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Domestic Tourism Study



DOMESTIC TOURISM SURVEY



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PREFACE

Generation of statistics related to tourism has traditionally not received the attention it deserves given the perceived size and pervasive presence of the sector. With the recent adoption by the United Nations Statistical Commission of the Tourism Satellite Accounts (TSA), a well developed methodological framework is in place to develop credible magnitudes related to economic phenomena stemming from tourism. Several countries around the world have now implemented their TSAs, while numerous others are in the process of developing them, including India.

Within this context, the National Council of Applied Economic Research (NCAER) had undertaken in 2001 a feasibility study for the Ministry of Tourism and Culture, Government of India, on developing India's TSA. Subsequently, the Ministry of Tourism again reposed their trust in NCAER, requesting a national survey of domestic tourism with a view to both help move forward the process of TSA development, as well as to generate a better understanding of domestic tourism in India. The present survey of Domestic Tourism in India marks the first time a national household survey dedicated to tourism has been undertaken in the country

It gives me great pleasure to present this report with the major findings of this unique survey, which shed light on a part of our national economy hitherto not well documented. The survey of Domestic Tourism in India marks the first time a national household survey dedicated to tourism has been undertaken in the country. Moreover, the survey methodology and framework are consistent with the most recent methodological advances in quantifying tourism and its role in the economy, as embodied in the UN's framework for Tourism Satellite Accounts. The survey is also unique in that for the first time ever, household activities related to same-day tourism have also been studied on a pilot basis. With almost 800,000 households across the country covered in two rounds, this survey is also one of the largest surveys undertaken in the country. As an organisation, we also take pride at finishing this immense task within 18 months, including a year spent in data collection.

Amongst its key findings, the survey documents the large size of domestic tourism, with almost 549 million domestic tourists estimated in the country in 2002. Altogether, these tourists generated 229 million tourist trips in India in the same period. Some categories of domestic tourism, such as those related to travel for social purposes, are relatively uniformly spread across the country, across social groups, and also across income classes. Others, such as for leisure and holiday travel show more heterogeneity across different parts of the country. This comprehensive survey of domestic tourism provides



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Domestic Tourism Study



several details of tourism behaviour, including expenditures on different types of trips by varying groups of travellers.

It is hoped that these findings will generate strong interest in government agencies, private-sector stakeholders in tourism development, academics, and the media. It is also hoped that the discussion and analyses generated by the survey data and findings will contribute to a better-informed policy dialog between government and the private sector in more fully exploiting the potential of tourism in the economy.

We are grateful to the Ministry of Tourism in trusting NCAER with this landmark survey and in making us a substantial partner in the process of developing India's first TSA. We are particularly grateful to the strong interest shown in this work by the Honourable Minister Shri Jagmohan. We thank Mrs. Rathi Vinay Jha, Secretary, Ministry of Tourism and Shri Amitabh Kant, Joint Secretary, Ministry of Tourism for the encouragement provided by them during the course of the study. We would also like to record our gratitude to the members of the Technical Advisory Committee, including Shri G. Raveendran, Deputy Director General, NSSO and Shri Ramesh Kohli, Director, NAD, Shri J. Dash, Deputy Director General, Ministry of Tourism, Shri D.D. Mathur, Deputy Director, Ministry of Tourism, and Professor M.R. Saluja, Consultant, NCAER.

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CONTENTS

PREFACE	
STUDY TEAM	
LIST OF TABLES	
LIST OF FIGURES	
SUMMARY OF DOMESTIC TOURISM STATISTICS (2002)	i
EXECUTIVE SUMMARY	ii
1 Introduction	1
2 Survey Concepts, Definitions and Methodology	3
3 Demographic Profile of Tourist Households	7
4 Trip Characteristics	13
5 Tourist Characteristics	21
6 Expenditure Characteristics	26
7 Package Tours and Same-Day Trips	30
Appendix – I: Sample Selection and Sample Size	35
Appendix – II: Distribution of Households, Tourist Households and Its Density (Per 1000 Households)	38
Appendix – III: Relative Ranking of States by Purpose of Trips – All India	39
Appendix – IV: Relative Ranking of States by Purpose of Trips Per 1000 Tourist Households – All India	40
Appendix – V: Relative Ranking of States by Tourist and Purpose of Trip – All India	41
Appendix – VI: Relative Ranking of States by Tourists Per 1000 Tourist Households – All India	42
Appendix – VII: Relative Ranking of States by Tourists Per 1000 Trips – All India	43
Appendix – VIII: Statewise Number of Trips and Domestic Tourists	44
Appendix – IX: Ranking of Major Places Visited by Domestic Tourists Travelled For the Purpose of Leisure, Holiday, Religious and pilgrimage	45



MoT

Domestic Tourism Study



LIST OF TABLES

Table No.	Particulars	Page No.
3.1	Distribution of tourist households by income (at 2002 prices)	11
4.1	Relative ranking of states by purpose of trips – All India	15
4.2	Relative ranking of states by purpose of trips per 1000 tourist households	16
5.1	Relative ranking of states by tourist shares (purpose of travel and total)	22
5.2	Relative ranking of states by tourists per 1000 tourist households	23
6.1	Average expenditure per trip (Rs.)	24



LIST OF FIGURES

Figure No.	Particulars	Page No.
3.1	Estimated households and tourist households	7
3.2	Regional distribution of estimated households and tourist households	8
3.3	Distribution of tourist households by social status	9
3.4	Percentage distribution of tourist households by primary occupation	10
4.1	Distribution of trips by purpose of travel	13
4.2	Distribution of social trips by purpose of trips	14
4.3	Distribution of trips by purpose of travel and by region	16
4.4	Distribution of trips by purpose of travel and primary occupation – Rural	17
4.5	Distribution of trips by purpose of travel and primary occupation – Urban	18
4.6	Distribution of trips by purpose of travel and primary occupation – All India	18
4.7	Distribution of trips by purpose of travel and household income category	19
4.8	Distribution of trips by mode of travel	20
5.1	Distribution of tourists by purpose of travel	21
5.2	Regional distribution of tourists by purpose of travel	23
5.3	Percentage distribution of tourists by level of education	24
5.4	Percentage distribution of tourists by age	24
5.5	Distribution of tourists by purpose of travel and primary occupation	25
5.6	Distribution of tourists by purpose of travel and household income category	25



Figure No.	Particulars	Page No.
6.1	Average expenditure (Rs. per trip) by purpose	26
6.2	Urban-rural gap (%) in average expenditure	27
6.3	Average expenditure (Rs.) by income groups	28
6.4	Urban-rural gap (%) in average expenditure	28
6.5	Average expenditure (Rs. per trip) by occupation	29
7.1	Distribution of package trips by purpose	31
7.2	Distribution of average expenditure on package trip	32
7.3	Distribution of package trips by occupation	32
7.4	Distribution of day trips by purpose of travel	33
7.5	Average expenditure per same-day trip by purpose of travel (Rs.)	34



Summary of Domestic Tourism Statistics (2002)			
	Urban	Rural	All India
Estimated households (Million)	55.2	140.6	195.7
Estimated tourist households (Million)	21.9	64.9	86.8
Number of trips (Million)	60.9	168.6	229.4
Number of package trips (Million)	1.3	2.6	3.9
Number of tourists (Million)	157.0	392.4	549.4
Number of same day tourists (December 2002)	67.0	176.0	243.0
Number of trips per households	2.78	2.60	2.64
Number of tourists per trip	2.58	2.33	2.39
Average expenditure (Rs.) per trip	2,043	1,160	1,389
Average expenditure (Rs.) per package trip	2,129	1,288	1,558
Average expenditure (Rs.) per same-day trip	119	78	89
Distribution of tourists by purpose (%)			
Business & Trade	10.7	6.6	7.7
Leisure & Holiday	8.7	5.0	6.0
Religious & Pilgrimage	16.2	12.9	13.8
Social	52.9	61.0	58.9
Others	11.6	14.4	13.7
Total	100.0	100.0	100.0



EXECUTIVE SUMMARY

Demographic Profile of Tourist Households

- A 196 million households are estimated for the country in 2002 – 141million in rural areas and 55 million in urban areas. Of these, 87 million (44 percent) households are tourist households, with 65 million (75 percent) in rural areas.
- Uttar Pradesh, Andhra Pradesh, Maharashtra, West Bengal and Tamil Nadu are the five highest ranked states in terms of share in total tourist households in the country.
- Top five states with respect to number of tourist households per 1000 households are Delhi, Rajasthan, Andhra Pradesh, Karnataka, and Uttar Pradesh.
- At the all India level, Scheduled Castes/Scheduled Tribes (SC/ST) and Other Backward Classes (OBC) formed one-fourth and one-third of the total domestic tourist households respectively
- Over half of the rural tourist households depend on agricultural income (cultivators and agricultural wage earners) and 64 percent of urban tourist households depend on salaried jobs and businesses
- Nation-wide, the average annual income of tourist households was about Rs. 64,199; Rs. 55,780 for rural tourist households and Rs. 89,191 for urban tourist households.
- For the country as a whole, about 19 percent and 29 percent of tourist households belong to the 'least' income and 'low' income categories respectively, together accounting for 48 per cent of total tourist households.
- Middle income households constituted 46.7 percent of the total tourist households at the aggregate level.
- 39 per cent of the total rural tourist households were landless and 34 per cent were marginal and small farmers.

Characteristics of Tourists' Trips

- A total of 230 million trips were undertaken by domestic tourists in the country in 2002; 61 million (27 percent) were accounted for by urban residents and 169 million by rural inhabitants.
- Average number of trips per household in the country was 1.17 and average number of trips per tourist household was 2.64.



- Travel for social purposes accounted for the largest percentage of trips in both urban and rural areas.
- Social travel is relatively uniformly distributed regionally across the country.
- Regional distribution of trips shows the Southern region as dominant in accounting for most types of trips classified by purpose of travel, followed by the northern region.
- Top five states ranked according to their relative shares in total trips are Uttar Pradesh, Maharashtra, Karnataka, Andhra Pradesh and Madhya Pradesh.
- Karnataka has the highest percentage of BT and LH trips, and Uttar Pradesh ranks first in the social and other trips categories.
- Top five states ranked according to trips per 1000 tourist households are Himachal Pradesh, Karnataka, Punjab, Madhya Pradesh and Maharashtra.
- In rural areas, households involved in cultivation or agricultural wage earning account for the largest share of all purposes of travel except business trips.
- In urban areas, salaried and other wage-earning households represent the greatest share in trips of all types (excepting BT travel).
- Trips for BT are accounted for overwhelmingly by households involved in business or trade as primary occupation (in both rural and urban areas).
- Middle-income households represent the highest percent of trips in each category of travel by purpose as well as for all trips taken together.
- The major mode of transport for tourist trips in the country is by bus, representing at least 70 percent of all trips across all purposes of travel. Together bus and train account for at least 90 percent of trips in each category of travel.

Tourist characteristics

- Total estimated domestic tourists in 2002 at the national level are 549.4 million, of which 157.1 million (29 percent) were urban inhabitants and 392.4 million rural.
- On an average, there were 2.8 tourists per household and 6.3 tourists per tourist household for the country as a whole.
- Close to two thirds of all tourists at the all India level travelled for social purposes.
- The Southern states account for the highest share of tourists for LH, RP and social travel.
- The Northern region accounts for the highest share of tourists for BT and “others” categories of travel.



- Top five states ranked according to their relative shares in total tourists are Maharashtra, Uttar Pradesh, Karnataka, Andhra Pradesh and Rajasthan.
- Top five states ranked on the basis of tourists per 1000 tourist households are Karnataka, Himachal Pradesh, Punjab, Maharashtra and Rajasthan.
- For the country as a whole, more than a third of tourists have education till the primary level and about 10 percent are graduates.
- Over two-thirds of the tourist population belonged to the age group of 15 – 50 years.

Expenditures

- The average expenditure per trip at the all India level is Rs. 1389. It is Rs. 2044 for urban areas and Rs. 1170 for rural areas.
- Average expenditure per trip is the highest for travel related to leisure and holiday trips. This is followed by BT trips and RP trips are the third highest category.
- Social trips, account for the lowest average expenditure per trip.
- Average expenditure per urban trip is much higher than that for the rural one, the difference being most stark for social trips.
- Expenditure on transport accounts for the share of trip expenditure.
- Expenditure by occupation categories shows that expenditure per trip at the national level is highest for tourists belonging to households depending on business as the primary occupation. This is followed by the professional and self-employed categories.

Package Tours

- Out of a total of approximately 229 million trips made, a mere 3.9 million (about 1.7 percent) were organised as package tours.
- Half of the package trips were made for religious and pilgrimage purposes and about 28 percent for leisure and holiday purposes.
- Package trips comprise 7.8 percent of all LH trips in the country and 6.2 percent of RP trips.
- Salaried, middle-income households accounted for the largest share of package trips.
- Average total expenditure on package trips was Rs. 1588. The average cost of package trips by urban households was Rs. 2129 and was Rs. 1288 for rural



households. Travel costs accounted for the largest share of total expenditure on package trips in both rural and urban areas.

Same Day Trips

- There were 243 million same day tourists in India in December 2002.
- The largest share of same-day trips was accounted for by trips for social purposes followed by the category “others” and by RP
- The average expenditure on a same-day trip for all purposes taken together was Rs. 119 in urban areas and Rs. 78 in rural areas.
- Expenditure on travel for business & trade purposes is the highest at the all India level in case of same day trips.
- The lowest expenditure per trip is found in travel related to RP in both urban and rural areas



1 INTRODUCTION

Tourism in India, and domestic tourism in particular, veils many a mystery, in part due to inadequate collection of data related to the sector and partly due to the absence of a systematic framework for analysing the sector.¹ While statistics related to international visitors have periodically been collected, data on domestic tourists have been generated only sporadically, in an *ad hoc* manner, typically by non-government entities. In more than fifty years since Independence, only one large government survey -- the NSSO's 54th Round (January - June 1998), based on a thin sample -- contained a tourism module along with other modules focusing on daily commuters and the use of mass media by households. The definition of tourists underlying the survey was inconsistent with the current international definition and the survey did not include tourist expenditures except for travel costs. Earlier surveys date back to more than twenty years ago, and these were typically small, isolated attempts by state governments or business associations or researchers.

The present survey of Domestic Tourism in India thus marks the first time a national household survey dedicated to tourism has been undertaken in the country. Moreover, the survey methodology and framework are consistent with the most recent methodological advances in quantifying tourism and its role in the economy, as embodied in the framework for Tourism Satellite Accounts (TSA) adopted recently by the United Nations Statistical Commission. Indeed, the survey is part of an integrated approach by the Ministry of Tourism, Government of India, in developing and formulating a TSA for the Indian economy. However, the findings of the survey will also help generate important stylised facts – the critical building blocks of a broader exploration and understanding – of domestic tourism in India.

¹ Unlike the typical sectors defined in the System of National Accounts, the “tourism sector” comprises a mixture of many different traditional sectors, from transport, to accommodation, to food, and so on. Since tourism is demand defined, the “tourism sector” includes all goods and services demanded by visitors. Substantial advances in methodology have culminated recently in the adoption in 2000 by the United Nations Statistical Commission of the framework of the Tourism Satellite Account (TSA) -- *Tourism Satellite*



The two broad objectives of the survey were to (1) to estimate the total number of domestic tourists by different purposes of travel; and, (2) to estimate the total magnitude and patterns of tourist expenditures. This report presents the major findings of the national household survey of domestic tourism in India. It is hoped that these findings will be of immense interest to a broad community including government entities, private-sector stakeholders in tourism, academics, media and even the vast majority of individuals whose aggregated travel and tourism behaviour is captured in these findings. In particular, it is also hoped that the survey findings will spur analysts and researchers interested in tourism to identify and develop hypotheses and models to better understand the “how’s and why’s” of the findings presented here, with a view to improving policies for development of tourism in the country. Consistent with that spirit, our constant endeavour in the presentation of the report is to focus tightly on providing material facts devoid of speculation and opinion. Or, as they say in crime novels, to provide “just the facts, and nothing but the facts”.

The outline of this report is as follows. The next chapter clarifies and defines important concepts discussed in this report, and provides a brief non-technical explanation of the sampling design and the statistical methodology of the survey. Chapter 3 presents findings related to major socio-economic attributes of tourist households in the country. A discussion of tourist trips, as distinct from tourist households, is presented in Chapter 4 while Chapter 5 summarises findings related to tourists. Survey findings regarding expenditures on trips are presented in Chapter 6. Finally, in Chapter 7, we discuss two specialised topics – package tours and the phenomenon of same-day tourism. The appendices provide detailed tables beyond those presented in the main body of the report.



2

SURVEY CONCEPTS, DEFINITIONS AND METHODOLOGY

Definitions

Popular perceptions of domestic tourists tend to be quite narrowly defined, as persons traveling to leisure resorts or tourist destinations or on religious pilgrimage. However, the internationally accepted definitions are broader, and are the ones adopted in the present survey. To avoid confusion, we define below some basic concepts used in the survey and in this report.

Tourist: The UN/WTO (World Tourism Organisation) defines visitors as “any person travelling to a place *other than that of his/her usual environment* for less than 12 months and whose main purpose of the trip is other than the exercise of an activity remunerated from within the place visited.”¹ Visitors are further sub-divided into two categories: tourists, who must stay one or more night in the place visited, and same-day visitors, comprising visitors who visit a place and return the same day (without overnight stay).

This definition recognises the following categories as characterising the main purpose of travel for tourists: (a) leisure, recreation and holidays, (b) visiting friends and relatives, (c) business and professional (including for study), (d) health treatment, (e) religion and pilgrimage, and, (f) sports.²

Tourist households: A household in which at least one member was a tourist during the reference period.

Tourist trips: A trip is defined as consisting of both travel to the destination(s) *as well as return to the usual environment* of the visitor. A trip is counted as part of tourism if it conforms to the definition of tourist travel given earlier.

¹ UN/WTO *Recommendations on Tourism Statistics* ¶20.

² In addition, there are other special categories such as airline or ship crews, transit travellers, etc. For greater details as well as for a discussion of consistency of this definition with that used by the Government of India, see *Developing a TSA for India*, NCAER, New Delhi, 2001.



Tourist Expenditures: All expenditures related to acquisition of goods and services for a trip, made by the visitor or on behalf of the visitor before, during and after the trip.

Survey Description and Methodology

The all-India survey of domestic tourism had two objectives: to estimate total number of domestic tourists by different purposes of travel, and to estimate domestic tourism expenditure. The target population of the survey was the tourist population in the country, with states and urban/rural categories as sub-populations or target groups, for whom too representative estimates were sought. The geographical coverage of the survey includes all the states and union territories of India.³

The survey methodology and sampling design adopted is quite similar to that used by the National Sample Survey Organisation (NSSO) in its Household Budget Surveys (HBS), but also distinguished by the need to incorporate important aspects of tourism activities. For example, domestic tourism is greatly affected by factors such as seasonality and socio-cultural traits. Cross-section data generated through a single point survey (as in a HBS) would not be able to capture any impact of such parameters. Instead, a repeated survey over a period (half yearly) enabling generation of longitudinal data was decided upon. Thus, the survey period was divided into two sub-rounds, each with duration of six months, the first from January to June 2002 and the second from July to December 2002.

Second, the domestic tourism expenditure survey is a household survey but, unlike an HBS, the ultimate unit of selection is a tourist household. Consequently, a list of tourist households (sampling frame) is prerequisite to selecting the representative sample (tourist households) from which to collect the desired information. The sampling frame should be up-to-date and free from errors of omission and duplication (which is particularly problematic). In developing countries like India, such sampling frame is neither readily available nor can it be easily prepared since developing new frames is an expensive proposition. The survey design adopted a three-stage stratification in which a ready-made frame could be used at least for the first two stages, and a sampling frame

³ Some parts of Jammu and Kashmir were excluded from the field survey as were also Andaman and Nicobar and Lakshadweep Islands due to logistical constraints. However, these represent an extremely small fraction of the total population of the country and the national estimates provided in the report refer to all of India.



developed in the last stage (discussed below). The same sample design was adopted for both rounds, with respect to coverage, stages of selection, stratification variables and sample size. In other words, primary data were collected from the same villages and urban blocks during both rounds. This was done in a view to keep costs low without any significant loss in precision.

NCAER's experience with socio-economic surveys in India has been that, more than the total sample size, it is the geographical spread over the country that is more important from the point of view of statistical efficiency of estimates. This applies perhaps even more so to tourism, whose distribution across the population is likely to show large degree of heterogeneity. Consequently, a notable feature of the survey design is that the sample of tourist households was selected from a wide cross-section of households in the country, covering both rural and urban areas, with the objective of enhancing the precision of the estimates. The rural sample for the survey were selected from a representative number of districts from across the country, while the urban sample covered a range from big metropolitan cities to small towns with populations below 5000. Appendix-I provides more details on selection of the rural and urban samples.

While the first two stages of stratification in the survey used pre-existing sampling frames (see Appendix-I), the survey developed a sampling frame of tourist households at the third and last stage. This was done by undertaking a listing of all households in the selected sampling area, which were then stratified using nine purposes of travel, from each of which households were then selected at random. Developing the sampling frame at the third – household selection – stage did add some costs to the survey, but it was deemed as highly desirable for two reasons related to the intrinsic nature of tourism. First, the distribution of various tourists is far from homogeneous across any population, particularly in rural areas of India, and therefore adoption of a sample design (through listing in this case) to select a representative sample is very crucial. Second, and related, the distribution of tourists across purposes of travel is highly skewed in India (according to the NSSO survey that found an overwhelming concentration of tourists in two categories of travel – travel for social purposes and 'others'). Given the skewed distribution, the listing at the third/household stage would ensure statistically adequate representation of low-frequency purposes of travel (such as for medicine, study, etc.) while attempting to estimate tourism *expenditures*.



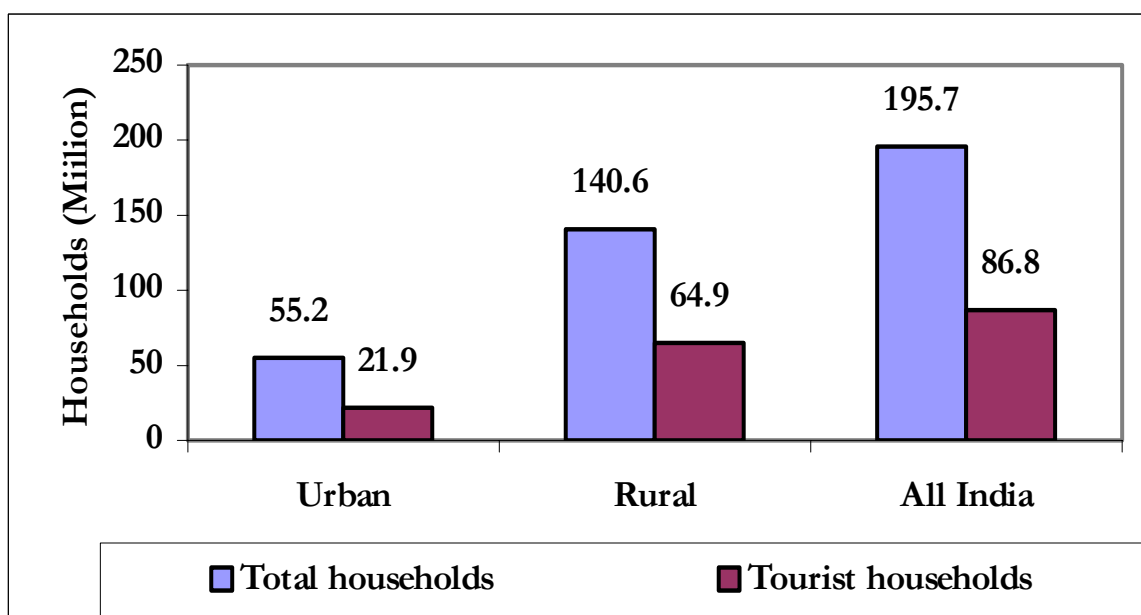
The interviewers were provided training for a period of five days, both in canvassing the listing proforma and the household schedule. The training was deemed necessary in view of the types of concepts entailed in understanding and explaining domestic tourism, and it also enabled the interviewers to better communicate problems in the field to supervisors and survey managers, and to comprehend the feedback. In addition, the training also served another important role in improving the survey performance in the Indian context: the presence of senior researchers contributed strongly to increasing the motivation and dedication of the investigators.



3

DEMOGRAPHIC PROFILE OF TOURIST HOUSEHOLDS

It has been estimated that there were about 196 million households in India in the year 2002: 141 million (72 per cent) in rural and 55 million (28 per cent) in urban areas. At the aggregate level, member(s) of about 44 per cent households (87 million) made at least one domestic trip as a tourist during the reference period and as has been mentioned, such households are referred to as tourist households. Out of these 87 million tourist households, about 75 percent (65 million) are rural households. (Fig. 3.1)

Fig. 3.1: Estimated households and tourist households

The regional distribution of tourist households shows tourist households comprise more than 40 percent of total households across all regions¹ (except the east). In fact, in the Central region, tourist households are almost half of total households.

¹ The composition of six regions are:

North: Chandigarh, Delhi, Haryana, Himachal Pradesh, J&K, Punjab, Uttranchal, Uttar Pradesh

South: Andhra Pradesh, Karnataka, Kerala, Pondicherry, Tamil Nadu

East: Bihar, Jharkhand, Orissa, Sikkim, West Bengal

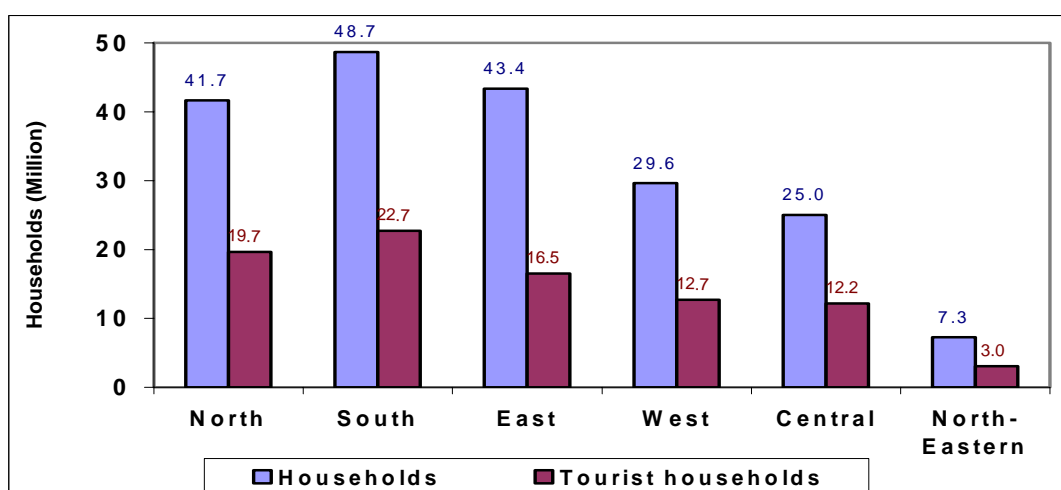
West: Maharashtra, Gujarat, Goa, Daman and Diu

Central: Rajasthan, Madhya Pradesh, Dadar & Nagar Haveli, Chattisgarh



A more tapered look at individual states might be useful here. In the current survey a total of 33 states have been covered and the top 20 states have been ranked based on two parameters: the percentage distribution of tourist households and density of tourist households in the respective states.² The top five states with respect to the former are Uttar Pradesh, Andhra Pradesh, Maharashtra, West Bengal and Tamil Nadu. Hence, these states are important with respect to tourism expenditure. The proportion of tourist households in these states ranges from 15 percent in Uttar Pradesh to about 7 percent for Tamil Nadu.

Fig. 3.2: Regional distribution of estimated households and tourist households



The density, which can be construed as the extent of tourism penetration in each state, is the number of tourist households per 1000 households. The all India average density is 444 and it is interesting to note that 9 out of the 20 states have densities above the national average. The top 5 states in descending order of density are Delhi (651), Rajasthan (556), Andhra Pradesh (498), Karnataka (494), and Uttar Pradesh (488). (Appendix-II)

The demographic profile of tourist households is useful in understanding the socio-economic factors governing domestic tourist behaviour in India. The remaining part of this chapter is a presentation of the tourist household profile, which shall essentially answer the question – What are the characteristics of domestic tourist households?

North East: Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura

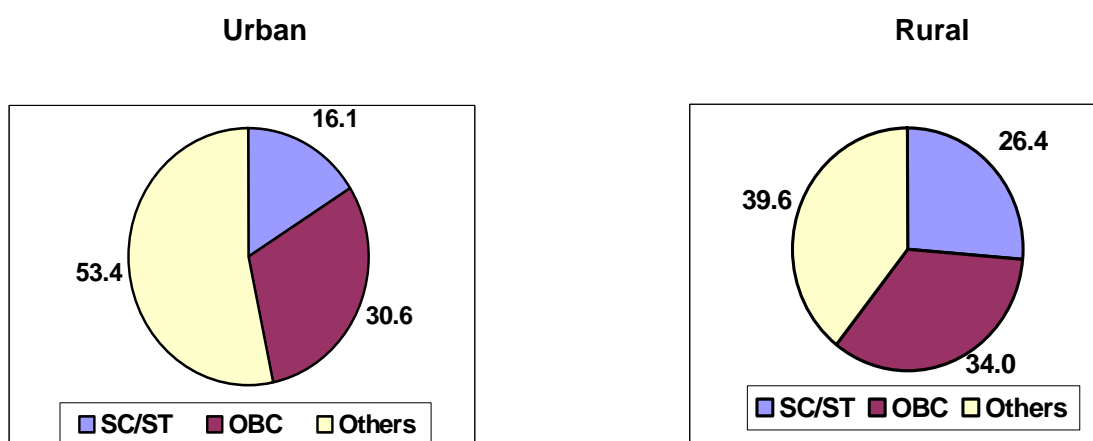
² These 20 states account for as much as 98 percent of the total number of households and tourist households in the country.



Social Status

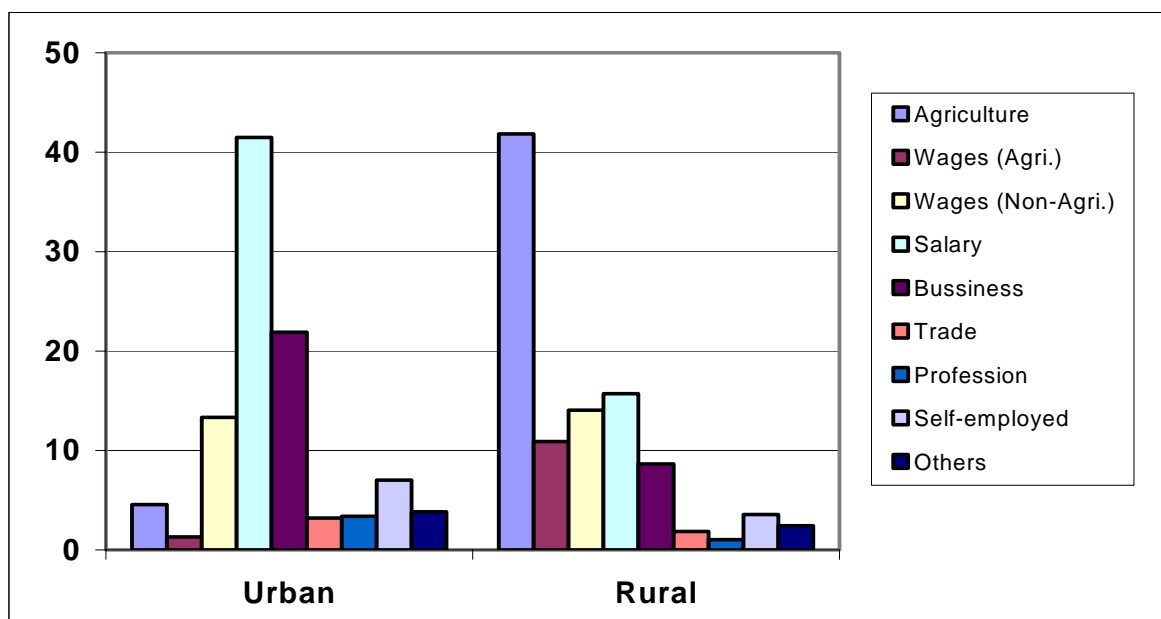
The classification of tourist households by social group indicates that at the all India level, the 'General' category households were 43 percent of total domestic tourist households, while Scheduled Castes/Scheduled Tribes (SC/ST) and 'Other Backward Classes' (OBC) formed one-fourth and one-third of the total respectively. The urban-rural classification indicates that rural areas have a higher percentage of SC/ST and OBC tourist households as compared to urban areas. (Fig. 3.3)

Fig. 3.3: Distribution of tourist households by social status



Occupation

At the all India level as much as 40 percent of tourist households are engaged in agriculture related activities (cultivators and agricultural wage earners) as their primary occupation. While, over half of the rural tourist households depend on agricultural income (cultivators and agricultural wage earners), 63 percent of urban tourist households depend on salaried jobs and businesses. This can be clearly seen from the Fig. 3.4. It might be mentioned in passing here that at the all India level, 28 percent of tourist households pursue a secondary occupation.

**Fig. 3.4: Percentage distribution of tourist households by primary occupation**

Household Income

The concept of household income – strictly defined – is often misunderstood by survey respondents. Instead of stating income as net of production expenses, the common tendency is to refer to it as net of all expenses, including consumption expenses. Despite best efforts to get realistic levels of net income, the probability of some amount of understatement of income cannot altogether be ruled out. Subject to this limitation, the estimates of income should be viewed as broad indicators of proceeds that are earned. At the aggregate level, the average annual income of tourist households was about Rs. 64,199 (Rs. 55,780 for rural tourist households and Rs. 89,191 for urban tourist households). The annual income of households from all sources has been classified into four groups.³

³ **Income groups:** Least income households - Up to Rs. 22,500; Low income households - Rs. 22,501 - Rs. 45,000; Middle income households - Rs. 45,001 – Rs. 160,000 and High income households - Above Rs. 160,000.



Table 3.1 reveals that low-income households form a sizeable part of total travelling households at the all-India level. About 19 percent and 29 percent of tourist households belong to the least and low-income categories respectively, together recording 48 per cent of total tourist households. The share of such households in rural areas was much higher (55 percent) as compared to their urban counterpart (27 per cent). The fact that low-income households are a majority has important policy implications. It would suggest that building of tourism infrastructure, its upgradation and provision of related facilities must also target this section of the tourists. This would affect, for instance, the relative focus on building of say low cost hotel accommodation and *dharamshalas* as opposed to expensive luxury hotel accommodation.

Table 3.1: Distribution of tourist households by income (at 2002 prices)
(Percent)

Income class	Urban	Rural	All India
Least income	7.1	23.2	19.2
Low income	19.9	32.1	29.1
Middle income	63.0	41.5	46.7
High income	10.0	3.2	4.9
<i>Total</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>
Average household income (Rs./annum)	89,191	55,780	64,199
Average per capita income (Rs./annum)	16,828	9,786	11,363

At the all-India level, middle income households constitute about 46.7 percent of the total tourist household. While about 63 percent of the urban tourist households belong to this category, the share for rural areas was only 41.5 percent. The high-income groups have a 4.9 percent representation among the tourist households of the country.

Asset Ownership

The value of assets owned by a household is perhaps an important indicator of the economic status of the household, after income accruals. Operational land holding and animal/cattle ownership are considered here, which are more relevant parameters in the context of rural tourist households as opposed to urban ones. Of the total rural tourist households, about 39 per cent were landless. Marginal and small farmers account for about 34 per cent of all rural tourist households, followed by farmers who own medium sized land holdings (23 per cent). The share of large farmers was about 5 per cent. On



the other hand, as regards animal/cattle ownership, close to 60 percent of the tourist households from the rural areas possessed some animal.

Household Composition, Age Distribution and Literacy Level

Survey results reveal that a little over 50 per cent of the total tourist households have nuclear families while about 41 per cent have joint families. The average family size is estimated to be 5.45 persons. This however, varies to some extent between rural and urban areas. For instance, tourist households in rural areas have a larger family size of 5.50 as compared to 5.31 in urban areas. A further analysis of households has revealed that the ratio of adults to children was about 1.8:1 and the male-female ratio stood at 1.1:1 for the country as a whole.

The age distribution of population indicated that a majority (over 60 percent) of people belong to the 15-50 years age category, followed by people less than 15 years of age who formed about 30 percent of the total population.

As far as the literacy level is concerned, at the aggregate level, about three-fourth of the total population of tourist households is literate and a majority of them (over 61 per cent) is educated up to the secondary level. As is expected, the data shows that the share of literate population, at various levels, in urban areas is significantly higher than its rural counterpart.

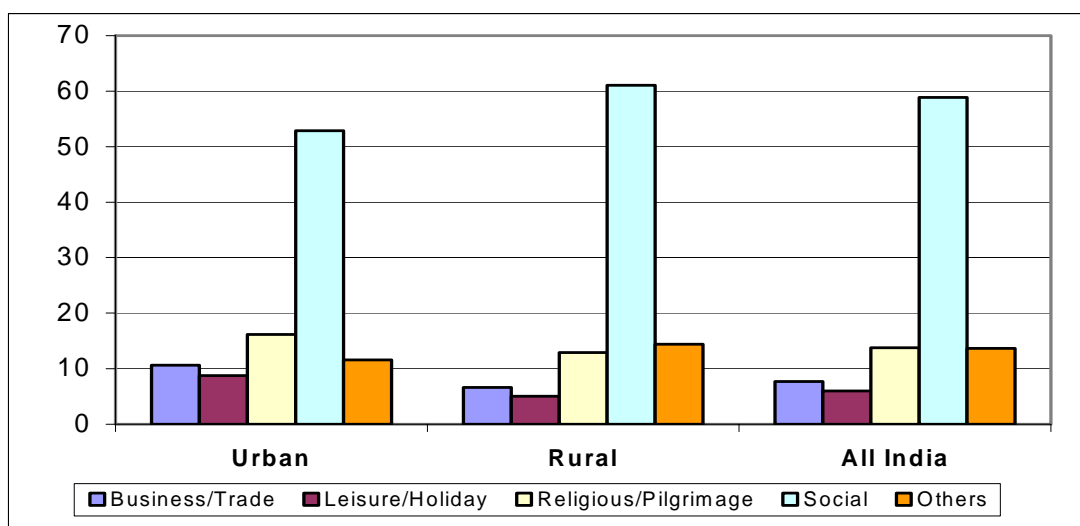


4 TRIP CHARACTERISTICS

A trip is defined as consisting of both travel to the destination(s) *as well as return to the usual environment* of the visitor. A trip is counted as part of tourism if it conforms to the definition of tourist travel (Chapter 2).

A total of 230 million trips were undertaken by domestic tourists in the country in 2002, of which 61 million were accounted for by urban residents and 169 million by rural inhabitants. This works out to an average of 1.17 trip per household in the country and 2.64 trips per tourist household nationally. The ratio of trips per household in urban and rural areas was almost the same – 1.1 and 1.2 respectively. However, the ratio of trips per tourist household in urban areas was higher at 2.8 compared to 2.6 in rural areas.

Fig 4.1: Distribution of trips by purpose of travel



(Percent of trips accounted for by purpose of travel)

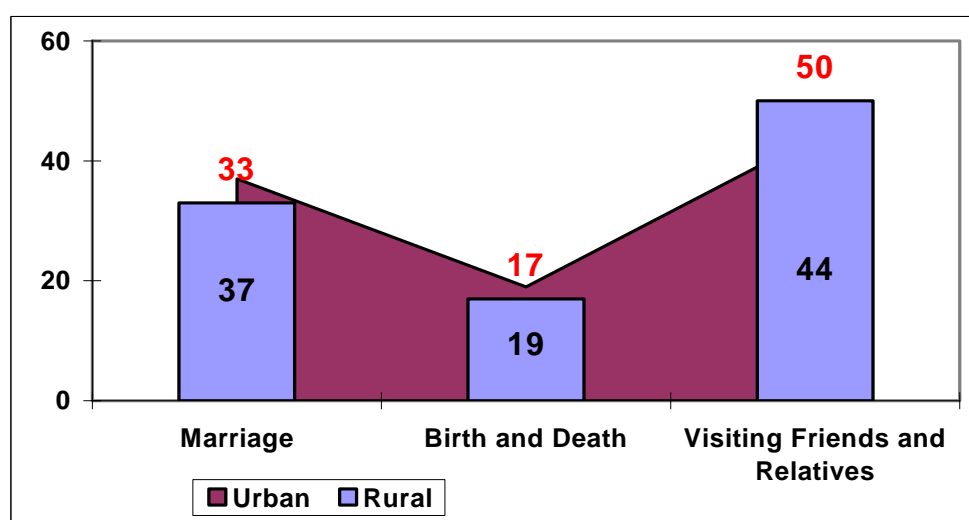
The largest percentage of trips is accounted for by social travel in both urban and rural areas. However, while social reasons account for 61 percent of all rural trips, they underlie only 53 percent of urban trips. As would be expected, the percentage of trips



accounted for by purposes¹ of BT and LH is higher amongst urban households than in rural. A greater percentage of urban trips is accounted for by religious/pilgrimage travel than in rural areas (16 percent versus 13 percent respectively).

The largest reason for travel – social – is broken down in the figure below into three components, namely, visiting friends and family, birth and death, and marriage. The relative weight of each of these components shows a similar pattern across rural versus urban areas, although the quantitative share of visiting friend and family is higher in rural areas than in urban, and the share of the other two components is less. At the national level, 49 percent of social trips are for visiting friends and family and 33 percent for attending marriages, with the remaining 18 percent of social travel related to births and deaths.

Fig 4.2: Distribution of social trips by purpose of travel



(Percent of social trips)

Table 4.1 shows the relative importance of different states in tourism trips in the country. The top five states that account for the largest share of trips in the country, both in total and by purpose of travel² are dominated by some of the largest states, including Karnataka, Maharashtra, Uttar Pradesh, Madhya Pradesh, Tamil Nadu and Andhra

¹ **Purposes of Travel:** BT- Business and Trade, LH- Leisure and holidays, RP- Religious and pilgrimage

² The 20 largest states are included in the rankings, accounting for almost 98 percent of the population.



Pradesh. Karnataka has the highest percentage of BT and LH trips, while Uttar Pradesh ranks first in the other three categories.

Table 4.1: Relative ranking of states by purpose of trips – All India

Purpose ↓	Rank				
	1	2	3	4	5
BT	Karnataka (15.0)	Andhra Pradesh (12.7)	Uttar Pradesh (10.8)	Maharashtra (7.9)	Punjab (7.5)
LH	Karnataka (17.8)	Tamil Nadu (9.6)	Uttar Pradesh (9.2)	West Bengal (9.0)	Gujarat (8.6)
RP	Maharashtra (17.6)	Karnataka (13.6)	Uttar Pradesh (11.5)	Andhra Pradesh (9.7)	Tamil Nadu (9.3)
Social	Uttar Pradesh (13.1)	Maharashtra (11.0)	Madhya Pradesh (9.3)	Andhra Pradesh (9.3)	Rajasthan (8.4)
Others	Uttar Pradesh (12.1)	Maharashtra (10.7)	Karnataka (10.4)	Bihar (9.2)	Madhya Pradesh (7.1)
All trips	Uttar Pradesh (12.3)	Maharashtra (11.4)	Karnataka (10.0)	Andhra Pradesh (9.1)	Madhya Pradesh (7.3)

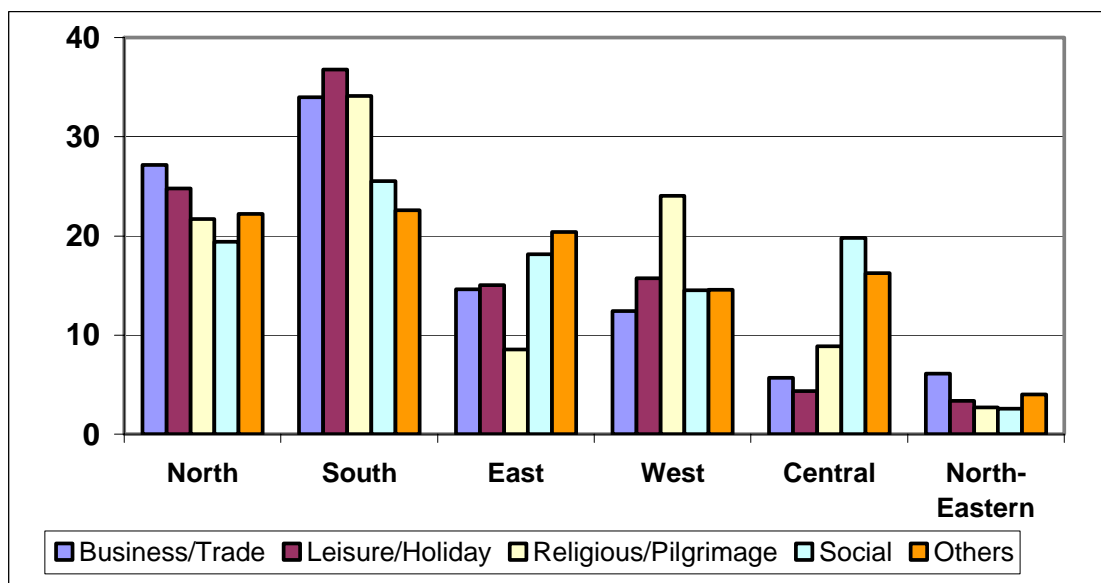
N.B.: Figures in parentheses refer to percentage of trip accounted for by state for specific purpose, and in total.

The rankings (in Table 4.1 and Appendix-III) are broadly dominated by states in the Southern and Northern regions. In particular, the Southern states of Karnataka, Tamil Nadu, Andhra Pradesh and also Kerala rank relatively high across most categories of travel by purpose. As a result, the regional distribution of trips shows states in the Southern region as dominant in accounting for most types of trips classified by purpose of travel, followed by the Northern region (Fig. 4.3). More than one-third of all trips in the country for BT, LH, and RP are accounted for by the Southern states. Northern states account for almost a quarter of all BT and LH trips and about a fifth of all RP travel. Eastern and Western regions display comparable shares of travel for BT and LH, but eastern states have a significantly lower share of RP travel. Not surprisingly, the distribution of social travel is relatively uniformly distributed across the regions.



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Fig 4.3: Distribution of trips by purpose of travel and by region



(Percentage of trips accounted for by each region for any given purpose of travel)

The states' rankings reflect a combination of both population size as well as tourism activity by households in the state. To standardize for the size of the population in the states, Table 4.2 and Appendix-IV present the ranking of states on the basis of trips per 1000 tourist households in the state.

Table 4.2: Relative ranking of states by purpose of trips per 1000 tourist households

Purpose ↓	Rank				
	1	2	3	4	5
BT	Punjab (727)	Himachal Pradesh (515)	Karnataka (491)	Haryana (348)	Assam (342)
LH	Himachal Pradesh (609)	Punjab (528)	Karnataka (466)	Delhi (276)	Gujarat (248)
RP	Karnataka (821)	Maharashtra (690)	Punjab (671)	Himachal Pradesh (603)	Delhi (545)
Social	Madhya Pradesh (2496)	Rajasthan (2081)	Karnataka (1971)	Maharashtra (1839)	Orissa (1806)
Others	Himachal Pradesh (1126)	Karnataka (617)	Punjab (583)	Bihar (566)	Orissa (521)
All trips	Himachal Pradesh (4419)	Karnataka (4366)	Punjab (4083)	Madhya Pradesh (3290)	Maharashtra (3234)

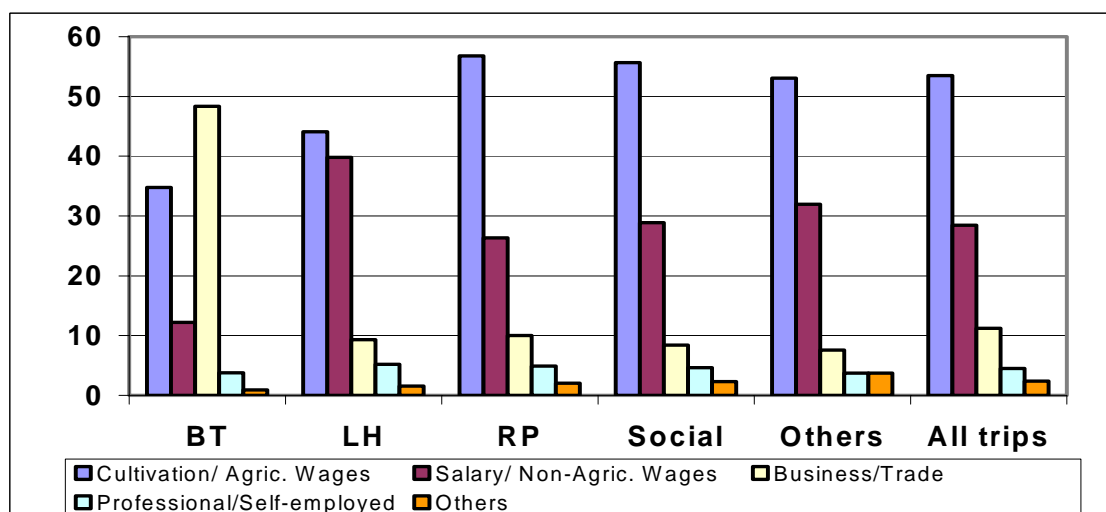
N.B. Figures in the () refer to trips per 1000 tourist households for specific purpose, and in total

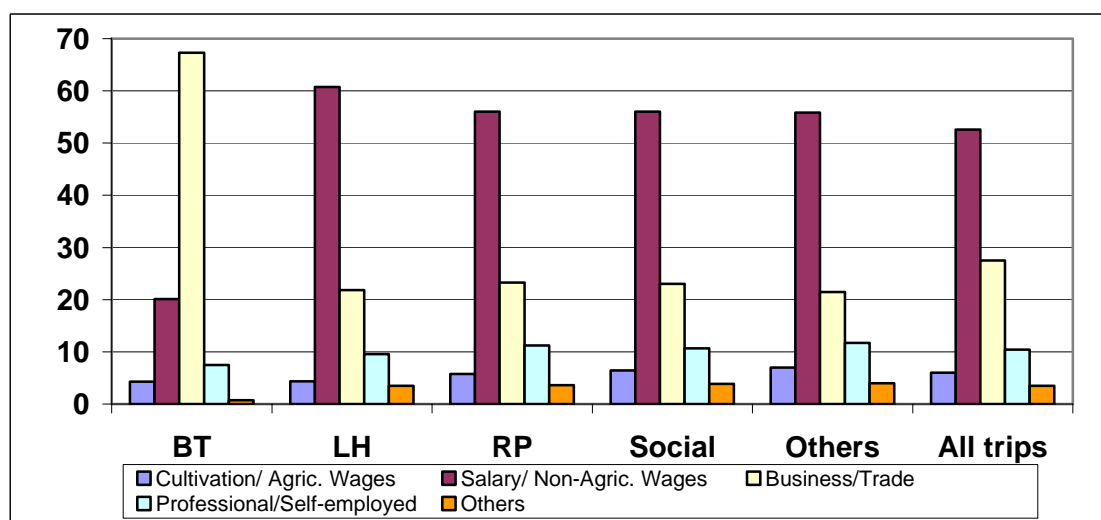


The result is some smaller states move up the ranking, including Punjab, Himachal Pradesh, Orissa, Haryana, Assam and Delhi. Some of the larger states such as Karnataka and Maharashtra still retain their high rank in number of trips made by residents of the states, indicating their ranking reflects not just larger population but also greater incidence of trips by tourist households in these states.

The distribution of primary occupations across different types of travel by purpose shows important differences across rural and urban areas. In rural areas, households involved in cultivation or agricultural wage earning are dominant across all categories of travel except business trips. As might be expected, the highest share of BT is accounted for by households whose primary occupation is business or trade. At the same time, salaried households (including those earning non-agricultural wages) account for a high share of all categories of travel except BT, and are an important component of LH travel. (Fig.4.4)

Fig 4.4: Distribution of trips by purpose of travel and primary occupation - Rural



**Fig 4.5: Distribution of trips by purpose of travel and primary occupation - Urban**

In urban areas, salaried and other wage-earning households represent the greatest share of travel of all types. The only exception is BT that, again as expected, is accounted for overwhelmingly by households involved in business or trade as primary occupation. (Fig. 4.5)

At the all-India level, salaried households are an important source of domestic tourism, particularly in travel related to LH and RP. However, due to the large rural population, households involved in cultivation and agricultural wage-earning also represent major shares of trips undertaken at the all-India level (Fig. 4.6). Indeed, these households account for the largest share of travel related to RP, social travel, other travel and total trips. Salaried households represent the largest share of travel for LH while business/trade related households dominate BT.

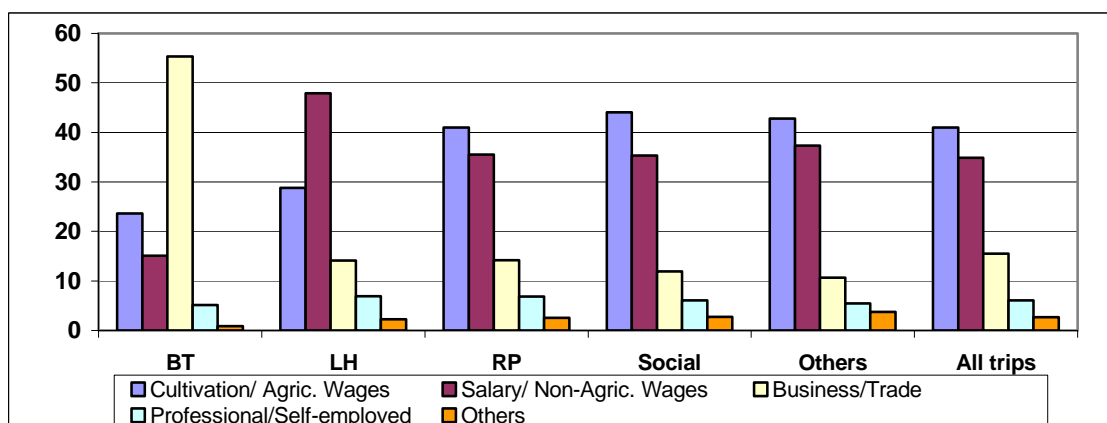
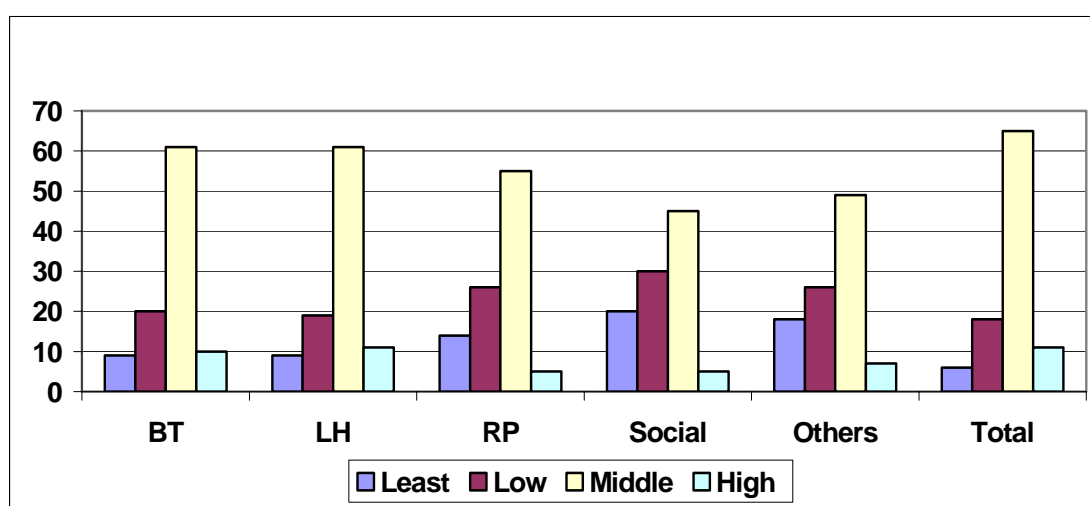
Fig 4.6: Distribution of trips by purpose of travel and primary occupation – All-India



Fig. 4.7 presents the distribution of household incomes across trips by different purpose of travel, and highlights the fact that domestic tourism in India is predominantly a middle-class phenomenon. Amongst the four income categories defined already, middle-class households represent the highest percent of trips in each category of travel by purpose as well as for all trips taken together. For high-income households, their share in total trips is largest in trips for BT and LH. Similarly, for low income households, across the purposes of travel, their share is highest in trips related to RP, social and other travel. The highest share shown by the economically weaker least income households is in social travel.

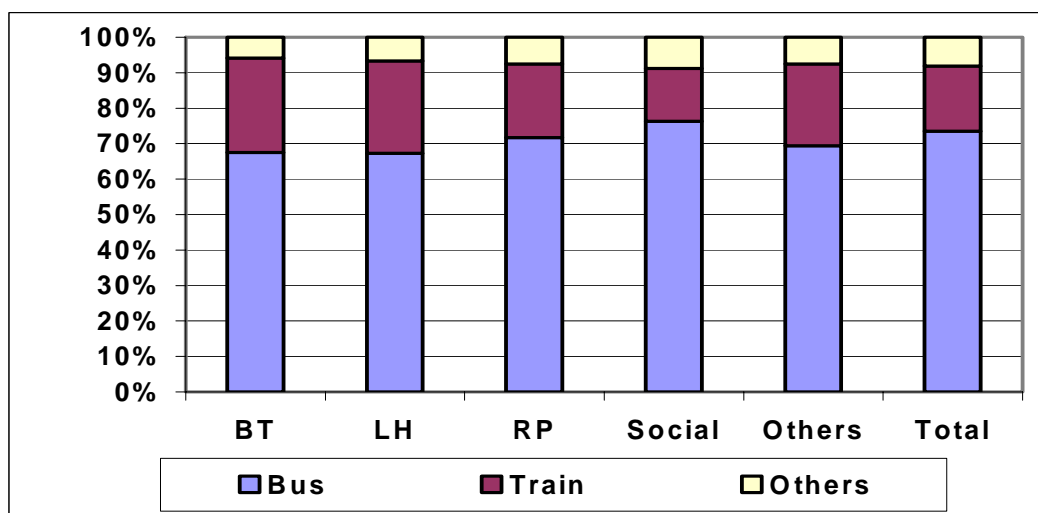
Fig 4.7: Distribution of trips by purpose of travel and household income category



The most popular mode of travel by far is bus transport followed by train travel. For almost all categories of travel by purpose, more than two-thirds of all trips are by bus, and together, bus and train account for at least 90 percent of trips in each category of travel, including BT and LH. In the small residual, two largest modes of travel are by two wheeler/car/jeep and by foot/bicycle, each accounting for about 2 percent of total trips. Air travel accounts for 0.18 percent of BT and 0.2 percent of LH travel, and less than 0.1 percent across other purposes of travel. Travel by ship/boat represents 0.5 percent of LH travels and is virtually insignificant across other categories.



Fig 4.7: Distribution of trips by mode of travel





5 TOURIST CHARACTERISTICS

This chapter presents major survey findings related to “tourists”, the members of “tourist households” that undertook tourism-related travel. A total of 549.4 million tourists have been estimated for the country in 2002, of which 157.1 million were urban inhabitants and 392.4 million rural. The aggregate figure implies a ratio of 2.8 tourists per household in the country. On the other hand, the average number of tourists per tourist household was 6 in rural areas and 7.2 in urban areas, with 6.3 as the national average. These ratios are marginally higher than average household size, consistent with the fact that a tourist household made more than one trip on an average in the reference period.

The distribution of tourists by purpose of travel shows that close to two third of all tourists nationally traveled for social purposes. This is expected given that social travel is the predominant purpose of trips in the country. While social tourists account for 67 almost percent of rural tourists, the percentage for urban areas is 58 percent. Travel for RP accounted for the next highest share of tourists at the all India level (15 percent). The percentage of tourists touring for RP, BT and LH purposes are higher in urban areas than in rural. (Fig. 5.1)

Fig 5.1: Distribution of tourists by purpose of travel
(Percent of tourists accounted for by purpose of travel)

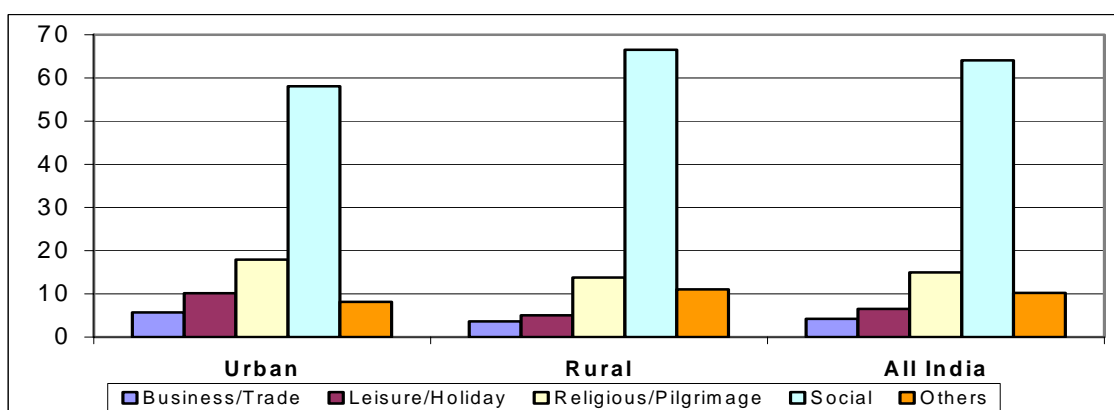




Table 5.1 shows the top five states that account for the largest share of tourists in the country, both in total and by purpose of travel. (A more detailed table with all states included is available in Appendix-V). The rankings by tourist shares, (similar to trip characteristics) are dominated by some of the largest states, including Maharashtra, Uttar Pradesh, Karnataka, and Andhra Pradesh. Karnataka has the highest percentage of BT and LH tourists, Maharashtra ranks first in case of RP tourists and Uttar Pradesh has the largest percentage of social tourists.

Table 5.1: Relative ranking of states by tourist shares (purpose of travel and total)

Purpose ↓	Rank				
	1	2	3	4	5
BT	Karnataka (14.5)	Uttar Pradesh (11.7)	Punjab (11.1)	Andhra Pradesh (11.0)	Maharashtra (6.4)
LH	Karnataka (18.4)	Tamil Nadu (11.1)	Maharashtra (8.7)	West Bengal (8.7)	Uttar Pradesh (8.1)
RP	Maharashtra (17.3)	Karnataka (13.9)	Andhra Pradesh (10.3)	Uttar Pradesh (10.2)	Tamil Nadu (9.7)
Social	Uttar Pradesh (12.1)	Maharashtra (11.1)	Rajasthan (9.7)	Madhya Pradesh (8.6)	Andhra Pradesh (8.2)
Others	Karnataka (10.9)	Uttar Pradesh (10.8)	Maharashtra (9.8)	Bihar (9.4)	Madhya Pradesh (6.9)
All Trips	Maharashtra (11.6)	Uttar Pradesh (11.4)	Karnataka (9.6)	Andhra Pradesh (8.4)	Rajasthan (7.7)

N.B. Figures in the () refer to percentage of tourists accounted for by state for specific purpose, and in total.

Region-wise, the rankings are broadly dominated by states in the Southern and Northern regions and Maharashtra in particular in the Western region (Fig. 5.2). The Southern states of Karnataka and Andhra Pradesh and Northern states of Uttar Pradesh and Punjab rank relatively high across most categories of travel by purpose (Appendix-V). As a result, the regional distribution of trips shows states in the Southern region as dominant in tourist shares for most types of trips classified by purpose of travel, followed by the Northern region. The Southern states together account for the highest share of tourists for 3 categories of travel – LH, RP and social. They also represent large shares of travel for BT and “others”, but the Northern region has higher shares of tourists in these categories.



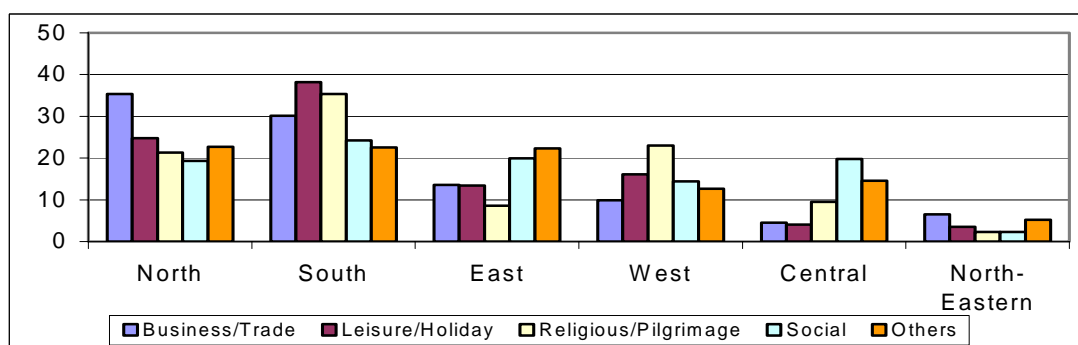
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Fig 5.2: Regional distribution of tourists by purpose of travel



Standardizing for population size by considering tourists per 1000 tourist households' changes the ranking with smaller states like Punjab, Himachal Pradesh, Delhi and Jharkhand improving their ranks. (Table 5.2 and Appendixes – VI and VII)

Table 5.2: Relative ranking of states by tourists per 1000 tourist households

Purpose ↓	Rank				
	1	2	3	4	5
BT	Punjab (1361)	Himachal Pradesh (965)	Karnataka (604)	Haryana (519)	Delhi (497)
LH	Himachal Pradesh (1361)	Punjab (1303)	Karnataka (1229)	Delhi (912)	Tamil Nadu (639)
RP	Karnataka (2183)	Punjab (1763)	Maharashtra (1756)	Delhi (1561)	Himachal Pradesh (1486)
Social	Rajasthan (6227)	Madhya Pradesh (5926)	Jharkhand (5118)	Orissa (4941)	Maharashtra (4815)
Others	Himachal Pradesh (2212)	Punjab (1220)	Karnataka (1142)	Jharkhand (1133)	Bihar (1027)
Total	Karnataka (9937)	Himachal Pradesh (9668)	Punjab (9461)	Maharashtra (7784)	Rajasthan (7713)

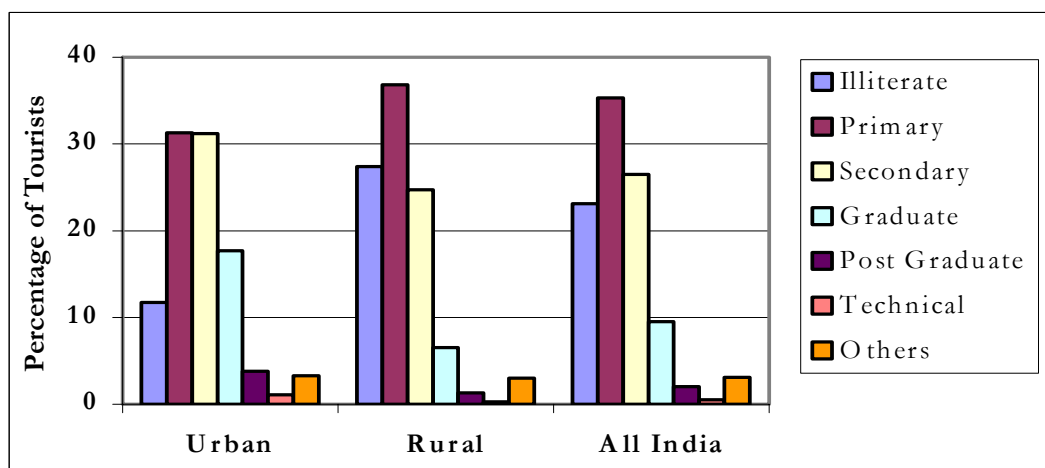
N.B. Figures in the () refer to tourists per 1000 tourist households for specific purpose, and in total.

The distribution of tourists by the level of education shows that at the all India level, more than a third of tourists have education till the primary level, about 27 percent possess secondary education and just about 10 percent are graduates. However, the percentage of graduate tourists in urban areas is approximately thrice that in rural areas.



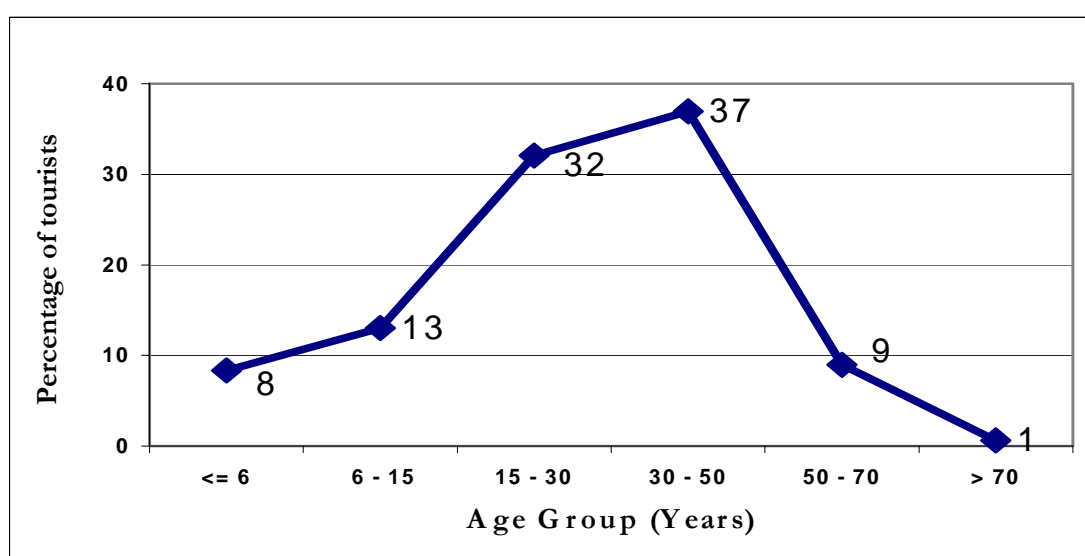
Two thirds of tourists from rural areas are either illiterate or possess primary education, reflecting lower literacy levels in rural areas in general. (Fig. 5.3)

Fig. 5.3: Percentage distribution of tourists by level of education



The age profile of tourists shows that tourists in the working age group (15 – 50 years) account for more than two-thirds of the tourist population. The age-group curve in the Fig. 5.4 depicts that there is a sharp dip in the percentage of tourists beyond 50 years.

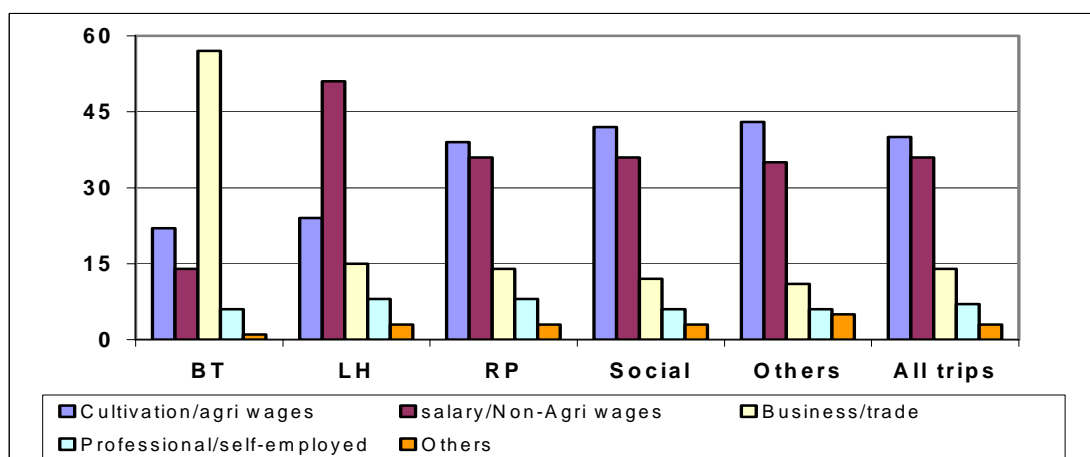
Fig. 5.4: Percentage distribution of tourists by age





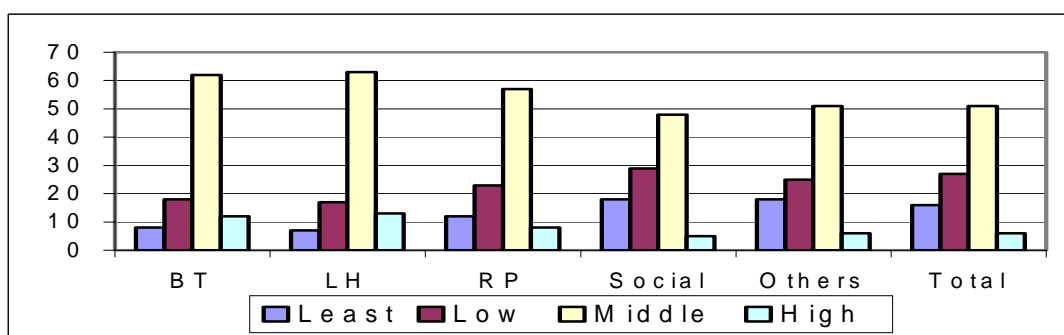
The distribution of primary occupations across different types of travel by purpose shows that as regards all trips, 40 percent of tourists belong to households involved in cultivation or agricultural wage earning. The same category of tourists also accounts for a majority as regards social, RP and other travel reasons. Additionally, more than 50 percent of the total number of tourists travelling for LH belong to salaried (including those earning non-agricultural wages) households. For urban areas in particular, tourists from salaried households form a majority in all types of travel. As expected, for both urban and rural areas, the maximum percentage of tourists travelling for BT purposes belong to households whose primary occupation is BT.

Fig 5.5: Distribution of tourists by purpose of travel and primary occupation



The income distribution across various purposes reinforces the fact that domestic tourism in India is predominantly a middle class phenomenon. For all purposes, the maximum proportion of all tourists are accounted for by those belonging to the middle income category of households. The high-income households represent a relatively larger share of tourists for BT and LH purpose travel, while the low-income households have relatively larger shares of tourists related to RP, social and other travel.

Fig 5.6: Distribution of tourists by purpose of travel and household income category

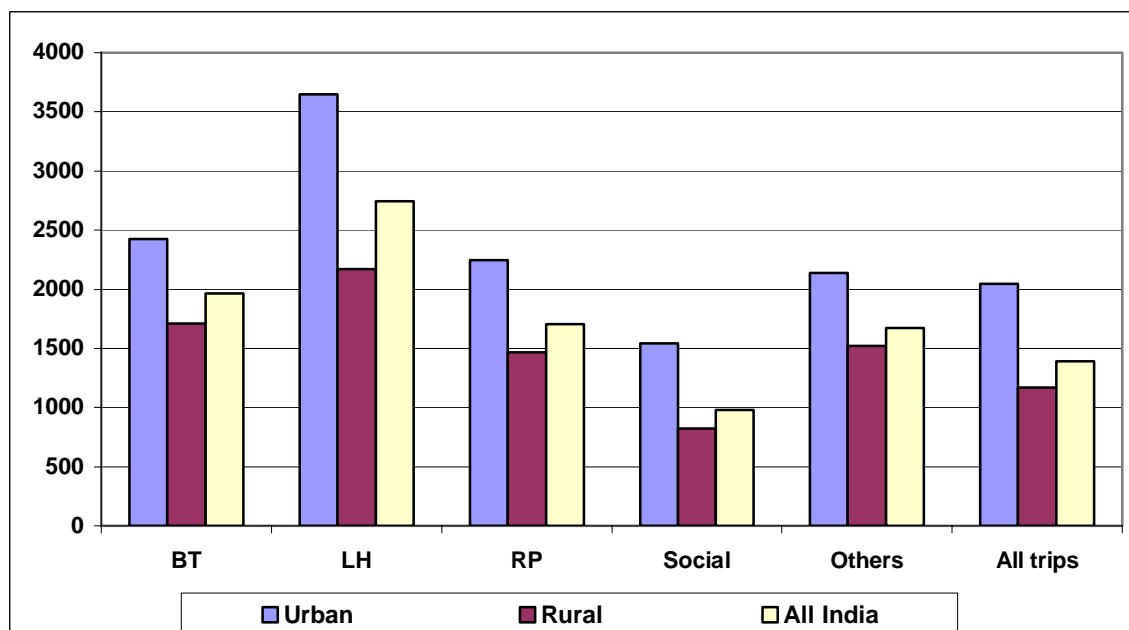




6 EXPENDITURE CHARACTERISTICS

Overall for all trips, the average expenditure per trip at the all India level is Rs. 1389. It is Rs. 2044 for urban areas and Rs. 1170 for rural areas. Average expenditure per trip is the highest for LH trips at all three levels - all India, urban and rural. This is followed by BT trips and RP trips are the third highest category. Among 'others' category, average expenditure for medical trips is the maximum. Social trips, which hold a significant position in the country both as far as number of trips and tourists are concerned, account for the lowest average expenditure per trip.

Fig 6.1: Average expenditure (Rs. per trip) by purpose

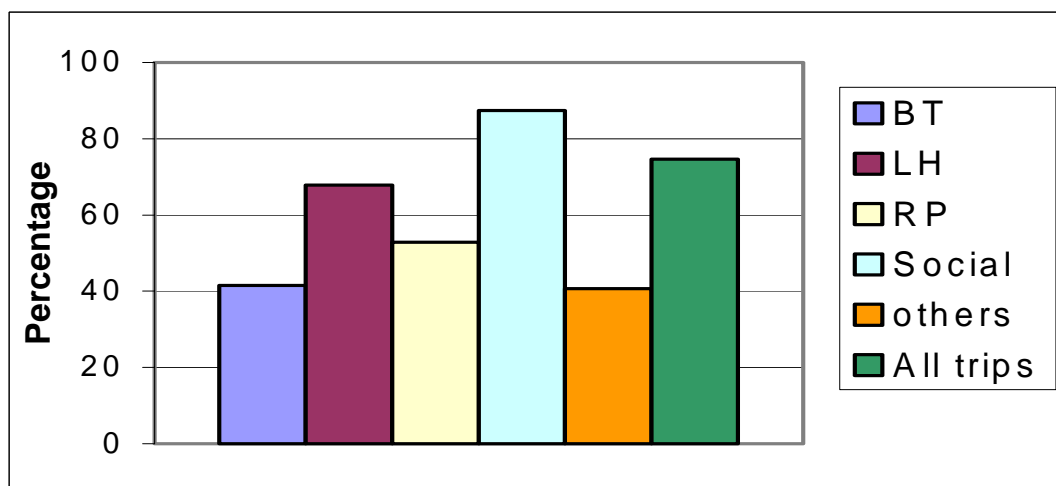


N.B. Others category includes Study, Medical, Sports and other trips



Fig. 6.2 plots the percentage difference in the average expenditure between urban and rural areas by purpose and in total. For each purpose and in total, the average expenditure for urban trips is much higher than that for the rural one. The difference is most striking in the case of social trips, followed by all trips and LH trips.

Fig 6.2: Urban - rural gap in average expenditure (%)



A division of average expenditure into different expenditure heads shows that, domestic tourists spend about a fourth of their budget on transport alone (Table 6.1). A total of close to 40 percent of average expenditure per trip is spent on food (including processed food), clothing and accommodation. The remaining 35 percent is accounted for by medicines, durable goods, gems and jewellery, etc.

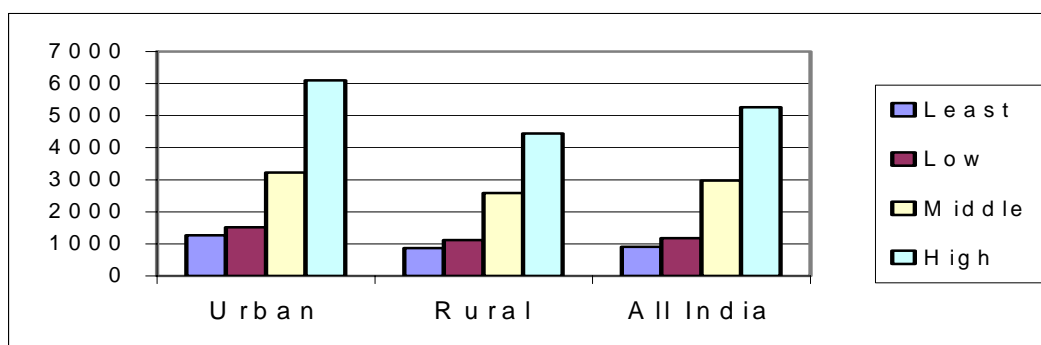
Table 6.1: Average expenditure (Rs.) per trip

Items	Urban	Rural	All India
Transport	574	261	339
Accommodation	148	50	82
Food	230	124	150
Cloths	374	217	256
Processed food	59	42	46
Intoxicants	21	16	18
Durable goods	72	41	48
Footwear	41	28	31
Toiletries	33	25	27
Gems & jewellery	55	36	41
Books & magazines	14	8	10
Medicines	59	99	89
Others	363	214	251
Total	2043	1160	1389



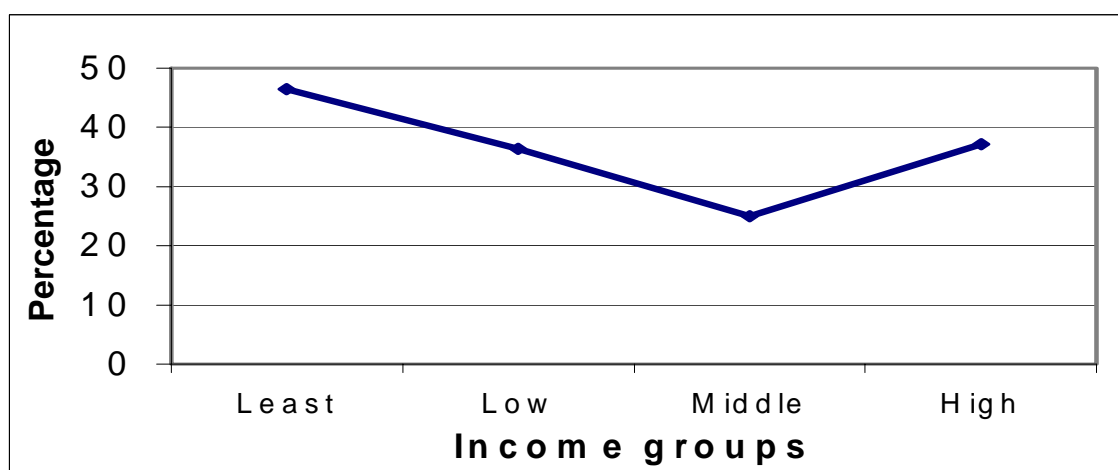
The figure below shows the average expenditure per trip across income groups. At the all India level, the expenditure is Rs. 906 per trip for the 'least' income group households. For the 'high' income group it is almost six times higher at Rs. 5263.

Fig. 6.3: Average expenditure (Rs.) by income group



While expenditures incurred by all income groups are much higher for urban households than that for rural ones, maximum rural-urban variation exists for 'least' income households and minimum for 'middle' income households as shown below.

Fig 6.4: Urban-rural gap (%) in average expenditure



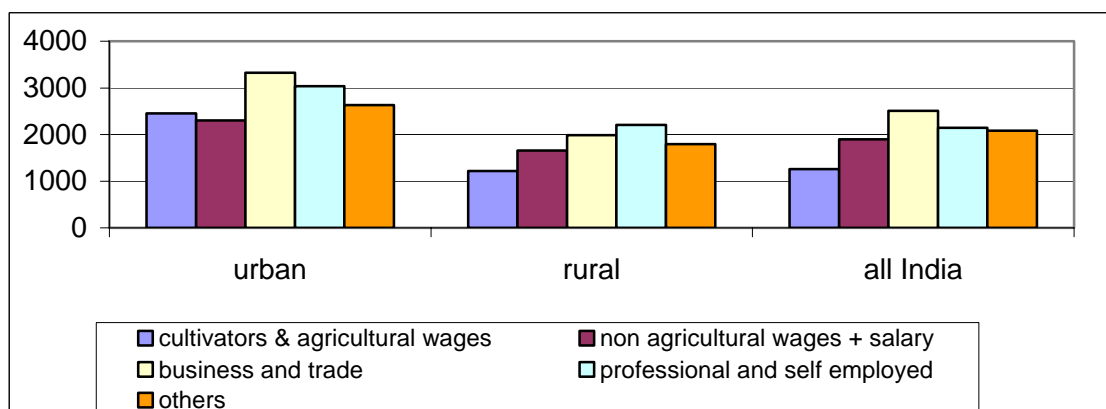
N.B. Percentage Difference is the percentage of the excess of urban expenditure over that of rural

Expenditure by occupation categories shows that expenditure per trip at the national level is highest for tourists belonging to households depending on business as the primary occupation. This is followed by the professional and self-employed



categories. The expenditure is least for cultivators and agricultural wage earning households.

Fig 6.5: Average expenditure (Rs. per trip) by occupation





7 PACKAGE TOURS AND SAME DAY TOURISM

This chapter covers two specialized topics in the national survey: package tours and same-day tourism. Unlike in many industrialized countries, package tours in India are a relatively miniscule segment of domestic tourism. Nonetheless, this is a well-defined industry segment and requires explicit treatment, particularly in the context of developing Tourism Satellite Accounts for the economy. Conceptually, package tours can be treated in two ways. They can be viewed as a new, distinct product made using as intermediate inputs the different services included in the package (e.g., food, transport, accommodation, etc.). Alternatively, they can be viewed as simple agglomerations or bundles of the underlying products. The two ways yield different valuations of the sector.¹ In either case, the person purchasing the package has no information on the costs of the specific components of the package. Thus, while the total expenditure on package trips may be relatively more accurate than on other trips, the expenditure breakdown into components may be less reliable.

Day tourism is conceptually related but distinct from tourism for a number of reasons. The concept of the “usual environment” is central to both, in that the visitor is a tourist only if she is away from her usual environment. However, day tourism is confined to a single day, as distinct from the definition of tourism based on “at least one night away” from the usual environment. In addition, what constitutes “usual environment” in the context of day tourism is more complicated and has more nuances than in case of tourism. For these and various other reasons, including appropriate sampling design for day tourism, a comprehensive survey of day tourism should ideally be a stand-alone exercise.²

However, virtually nothing is known about the quantitative aspects of day tourism in India and the survey included a small module on this phenomenon on a pilot basis.

¹ For more details, see “Developing a TSA for India”, NCAER, New Delhi, May 2001.

² These arguments are developed in more detail in Shukla, R.K. and P. Srivastava, “Estimating Domestic Tourism Expenditures in Developing Economies: Lessons from India”, *Enzo Paci Papers on Tourism*, vol. 3, World Tourism Organization, Madrid, Spain, (forthcoming).



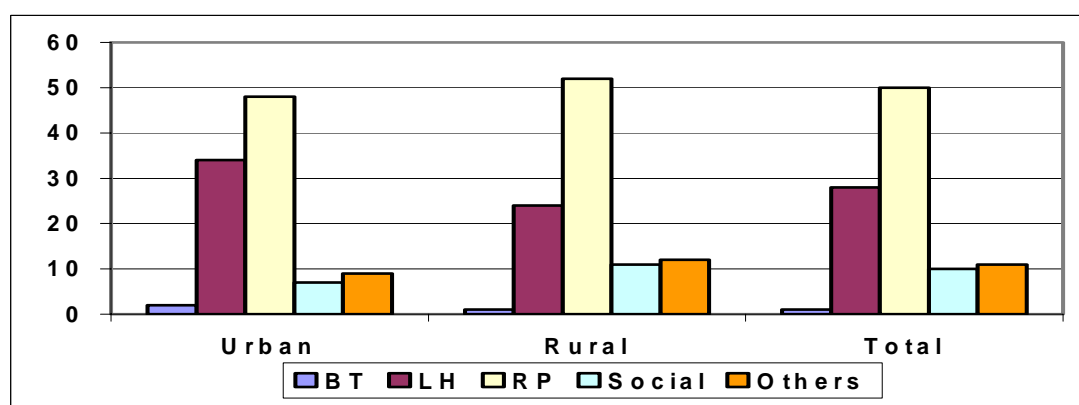
This is the first time household activities related to day tourism have been surveyed in India.

Package tours

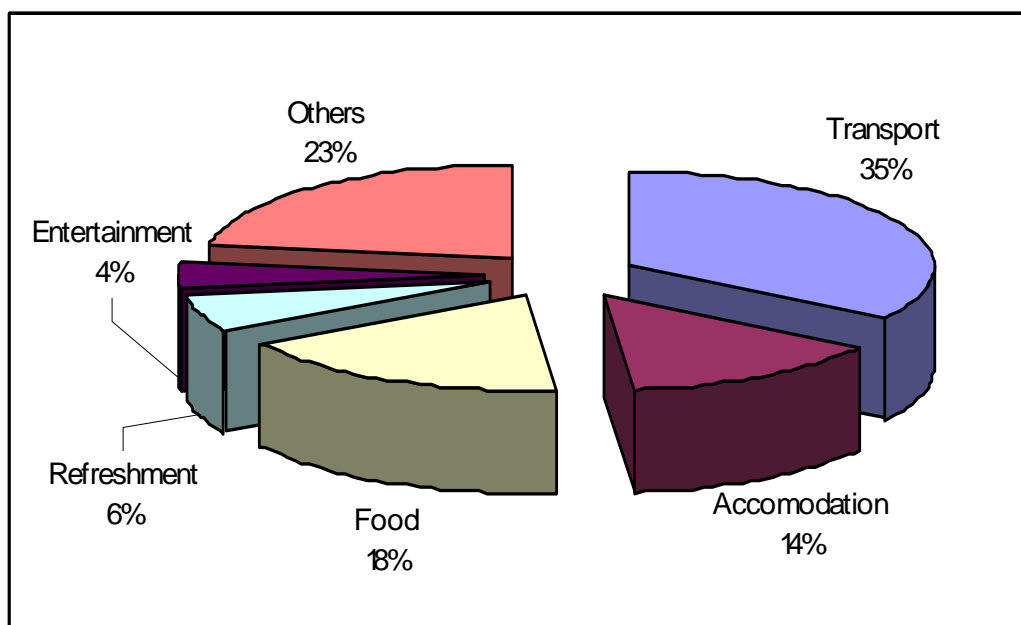
Of the total estimated 229 million tourist trips made in the country, only about 3.9 million – about 1.7 percent – were arranged as package tours. Thus, package tours comprise an extremely minute segment of domestic tourism in the country.

The distribution of trips organized as package tours is presented in the Fig. 7.1. As would be expected, two categories, LH and RP, with RP being substantially a larger component than LH, account for the largest share of package trips. This pattern is similar for both rural and for urban trips. At the same time, as much as 10 percent of the package trips is also accounted for by social trips, organized to visit family and friends and social events such as deaths and births and marriages.

Fig 7.1: Distribution of package trips by purpose
(Percent of total package trips)

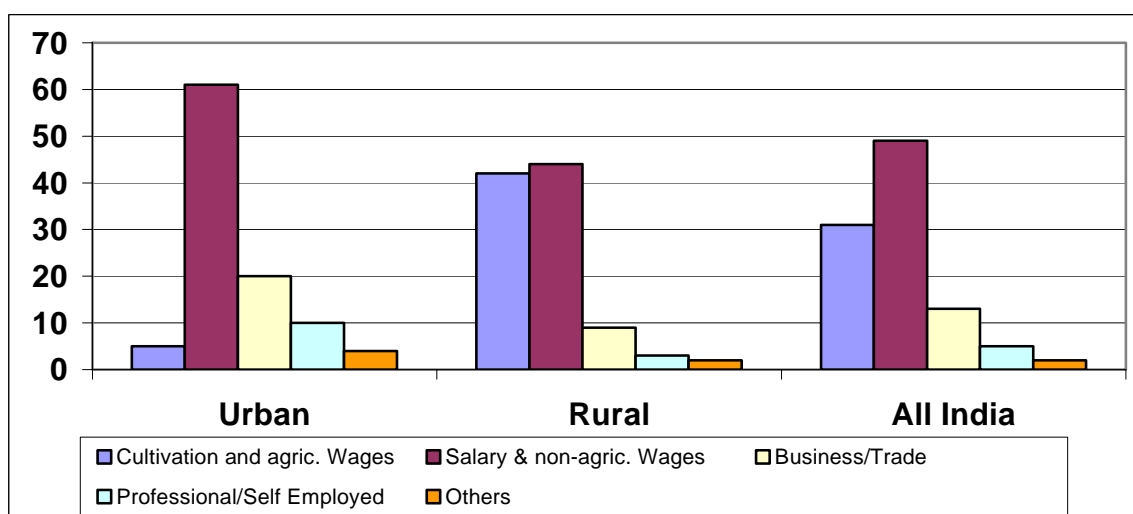


Although breakup of package tour components is not always known to travelers, the estimates suggest travel costs accounted for the largest share of total expenditure on package trips. A division of average expenditure into different expenditure heads shows that, domestic tourists spend more than a third of their budget on transport, that is more than that on accommodation and food put together. Entertainment and refreshment expenses account for only 4 percent and 6 percent of the total respectively.

**Fig 7.2: Distribution of average expenditure on package trip**

The distribution of package trips by primary occupation of the households traveling shows salaried households accounting for the overwhelming share of package trips in urban areas, followed by households engaged in business or trade, and professionals and self-employed. In rural areas too, households earning salary or non-agricultural wages account for the largest share of package trips, but their share is almost matched by households earning livelihood from cultivation and agricultural wages.

Fig 7.3: Distribution of package trips by occupation
(Percent of total package trips)





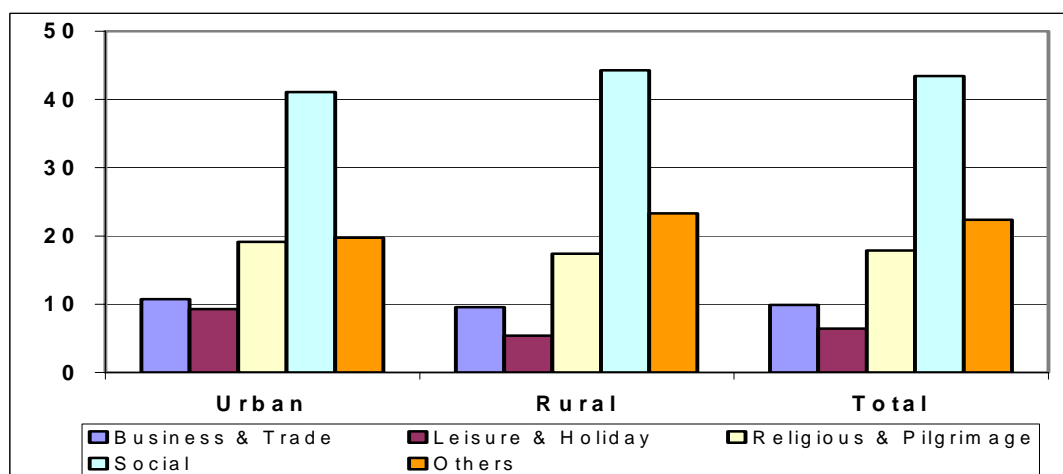
Same Day Tourism

A total of 243 million same-day trips for tourism is estimated from the survey results for the month of December 2002, of which 176 million were by rural households. As noted already, this component of the survey was undertaken on a pilot basis and these estimates are therefore better viewed as indicative.

The largest share of same-day trips was for social purposes followed by the category “others” and by RP. The relatively high share of the residual category (others) indicates that the questionnaire design for tourism may not have translated well into capturing same day tourism.³ The relative share of different purposes of travel is similar and uniform across both rural and urban areas.

The average expenditure on a same-day trip for all purposes taken together was Rs. 119 in urban areas and Rs. 78 in rural areas. This implies a total expenditure of almost Rs. 21.7 billion (or Rs. 2100 crores) on tourist same-day trips, of which almost 63 percent is accounted for by rural trips.

**Fig 7.4: Distribution of day trips by purpose of travel
(Percent of all day trips)**

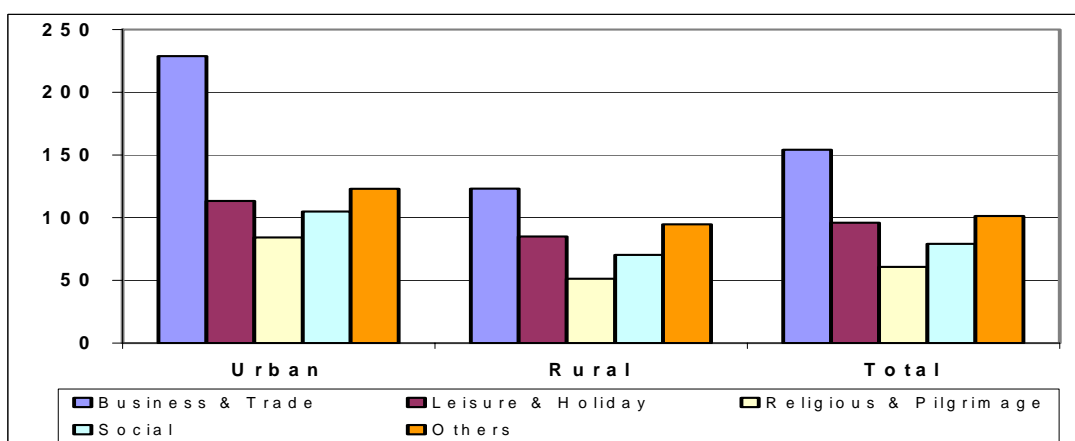


³ For example, day trips are more likely to incorporate more than one purpose with no single purpose predominant. These may get classified by respondents in the others category. Regular tourist trips may also have multiple objectives, but typically there is more clearly understood primary purpose. A survey dedicated to same day tourism would be able to better capture these complexities.



Finally, the figure below shows distribution of average expenditure per trip by purpose of travel for same-day tourists. Same-day trips for BT in urban areas stand out as sharply higher than all other types of trips in rural or urban areas in terms of higher average expenditures. Average expenditures per trip are higher in urban areas than in rural in each category of travel, reflecting higher urban living costs. At the same time, average expenditures on BT are highest among all categories of travel, in both urban and rural areas. (In contrast, the highest average expenditure on tourist trips was found in travel related to LH).

Fig 7.5: Average expenditure per same-day trip by purpose of travel (Rs.)



The lowest expenditure per trip is found in travel related to RP in both urban and rural areas, while expenditure on social trips is relatively high in urban areas, almost on par with expenditure on LH trips. Once again, we may note the high average expenditure on trips related to the residual “others” category. Not only are a high share of same-day trips classified into this category, the average expenditures on this category are also relatively significant.



Appendix – I: Sample Selection and Sample Size

Selection of rural sample

Over 70 percent of India's population live in about 600,000 villages spread over 550 districts in 32 states. To provide adequate geographical coverage of sample tourist households within a state, the districts were cross-classified by rural population and income from agriculture to form homogeneous strata. The number of such strata in a state was determined on considerations of the range of the stratification variables and the resulting frequency in each stratum. From each of effective strata a pre-assigned number of districts, depending on the size of the stratum, were randomly selected. A total number of 221 districts were selected as the first stage and the distribution of number of sample districts among various states was done in the proportion of rural population of the state in 2001 (Census 2001).

Villages formed the second stage of selection procedure. District-wise lists of villages are available from census records (Census 1991) along with population. About 2 to 6 villages were selected independently from each sample district by adopting probability proportional to rural population of the village. A total of about 856 villages were covered for the study.

The households in the sample villages were listed through specially designed listing proforma by asking questions about all members of households on auxiliary information related to the study such as household composition, Individual member's age, gender, education, occupation, income, visited some place as tourist in the last 60 days. Also, during the listing, the information on purpose of trip and number of trips made by all members of tourist households during last 6 months was asked. The list of tourist households was used as sampling frame to select a tourist household to collect the detailed information for the domestic tourism survey. To ensure adequate representation from various tourist purposes, the listed tourists in the sample villages were stratified into nine categories (purposes). A maximum of 10 tourists was systematically (circular) selected from each sample place and distributed among various categories (strata) in the proportion of total tourists listed in each of the non-empty stratum.



Selection of urban sample

The process of selection of tourist households in the urban areas was more or less similar to that in rural areas. According to the 2001 census, there are about 4,850 cities/towns in the states/Union Territories (excluding Jammu & Kashmir) of India. The population of cities/towns in India varies from less than 5000 to over a crore. There are 64 cities with population exceeding 10 lakh. All the cities were selected with a probability one. The remaining cities/towns were grouped into seven strata on the basis of their population size and from each stratum a sample of towns was selected independently.

A progressively increasing sampling fraction with increasing town population class was used for determining the number of towns to be selected from each stratum. The sampling fraction was used at the state level.

In all, 687 cities and towns thus selected were constituted the first stage of sample for urban areas. These accounted for over 15 per cent of the total cities/towns of the country but what more importantly will cover a major part of the urban population.

The NSSO Urban Frame Survey (UFS) block maps were used to select urban blocks. A sample of such blocks was selected independently from each sample city/town and constituted the second stage unit for the urban sample. The number of blocks from each city/town thus selected varied between 2 and 60, depending upon the size of city/town and the total number of such blocks.

As in the case of the selected villages, all households in the selected urban blocks were listed, stratified and then sample of tourist households were selected.¹

¹ Further elaboration of technical details of sampling design is available from NCAER upon request.



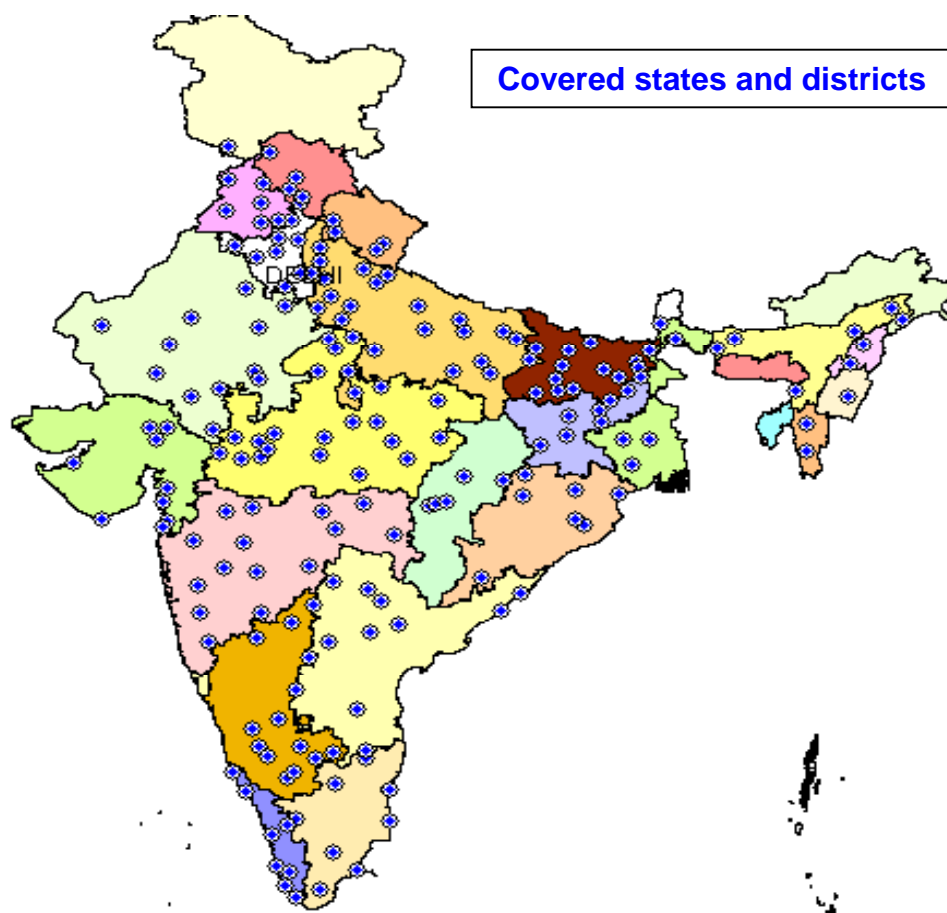
Sample Size and Its Distribution

Rural Sample

	First round	Second round
States	24	33
Districts	221	222
Villages	858	837
Households		
Listed	96,000	96,000
Selected	8,580	8,370

Urban Sample

States	24	33
Towns/Cities	666	358
UFS blocks	3,100	1,663
Households		
Listed	320,000	320,000
Selected	31,000	16,630





**Appendix – II: Distribution of Households, Tourist Households
and Its Density (Per 1000 Households)**

Ranks	Households		Tourist households		Tourist households	
	State	Percent	State	Percent	State	Density
1	Himachal Pradesh	0.66	Uttaranchal	0.56	Uttaranchal	290
2	Uttaranchal	0.85	Himachal Pradesh	0.66	Bihar	345
3	Delhi	1.39	Haryana	1.67	Orissa	383
4	Haryana	1.90	Delhi	2.04	Haryana	391
5	Chattisgarh	2.22	Punjab	2.05	Punjab	400
6	Punjab	2.28	Chattisgarh	2.23	Assam	402
7	Jharkhand	2.61	Assam	2.38	West Bengal	404
8	Assam	2.63	Jharkhand	2.39	Jharkhand	407
9	Kerala	3.49	Orissa	3.62	Maharashtra	407
10	Orissa	4.18	Kerala	3.64	Tamil Nadu	414
11	Rajasthan	5.02	Gujarat	5.51	Himachal Pradesh	440
12	Gujarat	5.16	Bihar	5.84	Madhya Pradesh	445
13	Karnataka	5.45	Madhya Pradesh	5.86	Chattisgarh	446
14	Madhya Pradesh	5.84	Karnataka	6.06	Kerala	463
15	Bihar	7.50	Rajasthan	6.29	Gujarat	474
16	Tamil Nadu	7.51	Tamil Nadu	7.02	Uttar Pradesh	488
17	West Bengal	8.37	West Bengal	7.62	Karnataka	494
18	Andhra Pradesh	8.94	Maharashtra	9.35	Andhra Pradesh	498
19	Maharashtra	10.20	Andhra Pradesh	10.04	Rajasthan	556
20	Uttar Pradesh	13.80	Uttar Pradesh	15.19	Delhi	651
	ALL INDIA	100.00	ALL INDIA	100.00	ALL INDIA	444



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Appendix – III: Relative Ranking of States by Purpose of Trips – All India

Ranks	Business/Trade		Leisure/Holiday		Religious/Pilgrimage		Social		Others		All purposes	
	State	%	State	%	State	%	State	%	State	%	State	%
1	Uttaranchal	0.7	Uttaranchal	0.5	Uttaranchal	0.4	Uttaranchal	0.4	Uttaranchal	0.6	Uttaranchal	0.4
2	Chattisgarh	1.6	Chattisgarh	0.9	Himachal Pradesh	1.1	Himachal Pradesh	0.7	Delhi	1.6	Himachal Pradesh	1.1
3	Himachal Pradesh	1.7	Jharkhand	1.1	Chattisgarh	1.2	Haryana	1.4	Haryana	2.0	Haryana	1.6
4	Rajasthan	1.7	Madhya Pradesh	1.5	Haryana	1.6	Assam	1.6	Himachal Pradesh	2.1	Assam	2.0
5	Jharkhand	2.2	Haryana	1.6	Assam	1.8	Delhi	1.7	Assam	2.5	Delhi	2.0
6	Kerala	2.3	Rajasthan	2.1	Jharkhand	1.8	Punjab	2.1	Jharkhand	2.5	Jharkhand	2.2
7	Madhya Pradesh	2.7	Assam	2.2	West Bengal	1.9	Jharkhand	2.3	Kerala	2.7	Chattisgarh	2.2
8	Delhi	2.7	Orissa	2.3	Orissa	2.0	Chattisgarh	2.5	Chattisgarh	3.2	Kerala	3.0
9	Haryana	2.9	Himachal Pradesh	2.5	Kerala	2.1	Kerala	3.4	Punjab	3.3	Punjab	3.2
10	Orissa	3.3	Bihar	3.1	Bihar	2.9	Gujarat	3.6	Tamil Nadu	3.3	Orissa	3.8
11	Assam	4.1	Delhi	3.6	Delhi	3.0	Orissa	4.2	West Bengal	4.0	Gujarat	4.5
12	West Bengal	4.2	Kerala	3.7	Madhya Pradesh	3.6	Bihar	4.7	Gujarat	4.3	Bihar	5.0
13	Gujarat	5.0	Andhra Pradesh	6.6	Punjab	3.8	Tamil Nadu	5.6	Orissa	5.2	West Bengal	6.0
14	Bihar	5.5	Punjab	6.8	Rajasthan	4.2	West Bengal	7.4	Rajasthan	6.4	Tamil Nadu	6.1
15	Tamil Nadu	5.6	Maharashtra	7.4	Gujarat	6.7	Karnataka	7.6	Andhra Pradesh	6.8	Rajasthan	6.6
16	Punjab	7.5	Gujarat	8.6	Tamil Nadu	9.3	Rajasthan	8.4	Madhya Pradesh	7.1	Madhya Pradesh	7.3
17	Maharashtra	7.9	West Bengal	9.0	Andhra Pradesh	9.7	Andhra Pradesh	9.3	Bihar	9.2	Andhra Pradesh	9.1
18	Uttar Pradesh	10.8	Uttar Pradesh	9.2	Uttar Pradesh	11.5	Madhya Pradesh	9.3	Karnataka	10.4	Karnataka	10.0
19	Andhra Pradesh	12.7	Tamil Nadu	9.6	Karnataka	13.6	Maharashtra	11.0	Maharashtra	10.7	Maharashtra	11.4
20	Karnataka	15.0	Karnataka	17.8	Maharashtra	17.6	Uttar Pradesh	13.1	Uttar Pradesh	12.1	Uttar Pradesh	12.3
	All India	100.0	All India	100.0	All India	100.0	All India	100.0	All India	100.0	All India	100.0



Appendix – IV: Relative Ranking of States by Trips Per 1000 Tourist Households – All India

Ranks	Business/Trade		Leisure/Holiday		Religious/Pilgrimage		Social		Others		Total trips	
1	Rajasthan	54	Madhya Pradesh	40	West Bengal	92	Gujarat	1036	Tamil Nadu	171	West Bengal	2094
2	Madhya Pradesh	90	Rajasthan	53	Bihar	183	Uttaranchal	1052	West Bengal	190	Uttaranchal	2143
3	West Bengal	109	Chattisgarh	62	Chattisgarh	195	Assam	1068	Andhra Pradesh	243	Uttar Pradesh	2147
4	Kerala	125	Jharkhand	72	Orissa	207	Bihar	1249	Kerala	272	Gujarat	2187
5	Chattisgarh	139	Bihar	84	Kerala	211	Tamil Nadu	1256	Delhi	277	Assam	2198
6	Uttar Pradesh	141	Uttar Pradesh	96	Madhya Pradesh	226	Haryana	1268	Gujarat	278	Kerala	2217
7	Tamil Nadu	157	Orissa	100	Rajasthan	246	Delhi	1278	Uttar Pradesh	286	Bihar	2269
8	Maharashtra	168	Andhra Pradesh	104	Assam	274	Uttar Pradesh	1347	Rajasthan	368	Tamil Nadu	2288
9	Gujarat	179	Maharashtra	126	Uttar Pradesh	278	Kerala	1449	Assam	370	Andhra Pradesh	2401
10	Orissa	181	Assam	143	Jharkhand	278	Andhra Pradesh	1451	Jharkhand	379	Jharkhand	2401
11	Jharkhand	186	Haryana	149	Uttaranchal	279	Jharkhand	1486	Maharashtra	410	Haryana	2553
12	Bihar	187	Uttaranchal	154	Haryana	347	West Bengal	1516	Uttaranchal	417	Delhi	2637
13	Uttaranchal	240	Kerala	160	Andhra Pradesh	352	Himachal Pradesh	1565	Madhya Pradesh	437	Chattisgarh	2643
14	Andhra Pradesh	251	West Bengal	186	Gujarat	447	Punjab	1574	Haryana	441	Rajasthan	2801
15	Delhi	261	Tamil Nadu	217	Tamil Nadu	487	Chattisgarh	1736	Chattisgarh	511	Orissa	2815
16	Assam	342	Gujarat	248	Delhi	545	Orissa	1806	Orissa	521	Maharashtra	3234
17	Haryana	348	Delhi	276	Himachal Pradesh	603	Maharashtra	1839	Bihar	566	Madhya Pradesh	3290
18	Karnataka	491	Karnataka	466	Punjab	671	Karnataka	1971	Punjab	583	Punjab	4083
19	Himachal Pradesh	515	Punjab	528	Maharashtra	690	Rajasthan	2081	Karnataka	617	Karnataka	4366
20	Punjab	727	Himachal Pradesh	609	Karnataka	821	Madhya Pradesh	2496	Himachal Pradesh	1126	Himachal Pradesh	4419
	All States	199	All States	158	All States	366	All States	1566	All States	360	All States	2648



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Appendix – V: Relative Ranking of States by Tourist and Purpose of Trip – All India

Ranks	Business/Trade		Leisure/Holiday		Religious/Pilgrimage		Social		Others		All purposes	
	State	%	State	%	State	%	State	%	State	%	State	%
1	Uttaranchal	1.0	Chattisgarh	0.5	Uttaranchal	0.4	Uttaranchal	0.4	Uttaranchal	0.7	Uttaranchal	0.5
2	Chattisgarh	1.3	Uttaranchal	0.7	Himachal Pradesh	1.0	Himachal Pradesh	0.6	Haryana	1.9	Himachal Pradesh	1.0
3	Rajasthan	1.5	Jharkhand	1.2	Chattisgarh	1.4	Assam	1.2	Delhi	2.2	Assam	1.6
4	Kerala	2.1	Haryana	1.4	Assam	1.4	Haryana	1.7	Himachal Pradesh	2.3	Haryana	1.8
5	Madhya Pradesh	2.2	Madhya Pradesh	1.4	Haryana	2.0	Punjab	1.9	Tamil Nadu	2.8	Chattisgarh	1.9
6	Himachal Pradesh	2.5	Orissa	1.9	Orissa	2.0	Delhi	2.0	Kerala	2.9	Delhi	2.4
7	Jharkhand	2.6	Assam	1.9	West Bengal	2.1	Chattisgarh	2.1	Chattisgarh	2.9	Jharkhand	2.9
8	Orissa	2.9	Himachal Pradesh	2.2	Kerala	2.1	Jharkhand	3.0	Assam	3.2	Punjab	3.1
9	Haryana	3.4	Rajasthan	2.2	Jharkhand	2.3	Gujarat	3.5	Gujarat	3.4	Kerala	3.3
10	Assam	3.5	Bihar	2.2	Bihar	2.4	Kerala	3.6	Punjab	3.9	Orissa	3.9
11	West Bengal	3.8	Kerala	4.2	Delhi	3.4	Orissa	4.4	West Bengal	4.1	Gujarat	4.2
12	Delhi	4.0	Delhi	4.6	Madhya Pradesh	3.4	Bihar	5.0	Jharkhand	4.3	Bihar	4.9
13	Gujarat	4.2	Andhra Pradesh	6.1	Punjab	3.8	Tamil Nadu	5.8	Rajasthan	5.3	Tamil Nadu	6.4
14	Tamil Nadu	5.1	Punjab	6.6	Rajasthan	4.9	Karnataka	7.1	Orissa	5.4	West Bengal	6.6
15	Bihar	5.3	Gujarat	7.9	Gujarat	6.0	West Bengal	8.0	Andhra Pradesh	6.9	Madhya Pradesh	6.9
16	Maharashtra	6.4	Uttar Pradesh	8.1	Tamil Nadu	9.7	Andhra Pradesh	8.2	Madhya Pradesh	6.9	Rajasthan	7.7
17	Andhra Pradesh	11.0	West Bengal	8.7	Uttar Pradesh	10.2	Madhya Pradesh	8.6	Bihar	9.4	Andhra Pradesh	8.4
18	Punjab	11.1	Maharashtra	8.7	Andhra Pradesh	10.3	Rajasthan	9.7	Maharashtra	9.8	Karnataka	9.6
19	Uttar Pradesh	11.7	Tamil Nadu	11.1	Karnataka	13.9	Maharashtra	11.1	Uttar Pradesh	10.8	Uttar Pradesh	11.4
20	Karnataka	14.5	Karnataka	18.4	Maharashtra	17.3	Uttar Pradesh	12.1	Karnataka	10.9	Maharashtra	11.6
	All India	100.0	All India	100.0	All India	100.0	All India	100.0	All India	100.0	All India	100.0



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Appendix – VI: Relative Ranking of States by Tourists Per 1000 Tourist Households – All India

Ranks	Business/Trade		Leisure/Holiday		Religious/Pilgrimage		Social		Others		Total trips	
1	Rajasthan	59	Chattisgarh	97	West Bengal	260	Assam	2078	Tamil Nadu	256	Assam	4187
2	Madhya Pradesh	92	Madhya Pradesh	100	Bihar	383	Gujarat	2565	West Bengal	344	Uttar Pradesh	4727
3	West Bengal	124	Rajasthan	142	Orissa	523	Uttar Pradesh	3227	Gujarat	390	Gujarat	4773
4	Chattisgarh	142	Bihar	153	Madhya Pradesh	546	Uttaranchal	3269	Andhra Pradesh	438	Andhra Pradesh	5262
5	Kerala	143	Jharkhand	208	Kerala	549	Andhra Pradesh	3330	Uttar Pradesh	452	Bihar	5284
6	Maharashtra	172	Orissa	215	Assam	566	Tamil Nadu	3372	Kerala	505	West Bengal	5423
7	Tamil Nadu	182	Uttar Pradesh	218	Chattisgarh	598	Bihar	3492	Rajasthan	539	Chattisgarh	5474
8	Uttar Pradesh	194	Andhra Pradesh	248	Uttar Pradesh	637	Himachal Pradesh	3644	Maharashtra	665	Kerala	5651
9	Gujarat	194	Assam	328	Rajasthan	745	Chattisgarh	3804	Delhi	680	Tamil Nadu	5762
10	Orissa	205	Haryana	338	Uttaranchal	751	Punjab	3814	Haryana	741	Uttaranchal	5777
11	Bihar	229	Maharashtra	376	Jharkhand	900	Delhi	3889	Madhya Pradesh	754	Haryana	6799
12	Andhra Pradesh	275	West Bengal	462	Andhra Pradesh	971	Kerala	3989	Chattisgarh	833	Orissa	6831
13	Jharkhand	278	Kerala	464	Gujarat	1039	Haryana	4088	Uttaranchal	836	Madhya Pradesh	7419
14	Assam	368	Uttaranchal	480	Haryana	1113	West Bengal	4233	Assam	847	Delhi	7539
15	Uttaranchal	441	Gujarat	586	Tamil Nadu	1314	Karnataka	4779	Orissa	947	Jharkhand	7637
16	Delhi	497	Tamil Nadu	639	Himachal Pradesh	1486	Maharashtra	4815	Bihar	1027	Rajasthan	7713
17	Haryana	519	Delhi	912	Delhi	1561	Orissa	4941	Jharkhand	1133	Maharashtra	7784
18	Karnataka	604	Karnataka	1229	Maharashtra	1756	Jharkhand	5118	Karnataka	1142	Punjab	9461
19	Himachal Pradesh	965	Punjab	1303	Punjab	1763	Madhya Pradesh	5926	Punjab	1220	Himachal Pradesh	9668
20	Punjab	1361	Himachal Pradesh	1361	Karnataka	2183	Rajasthan	6227	Himachal Pradesh	2212	Karnataka	9937
	All States	252	All States	406	All States	949	All States	4056	All States	637	All States	6299



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Domestic Tourism Study**Appendix – VII: Relative Ranking of States by Tourists Per 1000 Trips – All India**

Ranks	Business/Trade		Leisure/Holiday		Religious/Pilgrimage		Social		Others		Total trips	
1	Rajasthan	21	Madhya Pradesh	30	West Bengal	124	Himachal Pradesh	825	Tamil Nadu	112	Assam	1905
2	Madhya Pradesh	28	Chattisgarh	37	Madhya Pradesh	166	Punjab	934	West Bengal	164	Chattisgarh	2071
3	Maharashtra	53	Rajasthan	51	Bihar	169	Assam	946	Gujarat	178	Gujarat	2182
4	Chattisgarh	54	Bihar	68	Orissa	186	Karnataka	1095	Andhra Pradesh	182	Himachal Pradesh	2188
5	West Bengal	59	Orissa	76	Chattisgarh	226	Gujarat	1172	Rajasthan	193	Andhra Pradesh	2192
6	Kerala	65	Jharkhand	86	Kerala	248	Andhra Pradesh	1387	Maharashtra	206	Uttar Pradesh	2202
7	Orissa	73	Uttar Pradesh	101	Assam	258	Chattisgarh	1439	Uttar Pradesh	210	Madhya Pradesh	2255
8	Tamil Nadu	79	Andhra Pradesh	103	Rajasthan	266	Tamil Nadu	1474	Kerala	228	Karnataka	2276
9	Gujarat	89	Maharashtra	116	Uttar Pradesh	297	Delhi	1475	Madhya Pradesh	229	Punjab	2317
10	Uttar Pradesh	90	Haryana	132	Himachal Pradesh	336	Maharashtra	1489	Delhi	258	Bihar	2329
11	Bihar	101	Assam	149	Uttaranchal	351	Uttar Pradesh	1503	Karnataka	262	Maharashtra	2407
12	Andhra Pradesh	115	Kerala	209	Jharkhand	375	Uttaranchal	1526	Haryana	290	Orissa	2426
13	Jharkhand	116	West Bengal	220	Andhra Pradesh	405	Bihar	1539	Punjab	299	Tamil Nadu	2519
14	Karnataka	138	Uttaranchal	224	Punjab	432	Haryana	1601	Chattisgarh	315	Kerala	2549
15	Assam	167	Gujarat	268	Haryana	436	Orissa	1755	Orissa	336	West Bengal	2590
16	Delhi	188	Tamil Nadu	279	Gujarat	475	Kerala	1799	Assam	385	Haryana	2663
17	Haryana	203	Karnataka	282	Karnataka	500	Madhya Pradesh	1801	Uttaranchal	390	Uttaranchal	2696
18	Uttaranchal	206	Himachal Pradesh	308	Maharashtra	543	West Bengal	2022	Bihar	453	Rajasthan	2753
19	Himachal Pradesh	218	Punjab	319	Tamil Nadu	574	Jharkhand	2132	Jharkhand	472	Delhi	2859
20	Punjab	333	Delhi	346	Delhi	592	Rajasthan	2223	Himachal Pradesh	501	Jharkhand	3181
	All States	95	All States	153	All States	358	All States	1531	All States	240	All States	2379



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Domestic Tourism Study**Appendix – VIII: Statewise Number of Trips and Domestic Tourists
(Million)**

States/Regions	Urban		Rural		Total	
	Trips	Tourists	Trips	Tourists	Trips	Tourists
Chandigarh	0.21	0.76	0.03	0.09	0.24	0.85
Delhi	4.18	12.11	0.38	0.91	4.56	13.03
Haryana	1.07	2.52	2.55	7.10	3.61	9.63
Himachal Pradesh	0.29	0.61	2.16	4.76	2.45	5.37
Jammu & Kashmir	0.45	1.87	1.24	4.57	1.69	6.43
Punjab	2.25	5.66	4.84	10.77	7.09	16.43
Uttaranchal	0.36	0.98	0.65	1.74	1.01	2.72
Uttar Pradesh	5.22	14.84	22.39	45.95	27.61	60.79
NORTH REGION	14.03	39.35	34.24	75.89	48.27	115.25
Andhra Pradesh	4.03	9.49	16.39	35.26	20.42	44.75
Karnataka	7.94	19.11	14.47	31.89	22.41	51.00
Kerala	1.35	3.29	5.48	14.12	6.83	17.41
Pondicherry	0.08	0.24	0.07	0.13	0.15	0.37
Tamil Nadu	4.95	13.74	8.65	20.51	13.60	34.25
SOUTH REGION	18.35	45.86	45.06	101.92	63.40	147.78
Bihar	1.95	3.93	9.27	22.18	11.21	26.11
Jharkhand	0.64	1.97	4.22	13.50	4.86	15.47
Orissa	1.40	3.21	7.22	17.70	8.62	20.92
Sikkim	0.01	0.01	0.09	0.34	0.09	0.35
West Bengal	3.67	10.40	9.84	24.59	13.51	34.99
EAST REGION	7.66	19.53	30.64	78.32	38.30	97.84
Daman & Diu	0.00	0.01	0.02	0.05	0.02	0.06
Goa	0.10	0.29	0.17	0.47	0.27	0.76
Gujarat	3.48	7.15	6.72	15.11	10.20	22.25
Maharashtra	8.35	21.55	17.25	40.07	25.60	61.62
WEST REGION	11.94	29.00	24.15	55.70	36.09	84.69
Chattisgarh	0.42	1.17	4.56	9.15	4.99	10.33
Dadar Nagar Haveli	0.01	0.02	0.04	0.10	0.05	0.12
Madhya Pradesh	3.67	9.42	12.65	27.37	16.32	36.80
Rajasthan	3.66	10.16	11.25	30.89	14.91	41.05
CENTRAL REGION	7.75	20.77	28.50	67.52	36.26	88.29
Arunachal Pradesh	0.02	0.04	0.22	0.45	0.24	0.49
Assam	0.61	0.97	3.82	7.48	4.43	8.45
Manipur	0.12	0.45	0.44	1.50	0.56	1.95
Meghalaya	0.05	0.13	0.32	0.60	0.37	0.73
Mizoram	0.18	0.37	0.15	0.30	0.32	0.68
Nagaland	0.10	0.37	0.33	1.13	0.43	1.50
Tripura	0.07	0.20	0.71	1.60	0.78	1.80
NORTH-EAST REGION	1.15	2.54	5.98	13.05	7.14	15.59
ALL INDIA	60.87	157.05	168.58	392.39	229.46	549.44



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Domestic Tourism Study**Appendix – IX: Ranking of Major Places Visited by Domestic Tourists Travelled for the Purpose of Leisure, Holiday, Religious and Pilgrimage**

Rank	Places	% of Tourist
47	Khujrho	0.14
46	Ratnagiri	0.22
45	Gaya/ Budha gaya	0.24
44	Dwaraka/ Jamnagar/ Surat	0.26
43	Bilaspur	0.34
42	Srinagar	0.39
41	Udaipur	0.48
40	Vellore	0.59
39	Ajanta Elora	0.60
38	Mahabaleshwar	0.61
37	Ujjain	0.67
36	Mussorie	0.81
35	Mount Abu	0.82
34	Nainital	0.99
33	Kullu Manali	1.00
32	Udapi, Hubli	1.02
31	Kanyakumari	1.02
30	Jaipur	1.05
29	Nasik	1.13
28	Hydrabad	1.15
27	Shimla	1.17
26	Amarnath	1.21
25	Varanasi	1.26
24	Ooty	1.31
23	Goa	1.45
22	Kodi Kanal	1.51
21	Vishakhapatnam/ Trivandrum	1.53
20	Agra	1.59
19	Mumbai	1.66
18	Chennai	1.66
17	Badrinath/ Kedarnath	1.82
16	Kolkata	1.96
15	Balaji	2.56
14	Darjeeling	2.59
13	Shirdi	2.70
12	Sabrimala/ Mona	2.75
11	Allahabad	2.85
10	Amritsar	3.12
9	Ajmem Sherif	3.53
8	Mathura/ Virandawan	3.65
7	Nainadevi/ Chamumdadevi/ Chintpurni	3.66
6	Delhi	4.73
5	Haridwar	4.82
4	Bangalore/ Mysore	5.64
3	Vaishno Devi	7.49
2	Puri/ Jagannath/ Bhuwaneshwar	7.87
1	Tirupati/ Tirumala	10.38
	ALL PLACES	100.00