

Marketing Of Asian Countries as Tourist Destination- Comparative Study of India and Malaysia

Dr Reshma Nasreen, Nguyen Toan Thang

Abstract - Tourism has gradually grown over the years as a full fledged industry. Many countries are gaining from this welcome change. The contributions of this sector to the country's coffers are sizable for some countries, while some countries have a long way to go. This research paper attempts to study the reasons of lack of optimal contribution of this sector in India and also forays into strategies that can be adopted to capitalize on the patterns prevalent in tourist behavior. A country like India with a commendable historical significance and size has not been able to garner as much of tourist attention because of certain factors. India has a lot of offerings to whip the appetite of an avid tourist, but the varieties have either not been promoted, or if promoted lack of associated services have not led to desired synergies. After identifying the gaps between the two countries (India & Malaysia), the paper puts forth the tourists' patterns of behavior through the data collected. The questionnaire has been administered to tourists in New Delhi and Agra (cities in India). Malaysia on the other hand has had a steady stream of tourists trickling down and benefiting its economy.

Key Words- ASEAN, Eco-tourism, Heritage Sites, MICE, Ministry Of Tourism (India & Malaysia). World Travel.

INTRODUCTION

Tourism plays an important role in the economies of a number of ASEAN as well as other Asian countries. Besides contributing to the national income, promotion of intra-regional tourism has other beneficial spillovers for trade and people-to-people contacts. The shared history and culture dating back to several centuries provides a base for tourism exchanges. A large number of tourists from Southeast Asia come to centre of Buddhist pilgrimage in India every year. With the rise of Indian middle class with higher purchasing power, India has also emerged as a big market for ASEAN countries as a source of tourists.

According to Amrik Singh, instructor at Department of Parks, Recreation and Tourism, University of Utah, "The Asia and Pacific region will be the focus of the worldwide tourism industry in the new millennium. Over the last decade, tourist arrivals and receipts rose faster than any other region in the world, almost twice the rates of industrialized countries." Statistics from

the World Tourism Organization (WTO) for 1996 show that tourist arrivals and receipts accounted for a 15.2% and 19.4% share of the world's total respectively, a significant increase from 1985 as shown in Tables I and 2 (WTO 1997a).

In his paper, Asia Pacific Tourism Industry: Current Trends and Future Outlook, Mr Amrik Singh points out, "that the rapid growth of the tourism industry has been attributed to a number of factors including among others, strong economic growth, increase in disposable income and leisure time, easing of travel restrictions, successful tourist promotion, and a recognition by the host governments that tourism is a powerful engine of growth and a generator of foreign exchange earnings."

Purpose of Visit % of Tourists	
Leisure, Recreation and Holiday	45.45
Visiting Friends and Relatives	12.01
Business and Professional	23.00
Health and Treatment	2.20
Religion and Pilgrimage	12.24
Others	5.10
Total	100

Fig 1: Purpose Of Visit to India
 (Source: Ministry Of tourism,
 Government of India)

As per reports in Opportunities in Malaysian Tourism Industry (2007-2009)

<http://www.marketresearch.com/product/display.asp?productid=1806312>, the key findings include the following.

- Singapore, Thailand and Indonesia are important sources of visitors for Malaysia. Beyond ASEAN, tourist arrivals from China and India will remain an important influence throughout the forecast period (2008-2012) as the majority of Chinese tend to weigh their spending towards consumer purchases as opposed to luxury hotel accommodation.
- The promotion of Education Tourism will continue to be expanded to expedite the development of Malaysia as a preferred destination for international students. The projected foreign exchange earnings from this potential source of growth are estimated at RM 900 Million by 2010.

- It is expected that expenditure by international tourists in Malaysia will increase at a CAGR of 6.63% during the forecasted period.
- Increasing disposable income in Malaysia will open the opportunities for both outbound and domestic tourism. It is expected that per head disposable income in the country will increase at a CAGR of 5.06% during 2008-2012.
- It is expected that MICE (Meetings, Incentives, Conventions & Exhibitions) industry will be one of the major contributors to the Malaysian tourism industry.

Ministry of Tourism, Government of India in its Annual Report, has recognized the need for further promoting India through “Incredible India” campaign. The ministry aims to capitalize on the rich and varied history of India as well as it being the centre of origin of two important religions, Hinduism and Buddhism. Apart from the fact that India has a rich history, at present it is also becoming a preferred location for medical tourism as well as a recognized centre for higher education. The vast coastline of India, along with the charms of Northeast India beckons tourists who are nature lovers. The purpose of visit of tourists coming to India has been summarized in the Table 2:

Although around 50 percent of the tourists coming to India go for leisure and recreation, many

attractive destinations can be promoted apart from the beaches of Goa (a state in Western India) and Andaman and Nicobar Islands (chain of Islands in the Bay of Bengal, towards the east of India). In the following table some of the factors attracting tourists as well as facilitating them have been compared between the two countries. As can be clearly seen from the Fig 2, opportunity for attracting tourists is comparatively more in India than Malaysia. Throughout the length and breadth of Malaysia, not much cultural diversity can be witnessed. India on the other hand is known for its diversities and different cultures. India has got more than double the number of international airports, nine times more the number of heritage sites, three times more the number of beaches, four times more railway connectivity and ten times the area of Malaysia. But still the number of tourists coming to India is substantially less than the numbers coming to Malaysia as is shown in Table 3.

Parameters	<i>Malaysia</i>	<i>India</i>
No Of International Airports	5	11
Cultural Heritage Sites	3	28
No of Beaches	7	21
Railway connectivity	1,699 km	64,015 km
Uniqueness	Eco-tourism	Historical and religious
Area	328,600 sq.km	3,287,263 sq. km

Table 2: Comparison of Attractions and Infrastructural support between India and Malaysia

Year	<i>Malaysia</i> Arrivals (million)	<i>Malaysia</i> Receipts (USD) billion	<i>India</i> Arrivals (million)	<i>India</i> Receipts (USD) billion
2001	12.7	5.363	2.283	3.016
2002	13.2	7.502	2.073	3.012
2003	10.5	7.967	2.726	5.145
2004	15.7	6.572	3.457	5.588
2005	16.4	9.176	3.919	6.624
2006	17.4	9.889	4.447	7.805
2007	20.9	11.222	4.977	8.872
2008	22.1	14.322	5.287	10.146
2009	23.6	15.872	5.113	10.992

Table 3: Comparative chart of arrivals and receipts of Tourists in India and Malaysia

(Source: Ministry of tourism, Malaysia; Ministry of Tourism India)

METHODOLOGY OF DATA AND ANALYSIS

Scope of the Study

Tourism is one industry which has been actively promoted in India as well as Malaysia. India went on to promote itself as a tourist destination through the “Incredible India” campaign, which was launched at different film festivals around the globe as well as at

national level through advertisements promoting the different states of India. Malaysia on the other hand has been promoting itself as a tourist destination through the “Malaysia- Truly Asia” campaign.

Both these countries are developing countries and Asian countries. The study aims to study the difference in the purpose of visit or similarities in the tourist’s decision making process when he/she opts for this as a vacation spot. The study would also be of help to researchers and decision makers as it is both informative and instructive.

Objectives of the study

The survey was conducted with the following objectives:

- To assess demand profiles of the foreign tourists visiting the county, this may include demand for tourist places, tourism goods and services including transport and accommodation, travel agencies, cultural services, recreation and other entertainment services.

- To assess the detailed expenditure pattern of foreign tourists visiting India, and estimates of total expenditure at all India level on specific tourism products such as accommodation, food & beverage services, passenger transport, tour operators and tourist guide services, transport equipment on rental, cultural services, recreation and other entertainment services and other tourism related products and services.

- To evaluate the performance of existing tourist facilities in the country.

- To assess the number of outbound tourists to various countries.

- To undertake market segmentation analysis.

- To estimate the average duration of stay of foreign tourists in India.

- To obtain demographic, economic and social profiles of foreign tourists visiting India and the motivational factors responsible for attracting them to India.

Research Design

Descriptive: Descriptive statistics has been used to describe the basic features of the data in this study. Simple summaries about the sample and the measures have been provided. With simple graphics analysis, the quantitative data has been analyzed.

Sources of data

Secondary: Annual report of Malaysia Tourism Ministry 2006 – 2008

Annual report of India Tourism Ministry 2006 – 2008

Annual report of World Travel and Tourism Council

“Incredible India” report 2006 - Tourism Ministry of India

Primary: Questionnaire –close ended and multiple choice questions.

Research Instrument

Questionnaire –close ended and multiple choice questions were asked
Questionnaire attached as annexure

Sampling Method: Restricted random sampling

SAMPLE SIZE

A sample of 100 tourists was surveyed. The sample foreign tourists were contacted for collection of detailed information in a structured schedule at 2 exit points – Delhi and Agra.

Limitations of the study

Language Barrier: Some of the tourists, they come from South Asia countries likes Sri Lanka, Bangladesh, Nepal can speak Hindi very well but they do not know English.

Time Constraint: Researcher had only few weeks to do this survey questionnaire, one week in New Delhi and one week in Agra. The availability of foreign tourists for interview was constrained by the time at their disposal

Sample Constraint.

SURVEY RESULT

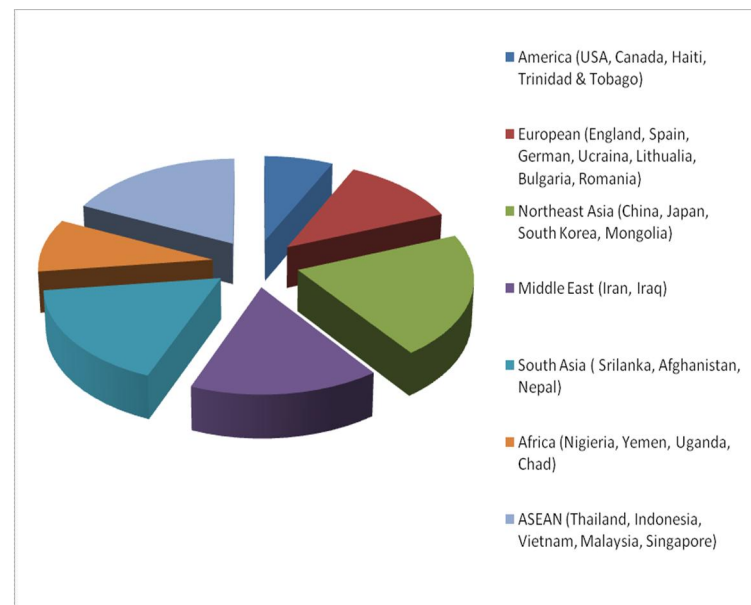
I. DEMOGRAPHICS

Nationality

An estimated 100 foreign tourists come to India from various country covered in the survey during March 2010. The major countries accounted for 39% of foreign tourist are East Asia, out of America 7%, European 12%, South

America (USA, Canada, Haiti, Trinidad & Tobago)	7%
European (England, Spain, German, Ukraine, Lithuania, Bulgaria, Romania)	12%
Northeast Asia (China, Japan, South Korea, Mongolia)	21%
Middle East (Iran, Iraq)	16%
South Asia (Sri Lanka, Afghanistan, Nepal)	17%
Africa (Nigeria, Yemen, Uganda, Chad)	9%
ASEAN (Thailand, Indonesia, Vietnam, Malaysia, Singapore)	18%
Total	100%

Asia countries 17% and Middle East 16%.



Gender

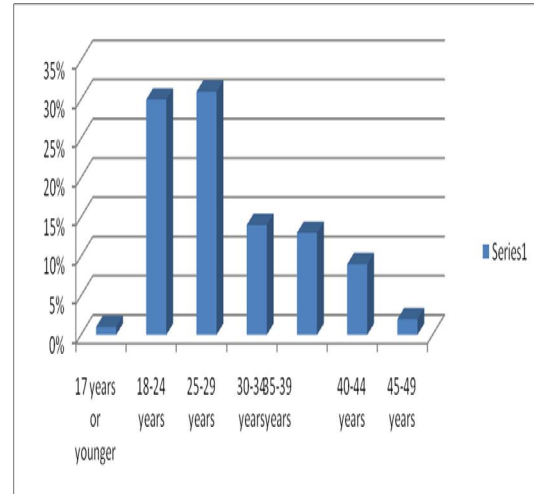
Nearly 62% of foreign tourists who visited India were males. The ratio varied from country to country.

Male	62
Female	38
Total	100

Age

The tourists were classified into seven-age groups viz., upto seventeen, eighteen to twenty four, twenty five to twenty nine, thirty to thirty four, thirty five to thirty nine, forty to forty four and forty five to forty nine. Nearly 60% of the tourists belonged to the age-group eighteen to thirty, the next highest group was thirty to thirty five (14%).

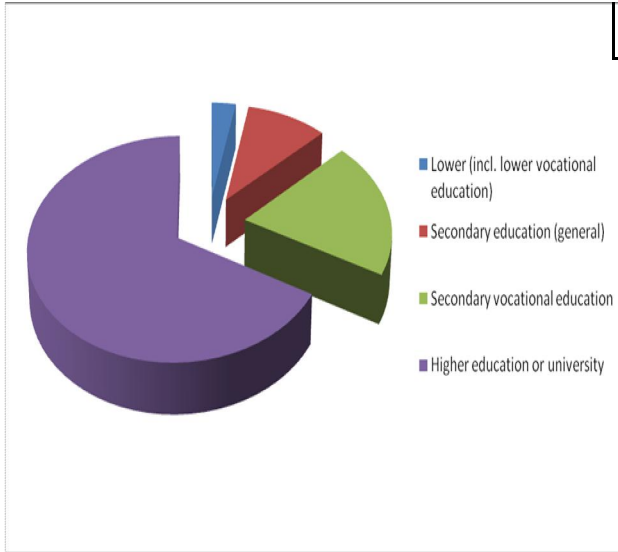
17 years or younger	1%
18-24 years	30%
25-29 years	31%
30-34 years	14%
35-39 years	13%
40-44 years	9%
45-49 years	2%
More than 50 years	0%
Total	100%



Education

The tourists were also classified on the basis of educational levels. The survey reveals that nearly 67% of the foreign nationals visiting India were graduates and postgraduates at higher education or university; only 3% tourist at lower vocational education.

Lower (incl. lower vocational education)	3%
Secondary education (general)	10%
Secondary vocational education	20%
Higher education or university	67%
Total	100%



Total	100%
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III. MOTIVATIONAL FACTORS

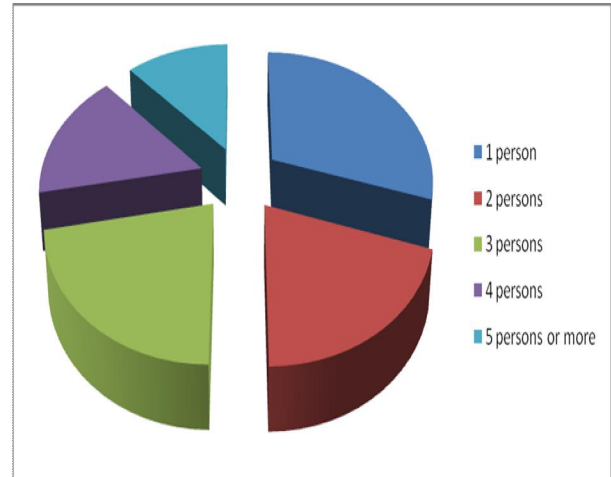
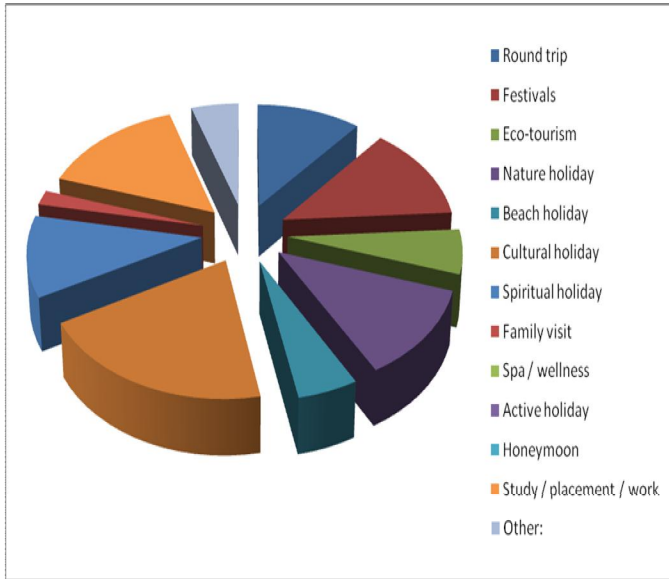
The survey shows that 67% tourists visited for leisure, recreation & holiday, 15% for business, study purpose and 11% for religion and pilgrimage, 2% visited to meet friends and relatives in India, remaining 5% visited India for other purposes.

II. SOURCE OF INFORMATION

Family/friends are major (30%) source of information, followed by Internet (22.4%), travel agents/tour operators (16%), travel magazines/films/T.V. etc. (4%) and other (13.6%).

Where did you get the information about this destination	
Travel Agency	16%
Family/friends	32%
Internet	22.40%
Papers/Magazines	4%
Travel Brochures	1.60%
TV/Radio	4%
Tourism board	0.80%
Travel guides	5.60%
Other	13.60%

What was the main purpose of your holiday to India?	
Round trip	11%
Festivals	13%
Eco-tourism	6%
Nature holiday	12%
Beach holiday	5%
Cultural holiday	20%
Spiritual holiday	11%
Family visit	2%
Spa / wellness	
Active holiday	
Honeymoon	
Study / placement / work	15%
Other:	5%
Total	100%



IV. TRAVEL PATTERN

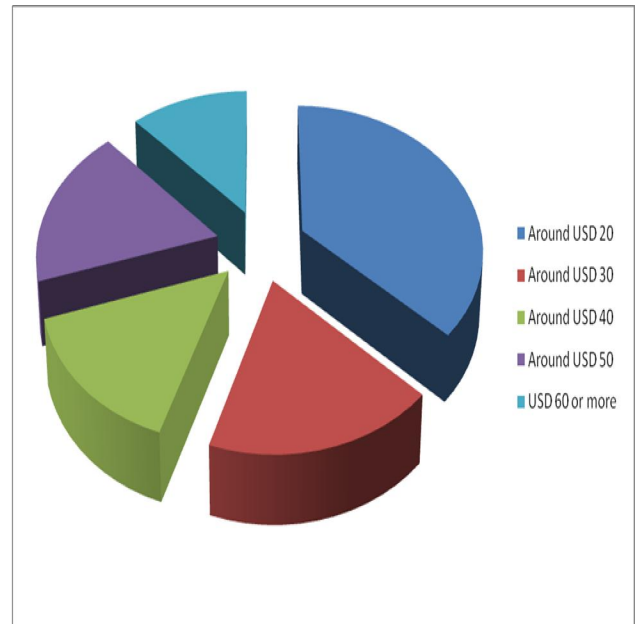
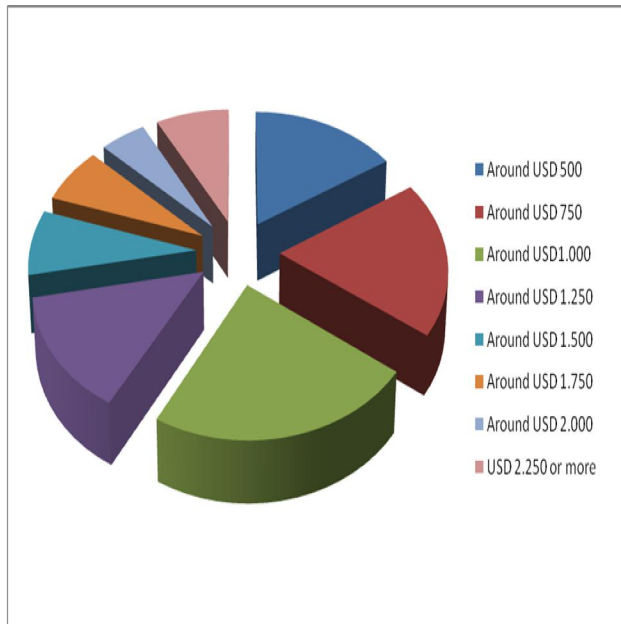
The analysis of travel pattern shows that 30% of tourists traveled alone, 20% traveled with two persons, 22% traveled in a group of 3 persons, 16% in a group of four persons, 12% in a group of five persons and more.

1 person	30%
2 persons	20%
3 persons	22%
4 persons	16%
5 persons or more	12%
Total	100%

V. EXPENDITURE PATTERN

The analysis of tourist expenditure shows that 23% tourists spent around 1000 USD, 19% tourists spent around 750 USD, 14% spent around 500 USD and only 8% tourist spent above 2250 USD.

<i>What were the travel and lodging expenses of this trip to India per person?</i>	
Around USD 500	16%
Around USD 750	19%
Around USD 1.000	23%
Around USD 1.250	14%
Around USD 1.500	8%
Around USD 1.750	7%
Around USD 2.000	5%
USD 2.250 or more	8%
Total	100%



From data survey we find that 37% of tourists spent 20 USD per day in India – excluding travel and lodging expenses and 18% of tourist spent 30 USD per day, 15% of tourists spent 40 USD, 18% of tourists spent around 50 USD and 12% of tourists spent more than 60 USD.

VI. TRANSPORT USED MOST IN INDIA

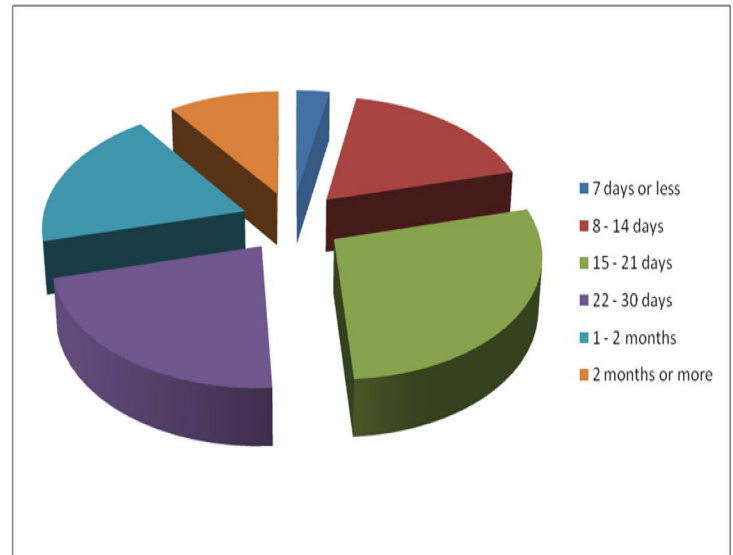
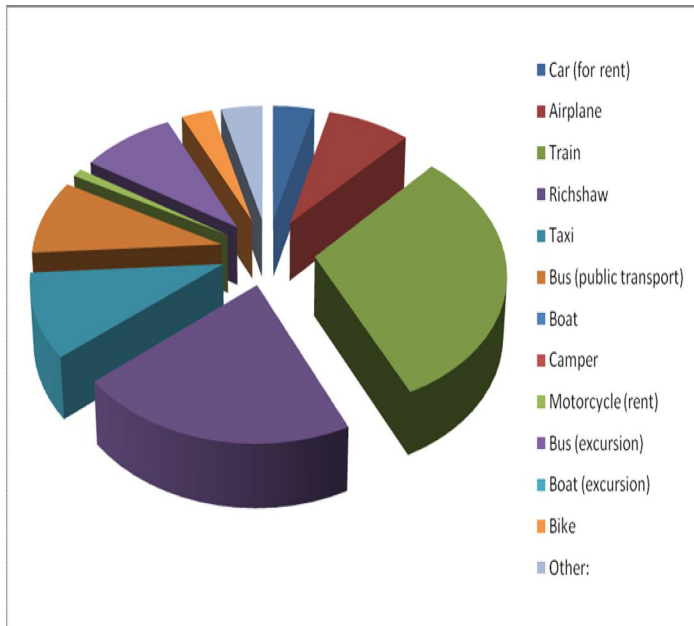
The major mode of travel within India used by foreign tourists shows that almost one-third used Rail, remaining one-third used Road and 10% used air transportation.

<i>Spend per person per day in India, excluding travel and lodging expenses</i>	
Around USD 20	37%
Around USD 30	18%
Around USD 40	15%
Around USD 50	18%
USD 60 or more	12%
Total	100%

What means of transport did you use most in India?	
Car (for rent)	4%
Airplane	8%
Train	31%
Rickshaw	21%
Taxi	10%
Bus (public transport)	9%
Motorcycle (rent)	1%

Bus (excursion)	9%
Bike	3%
Other:	4%
Total	100%

22 - 30 days	22%
1 - 2 months	19%
2 months or more	10%
Total	100%



VII. NUMBER OF DAYS STAYED

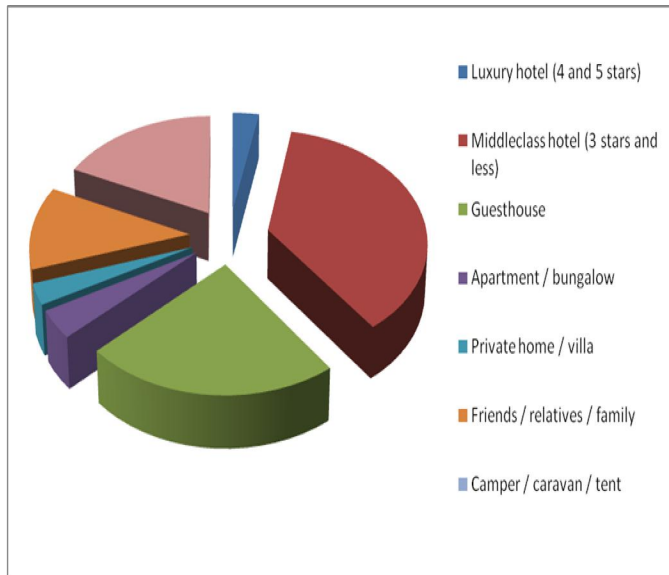
There are 68% tourists have more than one week to four weeks stayed in India, only 3% of tourists stayed one week or less. Around 30% tourists stayed more than one month to two months in India.

How long do you have holiday in India?	
7 days or less	3%
8 - 14 days	18%
15 - 21 days	28%

VIII. ACCOMMODATION

There are 60% tourists stayed in middleclass hotel; 3% spending in luxury hotel (4 and 5 stars). 12% tourists come to their friends, relatives or family.

At what kind of accommodation did you stay in India?	
Luxury hotel (4 and 5 stars)	3%
Middleclass hotel (3 stars and less)	37%
Guesthouse	23%
Apartment / bungalow	4%
Private home / villa	3%
Friends / relatives / family	12%
Other	18%
Total	100%

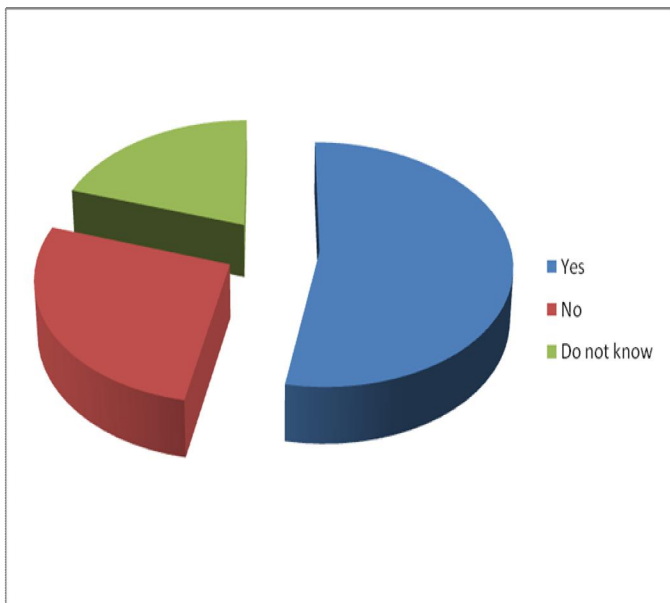
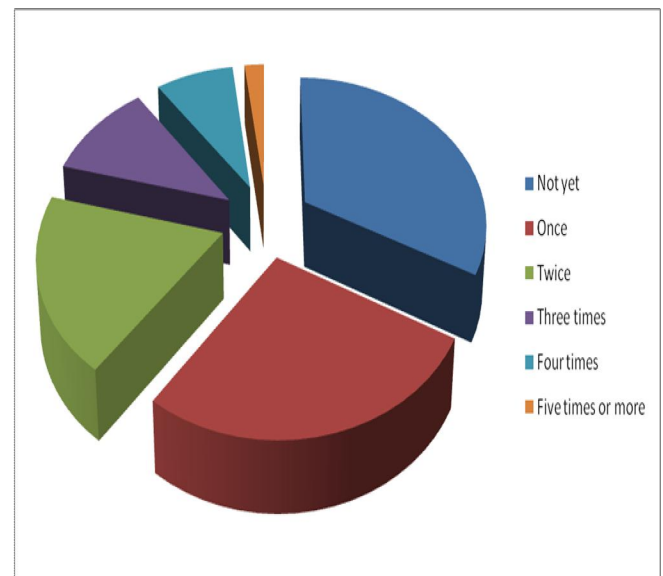


How many times did you visit India before?

Not yet	33%
Once	27%
Twice	19%
Three times	11%
Four times	8%
Five times or more	2%
Total	100%

Yes	53%
No	27%
Do Not Know	20%
Total	100%

While 33% of the tourists visited India for the first time, for 27% it was the second visit, 19% third visit and 2% of them had visited India more than five times on earlier occasions.

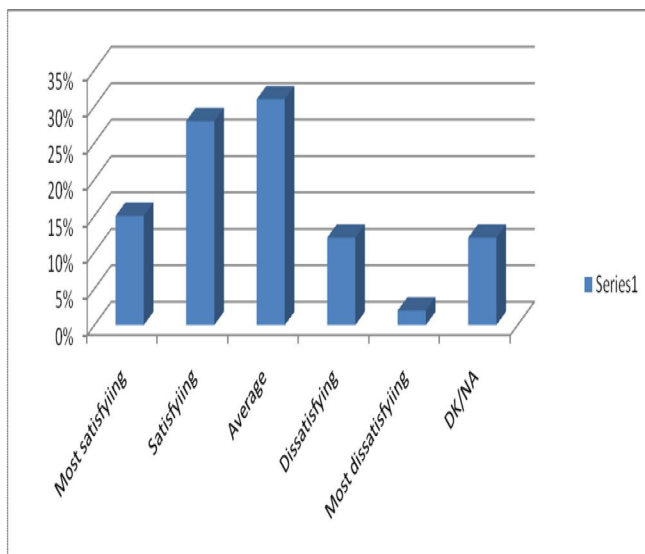


X. VALUATION OF STAY IN INDIA

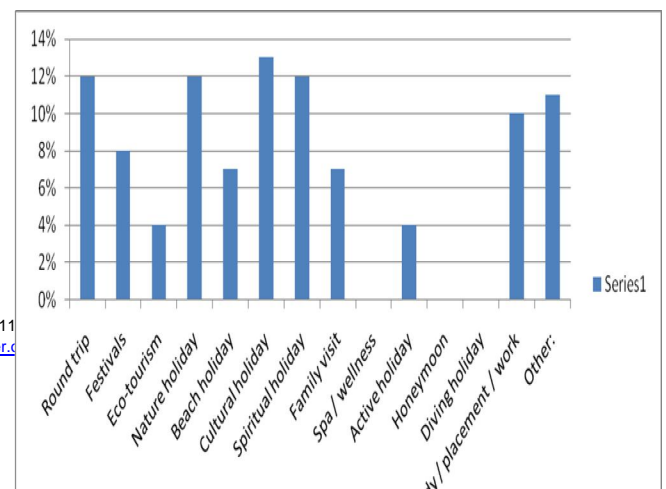
The tourists were asked to evaluate their overall satisfaction level as Most satisfying, Satisfying, Average, Disappointing and most dissatisfying. 53% of the tourists evaluated their overall visit to India as Most Satisfying, 27% as Satisfying, 19% as Average and only 14% rated it as Disappointing and most

The survey shows that 56% tourists visited for leisure, recreation & holiday, 10% for business, study purpose and 12% for religion and pilgrimage, 7% visited to meet friends and relatives in India, remaining 11% visited India for other purposes.

What is your valuation of your stay in India?	
Most satisfying	15%
Satisfying	28%
Average	31%
Dissatisfying	12%
Most dissatisfying	2%
DK/NA	12%
Total	100%



What would be the main purpose of your next visit to India?	
Round trip	12%
Festivals	8%
Eco-tourism	4%
Nature holiday	12%
Beach holiday	7%
Cultural holiday	13%
Spiritual holiday	12%
Family visit	7%
Spa / wellness	
Active holiday	4%
Honeymoon	
Diving holiday	
Study / placement / work	10%
Other:	11%
Total	100%

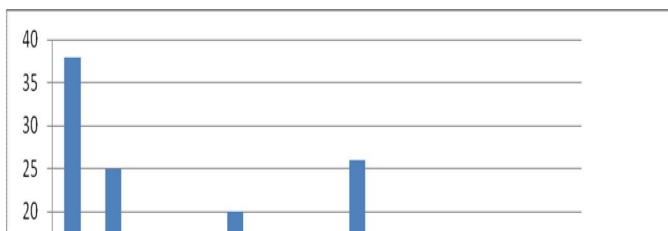


XI. MAIN PURPOSE OF NEXT VISIT TO INDIA

XII. FAVOURITE HOLIDAY DESTINATION COUNTRIES IN ASIA IN THE NEXT FEW YEARS

In total 181 ideas show out, Japan got 38 ideas, Korea South with 26, China with 25, Hong Kong had 20 and Malaysia got 17 ideas - East Asian countries are favorite holiday destinations of tourists.

<i>Favorite holiday destination countries in Asia in the next few years</i>	
Japan	38
China	25
Thailand	14
Singapore	12
Hong Kong	20
Malaysia	17
Indonesia	11
Korea South	26
Saudi Arabia	3
UAE	2
Israel	4
Vietnam	6
Srilanka	3
Total	181

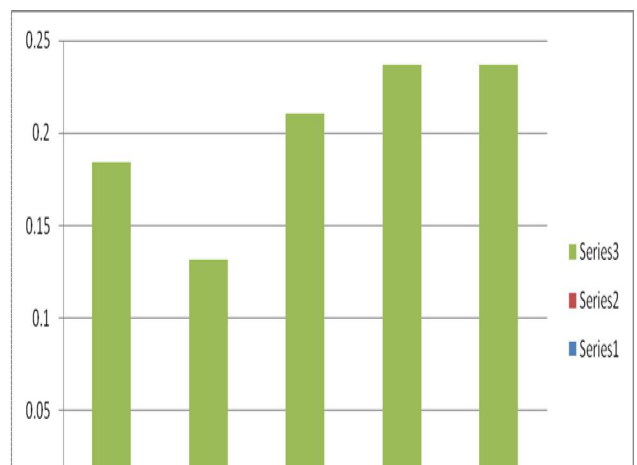


XIII. WOMAN TRAVEL PATTERN

In 38% of woman tourists to India, only 18.42% one person comes to India, more than 80% of them come to India with group of two, three, four, five persons.

We find that tourists feel not safe, harassment. The inflow of the foreign tourists could be ensured only when they are provided safe and secure environment.

Female travel pattern	
1 person	18.42%
2 persons	13.15%
3 persons	21.07%
4 persons	23.68%
5 persons	23.68%
Total	100.00%

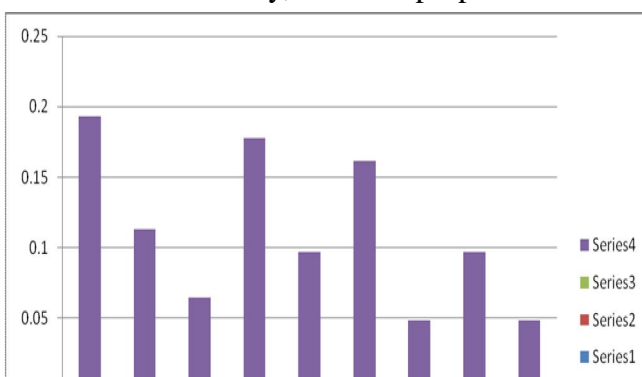


Main purpose of next visit to India - tourists under 30 years old	
Round Trip	19.35%
Festivals	11.29%
Eco-Tourism	6.45%
Nature holiday	17.75%
Beach holiday	9.67%
Cultural holiday	16.12%
Spiritual holiday	4.85%
Study/ placement/work	9.67%
Other	4.85%
Total	100.00%

XIV. MAIN PURPOSE OF NEXT

VISIT TO INDIA – TOURISTS UNDER 30 YEARS OLD

We find the trend of more than 80% tourists under 30 years old would like to come to India for leisure, recreation & holiday; 4.85% for spiritual holiday purpose; around 10% come to India with study, business purpose.



Short Term Measures

Finding: One

i. A vast majority of respondents (63%) had reported over charging, by taxi drivers, lack of manners, ill-informed tourist guides and tour operators, misbehavior with ladies, cheating, etc in many tourist destinations like Agra, Delhi...etc.

Suggestions

i. The police should be given adequate powers and additional staff to enforce discipline and change the mind set of different players in the tourism sector. State governments may examine the feasibility of constituting a special tourist police force to position at different tourist centers/ tourists spots, monuments.

ii. A code of conduct should be framed and publicized for tourist guides, taxi drivers, tour operators, travel agents etc. Concerned associations should be partnered with this proposed activity.

Finding: Two

i. About 90% tourists remarked that there were inordinate delays at immigration counters. These delays were attributable to lack of space and inadequate computerization, coupled with heavy rush during morning hours (midnight to 3-4 A.M.)

Suggestion

i. The authorities concerned at international airports must ensure availability of more space so as to enable the Ministry of Home Affairs (MOHA) to locate additional counters and deploy more immigration officers.

ii. The paper work involved in immigration should be reduced in line with international practice i.e; all outgoing passengers as well as incoming nationals (Indian citizens) should not have to fill in an elaborate form, and incoming foreigners should also be required to fill in only simple forms that are amenable to easy and fast processing for generation of essential input for concerned authorities like Home Affairs, DOT, Civil Aviation etc.

Medium / Long term Measures

Finding: Three

i) Sizeable percentage of tourists (55 %) opined that most of the approach roads in tourist destinations were in bad conditions causing great inconvenience and delays.

Suggestion

i) A comprehensive study should be commissioned by the Ministry of Transport in collaboration with Department of Tourism to ascertain the status of approach roads and prepare a time bound action plan to rectify the defects to make them motorable and travel friendly in major tourist destinations.

Finding: Four

i) The affluent countries of Western Europe, North America, Japan and Australia are very far from India. Several foreign nationals (about 30%) cited that high cost of international travel stood in the way of attracting a larger number of tourists from these countries. The only way to reduce per capita cost of international travel is through group tours and charter flights.

Suggestion

i) Recent steps taken by the government of India by 1) Abolition of the inland air travel tax, 2) scrapping the basic fare and foreign travel tax of Rs. 500, 3) The

reduction in excise duty on aviation turbine fuel to 8% from 16% etc will go a long way in bringing down the cost of travel. Similarly the state governments should relook at exorbitant luxury taxes, sales tax etc. This will substantially reduce package tour cost thus increasing the flow of tourists. Overseas and domestic tour operators should be encouraged to organize package tours with a focus on specific tourism products like medical tourism, spiritual tourism, eco tourism etc.

ii) Efforts must be made to draw ethnic groups other than Indians from Southeast Asian countries to places in India with Buddhist relics and scenic and cultural attractions. Steps initiated recently should be intensified and spread throughout the region. Opening of new air connectivity under the Open Skies Policy and the SAARC agreements should facilitate such flights.

Finding: Five

i) The awareness of unique tourism products like Health tourism facilities are very poor. **Suggestion**

i) Developing suitable persons/ agencies to bring out directories / brochures on unique tourism products, like Health tourism, and distribute to Indian

missions abroad, tour operators, travel agents etc. in the target source markets.

Finding: Six

Entry fees to monuments and heritage sites are higher for foreigners than collected from the Indian Nationals

Suggestion

i) Uniform fares for foreign and Indian nationals should be charged so that wide spread feeling of discrimination is reduced.

Finding : Seven

i) India has not succeeded in attracting family groups to visit India together in large numbers as is evident from the very low percentage of children, housewives and females amongst the tourists (38% woman). There is a great need for attracting tourists to visit India for the pure pleasure she offers. Historical sites, palaces and architectural monuments, hills, beaches and forests, wildlife, religious and folk festivals, music and dances film and theatre, handicrafts of India must be all great attractions to foreigners.

Suggestion

i) Group tourism should be encouraged by devising suitable strategies and promotional measures to attract younger

generations, housewives etc. About 58% of the tourists were repeat visitors.

Finding: Eight

i) More than 30 % of the tourists visit India on their own motivation or at the influence of others who had visited India earlier.

Suggestion

i) It is important that the tourists leave India with a good impression in their minds so that they would, in turn, influence others to visit India. Factors, which irritate the tourists, like cumbersome immigration and customs procedures, unethical traders, difficulties in air or rail bookings for travel within India, unsanitary conditions at places of stay and travel must therefore be given high priority for improvement.

The Marketing Strategy should take into account the following factors: The Asian tourism market is growing at a rapid rate. This makes the case for stiff competition among different nations to attract maximum tourists; Technical assistance is required to draw comprehensive master plans and also to review and improve the existing plans; The competitive tourism trade warrants a constant and consistent marketing of new and exclusive destinations, which

includes upgrading the existing ones; For a number of years in the past, the emphasis has been on marketing India as a cultural destination with rich and diverse religious history and many pilgrimage attractions. In the present scenario, there is a need to diversify the tourism product and lay more emphasis on projecting India as a modern country for a comfortable holiday with a choice of beaches, historical attractions.

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Author Affiliation: Department of Economics, Faculty of Economics and Management, University Putra Malaysia, PM, 43400 Serdang, Selangor, Malaysia.
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(Singh, Amrik is an instructor, Department of Parks, Recreation and Tourism, University of Utah, Salt Lake City, Utah - email: amrik.singh@health.utah.edu)
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