


EDUCATIONAL TOUR TO VIZAG [session 2022-2023]

Date : 3/12/2022 to 7/12/2022

Purpose – As per KNU 5th semester syllabus we chosen that place because we need to guide the students to prepare their field copy based on primary data on economic condition of that place and the other main reason for chosen that place to observe the Tourism activities of this place.



पश्चिम बंगाल WEST BENGAL 71AB 659383

We the undersigned students of Dept. of Geography (Bidhan Chandra College, Asansol), do hereby declare that we are willing going to Departmental execution at "Vizag and Araku" on 03-12-22 to 07-12-22. We also declare that we will obey the rules and regulation of the college.

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Socio-Economic Survey is a difficult task and it requires help from different individuals and institutions for its success. This Socio-Economic Survey is initiated by Anupulam, Visakhapatnam Andhra Pradesh, 530002, India on 4th December 2022. I am thankful to my Geography Department for this valuable task.

I am thankful for the timely and consistent Co-operation given by our guides Mrs, Mounita Das, Soumi Sengupta, Priyanka Kar Ray in preparing this report.

I am also thankful to the people of Anupulam, Visakhapatnam who provided useful knowledge about their occupation, Education, Social and Economic life.

I would also like to thank all my fellow friends who accompanied me during the whole survey and brought valuable information on the basis of which this report has been completed successfully.

Thanking You...

Koushik Gosai

Signature of the student

Date: — 19 December 2022

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Introduction of Socio-Economic Survey :-

Socio-Economic Survey (SES) is one of the most significant sources of social statistic data which collect the indicators regarding the income, housing, health, education status, employment, and labor force for individual and household characteristics with the living conditions to assist and provide the sufficient information to the decision-makers to validate their strategic decisions and plans that aimed to submit the sustainable development projects that would be impacted the concerned community in the term duration.

By conducting Socio-economic Survey, we get a lot of data about the social, political and economic aspects of a territory. This data helps one visualize the current scenario and consequences of our decision. The Socio-economic Survey gives our logical backing and lets us decide whether to continue with the business proposition.

LOCATION MAP



OBJECTIVES

Socio-economic Survey tools are designed to collect information as a means of Improving understanding of local resource management systems, resource use and the relative importance of resources for house-holds and cities.

- 1) Agriculture, Forestry, hunting and fishery.
- 2) Mining, trade and Industry.
- 3) Energy.
- 4) Transport and telecommunications incl. shipping.
- 5) Living conditions and Physical Planning.
- 6) Control and care of the environment.
- 7) Health.
- 8) Social Conditions
- 9) Culture, mass media and leisure.
- 10) Education
- 11) working condition
- 12) Economic Planning and Public administration
- 13) Exploration and Exploitation of the earth and atmos...
- 14) General advancement of knowledge.
- 15) Space Research.

METHODOLOGY

The entire study was done in three types:-

- i) Pre-Field Preparation.
- ii) Field work.
- iii) Post-Field Processing.

i) Pre Field Preparation :-

- i) Collection of data on the socio economic conditions of the hotels, market and tourists of Visakhapatnam also known as Vizag.

ii) Determination of objectives.

iii) Designing the Questionnaire.

ii) Field work :-

- i) Collection of location map and data from the Google.

ii) conduction of hotel, market and tourist survey.

iii) Post-Field Processing :-

i) Tabulation of collected data.

ii) Statistical Representation Data.

iii) Data analysis and socio-economic and environmental impact assessment.

iv) Identification of areas.

MARKET SURVEY

Market survey is the survey research and analysis of the market for a particular product/service which includes the investigation into customer inclinations. A study of various customer capabilities such as investment attributed and buying potential. Market surveys are tools to directly collect feedback from the target audience to understand their characteristics, expectations, and requirements.

Marketers develop new and exciting strategies for upcoming products/services but there can be no assurance about the success of these strategies. Most marketing managers depend on market surveys to collect information that would catalyze the market research process.

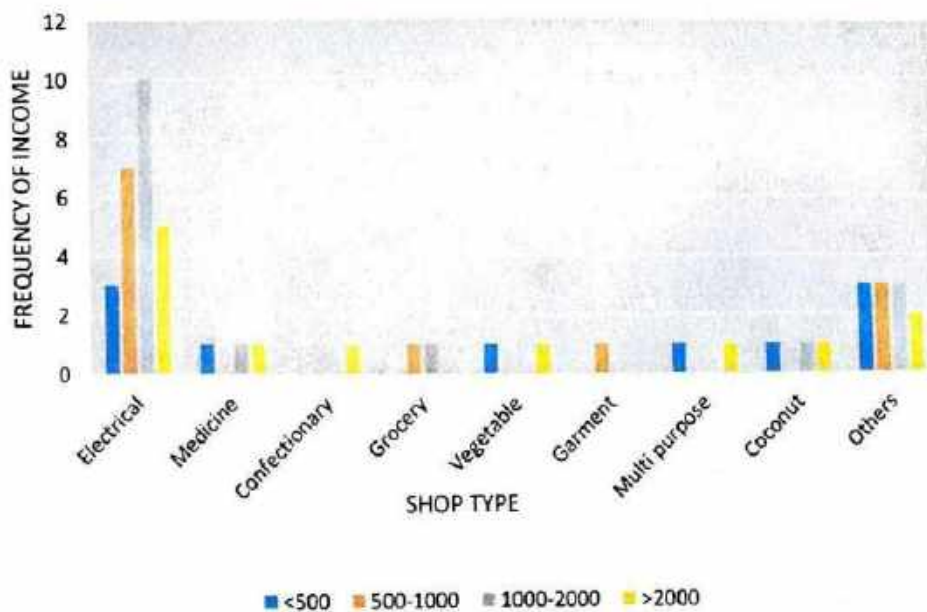
Market surveys collect data about a target market such as pricing trends, customer requirements, competitor analysis, and other such details.

MARKETING SURVEY

TABLE FOR INCOME OF SHOP

SHOP TYPE	INCOME OF SHOP			
	<500	500-1000	1000-2000	>2000
ELECTRICAL	3	7	10	5
MEDICINE	1		1	1
CONFECTIONARY				1
GROCERY		1	1	
VEGETABLE	1			1
GARMENT		1		
MULTI PURPOSE	1			1
COCONUT	1		1	1
OTHERS	3	3	3	2

BAR GRAPH - INCOME OF DIFFERENT TYPES SHOP

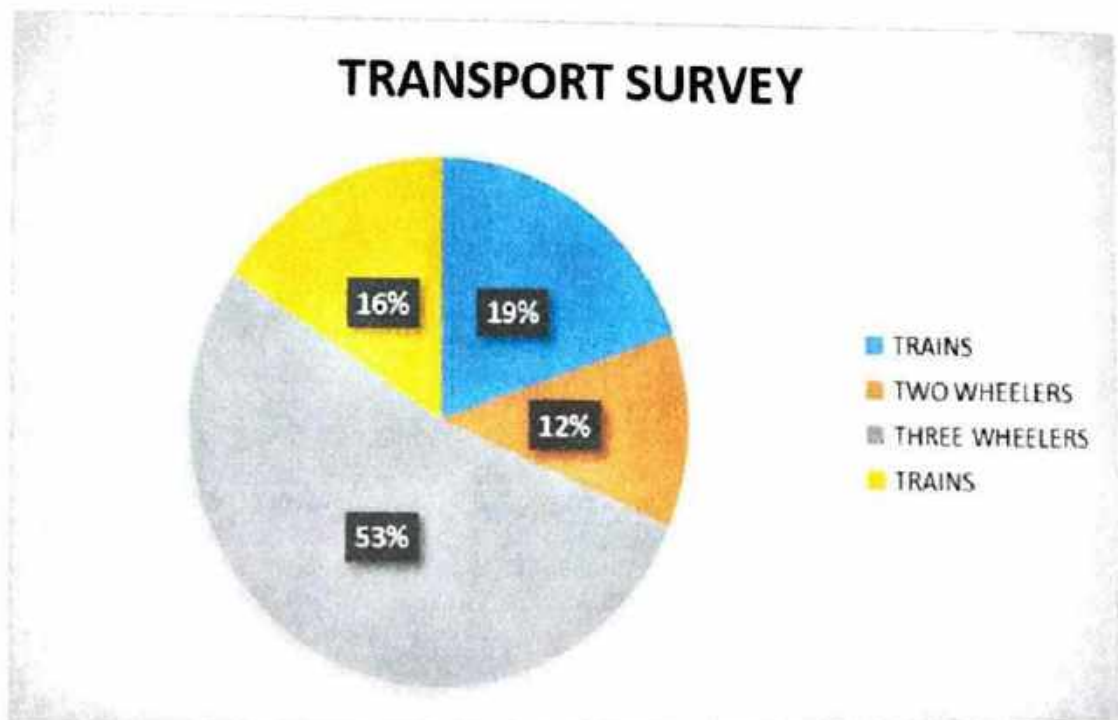


Interpretation of Income In Market Survey

The market place exploration was conducted to see the income range of different shops. There are different shops like electrical, medicine, grocery, vegetable, garments, and other multi purpose shops. These shops play a key role in neighbourhood lifestyles at the time of emergency. The electrical shops in Allipuram market are three Pharmacies which earn ₹ 500 to ₹ 2000 on daily basis. The other kind of shops are 11 in number and they have income range from 500 to 2000.

PIE CHART SHOWING THE TRANSPORT

TYPES OF TRANSPORT	FREQUENCY
TRAIN	10
2 WHEELER	6
3 WHEELER	7
4 WHEELER	27



Interpretation of Transport

Transport is a movement of humans, animals and goods from one place to another place using a variety of vehicles like Train Trucks, Ships and motor Bikes etc.

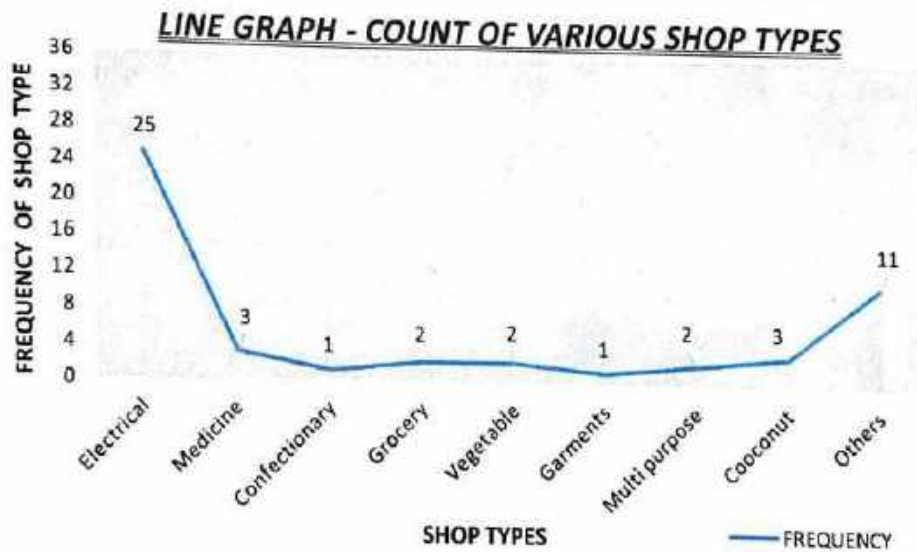
We went Vishakhapatnam's Allipuram, Andhra Pradesh for the purpose of "Socio Economic survey" on marketing. We asked Shopkeeper of medical and mobile store by which transport system they used to bring their goods.

After the completing the survey we analyzed that 52% goods carry by four wheelers, 20% by train, 16% Three wheelers and 12% by Two wheelers.

MARKETING SURVEY

TABLE FOR DIFFERENT TYPES OF SHOPS

SHOP TYPES	FREQUENCY
Electronic	25
Medicine	3
Confectionary	1
Grocery	2
Vegetable	2
Garments	1
Multi purpose	2
Coconut	3
Others	11



Interpretation of Shop Types

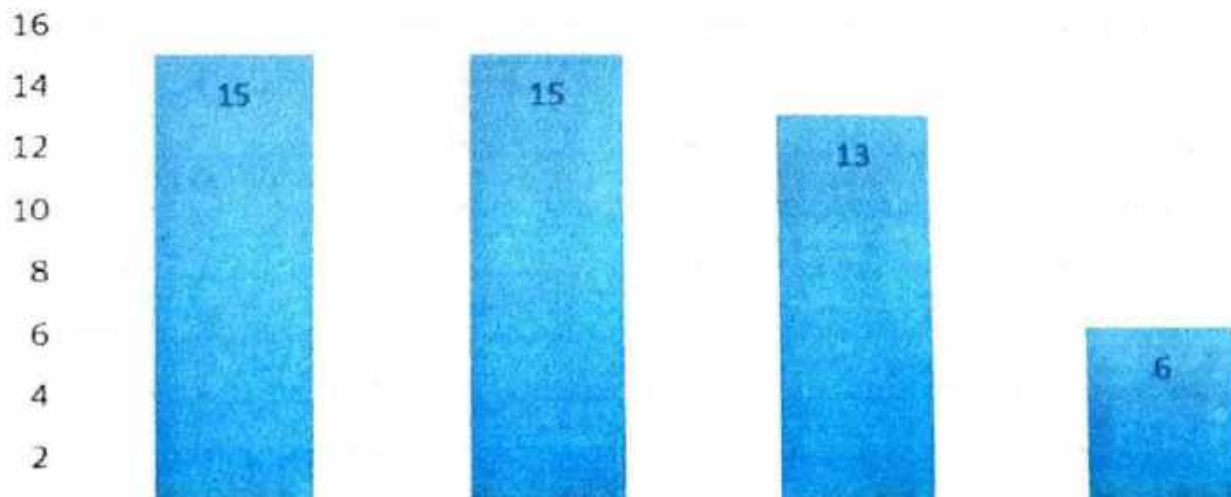
From our marketing survey of Socio-Economic in Allipuram, Vizakhapatnam, Andhra Pradesh, where we noticed many types of shops for example Electric, medical, Confectionary, Grocery, Vegetable, Grains, multipurpose and others. We saw in this area lots of electrical shops and some number of medical, Confectionary and multipurpose stores.

After that we analyzed that the electric shops is 50% out of 100%, medical is 6%, confectionary is 2%, Grocery is 4%, vegetable is also 4%, Grains is 2%, multipurpose is 4%, others stores are 22% and accounts are 6%. As you can see in the diagram.

BARGRAPH SHOWING VENDOR EMPLOYED IN SHOP

TYPES OF VENDORS	FREQUENCY
0-10	15
11-20	15
21-30	13
31-40	6

GRAPH SHOWING VENDOR EMPLOYED IN SHOP



Interpretation of vendors Employed In Shops:-

From our survey regarding the vendors that are employed in the shops of the market of Adipulam, Vzhakapatnam, we can see that the maximum number of vendors appointed were 40 in number and they worked in a shopping complex. However, the least number of vendors were seen in medical stores and grocery shops. Most of the shops had less than 10 vendors as we can see from the graph, such as shops of coconuts and confectionery.

HOTEL SURVEYS

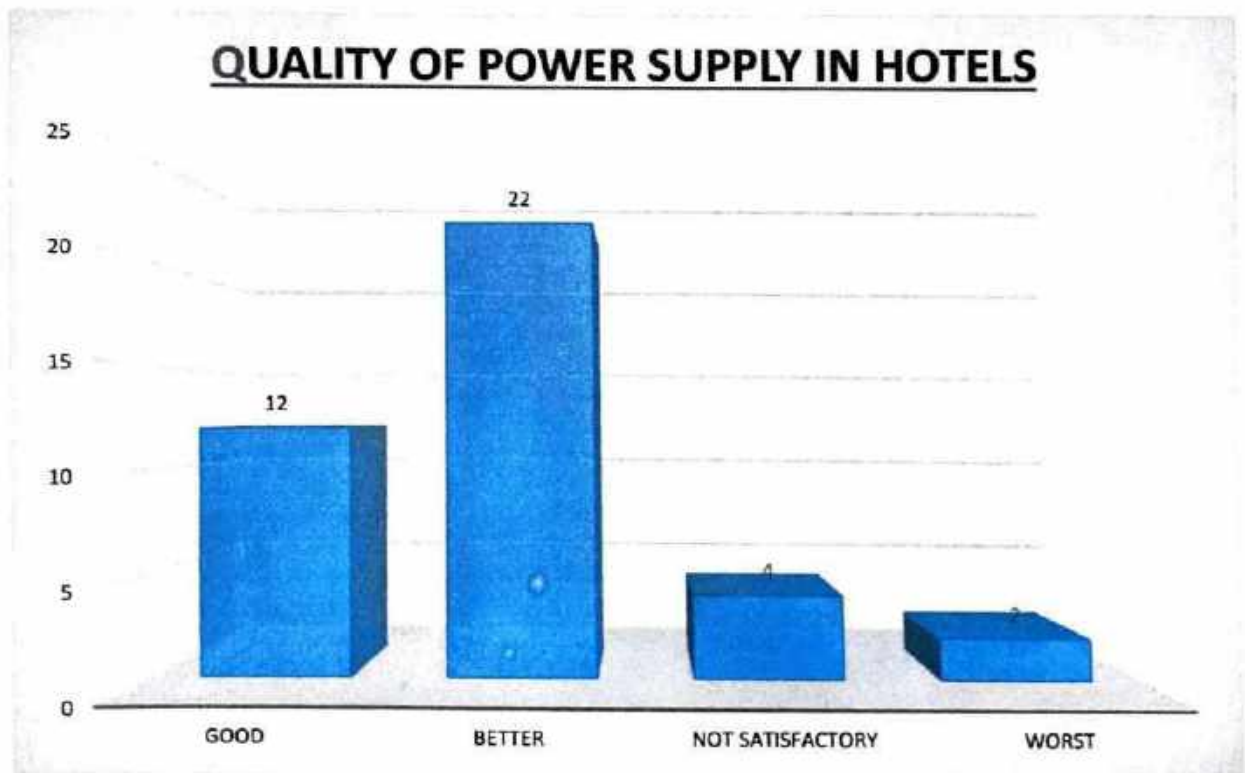
Hotel and restaurant Survey templates are widely used by business involved in lodging, food and drink service, resorts, theme parks, cruise lines, etc, to measure their customer's satisfaction. Flow of the templates including its design, question type, question phrases, and answer options are created through analysis and expert guidance from the stalwarts of the hotel and restaurant industry.

It means question Pro's hotel and restaurant survey template questionnaire are fully optimized to collect quality data in terms of best survey responses. These survey templates include hotel guest experience evaluation survey, dine-in restaurant survey

HOTEL SURVEY

QUALITY OF POWER SUPPLY IN HOTEL IN ALLIPURAM MARKET (VIZAG, ANDHRA PRADESH)

POWER SUPPLY	FREQUENCY
GOOD	12
BETTER	22
NOT SATISFACTORY	4
WORST	2



Interpretation of Power Supply

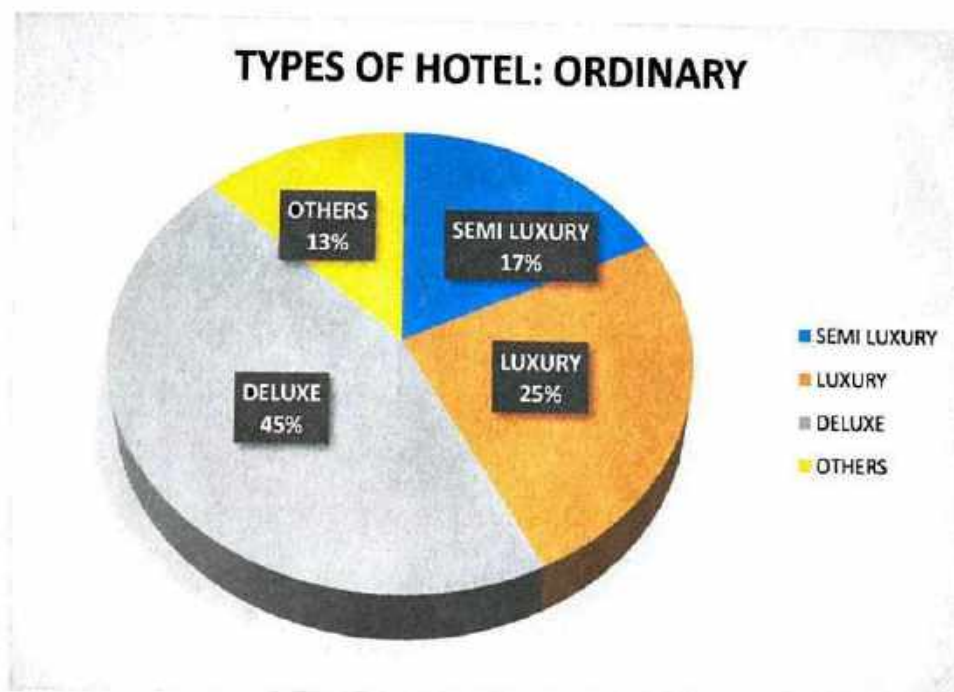
A Survey for Power Supply took place in the alipuram area of Vzhakkattam. The Survey gathered information about Power Supply, electricity, load-shedding in the study area (Alipuram). Perception gathered about Power Supply has been shown using bar graph where X-axis indicates

Perception of human on Power Supply and Y-axis shows the frequency. In this graph we see that the number of people who think that the supply is better is highest which is 22 and only 2 of them stated that the supply is worst. So from the above discussion we can now conclude that the Power Supply in the area of alipuram is pretty good.

HOTEL SURVEY

TYPES OF HOTELS AND THEIR FREQUENCY IN ALLIPURAM MARKET (VIZAG, ANDHRA PRADESH)

TYPES OF HOTELS	FREQUENCY
SEMI LUXURY	7
LUXURY	10
DELUXE	18
OTHERS	5



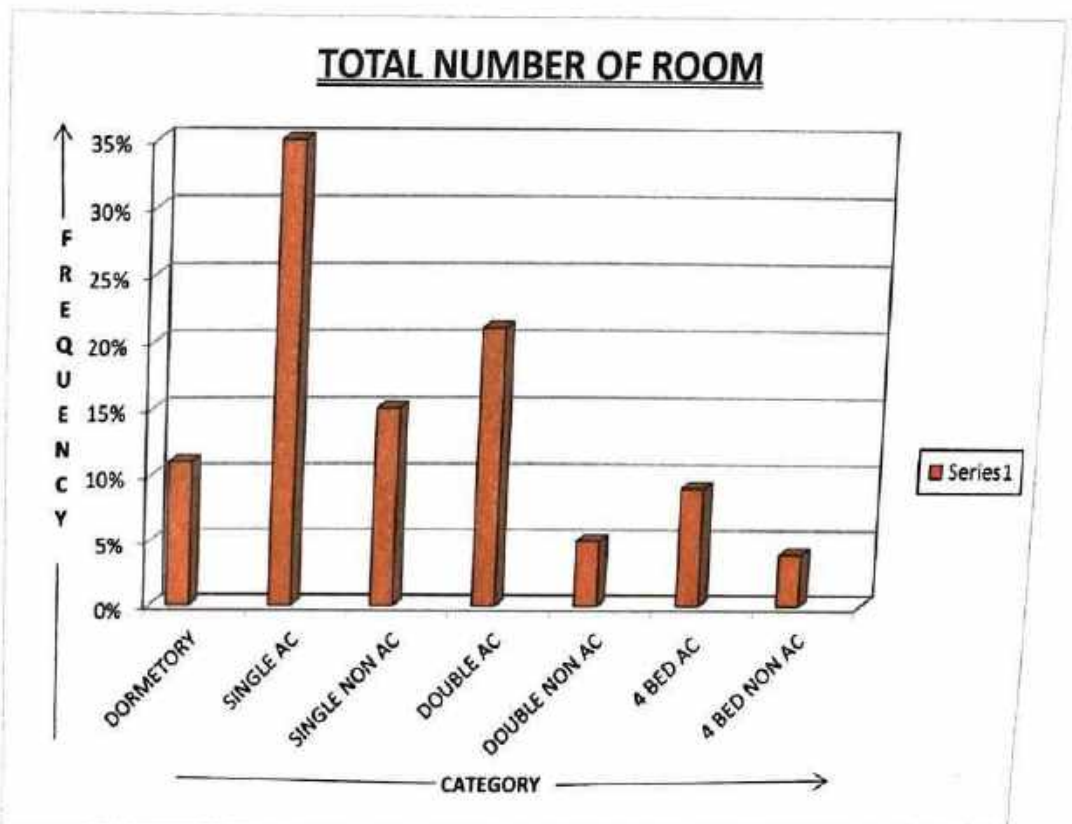
Interpretation of Types of Hotels

A Hotel Survey was conducted in the alipuram area of vizakhastram. Hotels are an establishment that provides lodging and usually meals, entertainment and various personal services for the public. There are different kinds of hotels in Alipuram. They are semi luxury, luxury, Deluxe and other kind of lodgings. Semi luxury hotels are well appointed and equipped with modern amenities and facilities on the other hand luxury hotel is considered a hotel that provides a luxurious accommodation to the guests. These are often 4 or 5 star hotels. Deluxe hotels are better in quality and more expensive than ordinary ones. Here the quality of hotels has been shown using pie graph.

HOTEL SURVEY

SEASON WISE ROOM RENT IN ALLIPURAM MARKET (VIZAG , ANDHRA PRADESH)

CATEGORY	TOTAL NUMBER OF ROOM
DORMETORY	11%
SINGLE AC	35%
SINGLE NON AC	15%
DOUBLE AC	21%
DOUBLE NON AC	5%
4 BED AC	9%
4 BED NON AC	4%



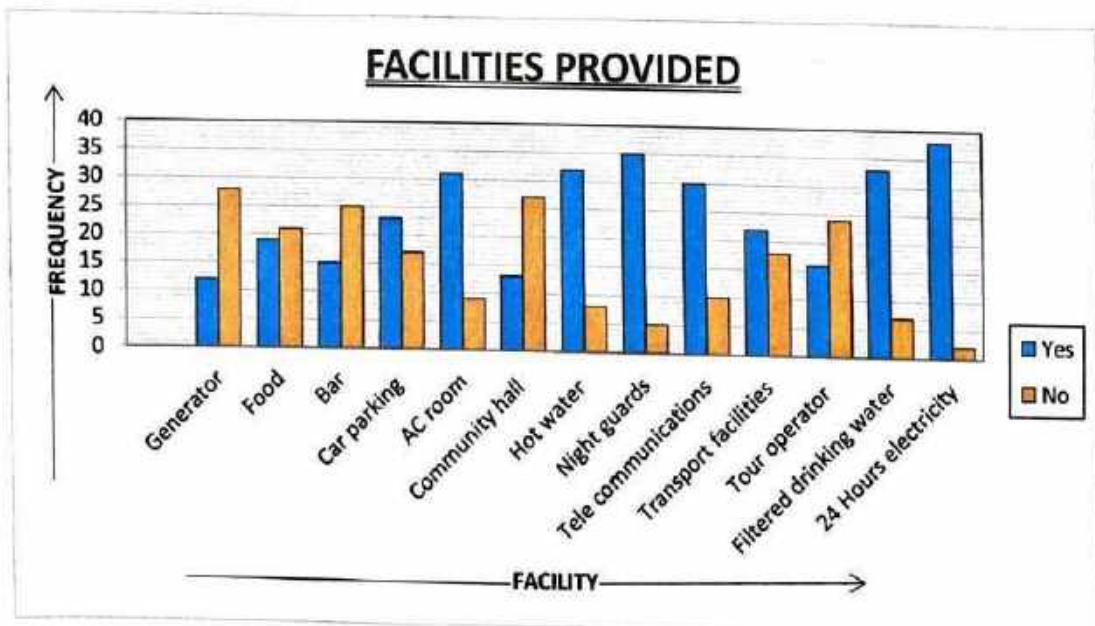
Interpretation of seasonwise roomrent

Hotels Provide all kind of facilities to the guests. Most of the hotels in the alipuram market have Ac room and 3 or 4 bedding facilities. According to the survey conducted we found out that the types of room available in these hotels are dormitory, single Ac, single Non Ac, double Ac, Double Non Ac, The percentage of single Ac Room is the highest and 4 bedded non Ac room are the least available room in the hotels of this Area.

HOTEL SURVEY

FACILITIES PROVIDED IN HOTEL IN ALLIPURAM MARKET (VIZAG, ANDHRA PRADESH)

FACILITY	Yes	No
Generator	12	28
Food	19	21
Bar	15	25
Car parking	23	17
AC room	31	9
Community hall	13	27
Hot water	32	8
Night guards	35	5
Tele communications	30	10
Transport facilities	22	18
Tour operator	16	24
Filtered drinking water	33	7
24 Hours electricity	38	2



Interpretation of facilities provided by hotels

Facilities provided in a hotel are important as they decide a number of other factors like comfort and safety of the tourists. Some facilities are external and some are internal in nature. Most of internal facilities like AC Room, 24 hours electricity, night guards, hot water, filtered drinking water, food, telecommunication, car parking etc, are provided by almost all the hotels in Aulpanam area of Vishakhapatnam according to the survey. External facilities like generator, community hall, tour operator transport facilities, bars are not commonly offered by many hotels in the area.

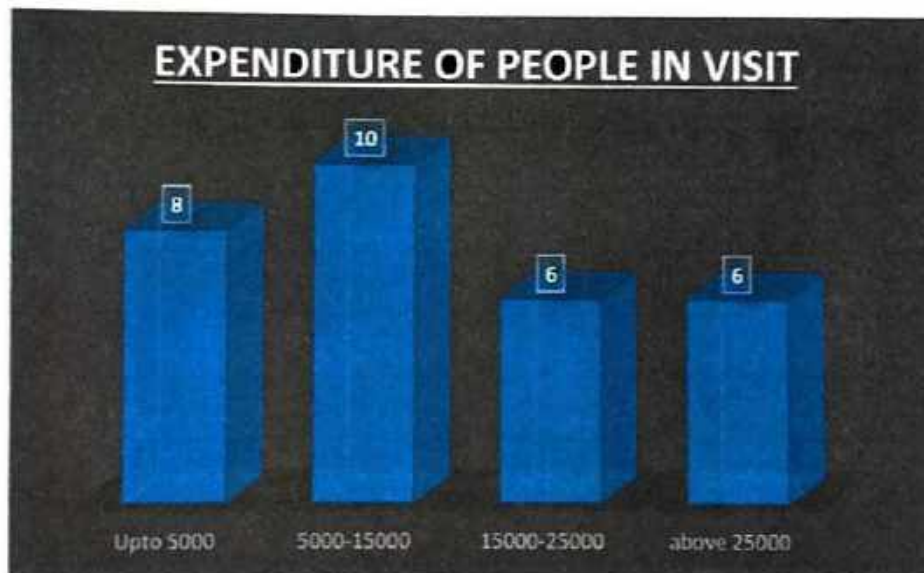
TOURIST SURVEY

A tourist survey mainly allows us to obtain quality information quickly. This data comes directly from tourists or travel enthusiasts. Online surveys for tourism reduce costs and facilitate execution for specialized personnel who carry it out.

A tourist survey is a tool that allows you to collect information about people's opinions about the place they visited or the service's they received. Through a survey, people can provide data that allows us to measure the service quality, the facilities' safety and hygiene, assess the places they visited, the activities they carried out etc.

Table for expenditure of people in Vizag

Expenditure Category	Number
Up to 5000	8
5000-15000	10
15000-25000	6
above 25000	6

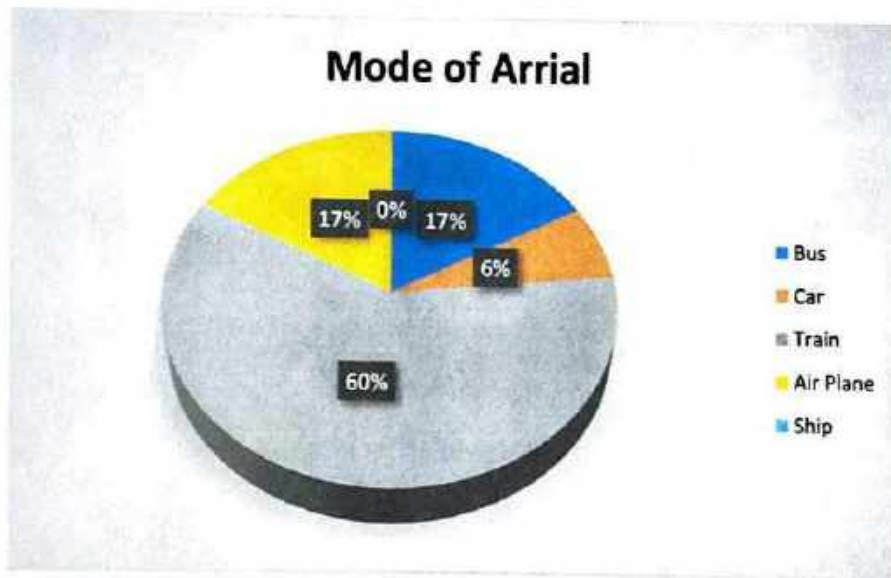


Interpretation of Tourist Expenditure

The data of tourist expenditure which has been shown by a statistical bar graph in which x-axis shows the expenditure category and y-axis shows the number of people. Mostly on maximum tourist expenditure are under the 5000/- to 15000 /- and second highest expenditure of tourist is under the upto 5000/- . By the collected data we can understand that maximum tourist spent 5000 to 15000 as source of expenditure.

Table for Mode of Arrival in Vizag

Type of mode	Frequency
Bus	5
Car	2
Train	18
Airplane	5
Ship	0



Interpretation of Tourist mode of Arrival (Transport)

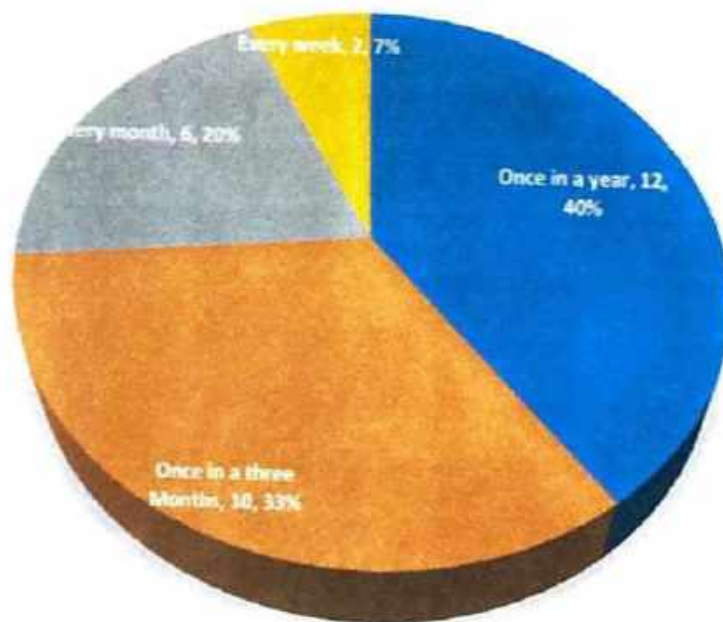
From collected data of tourist mode of arrival that has been shown in a typical statistical pie-chart in different colours and Percentage. 60% visitors arrived Vishakhapatnam by the train that are shown by white colour in the given pie diagram and 17% people by bus that is shown by blue colour and also 17% people use Air plane which is shown by yellow colour, Minimum people like 6% use their personal vehicles like cars which is shown by orange colour in the given pie diagram.

Tourist Survey of Vizag

Table for Frequency of visit in Vizag (AP)

Frequency in different time	Number of times
Once in a year	12
Once in a three Months	10
Every month	6
Every week	2

Frequency of Visit



■ Once in a year
 ■ Once in a three Months
 ■ Every month
 ■ Every week

Interpretation of Frequency of Tourist VISIT In Different Times

This survey is done by the students of Bidhan Chandra College which is situated at Asansol in west Bengal of the place of Aizapuram, in Vishakhapatnam that is also known as Vizag. By the direct interact with the visitors we can understand that frequency of tourist are different in times. By the collected data from Vizag we represent the data by pie chart diagram, in which the blue colour indicate the high frequency 40%. Frequency of visitors are 12 in once in a year. Second, highest in once in three months, which is shown by orange colour no of visitors are 10 and third highest by every month in year that is shown by brown and no of people 6 and lowest frequency of tourist in every week that is shown by yellow colour in which number of visitors are 2.

Table for Purpose of visit in Vizag

Purpose of Visit	Numbers of time
Family vacation	10
Adventure	5
Business	6
Health	4
Culture	2
Sports	3



Interpretation of purpose of visitors in vilag

We can see that the maximum number of visitors are visiting Vagharkhatram for the purpose of family vacation that has been shown by statistical bar graph, where X-axis shows the purpose of visiting and Y-axis shows the number of times. In some of them are visiting for the purpose of business and work and minimum of them are visiting for culture and sport.

CONCLUSION

In Conclusion we can say that a Part of Field Study "Socio - Economic survey" is a Part and Partial of education system. It is also very essential and important Part of Education, because it helps us to know and realise the Socio - economic condition of Particular society, the living standard of its people, their views towards education.

So the "Socio - economic survey" lays a pivot hole in our educational system.
