.4.5 Perception of stakeholders on adequate signages pertaining to the safety measures/helpline numbers available in and around the site

Adequate signage pertaining to safety measures and clearly called out helpline numbers is essential in and around tourist sites to ensure the safety and well-being of tourists. Such signages serve as visual cues and warning signs to tourists, reminding them of potential hazards and risks and guiding them towards appropriate safety measures and emergency services.

The findings indicate that at the national level, approximately two-fifth stakeholders (39%) reported that adequate signages pertaining to safety and security measures were available. While most of the stakeholders (44%) informed that these were adequately available at the coastal/lakes sites, least (34%) informed the same about the wildlife sites.
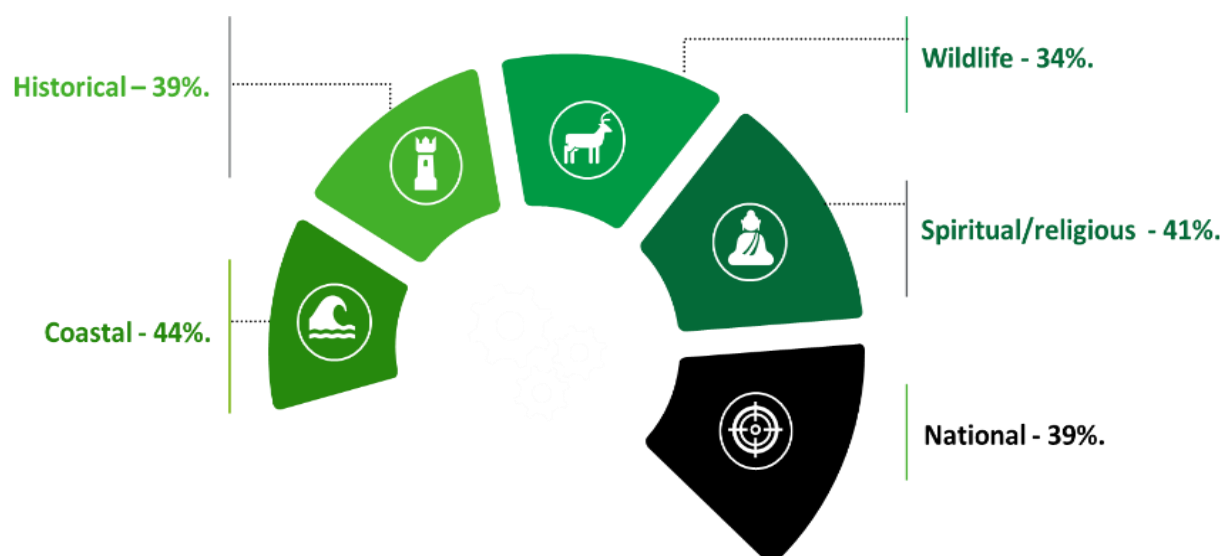
Figure 76: Perception of stakeholders on adequate signages pertaining to the safety measures/helpline numbers available in and around the site

3.4.6   Scoring on Safety and Security

The national overall score on safety and security across the major thematic areas, destinations and sites stood at 0.48. Among the indicators used, perception on security of women in and around the site attained a high score value of 0.87. High national score values on perception on crime within (2 km) of the site (0.82) implies that respondents consider the sites to be considerably safe. However, score based on level of overcrowding around the site and maintaining security and safety is dismally low at 0.39.

Table 18: Safety and security score across category of site.

Category of Site	Indicator				Overall satisfaction level on safety & security*
	Perception on crime	Security of women	Tourist/ general police	Level of overcrowding	
Historical	0.79	0.84	0.61	0.36	0.50
Coastal/Lake	0.90	0.91	0.62	0.42	0.50
Spiritual/Religious	0.82	0.86	0.57	0.39	0.45
Wildlife	0.83	0.89	0.56	0.52	0.43
Marketplace	0.73	0.85	0.69	0.26	0.52
National Average	0.82	0.87	0.61	0.39	0.48

* Satisfaction scale of scoring (≤ 0.33 unsatisfactory, 0.34-0.65 moderate, ≥0.66 satisfactory)

Satisfactory performance
- Jagannath Temple, Odisha (0.90)
- Red fort, Delhi (0.81)
- Golden beach, Odisha (0.73)

Unsatisfactory performance
- Kalijai temple, Odisha (0.22)
- Kohima war cemetery, Nagaland (0.26)
- Elephant camp sanctuary, Kerala (0.27)
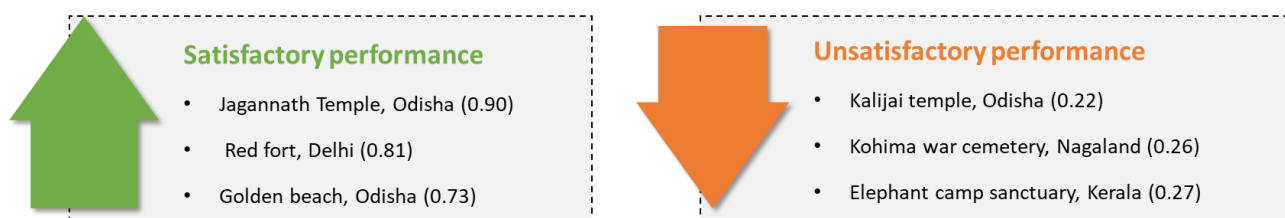
Figure 77: satisfactory & unsatisfactory performance based on Safety and Security

Coastal areas performed relatively better on scores related to perception on crime in the vicinity of the site/market (0.90) than other thematic areas. For security of women in and around the site, both the coastal (0.91) and wildlife (0.89) areas are relatively safer. Services of tourist police and general police in providing safety and security in the site/ market was highest in the marketplaces with a score value of 0.69.

Historical and spiritual areas scored high (safe) on indicators on crime and security of women vis-à-vis other indicators of safety and security taken. For analyzing safety and security scores, level of overcrowding was coded in a manner such that high score value denotes less overcrowding or rarely overcrowded. Marketplaces with a low score value (0.26) indicates that marketplaces were overcrowded mostly on all the days, which may be termed as a concern for certain sections of population. (Refer Annex V)

Analysis at the State level for safety & security indicators reveals an interesting finding. Based on respondents' perception, Delhi attained the highest score (0.66) among all the States surveyed. Odisha (0.61), Jharkhand (0.60), Punjab (0.59), Uttar Pradesh (0.58) and Rajasthan (0.57) were other top performers on safety and security indicators. Arunachal Pradesh was at bottom of the list with a score value of 0.26.

Jagannath Temple (0.90), Golden Beach (0.73) and Sun Temple (0.72) in Odisha, Red Fort Complex in Delhi (0.81), Mahabodhi Temple Complex (0.72) in Bihar, Taj Mahal (0.71) and Shri Krishna Janmasthan Temple (0.70) in Uttar Pradesh have high scores on safety and security indicator. Kalijai Temple at Chilika Lake at Odisha, with a score value of 0.22 was one of lower performing sites, largely attributed by respondents' perception on insecurity of women (0.10) and services of tourist and general police (0.09).

Grouping the respondents by the score value computed for respective tourist sites for relevant indicators shows that a high proportion of respondents consider sites to be safe for women in and around the site. Majority of the sites (94%) surveyed were safe for women to travel. While scores for perception on crime in and around two kms of the site fall in the category of satisfactory performance. Around four-fifth (80%) of the sites were considered safe on parameters of crime in and around the vicinity. High proportion of respondents reported high level of overcrowding at the sites. Only 10% of the sites were less crowded. A high value of score implies less overcrowding and consequently more safety and security.

As evident from the figure below, at an overall level only a tenth of the sites performed "unsatisfactorily" in safety and security, this proportion was considerably high among wildlife (21%). Majority of the sites (82% at an overall level) performed moderately while close to a tenth of sites (8%) performed satisfactorily. Its noteworthy to highlight that a fifth of sites across marketplace (20%) performed satisfactorily.
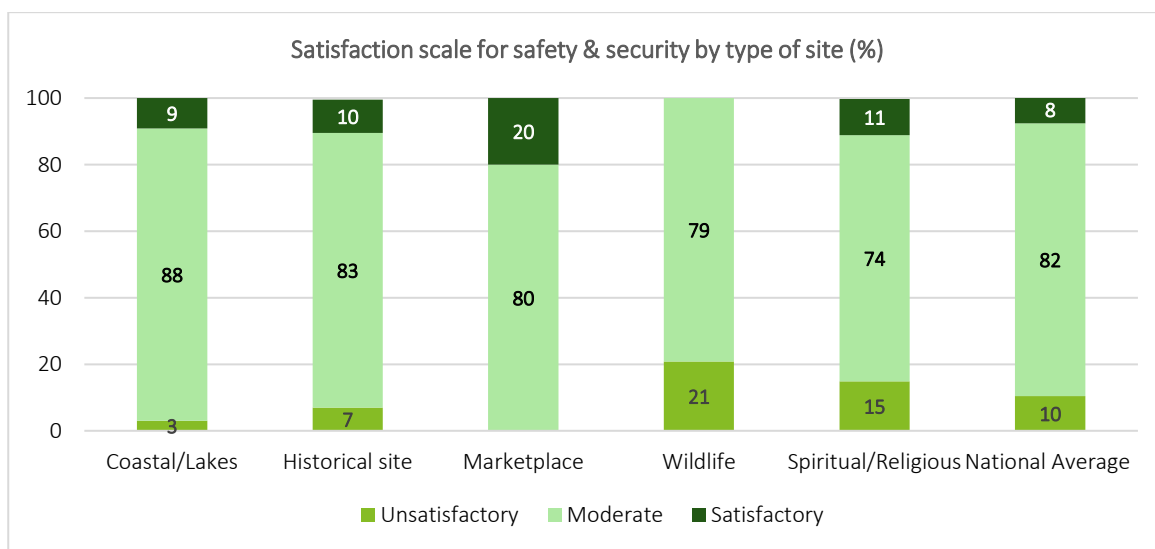
Figure 78: Satisfaction scale for Safety and security at the site level

Base (N): Coastal/lake (33 sites), Historical (40), Marketplace (10), Wildlife (25), Spiritual/Religious (74), National (182)

3.4.7   Safety and Security- Summary of findings

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CCTV Camera & monitoring

- Of 131 sites which had CCTV cameras, 119 sites had functional CCTV cameras.

- Around **38% tourist & 28% stakeholders** at an overall level felt the sites were **mostly crowded.**

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Fire Safety

- Out of 117 applicable sites, only 19 had emergency exit.

- 44 sites have fire safety infrastructure (fire extinguisher, sand buckets, hose-pipes)

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Police service

- 69% (125 sites) of sites had police station within a proximity of 2 kms from the site.

- Only 35 sites had helpline numbers displayed.

- 102 sites did not have PCR vans near the site. the

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3.5   Challenges and gaps

The assessment of the selected destinations shows that despite the consistent growth of tourism sector during the last three decades, it's tremendous potential is not yet tapped fully. The limited growth of this industry in our country may be because of the inherent problems leading to not attracting the tourists from both domestic and foreign. This section highlights some of these challenges, gaps, and areas of improvement for increased tourist footfall at the tourist sites.

Close to half of the stakeholders (49%) at the national level as well as the site level including coastal/lakes (41%), marketplaces (45%) and wildlife (46%) reported that the 'lack of promotion of tourist site by the local government' is a major barrier to the development of tourism in India. More than half of the stakeholders at the historical sites (57%) and spiritual/religious sites (58%) resonated the same. Moreover, amongst other reasons, the 'lack of promotion of tourist site by local government' has emerged as the most informed reason challenging the tourism development. Effective promotion and marketing are the key aspect towards the development of tourism in a destination for which active efforts is needed.

Following this, across sites, it was observed that many stakeholders informed of 'Lack of resources' (37%) and 'Lack of infrastructure facilities' (41%) as the other major reasons impacting the tourist footfall in the tourist sites.

Table 19: Perception of stakeholders on the barriers to affective development and improved tourist footfall at the tourist sites

Perception of stakeholders						
Lack of resources	Lack of Infrastructure facilities	Lack of local transportation facilities	Poor Connectivity to the district/destination of the site	Lack of food and beverage service	Lack of toilet facilities	Lack of promotion of Tourist site by local government
Coastal/Lakes (N=763)						
40%	44%	31%	26%	22%	37%	41%
Historical site (N=878)						
33%	32%	25%	12%	22%	31%	57%
Marketplace (N=232)						
40%	44%	17%	19%	11%	37%	45%
Wildlife (N=550)						
31%	40%	36%	25%	26%	29%	46%
Spiritual/Religious (N=1642)						
41%	46%	26%	15%	25%	36%	58%`
National Average (N=4065)						
37%	41%	27%	19%	21%	34%	49%

One-third stakeholders across sites stated that a 'Lack of toilet facilities' have impacted the improved tourist's footfall in the tourist sites. Moreover, approximately one-fourth of the stakeholders also informed that a 'lack of food and beverage service' is also one of the reasons impacting the tourist footfall.
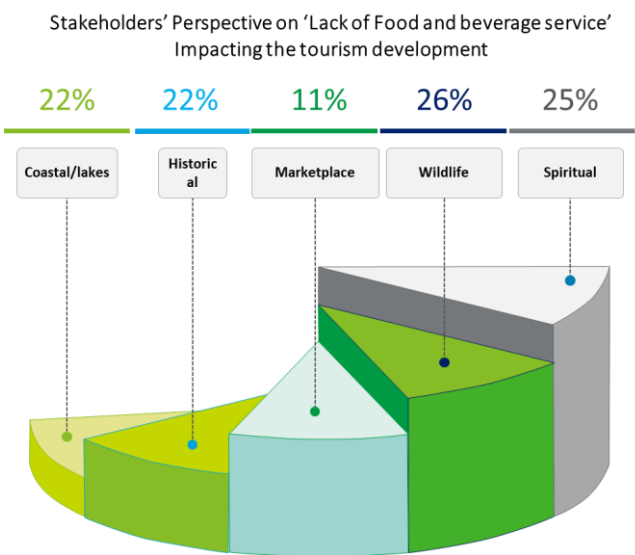
Figure 79: Stakeholder perception on 'lack of food and beverage service' impacting the tourism development

3.6   High Performing sites

The study brought forth the high performing sites across the four broad thematic areas.

1. Somnath Temple (Spiritual) and Somnath beach (Coastal)

Accessibility:

Somnath Temple and Somnath Beach are in close vicinity, can be reached on walk.

Somnath Temple is located, close to Railway station (within 4 km). However, road connectivity from Ahmedabad is also splendid. Best way to reach the destination is either by rail or by road.

Amenities:

Stay near the Somnath Temple is extremely user friendly. There are multiple boarding lodges run under The Somnath Trust with highly affordable rates.

Private hotels are available too, right at the entrance of the Temple Compound, not more than 10 min walking distance from the temple entrance. However, due to the large inbound visitors, the rooms must be booked well in advance to avail the facility.

Disabled friendly facilities (wheelchairs, carts, lifts) are also readily and easily available within the temple compound.

Light & sound shows are conducted in the evenings for which tickets are available within the temple premises.

One of the unique attractions at beach is the Street Market which is to promote local artisans who sell handcraft items generating good revenue and a reliable income source.

Hygiene:

Hygiene and cleanliness are remarkable both in Temple and at the Beach.

Innovative methods namely waste to manure conversion plant, rooftop solar PV units at car parking, community kitchen.

Safety & Security:

Safety, security as well as visitor facilitation is right up to the mark; surveillance, security personnel and tourist guidance is available at multiple locations

Lifeguards are not available at Beach, albeit police are deployed which keep strict watch that no tourist goes dangerously close to waters.

2. Agra Fort, Taj Mahal, Fatehpur-Sikri (Historical) and Sadar bazaar (Marketplace)

Accessibility:

There is availability of adequate transport facility

Presence of e-vehicles like e-rickshaws, electric buses etc.

Well paved roadways with directional signages

Amenities:

Wide range of hotels are available in the city, but it is better to prebook hotels as on arrival booking could be an issue based upon availability.

The Tajganj area could be preferred for finding a suitable stay since it is close to the tourist attraction places, (Agra Fort, Taj Mahal, I'timād-ud-Daulah, Sadar Bazar) and railway station.

Restaurants and eating joints are located close to all the sites accept, I'timād-ud-Daulah.

Hygiene:

The sites have good access to separate male and female toilets.

Safety & Security:

Police is always stationed at, Agra Fort, Taj Mahal, Sadar Bazar, Fatehpur Sikri so there is no major threat of crime rather chances of theft/pick pocketing could prevail in crowded areas.

3. Kaziranga National Park (Wildlife)

Accessibility:

Adequate public transport facility is available and cabs and metered taxi is available.

The traffic is not congested, and the road is smooth and paved.

Hotels and restaurants are available nearby and within the site.

ATM, fuel station, hospital clinic is available within 2 km of the site.

Proper signages available outside and inside the site premises.

Amenities:

Price list is clearly displayed at the ticket counters.

There is presence of tourist information centre at the reception of the site.

Online ticket booking facility is also available. - **https://www.kaziranganationalpark-india.com/online-kaziranga-safari-booking.html**

Site has tourist lodge/guest house within the site.

Disable friendly toilet facility is also there at the site.

Hygiene:

The sites have good access to separate male and female toilets.

Toilets are clean, ventilated and has soaps

Safety & Security:

Site has functional CCTV cameras and a dedicated monitoring team.

PCR vans are always on patrolling.

3.7   Low performing sites

The study brought forth the low performing sites across the four broad thematic areas.

1.   Chandavaram Buddhist site (Spiritual/Religious)

A fascinating place for history and archaeology lovers, it is perched atop a hill called Singarayakonda. It also boasts the Chandavaram Stupa that bears a stark resemblance with the famous Dharajaka Stupa in Taxila. The double terraced stupa is also known as the Maha Stupa and displays characteristics of the stupas built under the Hinayana form of Buddhism.

1. There is no cab/metered taxi service available at the site, and tourist have to wait for long hours for public transport facility
2. There is no eco-friendly mode of transport, traffic is congested, and the roads are unpaved.
3. There are no hotels/accommodations within a proximity of 5 kms of the site.
4. The site lacked proper directional/information signages within and outside the site.
5. There is no tourist information centre nor there is any site-specific website.
6. Nearest railway station is Dona Konda Railway Station which is 18 kms away from the site.
7. Site lacked basic facilities like first aid station, drinking water facility and toilet facility.
8. No cleaning takes place at the site, there are no dustbins as well.
9. No tourist police, CCTV cameras present at the site.
10. Overall site score is 0.31

2. Dubdi Monastry site (Spiritual/Religious)

Dubdi is also regarded as Yuksum (Yuksom) Monastery and belongs to the Nyingma sect of Tibetan Buddhism. The word 'Dubdi' in the vernacular tongue means retreat. The monastery is a two-storied structure made of stone. One can find images of divinities, saints and a collection of manuscripts inside.

1. Accessibility to the site is a major challenge with inadequate public transport facility, long waiting hours and unpaved roads.
2. The site lacks the basic amenities within a proximity of 5 kms like hotels/accommodations, restaurants, fuel station, ATM, first-aid centre etc.
3. There is no parking facility.
4. There is no railway station, bus stops or airports in proximity of the site.
5. The site lacks drinking water facility
6. The hygiene parameter is also not well managed with overflowing drains, unclean toilets
7. No presence of police personnel, PCR vans or CCTV cameras.
8. Overall score of the site is 0.33

3. Pingleshwar beach (Coastal/lakes)

Pingleshwar beach is a secluded beach area with almost negligible tourist footfall and no proper amenities provided. The number of stakeholders available at the site is about no or zero which is why no modules were covered. Following are the attached photos from the site showcasing the evidence of low footfall. The reason for low footfall and underdeveloped status of this tourist site is also because a nearby beach called "Mandvi" has been developed, having water sports activities and easily approachable. Hence more tourist visits Mandvi than Pingleshwar beach.

1. It was observed that only 10-15 people were present at the Pingleshwar beach over the 3 days that the team had spent on the site.
2. There is lack of accessibilities, amenities, hygiene and safety & security at the site
3. The police station was closed during the visit
4. No ATM and fuel station present in the proximity of 25 kms

4.	Nirmal Fort (Historical)

This legacy of the heritage is seen in the town where the French established a strong presence by building the Nirmal fort which is also called as the Shamgarh fort.

1. Unavailability of cabs/metered taxi and eco-friendly vehicle at the site.
2. The site lacked clear directional signages within and outside the site
3. The nearest railway station is Adilabad station at a distance of 80 kms.
4. Limited basic amenities like information boards, lighting facility, drinking water facility, toilet.
5. Poorly maintained infrastructure at the site.
6. Site has drains overflowing and there is no cleaning staff appointed for the cleaning of the sites.
7. Unavailability of CCTV cameras, fire safety infrastructure and safety watch tower.
8. The fort is almost ruined leading to low footfall Overall site score is 0.40

5.	Srisailam Wildlife Sanctuary (Wildlife)

Nagarjunsagar-Srisailam Tiger Reserve boasts of rich flora and fauna. This is in addition to fascinating scenic beauty of the area. With River Krishna flowing across the tiger reserve, majestic hills, lush greenery, routes with exciting twists provides a tranquil environment with memorable experience.

1. Unavailability of public transport, cabs/metered taxi and eco-friendly vehicle at the site.
2. Limited basic amenities within a proximity of 5 kms like hotels/accommodations, restaurants, fuel station, ATM, first-aid centre etc.
3. The site lacked clear directional signages within and outside the site
4. The toilet facility is poorly managed with the way to the toilet unclean and broken.
5. No presence of police personnel, PCR vans.
6. Overall site score is 0.38
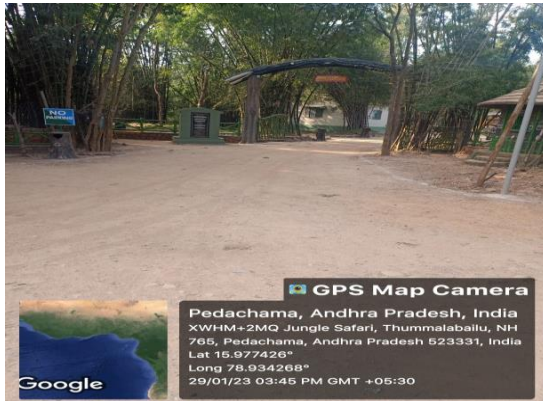
3.8   Good Practices

- **Detailed 3D model- layout map of the site**
- **Solar power panels, Net Metering and Feed-in Tariffs**
- **Solar fencing**

Eden beach, Puducherry

- The availability of detailed 3D layout map of the site with type of infrastructure available and its distance from the main entrance gate along with direction.

Prem Mandir, Uttar Pradesh

- The Solar Power panels provide energy independence and ensure a reliable and continuous supply of power in critical situations.

Kadile Papahareshwara temple, Telangana

- Solar-powered electric fences which are an eco-friendly alternative to traditional electric fences are used at the site, to prevent the intrusion of animals.

- **Physical Accessibility:** Directional signages and boards
- **Sensory Accessibility:** Considering inclusivity in accessibility through Braille, ramps, wheelchairs, etc
- QR coded information boards & audio-visuals- QR coded tokens, audio-visuals shows etc

Ajanta Caves, Maharashtra

- Clear directional signages in multiple languages (English and regional language) providing visual cues for ease of navigation of the tourist.

Qutub Minar, Delhi

- The site has introduced braille map and ramps for differently abled tourists.

Ellora Caves, Maharashtra

- Provision providing an online ticket booking facility, and QR codes at the site useful for booking tickets.

Jallianwala Bagh, Punjab

- Provision of audio-visual and multimedia aid, which showcases the historical significance and background of the site.

- **Composting:** Setting up composting facilities for the organic waste, ban on single-use plastics and promoting recycling facilities
- **Inclusivity** – special infrastructure & amenities for differently abled tourists like wheelchairs, toilets, ramps etc.
- Baby care facilities for nursing mothers

Somnath temple, Gujarat

- Wastes are collected from tourist sites and processed at solid waste management plant.

Eden Beach, Puducherry

- Restrictions are imposed on single-use plastics, and promotion of recycling facilities.

Radha Nagar Beach, Andaman & Nicobar

- Disable friendly toilets with ramps, grab bars for support, lower toilet seats, and adequate space within the restroom.
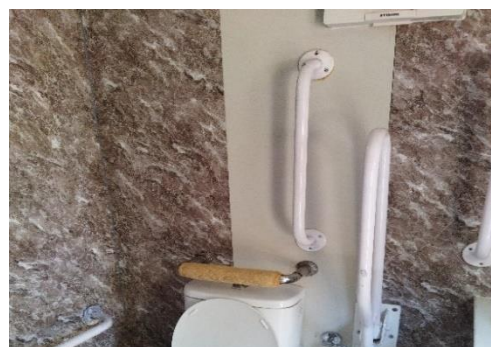
Fatehpur Sikri, Uttar Pradesh

- Presence of Baby care facilities for nursing mothers for the ease of feeding, changing, and resting with privacy.

3.9 Category wise performance of sites

An attempt was made to compare the performance of the sites at an overall level and across the thematic areas based on scoring. Presented below is the distribution of the low/moderately performing sites compared to the high performing sites within the same categorization of site. [26]

3.9.1 Spiritual/Religious sites

Table 20: Performance of Spiritual/religious sites

#	State	Destinations	Sites/Attractions	Site Overall score	Accessibility	Amenities	Hygiene	Safety & Security
Average score of all 75 Spiritual/Religious sites across the country				0.59	0.66	0.62	0.59	0.45
Top 5 sites								
1	Odisha	Konark	Jagannath Temple	0.84	0.89	0.89	0.69	0.90
2	Bihar	Patna Sahib	Takht Sri Harminder Ji Patna Sahib	0.75	0.84	0.74	0.72	0.70
3	Odisha	Konark	Sun Temple	0.74	0.82	0.81	0.61	0.73
4	Rajasthan	Ajmer	Ajmer-e- shareef	0.74	0.85	0.78	0.66	0.67
5	Bihar	Gaya	Mahabodhi Temple Complex at Bodh Gaya	0.73	0.82	0.56	0.79	0.73
Bottom 5 sites Low/moderately performing sites								
71	Madhya Pradesh	Omkareshwar	Siddhanath Temple	0.45	0.59	0.43	0.48	0.29
72	Arunachal Pradesh	Lohit	Parashuram Khund	0.44	0.47	0.45	0.57	0.26
73	Odisha	Chilika Lake	Kalijai Temple	0.43	0.4	0.69	0.42	0.22
74	Sikkim	Pelling	Dubdi Monastry	0.33	0.35	0.22	0.44	0.30
75	Andhra Pradesh	Amaravati	Chandavaram Buddhist Site	0.31	0.31	0.22	0.20	0.50

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[26] Marketplace has not been included in this section as it does not have a single autonomous body who can made amendments. It is a collaboration of multiple stakeholders.

3.9.2   Historical sites

Table 21: Performance of Historical sites

#	State	Destinations	Sites/Attractions	Site Overall score	Accessibility	Amenities	Hygiene	Safety & Security
Average score of all 41 Historical sites across the country				0.64	0.74	0.66	0.66	0.50
Top 5 sites								
1	Delhi	Delhi	Red Fort Complex	0.82	0.90	0.81	0.75	0.81
2	Delhi	Delhi	Qutab Minar and its Monuments, Delhi	0.81	0.90	0.86	0.77	0.70
3	Rajasthan	Jaipur	Hawa Mahal	0.77	0.87	0.78	0.80	0.62
4	Rajasthan	Jaipur	Jantar Mantar	0.77	0.87	0.81	0.72	0.66
5	Uttar Pradesh	Agra	Taj Mahal	0.76	0.70	0.83	0.82	0.71
Bottom 5 sites Low/moderately performing sites								
38	Telangana	Warangal	Warangal Fort	0.53	0.50	0.59	0.62	0.41
39	Andhra Pradesh	Amaravati	Kondapalli fort	0.52	0.65	0.64	0.50	0.30
40	Karnataka	Coorg	Madikeri Fort	0.47	0.59	0.50	0.40	0.37
41	Nagaland	Kohima	Kohima war cemetery	0.43	0.49	0.49	0.47	0.26
42	Telangana	Adilabad	Nirmal Fort	0.40	0.46	0.43	0.34	0.36

3.9.3   Coastal/Lakes sites

Table 22: Performance of Coastal/lakes sites

#	State	Destinations	Sites/Attractions	Site Overall score	Accessibility	Amenities	Hygiene	Safety & Security
Average score of all 34 Coastal & Lakes sites across the country				0.59	0.65	0.60	0.61	0.50
Top 5 sites								
1	Odisha	Konark	Golden Beach	0.76	0.87	0.78	0.65	0.73
2	Rajasthan	Jaisalmer	Gadisar Lake	0.72	0.84	0.83	0.68	0.52
3	Jammu & Kashmir	Srinagar	Dal Lake	0.70	0.82	0.72	0.67	0.58
4	Andaman & Nicobar	Port Blair	Radhanagar Beach, Swaraj Dweep	0.70	0.66	0.63	0.81	0.68
5	Gujarat	Somnath	Somnath Beach	0.68	0.70	0.65	0.73	0.66
Bottom 5 sites Low/moderately performing sites								
31	Meghalaya	Shillong	Wards Lake	0.52	0.61	0.48	0.66	0.34
32	Tamil Nadu	Mamallapuram	Covelong Beach	0.50	0.46	0.55	0.58	0.41
33	Sikkim	Pelling	Khecheopalri Lake	0.49	0.50	0.41	0.60	0.44
34	Karnataka	Coorg	Honnamana Kere Lake	0.47	0.56	0.42	0.53	0.35
35	Andaman & Nicobar	Port Blair	North Bay Island	0.40	0.32	0.36	0.44	0.46

3.9.4   Wildlife sites

Table 23: Performance of wildlife sites

#	State	Destinations	Sites/Attractions	Site Overall score	Accessibility	Amenities	Hygiene	Safety & Security
Average score of all 23 Wildlife sites across the country				0.53	0.59	0.53	0.57	0.43
Top 5 sites								
1	Gujarat	Narmada	Sardar Patel Zoological Park and Jungle Safari	0.72	0.81	0.71	0.76	0.61
2	Assam	Kaziranga	Kaziranga National Park	0.71	0.80	0.77	0.65	0.61
3	Gujarat	Sasan Gir	Gir National Park	0.66	0.69	0.72	0.75	0.50
4	Chhattisgarh	Baster	Kanger Valley National Park	0.62	0.72	0.58	0.67	0.50
5	Jharkhand	Netarhat	Betla National Park	0.60	0.58	0.61	0.61	0.60
Bottom 5 sites Low/moderately performing sites								
19	Assam	Kamakhya	Deepor Beel Wildlife Sanctury	0.44	0.45	0.43	0.40	0.45
20	West Bengal	Darjeeling	Singalila National Park	0.44	0.43	0.44	0.44	0.47
21	Uttarakhand	Rishikesh	Rajaji National Park	0.40	0.43	0.46	0.38	0.34
22	Andhra Pradesh	Srisailam	Srisailam Wildlife Sanctuary	0.38	0.39	0.28	0.57	0.30
23	Sikkim	Pelling	Kanchenjunga National Park	0.37	0.38	0.34	0.42	0.35

3.9.5 Overall

Table 24: Overall performance

#	State	Destinations	Sites/Attractions	Overall score	Accessibility	Amenities	Hygiene	Safety & Security
Average score of all 185 sites across the country				0.59	0.69	0.62	0.61	0.48
Top 5 sites								
1	Odisha	Konark	Jagannath Temple	0.84	0.89	0.89	0.69	0.90
2	Delhi	Delhi	Chandni Chowk	0.83	0.82	1.00	0.85	0.66
3	Delhi	Delhi	Red Fort Complex	0.82	0.90	0.81	0.75	0.81
4	Delhi	Delhi	Qutub Minar and its Monuments	0.81	0.90	0.86	0.77	0.70
5	Rajasthan	Jaipur	Hawa Mahal	0.77	0.87	0.78	0.80	0.62
Bottom 5 sites Low/moderately performing sites								
181	Andaman & Nicobar	Port Blair	North Bay Island	0.40	0.32	0.36	0.44	0.46
182	Andhra Pradesh	Srisailam	Srisailam Wildlife Sanctuary	0.38	0.39	0.28	0.57	0.30
183	Sikkim	Pelling	Kanchenjunga National Park	0.37	0.38	0.34	0.42	0.35
184	Sikkim	Pelling	Dubdi Monastry	0.33	0.35	0.22	0.44	0.30
185	Andhra Pradesh	Amaravati	Chandavaram Buddhist Site	0.31	0.31	0.22	0.20	0.50

Recommendations

Chapter 4:
Recommendations

Given the increasing level of competition, tourism management officers are required to understand the main factors causing satisfaction / dissatisfaction for tourism. They need to empathize with tourists' perception about the places they visit. Diverse types of tourists reach a particular destination with a specific purpose and if the purpose is served, tourists may prefer to visit the site again and recommend the site to others. A tourist destination should ideally meet the expectations of tourists including tourism products and markets.[27]

Tourism is a product and service that requires continuous work in terms of moderation, maintenance and updating in a fiercely competitive international environment. This assessment of the select tourist destinations in India leads to the conclusion that despite a decent growth has been recorded post pandemic, there is still an enormous potential, which has not been realized due to inadequate infrastructure facilities. Hence, there is an inherent need to further improve the country's tourism infrastructure including accommodation, transport, and information and communication facilities.[28]

For structured development and monitoring of the destination, a detailed destination profile should be developed prior to drafting of development plan.

| Identify key potential for the selected destination | Identify low hanging fruits for immediate improvement | Measure progress through periodic assessment | Rank and reward the Destination |
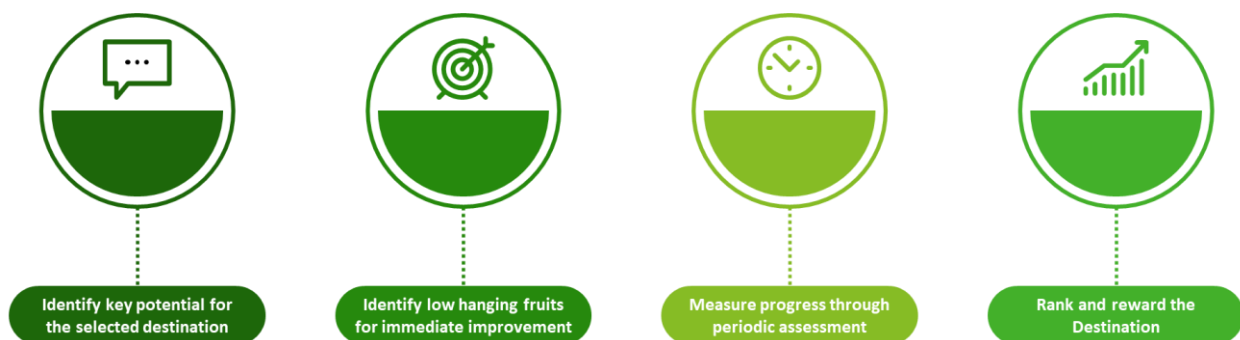
Figure 80: Overall recommendations

4.1   Overarching recommendations

To cater to tourists' expectations when visiting a chosen destination, there are several Departments /Ministries /Governments and Non-Government bodies which could play a significant role in improving the experience of tourists. The table below covers high level recommendations for these stakeholders.

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[27] *A STUDY ON PERCEPTIONS, SATISFACTION LEVEL OF TOURISTS IN KASHMIR VALLEY; Ishfaq Ahmad Bhat1 , Dr. Ritika Moolchandani, Vol-6 Issue-1 2020; IJARIIE-ISSN(O)-2395-4396*

[28] https://globusjournal.com/wp-content/uploads/2018/07/7112Preeti.pdf

Table 25: Overarching recommendations across Departments/Ministries

Inter-Ministerial Collaboration
1. The Ministry may prioritize mapping of various Ministries / State Departments and non-government bodies playing a key role in improving the experience of tourists at every destination or tourist attraction for improving overall satisfaction.
2. It may also consider providing fiscal incentives through Performance based incentives on the KPIs and grading of destination; incentivization based on dynamic & non-dynamic parameters (50:50).
3. It may explore leveraging experience, capabilities and resources of other Ministries can exponentially improve the quality of output and outcomes of different initiative to improve a particular attraction or site.
4. It may strive for enhanced cooperation and coordination between the public and the private sector (PPP) for the future growth of tourism in the country and improved liasoning between the State Tourism Department and India Tourism Development Corporation (ITDC)
5. It may consider providing accreditation to the Tourist Destinations / attractions basis their performance and accreditation through awards like Star rating / Grading of destinations: 5 star/ 4 star/3 star/2 star / 1 star based on ranking
6. It may also envisage assessment of the skill gaps in the selected destinations among key stakeholders (including tour operators, guides, auto/cab drivers, staff in tourism SMEs etc.) and providing customized trainings in collaboration with other existing skill development schemes

Promotion & marketing of diverse attractions/destinations in collaboration of different Ministries
The Ministry may consider
1. Extending support through conducting annual national / global business meets, investment promotions, cultural events & sports events.
2. Organizing cultural events, festivals, and exhibitions could promote local culture and traditions. This can help create a sense of identity and uniqueness for the region, attracting more tourists.
3. Promoting women's entrepreneurship and encouraging the development of women-led businesses in the tourist attractions.
4. Promotion of Eco-rural destinations that offers a sustainable and culturally enriching alternative to traditional mass tourism; it promotes environmental conservation and supports rural communities in India.
5. Collaborating with schools/colleges/academic institutions to visit those places as a part of excursion/academic travel. Students can be taught about these destinations in form of classroom sessions, project activities

Adoption of innovative technologies
1. Providing immersive experience for the tourists through National Tourism application, online bookings, for booking entrance tickets for tourist destinations, transportation, and accommodation.
2. Promoting common prepaid cards for transportation and payments at souvenir shops in and around tourist destinations.
3. Using artificial intelligence (AI) to analyze tourist data, such as search patterns and booking history, can help tourism providers create personalized services and improve customer satisfaction.
4. Taking feedback from the tourist via tele-call/web survey/on-site feedback on the exit points to assess the need and ensure timely redressal of the same.
5. Promoting digital dissemination of information about site/destination to tourist through audio-visual virtual tour.
6. Adopting biometric identification technologies, such as facial recognition, fingerprints, and retina scan could help identify missing or disabled persons. These could be extremely useful in case of tragedies and calamities

> The Ministry may also consider continuing the assessment across other tourist destinations to get a holistic view of the tourism landscape in India

4.2   Key Thematic recommendations

Based on the key insights and identification of site-specific gap areas from the quantitative survey with the tourists, stakeholders and direct observation, the following thematic wise recommendations have been proposed towards enhancing the overall eco-system of the tourist destinations in India.

Table 26: Thematic recommendations

S.No.	Area of Improvement	Recommendation(s)
		Accessibility
1	Ease of Accessibility and Commutation	• Improving accessibility and connectivity to tourist destinations through the creation of efficient transport networks at affordable price and increasing the availability and frequency of such public transport facilities like State tourism buses/cabs/local trains. • Providing tourists with relevant transportation information and resources such as tourist maps and transport apps. • Building paved roadways with clear directional signages, milestones and affordable public transport facility is a pre-requisite for ensuring last mile connectivity. • Introducing solar panels for lighting facility and charging stations for electric vehicle on the highways. • Providing subsidies and tax incentives to private transportation companies to encourage them to expand their services to popular tourist sites. Shuttle services can be provided (in partnership with private service providers) to popular tourist sites, especially those that are in remote or difficult-to-reach areas. This would help in providing a pocket-friendly alternative to tourists.
2	Congestion and Traffic Management	• Developing and implementing route plans for managing traffic flow in tourist areas to reduce congestion and improve safety, especially during seasonal overcrowding/festivals. • Introducing innovative technology solutions to manage traffic flow around tourist sites. For example, sensors can be installed/satellite data can be leveraged to monitor traffic and adjust traffic signals in real-time to optimize traffic flow. • Monitoring the safety and security of commonly used transportation routes for tourists. • Regulating the operation of transportation services, by establishing regulations and standard rate card for taxis and private rental cars.

S.No.	Area of Improvement	Recommendation(s)
		• Introducing inclusivity by creating systems, infrastructure and facilities for senior citizens and disable friendly tourist by introducing ramps/wheelchairs/escalator/lift/instructions in braille.
3	Adequacy of general and directional information	• Conducting survey to identify places/key locations where general and directional information can be installed, such as airports, train stations, and tourist sites, to provide directional information for tourists. • Standardizing the font size/colour theme/ multi-language/radium lights for the directional signages which can be clearly visible and readable to tourist both domestic and international. • Warnings for pasting/sticking billboards/pamphlets/stickers on the directional signages. • Regularly maintaining sign boards, traffic lights, information boards and streetlights in and around the attractions/destinations. • Setting up of tourist information booth/toll free number on the highways/within the destination • Developing and promoting mobile applications that can provide tourists with general and directional information. These applications can include maps, transportation schedules, and information on tourist attractions. • Providing information to tourist through social media platforms. For example, they can post updates on transportation schedules, road closures, and events happening in the area.

Ministries/Departments/Other Stakeholders to be involved for improvement of accessibility
- Ministry of Road Transport & Highways
- Ministry of Railways,
- Ministry of Civil Aviation,
- Ministry of New and Renewable Energy
- Public Works Department
- Urban Local Bodies/ Municipal Corporations or Councils in each city or town

Amenities

S.No.	Area of Improvement	Recommendation(s)
4	Improving the ticketing facility	• Introducing online ticketing systems which would allow tourists to purchase tickets in advance and avoid long queues at the ticket counters. This could be done through an official government website or through third-party ticketing platforms. • Ensuring same fare for bookings irrespective of online/offline bookings. Difference in rate chart across both platforms for similar ticket causes confusion and doubts amongst the tourists. • Maintaining offline ticket counters along with online method of ticket booking to cater to the tourist from all strata, as not all tourists will be competent to book online tickets through digital mode of payment.

S.No.	Area of Improvement	Recommendation(s)
5	Regulating the pricing of accommodations	• Introducing price caps for several types of accommodations, such as hotels, resorts, and guesthouses. This can prevent price gouging by operators during peak tourist seasons and ensure that visitors are not overcharged. • Providing subsidies to accommodations in remote or less-developed areas to encourage investment in these regions. This can help creation of more affordable accommodation options to attract more tourists to these areas. • Building effective linkage with the relevant economic agents and agencies such as the national and international tour operators and travel agents of repute hotel chains and global institutions connected with tourism.

Ministries/Departments/Other Stakeholders to be involved for improvement of amenities
- Ministry of Tourism
- State Tourism Departments
- Archaeological Survey of India
- Department of Forests and Wildlife
- Ministry of Housing and Urban Affairs
- Ministry of Consumer Affairs, Food, and Public Distribution
- Municipal Corporations or Councils in each city or town.

S.No.	Area of Improvement	Recommendation(s)
		Hygiene
6	Improving sanitation and overall cleanliness facilities	• Increased installation of public restrooms at tourist sites, including handwashing and waste disposal areas / or increasing the number of toilets wherever inadequate. These facilities should be easily accessible and well-maintained to ensure visitor comfort and hygiene. • Implementing waste management systems at tourist sites, including recycling programs and composting. This can help reduce the amount of waste generated by visitors and promote sustainable tourism.
7	Improving overall cleanliness	• Introducing garbage/waste reduction campaigns to encourage visitors to dispose of their waste properly. This can be done through signage, educational materials, and outreach programs. • Enforcing laws and regulations against littering at tourist sites. This can be done through fines or penalties for those who violate these laws.
8	Hospitality-Hygiene	• Establishing and enforcing standards: The authorities could establish and enforce hygiene standards for hotels, restaurants, and other tourist facilities. This would include regular inspections and monitoring. • Making segregation of waste mandatory and imposing fine for deviation from the set standards/rules. • Banning the sale and use of plastic products, maintenance of drainage and sewerage system. • Conducting promotional and awareness drives within the destination and introducing awards for the most hygienic destinations/sites with respect to all

S.No.	Area of Improvement	Recommendation(s)
		hygiene parameters across hotels/restaurants/toilets/general cleanliness/drinking water/sewerage system.
		• Introducing packaged drinking water in sites where installation of drinking water machine is a challenging.

Ministries/Departments/Other Stakeholders to be involved for improving hygiene
- Ministry of Health and Family Welfare
- Ministry of Tourism
- Ministry of Housing and Urban Affairs
- Ministry of Drinking Water and Sanitation
- Municipal Corporations and Urban Local Bodies
- Food Safety and Standards Authority of India (FSSAI)

		Safety and Security
9	Improving safety and security measures	• Deploying more police officers, particularly female officers, around tourist sites can help deter potential criminals and make women feel safer.
		• Installing surveillance cameras can help deter criminals and provide evidence for investigations if a crime does occur.
		• Providing safe transportation options for women, such as shuttle services or designated taxi services, to ensure they can move around the tourist sites safely.
		• Organizing periodic training and awareness programs for guards & security personnel not only of the sites but also catering to the hospitality industry.
		• Introducing Identity cards/QR codes for the site officials/tour guides to ensure authenticity and avoid a tourist from falling prey to fake officers/imposters etc.
		• Updating the database of all hotels/lodges in the destination on the centralized tourist website of the State tourism department which has been verified by the State Administrative Department and have proper license.
		• Monitoring timely rating of the hotels and license cancelling of any facility involved in any illegal activities, this will prevent tourist from getting misguided by locals.
		• Providing information and resources to tourists on safety and security risks and precautions/helpline/departments to contact under various categories: common delinquency, indiscriminate violence/harassment/organized crime/ socio-political unrest/lack of public or institutional services/terrorism/unlawful interference/accidents/environmental hazards.
		• Developing and implementing emergency response plans for natural disasters, accidents, or security threats.
		• Regulating the operation of tourist-related services such as tour operators or adventure sports companies, by establishing regulations and standards.
		• Displaying child-protection/child helpline numbers at all important juncture near the site.

S.No.	Area of Improvement	Recommendation(s)
**Ministries/Departments/Other Stakeholders to be involved for improving safety & security** • Ministry of Home Affairs • Central Armed Police Forces (CAPF) • Border security force (BSF) • State Police Departments • National Disaster Response Force (NDRF) • Indian Coast Guard • Ministry of Women and Child Development • State Child Protection Society
**Promotion and Awareness**
10	Awareness generation activities	• Developing a comprehensive tourism strategy which includes extending funding/financial support for tourism promotion, advertising, and marketing campaigns, as well as contributing towards improving the quality and variety of tourism products and services. • Special incentive packages can be made available for encouraging new tourism projects as well as expansion of existing tourism units. • Contributing towards, training, and supporting local tourism stakeholders to enhance the overall visitor experience, to ensure the sustainability of tourism development, it is crucial to establish a system for monitoring and evaluating its impact on the environment, culture, and economy. • Sharing blogs and updates on different social media platform (Facebook, Twitter, Instagram, YouTube, LinkedIn) about the local cuisine, artefacts, undiscovered/non-commercial sites/attractions to explore. • Promotion of domestic campaign and advertisement through radio/television/print-media/messages/whtsapp/billboards/banners/ brochures/publicity material • There is a need for greater coordination among the adjoining states having tourist places of international significance. It could be in terms of inter-state tours with the help of common fleet of all India permit luxury buses.
**Ministries/Departments/Other Stakeholders to be involved for improving awareness** • Ministry of Tourism • State Tourism Departments • Archaeological Survey of India • Department of Forests and Wildlife • Department of Information and Broadcasting • Department of Education
**Medical and emergency services**
12	Health Facility	• Investing in the development of healthcare infrastructure, including hospitals, clinics, and ambulance services within the destination could help in providing better medical services to tourists.

S.No.	Area of Improvement	Recommendation(s)
		• Introducing mobile medical vans/ambulance to cater to the immediate first aid needs of the tourist.
		• Undertaking basic vital check-ups before allowing tourist to participate in adventure rides/water sports/trekking etc.
		• Making first-aid centers mandatory for all categories of tourist sites and establishing collaboration with the medical practitioner/nearby healthcare facility for immediate referrals in case of emergency.
		• Displaying medical emergency helpline numbers across all site/billboards/vehicles near the site/destination.

Ministries/Departments/Other Stakeholders to be involved for improving medical aid

- Ministry of Tourism
- Ministry of Health and Family Welfare/National Health Authority
- State Tourism Departments
- Site management
- Local Police and Emergency Services

		Market Place Promotion
13	Fostering growth of local handicrafts and artefacts	• Promoting the local handicrafts, handloom materials, artefacts (One destination one souvenir model) through collaboration with the local traders or setting up tourism shops, this will encourage interaction between tourists and local communities.
		• Organizing trade fair/mela's periodically to promote local cottage industry, organic farm produce, traditional attire/designs, and other artefacts of local artisans.
		• Updating the database for authorized State tourism shops and making it accessible for tourist.
		• Collaborating with local vendors and traders for introducing fair pricing and quality products/services for tourists.

Ministries/Departments/Other Stakeholders to be involved for growth of marketplace

- Ministry of Culture
- Ministry of Textile
- State Tourism Departments
- Department of Commerce
- Local Municipal Corporations
- Local Trade Associations
- Local Transport Authorities
- Department of Consumer Affairs

Permits and permission

S.No.	Area of Improvement	Recommendation(s)
14	Support in visa/tickets and permission	• Providing online application and processing: This can help reduce the need for physical visits to government offices and speed up the processing time. • Developing a centralized information portal that could provide comprehensive information on the required documents, procedures, and fees for obtaining travel-related permissions. This can help tourists easily access the information they need and avoid confusion. • Establishing an efficient, dedicated helpline or help desk that aids tourists in obtaining travel-related permissions. • Providing money exchange counters at the site. • Improving awareness and ease of availing GST concessions for foreign tourists.

Ministries/Departments/Other Stakeholders to be involved for the ease of permits
- Ministry of Tourism
- Archaeological Survey of India
- Department of Forests and Wildlife
- State Tourism Departments
- Ministry of Foreign Affairs
- Department of Immigration

Annexures

Annexures

Annexure I: Number of visitors to centrally protected ticketed sites, 2020-21 & 2021-22

S.No.	Name of theMonuments	2020-21		2021-22		% Growth 2021-22/2020-21	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
Agra							
1	Taj Mahal	1259892	9034	3294611	38922	161.5	330.8
2	Agra Fort	371242	2810	1027462	13598	176.8	383.9
3	Fatehpur Sikri	107835	574	157253	2122	45.8	269.7
4	Akbar Tomb Sikandra	99509	321	187182	1028	88.1	220.2
5	Mariam tomb Sikandra	9765	31	17537	98	79.6	216.1
6	Itimad-ud-Daulah Tomb	41016	410	90711	1927	121.2	370.0
7	Ram Bagh	18599	54	30965	95	66.5	75.9
8	Mehtab Bagh	62652	544	86213	1653	37.6	203.9
9	Mausoleum	91185	321	317653	643	248.4	100.3
	Total	2061695	14099	5209587	60086	152.7	326.2
Lucknow							
10	Site of Sahet mahet	27201	35	51796	306	90.4	774.3
11	Residency Building	57194	37	111829	130	95.5	251.4
12	Piprahwa & Ganwaria	12062	3	23153	101	91.9	3266.7
	Total	96457	75	186778	537	93.6	616.0
Jhansi							
13	Gupta Temple & Varah Temple,Deogarh	931	0	1636	4	75.7	-
14	Kalinjar Fort	80291	27	88603	7	10.4	-74.1
15	Rani Lakshmi Bai Mahal	5712	5	310233	58	5331.3	1060.0
16	Rani Jhansi Fort	174622	107	10836	15	-93.8	-86.0
	Total	261556	139	411308	84	57.3	-39.6
Sarnath							
17	Lord Cornwallis Tomb	5289	9	7086	14	34.0	55.6
18	Old Fort (Shahi Fort), Jaunpur	67163	127	123344	201	83.6	58.3
19	Observatory of Man Singh	21379	11	36267	28	69.6	154.5
20	Excavated Remains at	170590	384	328684	1617	92.7	321.1

S.No.	Name of theMonuments	2020-21		2021-22		% Growth 2021-22/2020-21	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
	sarnath						
21	Tomb of Lal Khan	1972	2	2515	4	27.5	100.0
22	Ancient Buddhist Site known asChaukhandi stupa	14956	46	21997	91	47.1	97.8
	Total	281349	579	519893	1955	84.8	237.7
Thrissur							
23	Bekal Fort, Pallikkare, Distt.Kasargod	115333	242	200127	133	73.5	-45.0
24	Mattancherry Palace MuseumKochi	23026	177	65066	1118	182.6	531.6
25	Fort, Palakkad, Palakkad	43927	26	96142	10	118.9	-61.5
26	Fort St. Angelo, Kannur	65683	115	152543	59	132.2	-48.7
	Total	247969	560	513878	1320	107.2	135.7
Chennai							
27	Group of Monuments Mamallapuram	808145	29145	1142150	144984	41.3	397.5
28	Gingee Fort, Gingee	125109	2272	188496	10483	50.7	361.4
29	Tiger headed Rock cut temple & two other monuments, Saluvankuppam	58206	868	81313	25579	39.7	2846.9
	Total	991460	32285	1411959	181046	42.4	460.8
Tiruchirappalli							
30	Fort on Rock, Dindigual	25603	99	27368	4073	6.9	4014.1
31	Moovarkoil, Kodumbalur	1476	9	829	161	-43.8	1688.9
32	Rock-cut Jain Temple, Sittannavasasl	41791	235	44408	5432	6.3	2211.5
33	Tirumalai Nayak's PalaceSrivilliputhur	217	3	530	82	144.2	2633.3
34	Natural Caven with inscriptioneladipattam, Sittannavasal	2490	19	22800	2589	815.7	13526.3
35	Fort Museum, Thirumayam	41487	1555	62622	8422	50.9	441.6
36	Fort Vattakottai	5058	36	53200	9174	951.8	25383.3
	Total	118122	1956	211757	29933	79.3	1430.3

S.No.	Name of theMonuments	2020-21		2021-22		% Growth 2021-22/2020-21	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
Bhopal							
37	Buddhist Caves	23692	0	27260	1	15.1	-
38	The palace situated in thefort, Burhanpur	13926	27	31284	76	124.6	181.5
39	Hoshang Shah's Tomb	57769	39	113132	107	95.8	174.4
40	Group of monuments, Royal Palace Mandu	181868	128	344821	92	89.6	-28.1
41	Roopmati's Pavilion	148680	91	336231	55	126.1	-39.6
42	Buddhist Monuments, Sanchi	58979	41	118208	171	100.4	317.1
43	Gwalior Fort	101464	130	203163	209	100.2	60.8
44	Buddhists cave no 01 to 51Dhamnar, Tehsil Garoth	12303	13	24083	65	95.7	400.0
45	Badal Mahal Gateway, Chanderi	9689	5	11027	6	13.8	20.0
46	Caves 1 to 20 Udaigiri Vidisha	11601	10	35530	42	206.3	320.0
47	Bir Singh Palace Datia	14045	12	26306	29	87.3	141.7
	Total	634016	496	1271045	853	100.5	72.0
Jabalpur							
48	Ancient Site and Adamgrah rock shelter, Kalamdi Rasuliya and kishanpur	16546	8	18655	41	12.7	412.5
49	Western Group of Temples,Khajuraho	128515	275	243475	795	89.5	189.1
50	Group of Temple Parameshvarshiv and Karan Temple, Amarkantak	23598	13	30981	133	31.3	923.1
	Total	168659	296	293111	969	73.8	227.4
Dharwad							
51	Durga temple complex Aihole	75089	99	98363	69	31.0	-30.3
52	Jaina & Vaishnava Cave,Badami	172259	167	234156	199	35.9	19.2
53	Group of Monuments (WH)Pattadakal	123110	61	157634	79	28.0	29.5
54	Gol Gumbaz, Vijayapura	283256	75	447627	263	58.0	250.7

S.No.	Name of theMonuments	2020-21		2021-22		% Growth 2021-22/2020-21	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
55	Ibrahim Rauza, Bijapur	57759	12	102094	20	76.8	66.7
56	Temples & Sculpture Shed,lakkumdi	5652	0	8067	273	42.7	-
	Total	717125	414	1047941	903	46.1	118.1
Hampi							
57	Group of Monuments, Hampi	273456	627	425950	1244	55.8	98.4
58	Bellary Fort	11069	9	17263	15	56.0	66.7
	Total	284525	636	443213	1259	55.8	98.0
Bangalore							
59	Dariya Daulath Bagh	89006	306	142935	891	60.6	191.2
60	Keshava Temple	64222	196	75793	662	18.0	237.8
61	Palace of Tipu Sultan	38706	270	100193	976	158.9	261.5
62	Fortress and Temple Chitrudurga Fort	144862	297	210483	819	45.3	175.8
	Total	336796	1069	529404	3348	57.2	213.2
Raiganj							
63	Cooch Bihar Palace	126135	161	228176	162	80.9	0.6
64	Hazarder Palace	361546	649	357127	167	-1.2	-74.3
	Total	487681	810	585303	329	20.0	-59.4
Kolkata							
65	Bishnupur Temples	117107	237	111814	222	-4.5	-6.3
66	Metcalf-Hall	7818	24	7812	36	-0.1	50.0
	Total	124925	261	119626	258	-4.2	-1.1
Rajkot							
67	Ashokan Rock Edict, Junagadh	10498	16	31685	27	201.8	68.8
68	Buddhist Caves, Junagadh	58	0	0	0	-100.0	-
69	Baba Pyara Caves, Junagadh& Khapra Khodiya Caves, Junagadh	1691	1	2715	6	60.6	500.0
	Total	12247	17	34400	33	180.9	94.1
Vadodara							
70	Champaner Monuments, Pavagadh	39014	81	61303	43	57.1	-46.9

S.No.	Name of theMonuments	2020-21		2021-22		% Growth 2021-22/2020-21	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
71	Sun temple, Modhera	85407	103	224982	603	163.4	485.4
72	Rani Ki-Vav, Patan	96900	143	268628	228	177.2	59.4
73	Rudabai Step Well, Adalaj	86840	204	267707	522	208.3	155.9
	Total	308161	531	822620	1396	166.9	162.9
Bhubaneswar							
74	Sun Temple, Konark	530886	142	672891	314	26.7	121.1
75	Ancient Remains on both Udaigiri & Khandagiri Hills	73727	57	98754	119	33.9	108.8
76	Rajarani Temple	8237	3	12385	52	50.4	1633.3
77	The Hill Containing ManyValuable Sculptures and Images Ratnagiri	20616	20	16316	32	-20.9	60.0
78	Ruins of Buddhist Templesand Images lalitgiri	18359	8	24361	260	32.7	3150.0
	Total	651825	230	824707	777	26.5	237.8
Aurangabad							
79	Ajanta Caves	47554	82	138503	662	191.3	707.3
80	Ellora Caves	163313	159	411915	911	152.2	473.0
81	Tomb of Rabia Durani(Bibi ka Maqbara)	203791	100	397374	536	95.0	436.0
82	Daulatabad Fort	105434	49	204834	264	94.3	438.8
83	Pandulena Caves	29	0	72661	221	250455.2	-
84	Aurangabad Caves	34976	19	68642	79	96.3	315.8
	Total	555097	409	1293929	2673	133.1	553.5
Mumbai							
85	Elephanta Caves	82136	281	219837	1321	167.6	370.1
86	Buddhist Caves Kanheri	213	0	87182	576	40830.5	-
87	Shaniwarwada	160547	87	516448	478	221.7	449.4
88	Aga Khan Palace Building	18963	55	41150	197	117.0	258.2
89	Cave, Temple and Inscriptions, Junaar, Lenyadri	73899	6	173143	20	134.3	233.3
90	Caves, Temples and inscriptions Karla	51045	21	156834	150	207.2	614.3

S.No.	Name of theMonuments	2020-21		2021-22		% Growth 2021-22/2020-21	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
91	Cave Temple & Inscriptions,Bhaja	10976	24	35790	81	226.1	237.5
92	Raigad Fort	76438	0	172058	12	125.1	-
93	Kolaba Fort, Alibag	50421	12	33073	19	-34.4	58.3
94	Old Fort, Sholapur	11293	1	5755	5	-49.0	400.0
95	Janjira Fort, Murd\	149221	7	187947	68	26.0	871.4
96	Kondiote Caves	167	0	9373	76	5512.6	-
97	Lohgad Fort	31042	21	85972	59	177.0	181.0
	Total	716361	515	1724562	3062	140.7	494.6
Nagpur							
98	Gawilgarh Fort	5	0	9219	5	184280.0	-
99	Ancient Buddhist Remains comprising monstery stupa,rock sculptures, inscriptions Mansar	8	0	1906	8	23725.0	-
	Total	13	0	11125	13	85476.9	-
Chandigarh							
100	Suraj Kund	11132	14	14651	49	31.6	250.0
101	Sheikh Chilli's Tomb	30292	75	52951	147	74.8	96.0
	Total	41424	89	67602	196	63.2	120.2
Delhi							
102	Khan-I-Khana	3002	10	3448	30	14.9	200.0
103	Sultanghari Tomb	22969	233	299	5	-98.7	-97.9
104	Tughluqabad	12856	109	20925	132	62.8	21.1
105	Red Fort	187380	1438	1323501	5579	606.3	288.0
106	Humayun Tomb	243836	2381	392378	4892	60.9	105.5
107	Qutub Minar	476063	2849	1157664	8456	143.2	196.8
108	Hauzkhas	39837	148	45503	152	14.2	2.7
109	Jantar Mantar	76108	230	125545	521	65.0	126.5
110	Safdarjung Tomb	56776	392	74898	627	31.9	59.9
111	Kotla Feroz Shah	27763	106	54145	106	95.0	0.0
112	Purana Qila	200846	936	466334	848	132.2	-9.4
	Total	1347436	8832	3664640	21348	172.0	141.7

S.No.	Name of the Monuments	2020-21		2021-22		% Growth 2021-22/2020-21	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
Guwahati							
113	Ahom Raja's Palace	25443	69	34640	29	36.1	-58.0
114	Kareghar of Ahom Kings,Sibasagar	54595	93	46408	22	-15.0	-76.3
115	Ranghar Pavillion, Jaisagar	33939	75	39211	22	15.5	-70.7
116	Bishnudol	2921	0	2606	2	-10.8	-
117	Group of four Maidans Charaideo, Sibasagar	19866	72	34809	52	75.2	-27.8
	Total	136764	309	157674	127	15.3	-58.9
Goa							
118	Upper Fort Aguada	379726	340	656756	1057	73.0	210.9
	Total	379726	340	656756	1057	73.0	210.9
Hyderabad							
119	Charminar	297548	182	440549	648	48.1	256.0
120	Golconda	527096	912	946972	1511	79.7	65.7
121	Warangal	64339	54	85946	106	33.6	96.3
	Total	888983	1148	1473467	2265	65.7	97.3
Jaipur							
122	Ancient Site Bhangarh	53946	85	147549	152	173.5	78.8
123	Baori at Abhaneri	44284	115	57881	817	30.7	610.4
124	Deeg Bhawan	12772	30	33004	27	158.4	-10.0
	Total	111002	230	238434	996	114.8	333.0
Jodhpur							
125	Chittaurgarh Fort	223328	206	590389	288	164.4	39.8
126	Kumbhalgarh Fort	203050	208	324707	257	59.9	23.6
127	Marble Pavillion and balustrade on the Ana Sagarbund and ruins of the marbleHammam Behind the Ana sagar Bund	131764	141	456924	23	246.8	-83.7
	Total	558142	555	1372020	568	145.8	2.3
Leh							
128	Ancient Palace Leh	2047	6	52402	176	2459.9	2833.3
	Total	2047	6	52402	176	2459.	2833.3

S.No.	Name of theMonuments	2020-21		2021-22		% Growth 2021-22/2020-21	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
						9	
Patna							
129	Remains of Patliputra Site ofMauryan Palace, Kumrahar	25834	25876	81013	11	213.6	**-100.0**
130	Ancient site of Vaishali, Kolhua	49207	49213	46095	28	-6.3	**-99.9**
131	Excavated Remains at Nalanda	105748	105816	179597	281	69.8	**-99.7**
132	Ancient Site of Vikramshila Antichak	27583	27583	33322	15	20.8	**-99.9**
133	Sher Shah's Tomb	95051	95133	166266	17	74.9	**-100.0**
	Total	**303423**	**303621**	**506293**	**352**	66.9	**-99.9**
Raipur							
134	Temple of Laxman and Old sites including sculptures sirpur	44742	44746	53049	1	18.6	**-100.0**
	Total	**44742**	**44746**	**53049**	**1**	18.6	**-100.0**
Shimla							
135	Ruined Fort, kangra	100454	252	81894	351	-18.5	**39.3**
136	Rock-cut Temples and Sculptures	53123	209	40771	272	-23.3	**30.1**
	Total	**153577**	**461**	**122665**	**623**	-20.1	**35.1**
Srinagar							
137	Palace Complex at Ramnagar,Distt. Udhampur	2129	0	5595	0	162.8	**-**
138	Avantiswamin Temple, Avantipur, District Pulwama	5706	8	24957	6	337.4	**-25.0**
139	Group of Temples at kiramchi,District Udhampur	5816	0	7383	8	26.9	**-**
	Total	**13651**	**8**	**37935**	**14**	177.9	**75.0**
Amaravati							
140	Amaravati mahastupa	1864	0	3741	17	100.7	**-**
141	Undavalli caves	52924	89	77133	40	45.7	**-55.1**
142	Nagarjuna Kunda	0	0	2611	4		
143	Chandragiri Monument	51113	38	80189	33	56.9	**-13.2**
144	Buddhist Remains on hill top at Guntupalli,	10219	10	14134	22	38.3	**120.0**

S.No.	Name of the Monuments	2020-21		2021-22		% Growth 2021-22/2020-21	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
	W.G.District						
	Total	116120	137	177808	116	53.1	-15.3
	Grand Total	1315307 6	415859	26046891	318673	98.0	-23.4

Source: Archaeological Survey of India (ASI)

Annexure II: Final list of Destination and Sites by type of scheme

S. No.	State	Destinations	Sites	Scheme	Theme
1	Andaman & Nicobar	Port Blair	Radhanagar Beach, Swaraj Dweep	Swadesh Darshan	Coastal/Lakes
2	Andaman & Nicobar	Port Blair	North Bay Island	Swadesh Darshan	Coastal/Lakes
3	Andaman & Nicobar	Port Blair	Laxmanpur Beach	Swadesh Darshan	Coastal/Lakes
4	Andaman & Nicobar	Port Blair	Cellular Jail (Kala Pani)	Swadesh Darshan	Historical site
5	Andaman & Nicobar	Port Blair	Aberdeen Bazaar	Swadesh Darshan	Marketplace
6	Andaman & Nicobar	Port Blair	Mahatma Gandhi Marine National Park	Swadesh Darshan	Wildlife
7	Andaman & Nicobar	Port Blair	Chidiya Tapu Beach	Swadesh Darshan	Coastal/Lakes
8	Andhra Pradesh	Srisailam	Mallikarjuna Swamy Temple	PRASHAD	Spiritual/Religious
9	Andhra Pradesh	Srisailam	Bhramaramba Devi Temple	PRASHAD	Spiritual/Religious
10	Andhra Pradesh	Srisailam	Srisailam Wildlife Sanctuary	PRASHAD	Wildlife
11	Andhra Pradesh	Amaravati	Chandavaram Buddhist Site	PRASHAD	Spiritual/Religious
12	Andhra Pradesh	Amaravati	Amareswara Temple	PRASHAD	Spiritual/Religious
13	Andhra Pradesh	Amaravati	Kanaka Durga Temple	PRASHAD	Spiritual/Religious
14	Andhra Pradesh	Amaravati	Nagarjunkhonda	PRASHAD	Historical site
15	Andhra Pradesh	Amaravati	Undavalli Caves	PRASHAD	Historical site
16	Andhra Pradesh	Amaravati	Kondapalli fort	PRASHAD	Historical site
17	Arunachal Pradesh	Lohit	Parashuram Khund	PRASHAD	Spiritual/Religious
18	Himachal Pradesh	Manali	Buddhist Monastry	Swadesh Darshan	Spiritual/Religious
19	Assam	Kamakhya	Kamakhya Temple	PRASHAD	Spiritual/Religious
20	Assam	Kamakhya	Umananda Temple	PRASHAD	Spiritual/Religious
21	Assam	Kamakhya	Deepor Beel Wildlife Sanctury	PRASHAD	Wildlife
22	Assam	Kaziranga	Kaziranga National Park	Others	Wildlife
23	Bihar	Gaya	Mahabodhi Temple Complex at Bodh Gaya	Swadesh Darshan and Others	Spiritual/Religious
24	Bihar	Gaya	Sujata Stupa	Swadesh Darshan and Others	Spiritual/Religious
25	Bihar	Gaya	Vishnupad Temple	Swadesh Darshan and Others	Spiritual/Religious
26	Bihar	Gaya	Mangla Gauri Temple	Swadesh Darshan and Others	Spiritual/Religious
27	Bihar	Gaya	80-feet Buddha	Swadesh Darshan and Others	Spiritual/Religious
28	Bihar	Patna Sahib	Takht Sri Harminder Ji Patna Sahib	PRASHAD	Spiritual/Religious
29	Bihar	Patna Sahib	Maner Sharif	PRASHAD	Spiritual/Religious
30	Bihar	Patna Sahib	Badi Patan devi shaktipeeth	PRASHAD	Spiritual/Religious
31	Bihar	Patna Sahib	Golghar	PRASHAD	Historical site

S. No.	State	Destinations	Sites	Scheme	Theme
32	Delhi	Delhi	Humayun's Tomb, Delhi	Others	Historical site
33	Delhi	Delhi	Qutub Minar and its Monuments, Delhi	Others	Historical site
34	Delhi	Delhi	Red Fort Complex	Others	Historical site
35	Delhi	Delhi	Chandni Chowk	Others	Marketplace
36	Goa	Goa	Colva, Goa	Swadesh Darshan and Others	Coastal/Lakes
37	Goa	Goa	Calangute Beach	Swadesh Darshan and Others	Coastal/Lakes
38	Goa	Goa	Anjuna Beach	Swadesh Darshan and Others	Coastal/Lakes
39	Goa	Goa	Vagator Beach	Swadesh Darshan and Others	Coastal/Lakes
40	Goa	Goa	Churches and Convents of Goa	Swadesh Darshan and Others	Spiritual/Religious
41	Goa	Goa	Sinquerium Beach	Swadesh Darshan and Others	Coastal/Lakes
42	Goa	Goa	Dona Paula	Swadesh Darshan and Others	Coastal/Lakes
43	Goa	Goa	Calangute Market Square	Swadesh Darshan and Others	Marketplace
44	Gujarat	Sasan Gir	Gir National Park	Swadesh Darshan	Wildlife
45	Gujarat	Narmada	Statue of Unity	Others	Historical site
46	Gujarat	Narmada	Sardar Patel Zoological Park and Jungle Safari	Others	Wildlife
47	Gujarat	Narmada	Rajavant Palace	Others	Historical site
48	Gujarat	Kutch	Dholavira, Gujarat	Others	Historical site
49	Gujarat	Kutch	Indian Wild Ass Sanctury	Others	Wildlife
50	Gujarat	Kutch	Swaminarayan Temple	Others	Spiritual/Religious
51	Gujarat	Kutch	Pingleshwar Beach	Others	Coastal/Lakes
52	Gujarat	Kutch	Aina Mahal	Others	Historical site
53	Gujarat	Somnath	Somnath Temple	PRASHAD and Others	Spiritual/Religious
54	Gujarat	Somnath	Amba Mata Mandir	PRASHAD and Others	Spiritual/Religious
55	Gujarat	Somnath	Neminath Temple	PRASHAD and Others	Spiritual/Religious
56	Gujarat	Somnath	Girnar Hills	PRASHAD and Others	Historical site
57	Gujarat	Somnath	Somnath Beach	PRASHAD and Others	Coastal/Lakes
58	Jammu & Kashmir	Srinagar	Hazratbal Mosque	Swadesh Darshan and PRASHAD	Spiritual/Religious
59	Jammu & Kashmir	Srinagar	Dal Lake	Swadesh Darshan and PRASHAD	Coastal/Lakes
60	Jammu & Kashmir	Srinagar	Nigeen Lake	Swadesh Darshan and PRASHAD	Coastal/Lakes
61	Jammu & Kashmir	Srinagar	Pari Mahal	Swadesh Darshan and PRASHAD	Historical site

S. No.	State	Destinations	Sites	Scheme	Theme
62	Jammu & Kashmir	Srinagar	Dachigam National Park	Swadesh Darshan and PRASHAD	Wildlife
63	Jharkhand	Netarhat	Betla National Park	Swadesh Darshan	Wildlife
64	Karnataka	Coorg	Nagarhole Wildlife Sanctury	Swadesh Darshan	Wildlife
65	Karnataka	Coorg	Madikeri Fort	Swadesh Darshan	Historical site
66	Karnataka	Coorg	Honnamana Kere Lake	Swadesh Darshan	Coastal/Lakes
67	Karnataka	Coorg	Omkareshwara Temple	Swadesh Darshan	Spiritual/Religious
68	Karnataka	Vijayanagara	Group of Monuments at Hampi	Others	Historical site
69	Karnataka	Belur	Chennakesava Temple	PRASHAD	Spiritual/Religious
70	Karnataka	Belur	Hoysaleswara Temple	PRASHAD	Spiritual/Religious
71	Karnataka	Belur	Shravanbelgola	PRASHAD	Spiritual/Religious
72	Kerala	Guruvayoor	Guruvayoor Sree Krishna Swamy Temple	PRASHAD	Spiritual/Religious
73	Kerala	Guruvayoor	Elephant Camp Sanctuary	PRASHAD	Wildlife
74	Kerala	Guruvayoor	Chavakkad Beach	PRASHAD	Coastal/Lakes
75	Kerala	Guruvayoor	Sri Vadakkunnathan Temple	PRASHAD	Spiritual/Religious
76	Kerala	Kumarakom	Kumarakom Bird Sanctury	Others	Wildlife
77	Kerala	Kumarakom	Vembanad Lake	Others	Coastal/Lakes
78	Kerala	Kumarakom	Kumarakom Beach	Others	Coastal/Lakes
79	Kerala	Thekkady	Periyar National Park	Swadesh Darshan	Wildlife
80	Chhattisgarh	Baster	Chitrakot Waterfall	Swadesh Darshan	Coastal/Lakes
81	Chhattisgarh	Baster	Danteshwari Temple	Swadesh Darshan	Spiritual/Religious
82	Chhattisgarh	Baster	Kotumsar Cave	Swadesh Darshan	Historical site
83	Chhattisgarh	Baster	Kanger Valley National Park	Swadesh Darshan	Wildlife
84	Himachal Pradesh	Manali	Solang Valley	Swadesh Darshan	Coastal/Lakes
85	Himachal Pradesh	Manali	Vashist Temple	Swadesh Darshan	Spiritual/Religious
86	Madhya Pradesh	Panchmarhi	Satpura National Park	Swadesh Darshan	Wildlife
87	Madhya Pradesh	Panchmarhi	Pandav Caves	Swadesh Darshan	Spiritual/Religious
88	Madhya Pradesh	Panchmarhi	Christ Church	Swadesh Darshan	Spiritual/Religious
89	Madhya Pradesh	Omkareshwar	Omkareshwar jyotirling	PRASHAD	Spiritual/Religious
90	Madhya Pradesh	Omkareshwar	Shri Mamleshwar Jyotirling	PRASHAD	Spiritual/Religious
91	Madhya Pradesh	Omkareshwar	Gauri Somnath Temple	PRASHAD	Spiritual/Religious
92	Madhya Pradesh	Omkareshwar	Siddhanath Temple	PRASHAD	Spiritual/Religious
93	Madhya Pradesh	Khajuraho	Khajuraho Group of Monuments	Others	Historical site
94	Madhya Pradesh	Khajuraho	Panna National Park	Others	Wildlife
95	Maharashtra	Tadoba	Tadoba -Andhari Tiger Reserve	Swadesh Darshan	Wildlife
96	Maharashtra	Tadoba	Dhamma Chakra Stupa	Swadesh Darshan	Spiritual/Religious
97	Maharashtra	Aurangabad	Ajanta Caves	Others	Historical site
98	Maharashtra	Aurangabad	Ellora Caves	Others	Historical site
99	Meghalaya	Shillong	Umiam Lake	Swadesh Darshan	Coastal/Lakes
100	Meghalaya	Shillong	Wards Lake	Swadesh Darshan	Coastal/Lakes

S. No.	State	Destinations	Sites	Scheme	Theme
101	Meghalaya	Shillong	Police Bazar	Swadesh Darshan	Marketplace
102	Mizoram	Thenzawl	Deer Park	Swadesh Darshan	Wildlife
103	Himachal Pradesh	Manali	Hadimba devi temple	Swadesh Darshan	Spiritual/Religious
104	Nagaland	Mokokchang	Longkhum	Swadesh Darshan	Spiritual/Religious
105	Nagaland	Kohima	Kohima war cemetry	Swadesh Darshan	Historical site
106	Odisha	Chilika Lake	Chilika Lake	Swadesh Darshan	Coastal/Lakes
107	Odisha	Chilika Lake	Kalijai Temple	Swadesh Darshan	Spiritual/Religious
108	Odisha	Konark	Sun Temple	Others	Spiritual/Religious
109	Odisha	Konark	Jagannath Temple	Others	Spiritual/Religious
110	Odisha	Konark	Golden Beach	Others	Coastal/Lakes
111	Odisha	Konark	Konark Beach	Others	Coastal/Lakes
112	Puducherry	Puducherry	Eden Beach	Swadesh Darshan	Coastal/Lakes
113	Puducherry	Puducherry	Promenade Beach	Swadesh Darshan	Coastal/Lakes
114	Puducherry	Puducherry	Manakula Vainayagar Temple	Swadesh Darshan	Spiritual/Religious
115	Puducherry	Puducherry	Paradise Beach	Swadesh Darshan	Coastal/Lakes
116	Puducherry	Puducherry	Immaculate conception Cathedral	Swadesh Darshan	Spiritual/Religious
117	Puducherry	Puducherry	Matri Mandir	Swadesh Darshan	Spiritual/Religious
118	Punjab	Amritsar	Jallianwala Bagh	Swadesh Darshan	Historical site
119	Punjab	Amritsar	Golden Temple	Swadesh Darshan	Spiritual/Religious
120	Punjab	Amritsar	Wagah Border	Swadesh Darshan	Historical site
121	Punjab	Amritsar	Hall Bazar	Swadesh Darshan	Marketplace
122	Rajasthan	Jaisalmer	Jaisalmer Fort	Swadesh Darshan	Historical site
123	Rajasthan	Jaisalmer	Patwon Ki Haveli	Swadesh Darshan	Historical site
124	Rajasthan	Jaisalmer	Gadisar Lake	Swadesh Darshan	Coastal/Lakes
125	Rajasthan	Jaisalmer	Nathmal Ki Haveli	Swadesh Darshan	Historical site
126	Rajasthan	Jaisalmer	Sadar Bazar	Swadesh Darshan	Marketplace
127	Rajasthan	Pushkar	Brahma Mandir	PRASHAD	Spiritual/Religious
128	Rajasthan	Pushkar	Pushkar Lake	PRASHAD	Coastal/Lakes
129	Rajasthan	Ajmer	Adhai din ka jhopra	PRASHAD	Historical site
130	Rajasthan	Ajmer	Ajmer-e- shareef	PRASHAD	Spiritual/Religious
131	Rajasthan	Ajmer	Rangji Temple	PRASHAD	Spiritual/Religious
132	Rajasthan	Ajmer	Ana sagar Lake	PRASHAD	Coastal/Lakes
133	Rajasthan	Jaipur	Amer fort	Others	Historical site
134	Rajasthan	Jaipur	Jantar Mantar	Others	Historical site
135	Rajasthan	Jaipur	City Palace	Others	Historical site
136	Rajasthan	Jaipur	Hawa Mahal	Others	Historical site
137	Rajasthan	Jaipur	Johari Bazar	Others	Marketplace
138	Sikkim	Pelling	Pemayangtse Monastery	Swadesh Darshan	Spiritual/Religious
139	Sikkim	Pelling	Khecheopalri Lake	Swadesh Darshan	Coastal/Lakes
140	Sikkim	Pelling	Kanchenjunga National Park	Swadesh Darshan	Wildlife
141	Sikkim	Pelling	Rabdentse Palace Ruins	Swadesh Darshan	Historical site

S. No.	State	Destinations	Sites	Scheme	Theme
142	Sikkim	Pelling	Dubdi Monastry	Swadesh Darshan	Spiritual/Religious
143	Tamil Nadu	Kanchipuram	Ekambareswarar Temple	PRASHAD	Spiritual/Religious
144	Tamil Nadu	Kanchipuram	Kailasanatha Temple	PRASHAD	Spiritual/Religious
145	Tamil Nadu	Kanchipuram	Sri Kamakshi Temple	PRASHAD	Spiritual/Religious
146	Tamil Nadu	Kanchipuram	Vaikunta Perumal Temple	PRASHAD	Spiritual/Religious
147	Tamil Nadu	Kanchipuram	Varadhraja Perumal Temple	PRASHAD	Spiritual/Religious
148	Tamil Nadu	Kanchipuram	Kumarakottam Temple	PRASHAD	Spiritual/Religious
149	Tamil Nadu	Kanchipuram	Gandhi Road	PRASHAD	Marketplace
150	Tamil Nadu	Mamallapuram	Group of Monuments at Mahabalipuram	Others	Historical site
151	Tamil Nadu	Mamallapuram	Covelong Beach	Others	Coastal/Lakes
152	Tamil Nadu	Mamallapuram	Mahabalipuram Beach	Others	Coastal/Lakes
153	Telangana	Adilabad	Nirmal Fort	Swadesh Darshan	Historical site
154	Telangana	Adilabad	Kawal Wildlife sanctuary	Swadesh Darshan	Wildlife
155	Telangana	Adilabad	Kadile Papahareswara temple	Swadesh Darshan	Spiritual/Religious
156	Telangana	Adilabad	Jainath Temple	Swadesh Darshan	Spiritual/Religious
157	Telangana	Adilabad	Kalwa Narasimha Swamy temple	Swadesh Darshan	Spiritual/Religious
158	Telangana	Warangal	Ramappa Temple	Swadesh Darshan	Spiritual/Religious
159	Telangana	Warangal	Eturnagaram wildlife sanctuary	Swadesh Darshan	Wildlife
160	Telangana	Warangal	Laknavaram Temple	Swadesh Darshan	Spiritual/Religious
161	Telangana	Warangal	Thousand Pillar Temple	Swadesh Darshan	Spiritual/Religious
162	Telangana	Warangal	Warangal Fort	Swadesh Darshan	Historical site
163	Telangana	Hyderabad	Golkunda Fort	Others	Historical site
164	Telangana	Hyderabad	Hussain Sagar Lake	Others	Coastal/Lakes
165	Telangana	Hyderabad	Chowmahalla Palace	Others	Historical site
166	Telangana	Hyderabad	Charminar	Others	Historical site
167	Uttar Pradesh	Agra	Fatehpur Sikri	Others	Historical site
168	Uttar Pradesh	Agra	Taj Mahal	Others	Historical site
169	Uttar Pradesh	Agra	Agra Fort	Others	Historical site
170	Uttar Pradesh	Agra	Itimad-ud-Daulah	Others	Historical site
171	Uttar Pradesh	Agra	Sadar Bazar	Others	Marketplace
172	Uttar Pradesh	Varanasi	Kashi Vishwanath Temple	PRASHAD	Spiritual/Religious
173	Uttar Pradesh	Varanasi	Sarnath	PRASHAD	Spiritual/Religious
174	Uttar Pradesh	Varanasi	Thateri Bazar	PRASHAD	Marketplace
175	Uttar Pradesh	Mathura	Shri Krishna Janmasthan Temple	PRASHAD	Spiritual/Religious
176	Uttar Pradesh	Mathura	Dwarkadheesh Temple	PRASHAD	Spiritual/Religious
177	Uttar Pradesh	Mathura	Prem Mandir	PRASHAD	Spiritual/Religious
178	Uttar Pradesh	Mathura	Banke Bihari Temple	PRASHAD	Spiritual/Religious
179	Uttar Pradesh	Govardhan	Giriraj Temple	PRASHAD	Spiritual/Religious

S. No.	State	Destinations	Sites	Scheme	Theme
180	Uttarakhand	Rishikesh	Rajaji National Park	Swadesh Darshan	Wildlife
181	Uttarakhand	Rishikesh	Neelkanth Mahadev Temple	Swadesh Darshan	Spiritual/Religious
182	Uttarakhand	Rishikesh	Tapkeshwar Mahadev	Swadesh Darshan	Spiritual/Religious
183	West Bengal	Darjeeling	Singalila National Park	Swadesh Darshan	Wildlife
184	West Bengal	Darjeeling	Ghum Monastry	Swadesh Darshan	Spiritual/Religious
185	West Bengal	Darjeeling	Japanese Peace Pagoda	Swadesh Darshan	Spiritual/Religious

Annexure III: Variables used for scoring

List of Variables Used to Compute Overall Composite index

Variables pertaining to the following list of questions are used to compute composite indicators:

I.   Accessibility

Question	Coastal/Lakes	Historical	Spiritual/Religious	Wildlife	Marketplace
How is the public transport facility near the site/market?	✓	✓	✓	✓	✓
Are cab/taxis available near the site priced fairly/reasonably?	✓	✓	✓	✓	✓
Are adequate transport facilities available to cater the needs of the tourist within the destination?	✓	✓	✓	✓	
Is the traffic in the destination congested?	✓	✓	✓	✓	✓
How would you rate the tourist congestion management in and around the site?	✓	✓	✓	✓	
Are general information pertaining to the tourist destination adequately available to the visitor though online/offline modes?	✓	✓	✓	✓	
Are proper and clear directional/information signages available within a proximity (2km) of the site?	✓	✓	✓	✓	✓
Is there an app-based booking service available for public transportation?	✓	✓	✓	✓	
How is the quality/condition of road around the site/market?	✓	✓	✓	✓	✓
Is the cab/metered taxi service available at the site/market?	✓	✓	✓	✓	✓
Is approach road available within (2km) of the site?	✓	✓	✓	✓	
Is the entrance road towards the site (within a proximity of 100m) paved?		✓	✓		
Is there any airport available within the destination?	✓	✓	✓	✓	
Is there any railway station available within the destination?	✓	✓	✓	✓	
How is the condition of the signage(s) available within the site?	✓	✓	✓	✓	✓

II.   Amenities

Question	Coastal/Lakes	Historical	Spiritual/Religious	Wildlife	Marketplace
Whether adequate ticketing counters are available at the site?		✓		✓	
Is price list pertaining to tickets prominently displayed near the entrance or ticketing counter of the site?		✓		✓	
Is e-payment facility available at the ticketing counter? (POS UPI Payment wallet etc.)		✓		✓	
In terms of time taken how would you rate the ease of availability of tickets from the ticketing counter?		✓		✓	
Is there any visitor's desk/information center available at the site to address the queries of visitors?		✓		✓	
Are Information boards available within the premises of the site?	✓	✓	✓	✓	
How is the condition of information boards available within the site?	✓	✓	✓	✓	
How promptly is the solution to a query provided by the information center?		✓		✓	
How would you rate the services of the tourist information center?	✓	✓	✓	✓	
Are hotels/accommodation within the destination priced reasonably?	✓	✓	✓	✓	
Are hotels/ accommodation (guesthouse homestays dharmshalas hostels etc.) available within a proximity of (5Km)?	✓	✓	✓	✓	
Are restaurants/eating joints available within the site?	✓	✓	✓	✓	
Are restaurants/eating joints available within a proximity of (2 km) of the site/market?	✓	✓	✓	✓	✓
Does the shops/eating joints in and around the site have an e- payment facility (POS UPI Payment wallet)?	✓	✓	✓	✓	✓
Is there any ATM facility available near the site/market within a proximity of (2km) of the site?	✓	✓	✓	✓	✓
Is there any fuel station present within a proximity of (2km) of the site?	✓	✓	✓	✓	
Is there any hospital/clinic within the periphery of (2km) of the site/market?	✓	✓	✓	✓	✓
Is there any repair shop for vehicles present within proximity of (2km) of the site?	✓	✓	✓	✓	

Question	Coastal/Lakes	Historical	Spiritual/Religious	Wildlife	Marketplace
How would you rate the condition of the site with respect to the infrastructure maintenance? (Floor walls ceilings doors windows etc.)		✓	✓		
Is seating facility available at the site/market?	✓	✓			✓
How would you rate the general seating facility at the site?	✓	✓			
How would you rate the infrastructure and quality of service provided at the Forest lodges/wildlife resorts?				✓	
Site's safari track in terms of its condition and upkeep				✓	
How would you rate the quality of safari(s) offered?				✓	
How would you rate the services offered through the adventure activities?				✓	
How would you rate the quality of houseboat services?	✓				
Is there any mechanism for tourist to provide feedback on their visit to the site?		✓	✓		
Are disable friendly facilities available at the site/market?	✓	✓	✓	✓	✓
Does the site/market have a designated parking facility for visitors?	✓	✓	✓	✓	✓
Is lighting facility available within the site?	✓	✓	✓	✓	
Are streetlights in working condition available on the road near the site?	✓	✓	✓	✓	✓
Is baby care facility available at the site?		✓			
Is there an emergency power backup such as a generator/invertor for tourist amenities (toilets restrooms etc.) available at the site?		✓	✓	✓	
Is there green coverage in and around the site?	✓	✓	✓		
Are guide maps available within the site?		✓		✓	
How would you rate the condition of changing rooms available at the site?	✓				
Is adequate seating facility available for the visitors at the market?					✓
How would you rate the overall quality of the services offered by the hotel/accommodations?	✓	✓	✓	✓	
Is there a toilet facility available within the premises of the site/at the market?	✓	✓	✓	✓	✓
Is drinking water facility/ packaged drinking water available at the site?	✓	✓	✓	✓	✓
Is disabled friendly toilet facility available at the site? (Toilet with ramps hand railings etc.)	✓	✓	✓	✓	✓
Does the site have a facility of portable toilet?	✓				

III.   Hygiene

Question	Coastal/Lakes	Historical	Spiritual/Religious	Wildlife	Marketplace
How would you rate the general cleanliness of the site/market?	✓	✓	✓	✓	✓
How would you rate the cleanliness of the toilet?	✓	✓	✓	✓	✓
How would you rate the overall hygiene and cleanliness maintained at restaurants?	✓	✓		✓	
How would you rate the overall hygiene and cleanliness maintained at wayside restaurants/eating joints?	✓	✓	✓	✓	
Do you feel that the awareness activities conducted at the site have a positive impact on tourists?	✓	✓		✓	
How would you rate the effectiveness of the training programs?		✓	✓	✓	
How would you rate the responsibility of the visitors to keep the site/market clean?	✓	✓	✓	✓	✓
How is the drinking water area at the site/market?	✓	✓	✓	✓	✓
Are Swachhata message displayed for awareness of tourist in the site/market?	✓	✓	✓	✓	✓
Are there information boards with warnings against littering at the site/market?	✓	✓	✓	✓	✓
Are the drains overflowing?	✓	✓	✓	✓	✓
Is there waterlogging due to blocked drainage within and outside the premises of the site?	✓	✓	✓		✓
How does the cleaning at the site takes place?	✓	✓	✓	✓	
Are bins available at the site/market?	✓	✓	✓	✓	✓
Are segregated litter bins for dry and wet waste available within the site?	✓	✓	✓	✓	
Is litter such as (food particles cups glasses wrappers etc.) lying in open within the site?	✓	✓	✓	✓	✓
Is there any heap of dump present within and around the site/market within a proximity of 100 meters?	✓	✓	✓		✓
Whether the use of plastic is banned within the premises of the site?		✓	✓		
How many times does the cleaning takes place?		✓	✓		
How would you rate the general cleanliness of the site/market?	✓	✓	✓	✓	
Are separate male/female toilets available at the site/market?	✓	✓	✓	✓	✓
Does the toilet have a water facility?	✓	✓	✓	✓	✓
Does the toilet have working flushes?	✓	✓	✓	✓	✓
Is there any littering in the toilet?	✓	✓	✓	✓	✓
Is there any cleaning staff appointed for the toilet?		✓	✓		✓
Is cleaning staff available at the site/market?	✓	✓	✓	✓	✓
How would you rate the overall hygiene and cleanliness maintained at restaurants/ eating joints available within the site/market?	✓	✓	✓	✓	✓

IV.   Safety & Security

Question	Coastal/Lakes	Historical	Spiritual/Religious	Wildlife	Marketplace
What is your perception of crime within (2km) of the site/market?	✓	✓	✓	✓	✓
How would you rate the security of women in and around the site/market?	✓	✓	✓	✓	✓
Are tourist police deployed within the destination?	✓	✓	✓	✓	✓
How would you rate the services of tourist police/general police in providing safety and security in the sites/market?	✓	✓	✓	✓	✓
Does the site/market get overcrowded?	✓	✓	✓	✓	✓
What is the level of overcrowding in the site/market?	✓	✓	✓	✓	✓
In your opinion how well does the site handle seasonal over-crowding?	✓	✓	✓	✓	
Does the site have adequate number of Lifeguards for safety of visitors?	✓				
How would you rate the security provided to tourists on the houseboat?	✓				
Are signages pertaining to the safety measures/helpline numbers adequately available to the visitor in and around the site?	✓	✓	✓	✓	
Whether underwent any forms of training at the site? (Physical training armed training unarmed training skills training)	✓	✓	✓	✓	
Are CCTV cameras available within the site/market?	✓	✓	✓	✓	✓
Is visitor security screening performed at the site?	✓	✓	✓	✓	✓
Are there any fire/ emergency assembly points available at the site?	✓	✓	✓	✓	✓
Are other fire safety infrastructure present at the site?	✓	✓	✓	✓	✓
Is there any police station available near the site/marketplace within a proximity of (2km)?	✓	✓	✓	✓	✓
Are helpline numbers (police tourist site women safety etc.) displayed at the major entry & exit points in the site/market?	✓	✓	✓	✓	✓
Are PCR/Patrolling vans available near the site?	✓	✓	✓	✓	✓
Is safety watch tower available at the site?	✓	✓	✓	✓	✓

Annexure IV: Destination wise ranking

S. No.	Destinations	State	Number of sites	Scheme	Major Category of destination	Rank	Destination Score	Accessibility	Amenities	Hygiene	Safety and Security
1	Delhi	Delhi	4	Others	Historical	1	0.78	0.86	0.86	0.76	0.65
2	Jaipur	Rajasthan	5	Others	Historical	2	0.74	0.80	0.79	0.76	0.61
3	Konark	Odisha	4	Others	Spiritual/Religious & Coastal/lakes	3	0.73	0.84	0.73	0.65	0.70
4	Kaziranga	Assam	1	Others	Wildlife	4	0.71	0.80	0.77	0.65	0.60
5	Aurangabad	Maharashtra	2	Others	Historical	4	0.71	0.81	0.75	0.75	0.54
6	Amritsar	Punjab	4	Swadesh Darshan	Spiritual/Religious & Historical	6	0.68	0.72	0.75	0.69	0.56
7	Agra	Uttar Pradesh	5	Others	Historical	6	0.68	0.71	0.78	0.71	0.54
8	Narmada	Gujarat	3	Others	Historical	8	0.67	0.81	0.65	0.70	0.54
9	Sasan Gir	Gujarat	1	Swadesh Darshan	Wildlife	9	0.66	0.69	0.72	0.75	0.48
10	Jaisalmer	Rajasthan	5	Swadesh Darshan	Historical	9	0.66	0.78	0.70	0.66	0.51
11	Hyderabad	Telangana	4	Others	Historical	11	0.65	0.71	0.74	0.70	0.46
12	Mathura	Uttar Pradesh	4	PRASHAD	Spiritual/Religious	11	0.65	0.63	0.70	0.66	0.60
13	Pushkar	Rajasthan	2	PRASHAD	Coastal/Lakes	13	0.64	0.69	0.70	0.63	0.55
14	Srinagar	Jammu & Kashmir	5	Swadesh Darshan and PRASHAD	Coastal/Lakes & Historical	14	0.63	0.78	0.60	0.63	0.50
15	Tadoba	Maharashtra	2	Swadesh Darshan	Wildlife	14	0.63	0.72	0.64	0.69	0.46
16	Ajmer	Rajasthan	4	PRASHAD	Spiritual/Religious	14	0.63	0.80	0.64	0.58	0.49
17	Kutch	Gujarat	5	Others	Spiritual & Historical	17	0.62	0.78	0.63	0.65	0.40
18	Patna Sahib	Bihar	4	PRASHAD	Spiritual & Historical	18	0.61	0.78	0.61	0.57	0.47
19	Khajuraho	Madhya Pradesh	2	Others	Historical	18	0.61	0.69	0.60	0.74	0.40

S. No.	Destinations	State	Number of sites	Scheme	Major Category of destination	Rank	Destination Score	Accessibility	Amenities	Hygiene	Safety and Security
20	Manali	Himachal Pradesh	4	Swadesh Darshan	Spiritual	20	0.60	0.60	0.67	0.64	0.49
21	Gaya	Bihar	5	Swadesh Darshan and Others	Spiritual	20	0.60	0.77	0.53	0.57	0.51
22	Netarhat	Jharkhand	1	Swadesh Darshan	Wildlife	20	0.60	0.58	0.61	0.61	0.59
23	Thekkady	Kerala	1	Swadesh Darshan	Wildlife	20	0.60	0.57	0.69	0.65	0.49
24	Baster	Chhattisgarh	4	Swadesh Darshan	Historical, Spiritual & Wildlife	20	0.60	0.66	0.61	0.68	0.45
25	Varanasi	Uttar Pradesh	3	PRASHAD	Spiritual/Religious	20	0.60	0.70	0.59	0.56	0.56
26	Port Blair	Andaman & Nicobar	7	Swadesh Darshan	Coastal	26	0.59	0.62	0.54	0.65	0.55
27	Goa	Goa	8	Swadesh Darshan and Others	Coastal	26	0.59	0.65	0.69	0.53	0.48
28	Belur	Karnataka	3	PRASHAD	Spiritual/Religious	26	0.59	0.70	0.71	0.62	0.35
29	Guruvayur	Kerala	4	PRASHAD	Spiritual/Religious	26	0.59	0.65	0.62	0.63	0.45
30	Somnath	Gujarat	5	PRASHAD and Others	Spiritual	31	0.58	0.67	0.55	0.63	0.47
31	Kumarakom	Kerala	3	Others	Coastal/Lakes	31	0.58	0.67	0.63	0.45	0.57
32	Puducherry	Puducherry	6	Swadesh Darshan	Spiritual/Religious & Coastal/lakes	31	0.58	0.66	0.58	0.64	0.44
33	Kanchipuram	Tamil Nadu	7	PRASHAD	Spiritual/Religious	31	0.58	0.70	0.61	0.58	0.42
34	Shillong	Meghalaya	3	Swadesh Darshan	Coastal/Lakes	35	0.56	0.59	0.59	0.69	0.38
35	Govardhan	Uttar Pradesh	1	PRASHAD	Spiritual/Religious	35	0.56	0.58	0.70	0.51	0.44
36	Vijayanagara	Karnataka	1	Others	Historical	37	0.55	0.66	0.63	0.52	0.37

S. No.	Destinations	State	Number of sites	Scheme	Major Category of destination	Rank	Destination Score	Accessibility	Amenities	Hygiene	Safety and Security
37	Chilika Lake	Odisha	2	Swadesh Darshan	Coastal/Lakes	37	0.55	0.57	0.73	0.50	0.39
38	Rishikesh	Uttarakhand	3	Swadesh Darshan	Spiritual/Religious	37	0.55	0.59	0.64	0.57	0.39
39	Kamakhya	Assam	3	PRASHAD	Spiritual	40	0.54	0.60	0.55	0.51	0.49
40	Omkareshwar	Madhya Pradesh	4	PRASHAD	Spiritual/Religious	40	0.54	0.62	0.53	0.60	0.40
41	Mamallapuram	Tamil Nadu	3	Others	Coastal/Lakes	40	0.54	0.57	0.57	0.63	0.40
42	Amaravati	Andhra Pradesh	6	PRASHAD	Spiritual & Historical	43	0.53	0.58	0.56	0.54	0.45
43	Warangal	Telangana	4	Swadesh Darshan	Spiritual/Religious	43	0.53	0.52	0.65	0.53	0.43
44	Srisailam	Andhra Pradesh	3	PRASHAD	Spiritual/Religious	45	0.51	0.46	0.58	0.61	0.40
45	Panchmarhi	Madhya Pradesh	3	Swadesh Darshan	Spiritual/Religious	45	0.51	0.60	0.56	0.53	0.34
46	Thenzawl	Mizoram	1	Swadesh Darshan	Wildlife	45	0.51	0.64	0.53	0.51	0.37
47	Coorg	Karnataka	4	Swadesh Darshan	Historical, Spiritual & Wildlife	48	0.49	0.58	0.49	0.51	0.38
48	Mokokchang	Nagaland	1	Swadesh Darshan	Spiritual/Religious	48	0.49	0.53	0.42	0.58	0.41
49	Adilabad	Telangana	5	Swadesh Darshan	Spiritual/Religious	48	0.49	0.48	0.59	0.47	0.43
50	Pelling	Sikkim	5	Swadesh Darshan	Spiritual/Religious	51	0.48	0.53	0.41	0.57	0.39
51	Darjeeling	West Bengal	3	Swadesh Darshan	Spiritual/Religious	52	0.47	0.58	0.42	0.52	0.38
52	Lohit	Arunachal Pradesh	1	PRASHAD	Spiritual	53	0.44	0.47	0.45	0.57	0.28
53	Kohima	Nagaland	1	Swadesh Darshan	Historical	54	0.42	0.49	0.49	0.47	0.25
54		National Average					0.59	0.66	0.62	0.61	0.47

Annexure V: Site-wise score

S. No.	State	Destinations	Sites/Attractions	Theme	Site Overall score	Accessibility Overall Rating Score	Accessibility Destination Average	Accessibility State Average	Amenities Overall Rating Score	Amenities Destination Average	Amenities State Average	Hygiene Overall Rating Score	Hygiene Destination Average	Hygiene State Average	Safety & Security Overall Rating Score	Safety & Security Destination Average	Safety & Security State Average
1	Andaman & Nicobar	Port Blair	Radhanagar Beach, Swaraj Dweep	Coastal/Lakes	0.70	0.66	0.62	0.62	0.63	0.54	0.54	0.81	0.65	0.65	0.68	0.52	0.52
2	Andaman & Nicobar	Port Blair	North Bay Island	Coastal/Lakes	0.40	0.32	0.62	0.62	0.36	0.54	0.54	0.44	0.65	0.65	0.46	0.52	0.52
3	Andaman & Nicobar	Port Blair	Laxmanpur Beach	Coastal/Lakes	0.52	0.63	0.62	0.62	0.41	0.54	0.54	0.67	0.65	0.65	0.37	0.52	0.52
4	Andaman & Nicobar	Port Blair	Cellular Jail (Kala Pani)	Historical site	0.66	0.74	0.62	0.62	0.67	0.54	0.54	0.69	0.65	0.65	0.54	0.52	0.52
5	Andaman & Nicobar	Port Blair	Aberdeen Bazaar	Marketplace	0.67	0.79	0.62	0.62	0.69	0.54	0.54	0.69	0.65	0.65	0.51	0.52	0.52
6	Andaman & Nicobar	Port Blair	Mahatma Gandhi Marine National Park	Wildlife	NA	NA	0.62	0.62	NA	0.54	0.54	NA	0.65	0.65	NA	0.52	0.52
7	Andaman & Nicobar	Port Blair	Chidiya Tapu Beach	Coastal/Lakes	0.54	0.56	0.62	0.62	0.45	0.54	0.54	0.58	0.65	0.65	0.57	0.52	0.52
8	Andhra Pradesh	Srisailam	Mallikarjuna Swamy Temple	Spiritual/Religious	0.57	0.48	0.46	0.54	0.74	0.58	0.56	0.62	0.61	0.56	0.43	0.40	0.42
9	Andhra Pradesh	Srisailam	Bhramaramba Devi Temple	Spiritual/Religious	0.59	0.52	0.46	0.54	0.72	0.58	0.56	0.64	0.61	0.56	0.46	0.40	0.42
10	Andhra Pradesh	Srisailam	Srisailam Wildlife Sanctuary	Wildlife	0.38	0.39	0.46	0.54	0.28	0.58	0.56	0.57	0.61	0.56	0.30	0.40	0.42
11	Andhra Pradesh	Amaravati	Chandavaram Buddhist Site	Spiritual/Religious	0.31	0.31	0.58	0.54	0.22	0.56	0.56	0.20	0.54	0.56	0.50	0.43	0.42
12	Andhra Pradesh	Amaravati	Amareswara Temple	Spiritual/Religious	0.58	0.69	0.58	0.54	0.65	0.56	0.56	0.60	0.54	0.56	0.38	0.43	0.42
13	Andhra Pradesh	Amaravati	Kanaka Durga Temple	Spiritual/Religious	0.68	0.80	0.58	0.54	0.75	0.56	0.56	0.64	0.54	0.56	0.52	0.43	0.42
14	Andhra Pradesh	Amaravati	Nagarjunkhonda	Historical site	0.54	0.48	0.58	0.54	0.50	0.56	0.56	0.60	0.54	0.56	0.56	0.43	0.42
15	Andhra Pradesh	Amaravati	Undavalli Caves	Historical site	0.54	0.58	0.58	0.54	0.59	0.56	0.56	0.68	0.54	0.56	0.32	0.43	0.42
16	Andhra Pradesh	Amaravati	Kondapalli fort	Historical site	0.52	0.65	0.58	0.54	0.64	0.56	0.56	0.50	0.54	0.56	0.30	0.43	0.42

S. No.	State	Destinations	Sites/Attractions	Theme	Site Overall score	Accessibility Overall Rating			Amenities Overall Rating			Hygiene Overall Rating			Safety & Security Overall Rating		
						Score	Destination Average	State Average	Score	Destination Average	State Average	Score	Destination Average	State Average	Score	Destination Average	State Average
17	Arunachal Pradesh	Lohit	Parashuram Khund	Spiritual/Religious	0.44	0.47	0.47	0.47	0.45	0.45	0.45	0.57	0.57	0.57	0.26	0.26	0.26
18	Himachal Pradesh	Manali	Buddhist monastry	Spiritual/Religious	0.60	0.57	0.60	0.60	0.69	0.67	0.67	0.69	0.64	0.64	0.47	0.52	0.52
19	Assam	Kamakhya	Kamakhya Temple	Spiritual/Religious	0.72	0.81	0.60	0.65	0.70	0.55	0.60	0.77	0.51	0.55	0.61	0.50	0.52
20	Assam	Kamakhya	Umananda Temple	Spiritual/Religious	0.46	0.54	0.60	0.65	0.50	0.55	0.60	0.36	0.51	0.55	0.43	0.50	0.52
21	Assam	Kamakhya	Deepor Beel Wildlife Sanctury	Wildlife	0.44	0.45	0.60	0.65	0.43	0.55	0.60	0.40	0.51	0.55	0.45	0.50	0.52
22	Assam	Kaziranga	Kaziranga National Park	Wildlife	0.71	0.80	0.80	0.65	0.77	0.77	0.60	0.65	0.65	0.55	0.61	0.61	0.52
23	Bihar	Gaya	Mahabodhi Temple Complex at Bodh Gaya	Spiritual/Religious	0.73	0.82	0.77	0.77	0.56	0.53	0.56	0.79	0.57	0.57	0.73	0.53	0.51
24	Bihar	Gaya	Sujata Stupa	Spiritual/Religious	0.54	0.70	0.77	0.77	0.52	0.53	0.56	0.48	0.57	0.57	0.45	0.53	0.51
25	Bihar	Gaya	Vishnupad Temple	Spiritual/Religious	0.64	0.79	0.77	0.77	0.51	0.53	0.56	0.69	0.57	0.57	0.58	0.53	0.51
26	Bihar	Gaya	Mangla Gauri Temple	Spiritual/Religious	0.58	0.84	0.77	0.77	0.54	0.53	0.56	0.52	0.57	0.57	0.42	0.53	0.51
27	Bihar	Gaya	80-feet Buddha	Spiritual/Religious	0.52	0.70	0.77	0.77	0.50	0.53	0.56	0.37	0.57	0.57	0.50	0.53	0.51
28	Bihar	Patna Sahib	Takht Sri Harminder Ji Patna Sahib	Spiritual/Religious	0.75	0.84	0.78	0.77	0.74	0.61	0.56	0.72	0.57	0.57	0.70	0.48	0.51
29	Bihar	Patna Sahib	Maner Sharif	Spiritual/Religious	0.48	0.65	0.78	0.77	0.59	0.61	0.56	0.40	0.57	0.57	0.28	0.48	0.51
30	Bihar	Patna Sahib	Badi Patan devi shaktipeeth	Spiritual/Religious	0.61	0.74	0.78	0.77	0.54	0.61	0.56	0.62	0.57	0.57	0.55	0.48	0.51
31	Bihar	Patna Sahib	Gol ghar	Historical site	0.60	0.88	0.78	0.77	0.57	0.61	0.56	0.56	0.57	0.57	0.40	0.48	0.51
32	Delhi	Delhi	Humayun's Tomb, Delhi	Historical site	0.67	0.80	0.86	0.86	0.77	0.86	0.86	0.65	0.76	0.76	0.46	0.66	0.66
33	Delhi	Delhi	Qutb Minar and its Monuments, Delhi	Historical site	0.81	0.90	0.86	0.86	0.86	0.86	0.86	0.77	0.76	0.76	0.70	0.66	0.66
34	Delhi	Delhi	Red Fort Complex	Historical site	0.82	0.90	0.86	0.86	0.81	0.86	0.86	0.75	0.76	0.76	0.81	0.66	0.66

S. No.	State	Destinations	Sites/Attractions	Theme	Site Overall score	Accessibility Overall Rating			Amenities Overall Rating			Hygiene Overall Rating			Safety & Security Overall Rating		
						Score	Destination Average	State Average	Score	Destination Average	State Average	Score	Destination Average	State Average	Score	Destination Average	State Average
35	Delhi	Delhi	Chandni Chowk	Marketplace	0.83	0.82	0.86	0.86	1.00	0.86	0.86	0.85	0.76	0.76	0.66	0.66	0.66
36	Goa	Goa	Colva, Goa	Coastal/Lakes	0.67	0.66	0.65	0.65	0.67	0.69	0.69	0.70	0.53	0.53	0.65	0.49	0.49
37	Goa	Goa	Calangute Beach	Coastal/Lakes	0.63	0.78	0.65	0.65	0.66	0.69	0.69	0.54	0.53	0.53	0.54	0.49	0.49
38	Goa	Goa	Anjuna Beach	Coastal/Lakes	0.60	0.63	0.65	0.65	0.65	0.69	0.69	0.57	0.53	0.53	0.53	0.49	0.49
39	Goa	Goa	Vagator Beach	Coastal/Lakes	0.54	0.68	0.65	0.65	0.64	0.69	0.69	0.45	0.53	0.53	0.41	0.49	0.49
40	Goa	Goa	Churches and Convents of Goa	Spiritual/Religious	0.57	0.65	0.65	0.65	0.76	0.69	0.69	0.57	0.53	0.53	0.32	0.49	0.49
41	Goa	Goa	Sinquerium Beach	Coastal/Lakes	0.58	0.69	0.65	0.65	0.69	0.69	0.69	0.46	0.53	0.53	0.46	0.49	0.49
42	Goa	Goa	Dona Paula	Coastal/Lakes	0.58	0.60	0.65	0.65	0.66	0.69	0.69	0.53	0.53	0.53	0.53	0.49	0.49
43	Goa	Goa	Calangute Market Square	Marketplace	0.54	0.55	0.65	0.65	0.77	0.69	0.69	0.39	0.53	0.53	0.45	0.49	0.49
44	Gujarat	Sasan Gir	Gir National Park	Wildlife	0.66	0.69	0.69	0.73	0.72	0.72	0.61	0.75	0.75	0.66	0.50	0.50	0.48
45	Gujarat	Narmada	Statue of Unity	Historical site	0.64	0.81	0.81	0.73	0.59	0.65	0.61	0.63	0.70	0.66	0.51	0.56	0.48
46	Gujarat	Narmada	Sardar Patel Zoological Park and Jungle Safari	Wildlife	0.72	0.81	0.81	0.73	0.71	0.65	0.61	0.76	0.70	0.66	0.61	0.56	0.48
47	Gujarat	Narmada	Rajavant Palace	Historical site	NA	NA	0.81	0.73	NA	0.65	0.61	NA	0.70	0.66	NA	0.56	0.48
48	Gujarat	Kutch	Dholavira, Gujarat	Historical site	0.60	0.77	0.78	0.73	0.55	0.63	0.61	0.65	0.65	0.66	0.42	0.42	0.48
49	Gujarat	Kutch	Indian Wild Ass Sanctury	Wildlife	0.52	0.72	0.78	0.73	0.46	0.63	0.61	0.56	0.65	0.66	0.36	0.42	0.48
50	Gujarat	Kutch	Swaminarayan Temple	Spiritual/Religious	0.71	0.81	0.78	0.73	0.81	0.63	0.61	0.73	0.65	0.66	0.51	0.42	0.48
51	Gujarat	Kutch	Pingleshwar Beach	Coastal/Lakes	NA	NA	0.78	0.73	NA	0.63	0.61	NA	0.65	0.66	NA	0.42	0.48
52	Gujarat	Kutch	Aina Mahal	Historical site	0.65	0.81	0.78	0.73	0.72	0.63	0.61	0.68	0.65	0.66	0.39	0.42	0.48
53	Gujarat	Somnath	Somnath Temple	Spiritual/Religious	0.68	0.73	0.67	0.73	0.66	0.55	0.61	0.73	0.63	0.66	0.61	0.49	0.48

S. No.	State	Destinations	Sites/Attractions	Theme	Site Overall score	Accessibility Overall Rating			Amenities Overall Rating			Hygiene Overall Rating			Safety & Security Overall Rating		
						Score	Destination Average	State Average	Score	Destination Average	State Average	Score	Destination Average	State Average	Score	Destination Average	State Average
54	Gujarat	Somnath	Amba Mata Mandir	Spiritual/Religious	0.49	0.57	0.67	0.73	0.46	0.55	0.61	0.55	0.63	0.66	0.38	0.49	0.48
55	Gujarat	Somnath	Neminath Temple	Spiritual/Religious	0.59	0.59	0.67	0.73	0.55	0.55	0.61	0.75	0.63	0.66	0.46	0.49	0.48
56	Gujarat	Somnath	Girnar Hills	Spiritual/Religious	0.48	0.76	0.67	0.73	0.42	0.55	0.61	0.38	0.63	0.66	0.34	0.49	0.48
57	Gujarat	Somnath	Somnath Beach	Coastal/Lakes	0.68	0.70	0.67	0.73	0.65	0.55	0.61	0.73	0.63	0.66	0.66	0.49	0.48
58	Jammu & Kashmir	Srinagar	Hazratbal Mosque	Spiritual/Religious	0.63	0.74	0.78	0.78	0.61	0.60	0.60	0.72	0.63	0.63	0.44	0.49	0.49
59	Jammu & Kashmir	Srinagar	Dal Lake	Coastal/Lakes	0.70	0.82	0.78	0.78	0.72	0.60	0.60	0.67	0.63	0.63	0.58	0.49	0.49
60	Jammu & Kashmir	Srinagar	Nigeen Lake	Coastal/Lakes	0.61	0.76	0.78	0.78	0.54	0.60	0.60	0.66	0.63	0.63	0.50	0.49	0.49
61	Jammu & Kashmir	Srinagar	Pari Mahal	Historical site	0.63	0.83	0.78	0.78	0.56	0.60	0.60	0.63	0.63	0.63	0.49	0.49	0.49
62	Jammu & Kashmir	Srinagar	Dachigam National Park	Wildlife	0.57	0.77	0.78	0.78	0.55	0.60	0.60	0.48	0.63	0.63	0.47	0.49	0.49
63	Jharkhand	Netarhat	Betla National Park	Wildlife	0.60	0.58	0.58	0.58	0.61	0.61	0.61	0.61	0.61	0.61	0.60	0.60	0.60
64	Karnataka	Coorg	Nagarhole Wildlife Sanctury	Wildlife	0.45	0.51	0.58	0.64	0.42	0.49	0.59	0.53	0.51	0.55	0.32	0.37	0.37
65	Karnataka	Coorg	Madikeri Fort	Historical site	0.47	0.59	0.58	0.64	0.50	0.49	0.59	0.40	0.51	0.55	0.37	0.37	0.37
66	Karnataka	Coorg	Honnamana Kere Lake	Coastal/Lakes	0.47	0.56	0.58	0.64	0.42	0.49	0.59	0.53	0.51	0.55	0.35	0.37	0.37
67	Karnataka	Coorg	Omkareshwara Temple	Spiritual/Religious	0.58	0.67	0.58	0.64	0.63	0.49	0.59	0.59	0.51	0.55	0.44	0.37	0.37
68	Karnataka	Vijayanagara	Group of Monuments at Hampi	Historical site	0.54	0.66	0.66	0.64	0.63	0.63	0.59	0.52	0.52	0.55	0.37	0.37	0.37
69	Karnataka	Belur	Chennakesava Temple	Spiritual/Religious	0.60	0.70	0.70	0.64	0.71	0.71	0.59	0.62	0.62	0.55	0.39	0.36	0.37
70	Karnataka	Belur	Hoysaleswara Temple	Spiritual/Religious	0.59	0.70	0.70	0.64	0.73	0.71	0.59	0.57	0.62	0.55	0.37	0.36	0.37
71	Karnataka	Belur	Shravanbelgola	Spiritual/Religious	0.59	0.70	0.70	0.64	0.68	0.71	0.59	0.65	0.62	0.55	0.32	0.36	0.37

S. No.	State	Destinations	Sites/Attractions	Theme	Site Overall score	Accessibility Overall Rating			Amenities Overall Rating			Hygiene Overall Rating			Safety & Security Overall Rating		
						Score	Destination Average	State Average	Score	Destination Average	State Average	Score	Destination Average	State Average	Score	Destination Average	State Average
72	Kerala	Guruvayur	Guruvayoor Sree Krishna Swamy Temple	Spiritual/Religious	0.61	0.74	0.65	0.65	0.52	0.62	0.63	0.64	0.63	0.57	0.52	0.45	0.50
73	Kerala	Guruvayur	Elephant Camp Sanctuary	Wildlife	0.49	0.63	0.65	0.65	0.54	0.62	0.63	0.50	0.63	0.57	0.27	0.45	0.50
74	Kerala	Guruvayur	Chavakkad Beach	Coastal/Lakes	0.66	0.63	0.65	0.65	0.65	0.62	0.63	0.71	0.63	0.57	0.64	0.45	0.50
75	Kerala	Guruvayur	Sri Vadakkunnathan Temple	Spiritual/Religious	0.61	0.59	0.65	0.65	0.78	0.62	0.63	0.68	0.63	0.57	0.38	0.45	0.50
76	Kerala	Kumarakom	Kumarakom Bird Sanctuary	Wildlife	0.58	0.65	0.67	0.65	0.58	0.63	0.63	0.59	0.45	0.57	0.50	0.57	0.50
77	Kerala	Kumarakom	Vembanad Lake	Coastal/Lakes	0.62	0.69	0.67	0.65	0.75	0.63	0.63	0.38	0.45	0.57	0.64	0.57	0.50
78	Kerala	Kumarakom	Kumarakom Beach	Coastal/Lakes	0.54	0.66	0.67	0.65	0.56	0.63	0.63	0.38	0.45	0.57	0.56	0.57	0.50
79	Kerala	Thekkady	Periyar National Park	Wildlife	0.60	0.57	0.57	0.65	0.69	0.69	0.63	0.65	0.65	0.57	0.48	0.48	0.50
80	Chhattisgarh	Baster	Chitrakot Waterfall	Coastal/Lakes	0.52	0.59	0.66	0.66	0.45	0.61	0.61	0.63	0.68	0.68	0.41	0.48	0.48
81	Chhattisgarh	Baster	Danteshwari Temple	Spiritual/Religious	0.65	0.65	0.66	0.66	0.71	0.61	0.61	0.73	0.68	0.68	0.52	0.48	0.48
82	Chhattisgarh	Baster	Kotumsar Cave	Historical site	0.64	0.69	0.66	0.66	0.68	0.61	0.61	0.68	0.68	0.68	0.49	0.48	0.48
83	Chhattisgarh	Baster	Kanger Valley National Park	Wildlife	0.62	0.72	0.66	0.66	0.58	0.61	0.61	0.67	0.68	0.68	0.50	0.48	0.48
84	Himachal Pradesh	Manali	Solang Valley	Wildlife	0.56	0.56	0.60	0.60	0.50	0.67	0.67	0.67	0.64	0.64	0.52	0.52	0.52
85	Himachal Pradesh	Manali	Vashist Temple	Spiritual/Religious	0.63	0.66	0.60	0.60	0.78	0.67	0.67	0.55	0.64	0.64	0.54	0.52	0.52
86	Madhya Pradesh	Panchmarhi	Satpura National Park	Wildlife	0.57	0.61	0.60	0.63	0.62	0.56	0.56	0.63	0.53	0.61	0.44	0.36	0.41
87	Madhya Pradesh	Panchmarhi	Pandav Caves	Wildlife	0.47	0.64	0.60	0.63	0.42	0.56	0.56	0.53	0.53	0.61	0.32	0.36	0.41
88	Madhya Pradesh	Panchmarhi	Christ Church	Spiritual/Religious	0.49	0.54	0.60	0.63	0.65	0.56	0.56	0.45	0.53	0.61	0.33	0.36	0.41
89	Madhya Pradesh	Omkareshwar	Omkareshwar jyotirling	Spiritual/Religious	0.64	0.64	0.62	0.63	0.64	0.53	0.56	0.61	0.60	0.61	0.66	0.42	0.41

S. No.	State	Destinations	Sites/Attractions	Theme	Site Overall score	Accessibility Overall Rating Score	Destination Average	State Average	Amenities Overall Rating Score	Destination Average	State Average	Hygiene Overall Rating Score	Destination Average	State Average	Safety & Security Overall Rating Score	Destination Average	State Average
90	Madhya Pradesh	Omkareshwar	Shri Mamleshwar Jyotirling	Spiritual/Religious	0.58	0.62	0.62	0.63	0.61	0.53	0.56	0.70	0.60	0.61	0.38	0.42	0.41
91	Madhya Pradesh	Omkareshwar	Gauri Somnath Temple	Spiritual/Religious	0.51	0.62	0.62	0.63	0.43	0.53	0.56	0.61	0.60	0.61	0.37	0.42	0.41
92	Madhya Pradesh	Omkareshwar	Siddhanath Temple	Spiritual/Religious	0.45	0.59	0.62	0.63	0.43	0.53	0.56	0.48	0.60	0.61	0.29	0.42	0.41
93	Madhya Pradesh	Khajuraho	Khajuraho Group of Monuments	Historical site	0.68	0.71	0.69	0.63	0.70	0.60	0.56	0.77	0.74	0.61	0.54	0.43	0.41
94	Madhya Pradesh	Khajuraho	Panna National Park	Wildlife	0.55	0.67	0.69	0.63	0.50	0.60	0.56	0.70	0.74	0.61	0.33	0.43	0.41
95	Maharashtra	Tadoba	Tadoba -Andhari Tiger Reserve	Wildlife	0.57	0.63	0.72	0.77	0.54	0.64	0.69	0.71	0.69	0.72	0.40	0.49	0.53
96	Maharashtra	Tadoba	Dhamma Chakra Stupa	Spiritual/Religious	0.70	0.80	0.72	0.77	0.74	0.64	0.69	0.68	0.69	0.72	0.58	0.49	0.53
97	Maharashtra	Aurangabad	Ajanta Caves	Historical site	0.75	0.80	0.81	0.77	0.82	0.75	0.69	0.75	0.75	0.72	0.62	0.57	0.53
98	Maharashtra	Aurangabad	Ellora Caves	Historical site	0.69	0.83	0.81	0.77	0.67	0.75	0.69	0.75	0.75	0.72	0.52	0.57	0.53
99	Meghalaya	Shillong	Umiam Lake	Coastal/Lakes	0.58	0.65	0.59	0.59	0.56	0.59	0.59	0.77	0.69	0.69	0.31	0.39	0.39
100	Meghalaya	Shillong	Wards Lake	Coastal/Lakes	0.52	0.61	0.59	0.59	0.48	0.59	0.59	0.66	0.69	0.69	0.34	0.39	0.39
101	Meghalaya	Shillong	Police Bazar	Marketplace	0.60	0.49	0.59	0.59	0.74	0.59	0.59	0.65	0.69	0.69	0.50	0.39	0.39
102	Mizoram	Thenzawl	Deer Park	Wildlife	0.51	0.64	0.64	0.64	0.53	0.53	0.53	0.51	0.51	0.51	0.34	0.34	0.34
103	Himachal Pradesh	Manali	Hadimba devi temple	Spiritual/Religious	0.63	0.62	0.60	0.60	0.71	0.67	0.67	0.65	0.64	0.64	0.55	0.52	0.52
104	Nagaland	Mokokchang	Longkhum	Wildlife	0.48	0.53	0.53	0.51	0.42	0.42	0.46	0.58	0.58	0.53	0.39	0.39	0.32
105	Nagaland	Kohima	Kohima war cemetry	Historical site	0.43	0.49	0.49	0.51	0.49	0.49	0.46	0.47	0.47	0.53	0.26	0.26	0.32
106	Odisha	Chilika Lake	Chilika Lake	Coastal/Lakes	0.66	0.75	0.57	0.75	0.76	0.73	0.73	0.58	0.50	0.60	0.56	0.39	0.61
107	Odisha	Chilika Lake	Kalijai Temple	Spiritual/Religious	0.43	0.40	0.57	0.75	0.69	0.73	0.73	0.42	0.50	0.60	0.22	0.39	0.61
108	Odisha	Konark	Sun Temple	Spiritual/Religious	0.74	0.82	0.84	0.75	0.81	0.73	0.73	0.61	0.65	0.60	0.73	0.73	0.61

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109	Odisha	Konark	Jagannath Temple	Spiritual/Religious	0.84	0.89	0.84	0.75	0.89	0.73	0.73	0.69	0.65	0.60	0.90	0.73	0.61
110	Odisha	Konark	Golden Beach	Coastal/Lakes	0.76	0.87	0.84	0.75	0.78	0.73	0.73	0.65	0.65	0.60	0.73	0.73	0.61
111	Odisha	Konark	Konark Beach	Coastal/Lakes	0.60	0.78	0.84	0.75	0.44	0.73	0.73	0.65	0.65	0.60	0.54	0.73	0.61
112	Puducherry	Puducherry	Eden Beach	Coastal/Lakes	0.58	0.63	0.66	0.66	0.56	0.58	0.58	0.69	0.64	0.64	0.44	0.44	0.44
113	Puducherry	Puducherry	Promenade Beach	Coastal/Lakes	0.63	0.66	0.66	0.66	0.70	0.58	0.58	0.70	0.64	0.64	0.47	0.44	0.44
114	Puducherry	Puducherry	Manakula Vainayagar Temple	Spiritual/Religious	0.56	0.69	0.66	0.66	0.56	0.58	0.58	0.55	0.64	0.64	0.42	0.44	0.44
115	Puducherry	Puducherry	Paradise Beach	Coastal/Lakes	0.54	0.56	0.66	0.66	0.51	0.58	0.58	0.61	0.64	0.64	0.48	0.44	0.44
116	Puducherry	Puducherry	Immaculate conception Cathedral	Spiritual/Religious	0.58	0.69	0.66	0.66	0.65	0.58	0.58	0.55	0.64	0.64	0.43	0.44	0.44
117	Puducherry	Puducherry	Matri Mandir	Spiritual/Religious	0.59	0.75	0.66	0.66	0.53	0.58	0.58	0.70	0.64	0.64	0.37	0.44	0.44
118	Punjab	Amritsar	Jallianwala Bagh	Historical site	0.71	0.73	0.72	0.72	0.76	0.75	0.75	0.70	0.69	0.69	0.64	0.59	0.59
119	Punjab	Amritsar	Golden Temple	Spiritual/Religious	0.71	0.78	0.72	0.72	0.75	0.75	0.75	0.71	0.69	0.69	0.60	0.59	0.59
120	Punjab	Amritsar	Wagah Border	Historical site	0.71	0.80	0.72	0.72	0.66	0.75	0.75	0.74	0.69	0.69	0.64	0.59	0.59
121	Punjab	Amritsar	Hall Bazar	Marketplace	0.62	0.57	0.72	0.72	0.82	0.75	0.75	0.61	0.69	0.69	0.48	0.59	0.59
122	Rajasthan	Jaisalmer	Jaisalmer Fort	Historical site	0.72	0.85	0.78	0.78	0.72	0.70	0.71	0.66	0.66	0.67	0.64	0.55	0.58
123	Rajasthan	Jaisalmer	Patwon Ki Haveli	Historical site	0.69	0.86	0.78	0.78	0.64	0.70	0.71	0.67	0.66	0.67	0.60	0.55	0.58
124	Rajasthan	Jaisalmer	Gadisar Lake	Coastal/Lakes	0.72	0.84	0.78	0.78	0.83	0.70	0.71	0.68	0.66	0.67	0.52	0.55	0.58
125	Rajasthan	Jaisalmer	Nathmal Ki Haveli	Historical site	0.57	0.82	0.78	0.78	0.43	0.70	0.71	0.55	0.66	0.67	0.49	0.55	0.58
126	Rajasthan	Jaisalmer	Sadar Bazar	Marketplace	0.65	0.51	0.78	0.78	0.86	0.70	0.71	0.73	0.66	0.67	0.50	0.55	0.58

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127	Rajasthan	Pushkar	Brahma Mandir	Spiritual/Religious	0.69	0.76	0.69	0.78	0.71	0.70	0.71	0.63	0.63	0.67	0.67	0.58	0.58
128	Rajasthan	Pushkar	Pushkar Lake	Coastal/Lakes	0.61	0.63	0.69	0.78	0.69	0.70	0.71	0.64	0.63	0.67	0.49	0.58	0.58
129	Rajasthan	Ajmer	Adhai din ka jhopra	Historical site	0.55	0.80	0.80	0.78	0.43	0.64	0.71	0.51	0.58	0.67	0.46	0.52	0.58
130	Rajasthan	Ajmer	Ajmer-e- shareef	Spiritual/Religious	0.74	0.85	0.80	0.78	0.78	0.64	0.71	0.66	0.58	0.67	0.67	0.52	0.58
131	Rajasthan	Ajmer	Rangji Temple	Spiritual/Religious	0.59	0.76	0.80	0.78	0.66	0.64	0.71	0.51	0.58	0.67	0.41	0.52	0.58
132	Rajasthan	Ajmer	Ana sagar Lake	Coastal/Lakes	0.65	0.77	0.80	0.78	0.69	0.64	0.71	0.61	0.58	0.67	0.52	0.52	0.58
133	Rajasthan	Jaipur	Amer fort	Historical site	0.76	0.89	0.80	0.78	0.77	0.79	0.71	0.72	0.76	0.67	0.65	0.65	0.58
134	Rajasthan	Jaipur	Jantar Mantar	Historical site	0.77	0.87	0.80	0.78	0.81	0.79	0.71	0.72	0.76	0.67	0.66	0.65	0.58
135	Rajasthan	Jaipur	City Palace	Historical site	0.73	0.81	0.80	0.78	0.76	0.79	0.71	0.75	0.76	0.67	0.61	0.65	0.58
136	Rajasthan	Jaipur	Hawa Mahal	Historical site	0.77	0.87	0.80	0.78	0.78	0.79	0.71	0.80	0.76	0.67	0.62	0.65	0.58
137	Rajasthan	Jaipur	Johari Bazar	Marketplace	0.72	0.56	0.80	0.78	0.81	0.79	0.71	0.83	0.76	0.67	0.70	0.65	0.58
138	Sikkim	Pelling	Pemayangtse Monastery	Spiritual/Religious	0.62	0.76	0.53	0.53	0.64	0.41	0.41	0.67	0.57	0.57	0.42	0.38	0.38
139	Sikkim	Pelling	Khecheopalri Lake	Coastal/Lakes	0.49	0.50	0.53	0.53	0.41	0.41	0.41	0.60	0.57	0.57	0.44	0.38	0.38
140	Sikkim	Pelling	Kanchenjunga National Park	Wildlife	0.37	0.38	0.53	0.53	0.34	0.41	0.41	0.42	0.57	0.57	0.35	0.38	0.38
141	Sikkim	Pelling	Rabdentse Palace Ruins	Historical site	0.56	0.66	0.53	0.53	0.43	0.41	0.41	0.74	0.57	0.57	0.40	0.38	0.38
142	Sikkim	Pelling	Dubdi Monastry	Spiritual/Religious	0.33	0.35	0.53	0.53	0.22	0.41	0.41	0.44	0.57	0.57	0.30	0.38	0.38
143	Tamil Nadu	Kanchipuram	Ekambareswarar Temple	Spiritual/Religious	0.58	0.70	0.70	0.66	0.63	0.61	0.60	0.62	0.58	0.60	0.39	0.45	0.44
144	Tamil Nadu	Kanchipuram	Kailasanatha Temple	Spiritual/Religious	0.57	0.60	0.70	0.66	0.63	0.61	0.60	0.63	0.58	0.60	0.43	0.45	0.44
145	Tamil Nadu	Kanchipuram	Sri Kamakshi Temple	Spiritual/Religious	0.60	0.72	0.70	0.66	0.62	0.61	0.60	0.62	0.58	0.60	0.42	0.45	0.44

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146	Tamil Nadu	Kanchipuram	Vaikunta Perumal Temple	Spiritual/Religious	0.55	0.66	0.70	0.66	0.53	0.61	0.60	0.58	0.58	0.60	0.44	0.45	0.44
147	Tamil Nadu	Kanchipuram	Varadhraja Perumal Temple	Spiritual/Religious	0.55	0.71	0.70	0.66	0.57	0.61	0.60	0.50	0.58	0.60	0.43	0.45	0.44
148	Tamil Nadu	Kanchipuram	Kumarakottam Temple	Spiritual/Religious	0.53	0.65	0.70	0.66	0.55	0.61	0.60	0.52	0.58	0.60	0.38	0.45	0.44
149	Tamil Nadu	Kanchipuram	Gandhi Road	Marketplace	0.69	0.85	0.70	0.66	0.71	0.61	0.60	0.59	0.58	0.60	0.63	0.45	0.44
150	Tamil Nadu	Mamallapuram	Group of Monuments at Mahabalipuram	Historical site	0.63	0.70	0.57	0.66	0.64	0.57	0.60	0.74	0.63	0.60	0.43	0.42	0.44
151	Tamil Nadu	Mamallapuram	Covelong Beach	Coastal/Lakes	0.50	0.46	0.57	0.66	0.55	0.57	0.60	0.58	0.63	0.60	0.41	0.42	0.44
152	Tamil Nadu	Mamallapuram	Mahabalipuram Beach	Coastal/Lakes	0.52	0.55	0.57	0.66	0.53	0.57	0.60	0.58	0.63	0.60	0.43	0.42	0.44
153	Telangana	Adilabad	Nirmal Fort	Historical site	0.40	0.46	0.48	0.56	0.43	0.59	0.65	0.34	0.47	0.56	0.36	0.42	0.43
154	Telangana	Adilabad	Kawal Wildlife sanctuary	Wildlife	0.51	0.45	0.48	0.56	0.66	0.59	0.65	0.52	0.47	0.56	0.42	0.42	0.43
155	Telangana	Adilabad	Kadile Papahareswara temple	Spiritual/Religious	0.50	0.36	0.48	0.56	0.70	0.59	0.65	0.48	0.47	0.56	0.44	0.42	0.43
156	Telangana	Adilabad	Jainath Temple	Spiritual/Religious	0.54	0.59	0.48	0.56	0.64	0.59	0.65	0.50	0.47	0.56	0.44	0.42	0.43
157	Telangana	Adilabad	Kalwa Narasimha Swamy temple	Spiritual/Religious	0.50	0.51	0.48	0.56	0.52	0.59	0.65	0.54	0.47	0.56	0.43	0.42	0.43
158	Telangana	Warangal	Ramappa Temple	Spiritual/Religious	0.52	0.40	0.52	0.56	0.64	0.65	0.65	0.72	0.53	0.56	0.31	0.42	0.43
159	Telangana	Warangal	Eturnagaram wildlife sanctuary	Wildlife	0.54	0.55	0.52	0.56	0.57	0.65	0.65	0.41	0.53	0.56	0.63	0.42	0.43
160	Telangana	Warangal	Laknavaram Temple	Spiritual/Religious	0.45	0.40	0.52	0.56	0.64	0.65	0.65	0.49	0.53	0.56	0.27	0.42	0.43
161	Telangana	Warangal	Thousand Pillar Temple	Spiritual/Religious	0.60	0.72	0.52	0.56	0.80	0.65	0.65	0.44	0.53	0.56	0.45	0.42	0.43
162	Telangana	Warangal	Warangal Fort	Historical site	0.53	0.50	0.52	0.56	0.59	0.65	0.65	0.62	0.53	0.56	0.41	0.42	0.43
163	Telangana	Hyderabad	Golkunda Fort	Historical site	0.67	0.71	0.71	0.56	0.80	0.74	0.65	0.76	0.70	0.56	0.42	0.47	0.43

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164	Telangana	Hyderabad	Hussain Sagar Lake	Coastal/Lakes	0.64	0.67	0.71	0.56	0.68	0.74	0.65	0.70	0.70	0.56	0.52	0.47	0.43
165	Telangana	Hyderabad	Chowmahalla Palace	Historical site	0.63	0.64	0.71	0.56	0.75	0.74	0.65	0.70	0.70	0.56	0.42	0.47	0.43
166	Telangana	Hyderabad	Charminar	Historical site	0.68	0.81	0.71	0.56	0.74	0.74	0.65	0.66	0.70	0.56	0.51	0.47	0.43
167	Uttar Pradesh	Agra	Fatehpur Sikri	Historical site	0.71	0.81	0.71	0.67	0.72	0.78	0.71	0.71	0.71	0.64	0.59	0.58	0.58
168	Uttar Pradesh	Agra	Taj Mahal	Historical site	0.76	0.70	0.71	0.67	0.83	0.78	0.71	0.82	0.71	0.64	0.71	0.58	0.58
169	Uttar Pradesh	Agra	Agra Fort	Historical site	0.66	0.62	0.71	0.67	0.78	0.78	0.71	0.69	0.71	0.64	0.53	0.58	0.58
170	Uttar Pradesh	Agra	I timad-ud-Daulah	Historical site	0.63	0.63	0.71	0.67	0.71	0.78	0.71	0.70	0.71	0.64	0.48	0.58	0.58
171	Uttar Pradesh	Agra	Sadar Bazar	Marketplace	0.70	0.76	0.71	0.67	0.87	0.78	0.71	0.60	0.71	0.64	0.58	0.58	0.58
172	Uttar Pradesh	Varanasi	Kashi Vishwanath Temple	Spiritual/Religious	0.62	0.78	0.70	0.67	0.54	0.59	0.71	0.58	0.56	0.64	0.60	0.58	0.58
173	Uttar Pradesh	Varanasi	Sarnath	Spiritual/Religious	0.67	0.74	0.70	0.67	0.59	0.59	0.71	0.75	0.56	0.64	0.59	0.58	0.58
174	Uttar Pradesh	Varanasi	Thateri Bazar	Marketplace	0.53	0.58	0.70	0.67	0.64	0.59	0.71	0.34	0.56	0.64	0.55	0.58	0.58
175	Uttar Pradesh	Mathura	Shri Krishna Janmasthan Temple	Spiritual/Religious	0.71	0.71	0.63	0.67	0.68	0.70	0.71	0.73	0.66	0.64	0.70	0.63	0.58
176	Uttar Pradesh	Mathura	Dwarkadheesh Temple	Spiritual/Religious	0.63	0.68	0.63	0.67	0.73	0.70	0.71	0.55	0.66	0.64	0.54	0.63	0.58
177	Uttar Pradesh	Mathura	Prem Mandir	Spiritual/Religious	0.64	0.60	0.63	0.67	0.66	0.70	0.71	0.73	0.66	0.64	0.58	0.63	0.58
178	Uttar Pradesh	Mathura	Banke Bihari Temple	Spiritual/Religious	0.64	0.53	0.63	0.67	0.72	0.70	0.71	0.62	0.66	0.64	0.68	0.63	0.58
179	Uttar Pradesh	Govardhan	Giriraj Temple	Spiritual/Religious	0.56	0.58	0.58	0.67	0.70	0.70	0.71	0.51	0.51	0.64	0.45	0.45	0.58
180	Uttarakhand	Rishikesh	Rajaji National Park	Wildlife	0.40	0.43	0.59	0.59	0.46	0.64	0.64	0.38	0.57	0.57	0.34	0.41	0.41
181	Uttarakhand	Rishikesh	Neelkanth Mahadev Temple	Spiritual/Religious	0.62	0.68	0.59	0.59	0.66	0.64	0.64	0.69	0.57	0.57	0.46	0.41	0.41
182	Uttarakhand	Rishikesh	Tapkeshwar Mahadev	Spiritual/Religious	0.64	0.66	0.59	0.59	0.82	0.64	0.64	0.64	0.57	0.57	0.45	0.41	0.41

S. No.	State	Destinations	Sites/Attractions	Theme	Site Overall score	Accessibility Overall Rating			Amenities Overall Rating			Hygiene Overall Rating			Safety & Security Overall Rating		
						Score	Destination Average	State Average	Score	Destination Average	State Average	Score	Destination Average	State Average	Score	Destination Average	State Average
183	West Bengal	Darjeeling	Singalila National Park	Wildlife	0.44	0.43	0.58	0.58	0.44	0.42	0.42	0.44	0.52	0.52	0.47	0.38	0.38
184	West Bengal	Darjeeling	Ghum Monastry	Spiritual/Religious	0.49	0.65	0.58	0.58	0.39	0.42	0.42	0.51	0.52	0.52	0.40	0.38	0.38
185	West Bengal	Darjeeling	Japanese Peace Pagoda	Spiritual/Religious	0.49	0.65	0.58	0.58	0.44	0.42	0.42	0.61	0.52	0.52	0.27	0.38	0.38

Annexure VI: References

#	Reference documents /links
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