

Regional Tourism Satellite Account Andhra Pradesh, 2009-10

Study Commissioned by the
Ministry of Tourism, Government of India

Prepared By

National Council of Applied Economic Research

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PREFACE

Tourism is as important an economic activity at sub-national level as it is at national level. In a diverse country like India, it is worthwhile assessing the extent of tourism within each state through the compilation of State Tourism Satellite Account (TSA). The scope of State TSAs goes beyond that of a national TSA as it provides the direct and indirect contribution of tourism to the state GDP and employment using state-specific demand and supply-side data.

NCAER, the National Council of Applied Economic Research, was commissioned by the Ministry of Tourism in the Government of India in 2013 to compile the Regional Tourism Satellite Accounts for all the states and UTs of India for the year 2009–10. NCAER had earlier successfully compiled both the first and second TSA for India. NCAER was requested to supplement the second national TSA for 2009-10 with state accounts in order to have a more complete understanding of the tourism sector. The present report is a part of 3-year integrated plan to prepare the regional Tourism Satellite Accounts for all the states and UTs of India.

Across the globe, TSAs at the sub-national level are increasingly becoming necessary. According to the United Nations World Tourism Organization (UNWTO), there are various reasons for encouraging countries to develop sub-national or regional TSAs. One of the main reasons is a worldwide trend towards a decentralization of political power and decentralized management of national resources in federal states, regions and municipalities. In order to allocate and monitor these resources effectively, more and better integrated regional and local information are required. Also, the unequal geographical distribution and characteristics of tourism activity within a national territory, from the standpoint of both demand and supply, lead to additional requirements for tourism statistics at various territorial levels. Besides, there is a great necessity for improving the allocation of resources in national and local economies, which can only be achieved by upgrading data and measuring economic impact.

In the absence of standard international guidelines to prepare sub-national TSAs, NCAER has compiled the state TSAs along the same lines as national the TSA, despite several data limitations. These limitations have been overcome by using the most logical rates and ratios based on reasonable assumptions.

I would like to thank the agencies that provided the underlying data for the TSA 2009-10, especially the National Sample Survey Office, the Indian Statistical Institute, and Central Statistical Office (CSO). NCAER is particularly grateful to

several Ministry of Tourism officials, Shri R.K. Bhatnagar, Additional Director-General, Mr Shailesh Kumar, Deputy Director, Smt. Mini Prasanna Kumar, Joint Director and Shri S.K. Mohanta, Data Processing Assistant – Grade B for their valuable inputs and administrative support during the preparation of the state TSAs.

In ending, I'd like to thank the team members Shri Ramesh Kolli, Senior Advisor; Dr Poonam Munjal, Team Leader, Ms. Rachna Sharma, Associate Fellow, Shri Amit Sharma, Research Analyst, Ms. Monisha Grover, Consultant, and Shri Pravin Kumar, Research Associate who all worked tirelessly to produce India's first State Tourism Satellite Accounts.

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ABBREVIATIONS AND ACRONYMS

Units used in the Report

1 crore = 10 million

1 lakh = 100 thousand

Abbreviations

CES	Consumer Expenditure Survey
CFC	Consumption of Fixed Capital
CIF/cif	Cost, insurance and freight (valuation of imports)
COE/CoE	Compensation of Employees
COICOP	Classification of Individual Consumption According to Purpose
CPC	Central Product Classification (United Nations)
CSO	Central Statistical Office
DTS	Domestic Tourism Survey
Eurostat	Statistical Office of the European Union
EUS	Employment and Unemployment Survey
FISIM	Financial Intermediation Services Indirectly Measured
GCE/GFCE	Government Final Consumption Expenditure
GDP	Gross Domestic Product
GO	Gross output
GVA	Gross Value Added
GVATI	Gross Value Added of Tourism Industries
HCE	Household consumer expenditure
IC	Intermediate consumption
IC - PP	Intermediate consumption at purchasers' price
IMF	International Monetary Fund
IPS	International Passenger Survey
IRTS	International Recommendations on Tourism Statistics
ISI	Indian Statistical Institute
ISIC	International Standard Industrial Classification (United Nations)
ISWGNA	Inter-secretariat Working Group on National Accounts

Abbreviations

MI	Mixed Income
MRP	Mixed reference period
MNREGA	Mahatma Gandhi National Rural Employment Guarantee Act
MPCE	Monthly per capita consumer expenditure
NAS	National Accounts Statistics (of India)
NCAER	National Council of Applied Economic Research
NIT	Net Indirect tax
NPISH	Non Profit Institutions Serving Households
NRI	Non-Resident Indian
NSO	National Statistical Office
NSSO	National Sample Survey Office
OECD	Organisation for Economic Cooperation and Development
OS	Operating Surplus
OS/MI	Operating Surplus/Mixed Income
PFCE	Private Final Consumption Expenditure
PP	Purchasers price
PIO	People of Indian Origin
RMF	Recommended Methodological Framework
Rs.	Indian Rupees
SNA	System of National Accounts
SUT	Supply and Use Tables
TDGDP	Tourism Direct Gross Domestic Product
TDGVA	Tourism Direct Gross Value Added
TSA	Tourism Satellite Account
TSA:RMF	Tourism Satellite Account: Recommended Methodological Framework
TTM	Trade and transport margins
UN	United Nations
UNSC	United Nations Statistical Commission
UNWTO	United Nations World Tourism Organisation
VAT	Value Added Tax
WTO	World Tourism Organisation

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1. INTRODUCTION

About tourism

1.1. Tourism is a social, cultural and economic phenomenon related to the movement of people to places outside their usual place of residence, pleasure being the usual motivation¹. From this definition and the fact that tourism is a temporary activity, it can be interpreted that tourism is a demand based concept.

1.2. The decision of the tourist to make a visit generates additional demand for goods and services, which are provided from the supply side either through increased domestic production or through imports. Therefore, tourism, though a demand-based concept, can also be viewed from the supply side.

Some definitions of Tourism

1.3. These two aspects of tourism give rise to a number of alternate definitions of tourism, though they all can be understood similarly in the context of tourism. Some of the definitions available in the public domain are:

- Tourism arises from a movement of people to, and their stay in, various destinations.
- Tourism is travel for recreational, leisure or business purposes.
- The temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs².
- The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors³.
- Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups travelling away from home.
- Tourism can be understood as the set of productive activities that cater mainly to visitors.

¹United Nations World Tourism Organisation (UNWTO): International Recommendations for Tourism Statistics (IRTS), 2008 (para 1.1)

²Mathieson, Alister, Wall, Geoffrey (1982) :Tourism: Economic, physical, and social impacts, Longman (London and New York)

³McIntosh, Robert W., Goeldner, Charles R. (1986): Tourism: Principles, practices, philosophies; Wiley (New York)

*UNWTO
Definition*

1.4. The UN World Tourism Organization (UNWTO) provides the following definition of tourism which is now the accepted official definition of Tourism.

“Tourism refers to the activity of visitors. A visitor is a traveller taking a trip to a main destination outside his/her usual environment for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited⁴.”

**Tourism -
World**

1.5. Tourism is one of the largest and fastest growing economic sectors in the world, thanks to increase in tourism destinations in tandem with an increase in awareness among people. Unlike a rather conservative tourism activity in the past, particularly in developing countries like India, now people are willing to travel more and even cross boundaries to visit far-away and sometimes remote destinations.

*International
Tourist
arrivals hit 1
billion mark in
2012*

1.6. According to the UNWTO, despite occasional shocks, worldwide international tourist arrivals have shown virtually uninterrupted growth from 25 million in 1950 to 278 million in 1980 to 528 million in 1995 and breached 1 billion mark, at 1,035 million, in 2012. This is supplemented with an estimate of 5 to 6 billion domestic tourism, making tourism a phenomenal economic activity. Going forward, the international tourist arrivals are expected to reach 1.8 billion by 2030, with the expected growth of 3.3 per cent a year.

1.7. For many countries, Tourism is an important social and economic phenomenon being a key driver of socio-economic progress through the creation of jobs and enterprises, infrastructure development and the export revenues earned⁵. As an internationally traded service, inbound tourism is one of the world’s major trade categories. According to the latest data from UNWTO, international tourism receipts amounted to an estimated US\$ 1,075 billion worldwide in 2012, up by 4 per cent in real terms (adjusted for exchange rate fluctuations and inflation). This is despite the economic volatility across the globe.

1.8. It must be noted that for the destination countries, export revenue earned through international tourism receipts covers transactions generated by same-day as well as overnight visitors (these come under travel item in the Balance of Payments). However, these do not include receipts from international passenger transport contracted from companies outside the travellers’ countries of residence, which are reported in a separate category (International Passenger Transport). This export value of international

⁴UNWTO: IRTS 2008, para 2.9

⁵Government of India: Report of the Working Group on Tourism, 12th Five Year Plan (2012-2017)

passenger transport is estimated at US\$ 213 billion in 2012. Hence, total receipts from international tourism, including international passenger transport, reached US\$ 1.3 trillion in 2012. In other words, international tourism contributes US\$ 3.5 billion a day to global export earnings. This is approximately 6 per cent of the world's exports.

1.9. According to UNWTO-Tourism Highlights, tourism's total contribution (direct, indirect and induced) to worldwide gross domestic product (GDP) is estimated at 9 per cent for 2012.

Tourism- India

1.10. Compared to many countries, India has the advantages of possessing a rich and diverse range of unique tangible and intangible cultural, natural and man-made tourism resources, many of which are world class in quality. India's great competitive strength from tourism point of view is its ancient and yet living civilization that gave rise to four of the world's great religions and philosophies, and brought travelers and trade millennia ago. The rich natural and rural landscape of India is punctuated with the built heritage of its ancient past and modern structures. India's contacts with other civilisations is reflected in the rich cultural diversity of its people through its languages, cuisine, traditions, customs, music, dance, religions practices and festivals, its holistic healing traditions, art and craft.⁶

1.11. According to the latest data compiled by the Ministry of Tourism, number of international tourist arrivals in India was 6.58 million in 2012, posting an annual growth of 4.3 per cent, higher than the world growth. Domestic tourism, which accounts for a bulk of tourism in India, grew by 19.9 per cent with total domestic tourists visiting all states and UTs of India numbered at 1036 million. India's foreign exchange earnings from tourism stood at US\$ 17.74 billion in 2012, growing by 7.1 per cent. This places India at 41st rank in terms of its share in world tourist arrivals and at 16th position in terms of its share in world tourism receipts.

Tourism contributes 6.8 per cent to GDP and 10.2 per cent to employment of India in 2009-10.

1.12. With respect to the contribution of tourism to the GDP of India, the second Tourism Satellite Account of 2009-10 estimates it at 3.7 per cent as the direct share and 6.8 per cent, taking indirect impact also into account. This brings tourism to one of the top sectors of Indian economy in terms of contribution to economy. Tourism sector contributes significantly to the creation of jobs as well. It is estimated to have created 23.4 million jobs in 2009-10, which translated to a share of 4.4 per cent in the total employment. This sector also contributed 54.5 million jobs indirectly, which increased its share to 10.2 per cent. Within the non-agriculture employment, tourism had a

⁶National Tourism Policy, 2002, Department of Tourism

share of 9.7 per cent in employment and if indirect share is included, the share goes up to 22.6 per cent. This implies that almost every 4th to 5th person employed in non-agricultural activities is directly or indirectly engaged in tourism activities.

1.13. An exercise to update these numbers on annual basis till the release of third Tourism Satellite Account⁷ reveals that the share of tourism in GDP moderated to 3.6 per cent in 2010-11 due to the overall slowdown in general economy but recuperated in the following year and contributed 3.7 per cent to GDP in 2011-12. Accordingly the total (direct and indirect) share fell from 6.77 per cent in 2009-10 to 6.68 per cent in 2010-11 but upped at 6.74 per cent in 2011-12.

1.14. The share of Tourism industries' employment in total employment grew from 4.4 per cent in 2009-10 (according to Second TSA) to 4.6 per cent in 2010-11 and to 4.9 per cent in 2011-12⁸. Its direct and indirect share escalated from 10.2 per cent in 2009-10 to 10.8 per cent in 2010-11 and settled at 11.5 per cent in 2011-12.

Tourism – Andhra Pradesh

1.15. Andhra Pradesh is one of the major tourism destinations in India. Tourism department of Andhra Pradesh has promoted the state as the Koh-i-Noor of India. AP is well known for its richness in tourism offerings which include many divine destinations, cultural heritages, wildlife spots and beaches.

1.16. AP is a major attraction for pilgrims in India. The vedic Tirumala Venkateswara temple, also known as Tirupathi Balaji, is the second richest deity in India having worth of over Rupees 500 billion and the most visited holy place in the world with 30 to 40 million pilgrims visiting every year. Though the earliest historical mention of AP appears in Aitareya Brahmana (B.C.800), the earliest record of Tirupathi Temple being in existence goes back to around B. C. 300, the era of Chandragupta Maurya and his predecessor-Mauryans' dynasty. Apart from Tirupathi Balaji, Ahobilam, Annavaram, Basara, Badrachalam, Draksharamam, Dwarka Tirumala, Ramappa and Srisailam are some (amongst many others) world famous religious places to visit in AP.

1.17. AP also offers many idyllic beaches, exciting wildlife and rich cultural heritage spots to the leisure tourists to visit. Rushi Konda Beach is known as the Jewel of the East Coast. A few other famous beaches are Krishnapatnam,

⁷ This exercise is based on the data obtained from the latest National Accounts Statistics, 2013

⁸ The employment numbers for 2011-12 were obtained from the latest NSSO survey on Employment and Unemployment of India, 68th Round. The employment for 2010-11 was obtained by interpolating the numbers of 2009-10 and 2010-11.

Mypadu, Vodarevu, Rama Krishna, Uppada and Suryalanka beach. The diverse wildlife sanctuaries and parks in AP include Nehru Zoological Park, Kolleru Lake Bird Sanctuary, Shamirpet Deer Park and Sri Venkateswara Zoological Park to quote a few. There are many historical heritage cities in AP such as Hyderabad, Kurnool, Mahaboobnagar, Nalgonda, Vijayawada and Vishakhapatnam which attract a large number of tourists each year.

1.18. According to the data compiled by the India Tourism Statistics, the total domestic tourist arrivals in the state rose from 5.25 crore in 2001 to 15.21 crore in 2013, marking the compounded annual growth rate of 9.3 per cent.

1.19. During the same period, foreign tourist arrival trippled, from 67,147 to 2,23,518 with the compounded annual growth rate (CAGR) of 10.5 per cent.

Measurement of Tourism

1.20. Tourism primarily relates to movement of people to places outside their usual place of residence, pleasure being the usual motivation. It induces economic activity either directly or indirectly, sometimes in places beyond those visited. This could be in terms of economic output or in terms of employment, besides other social and infrastructural dimensions. Therefore, for a holistic approach to tourism development, it is necessary that reliable statistics on tourism sector and analysis based on tourism statistics are available to the policymakers for decision making.

1.21. The UNWTO lays down standard international guidelines for the collection, compilation and dissemination of statistics on tourism by the member countries. The latest publication, International Recommendations for Tourism Statistics 2008 (IRTS, 2008) provides a common reference framework for countries to use in the compilation of tourism statistics. The IRTS, 2008 presents a system of definitions, concepts, classifications and indicators that are internally consistent and that facilitate the link to the conceptual frameworks of the Tourism Satellite Account, national accounts, balance of payments and labour statistics, among others and further provides general guidance with respect to data sources and data compilation methods. This ensures international comparability of tourism statistics and enhances coherence of tourism statistics with other official statistics and further development of tourism satellite accounts.

1.22. However, as already mentioned, tourism is not defined separately in either the standard international industry or product classifications⁹ or in the accounting framework of national accounts, which focuses on accounting of

⁹These are respectively the International Standard Industrial Classification of All Economic Activities, Revision 3 (ISIC rev 3) and the Central Classification of Products, Revision 1 (CPC rev 1). Both are published and maintained by the United Nations Statistics Division, New York. The website <http://unstats.un.org/unsd> contains a detailed registry of these and other United Nations Classifications.

economic activities undertaken in the country according to standard international classifications. This is because tourism, unlike other sectors of the SNA, is not defined as an industry by the characteristic of the product it makes as an output. It is identified rather by the characteristic of the purchaser demanding the products, that is, a visitor.

1.23. This means the tourism industry is defined according to the status of the consumer, not according to the status of producer. Therefore, this special characteristic of tourism sector cannot be made explicit while compiling the national accounts according to System of National Accounts (SNA)¹⁰, though tourism is an economic activity and its contribution is already included in the national accounts implicitly and thus is not separately visible in the national accounts.

1.24. In the context of national accounts, tourism remains difficult to define and measure. Therefore, there is little room for organising data into a structure that permits examination and analysis by function. In such cases, where SNA core accounts do not provide the required information, the SNA suggests the development of satellite accounts within the framework, concepts and definitions of SNA. These satellite accounts draw from the core accounts in concept, framework and data but are recast to highlight the particular aspect of the economy that is inadequately described.

1.25. Tourism has several dimensions and all of these are important in the context of compiling statistics on tourism. These dimensions are as follows:

- (i) motivation for traveling – purpose of trip;
- (ii) facilities, that include hotels and restaurants, support services and infrastructure facilities;
- (iii) transportation and finances, such as air, road and water transportation, availability of finances to incur travel expenditures; hospitality – interaction of tourists with local population.

Satellite Accounts

1.26. The SNA provides flexibility for elaborations, extensions and alternative concepts, while still remaining within the conceptual framework of SNA. Satellite accounts compilations are one such extension. The idea behind compilation of such accounts is to allow certain types of analysis that focus on a certain field or aspects of economic and social life. Such detailed analysis is

¹⁰A System of National Accounts 1993 and 2008. Both are prepared and published under the auspices of the Inter-secretariat Working Group on National Accounts (ISWGNA), which is an interagency body set up by the United Nations Statistical Commission (UNSC) on national accounts and consists of European Commission (EU), International Monetary Fund (IMF), Organization for Economic Co-operation and Development (OECD), United Nations (UN) and World Bank.

usually not available in the central framework. Therefore, the satellite accounts are distinct from the central system.

1.27. The satellite accounts maintain a loose relationship with the SNA, with boundaries expanded and reclassified and focus on the purpose or function of transactions. Thus, transactions are first analysed in the system of national accounts according to their characteristics, then certain types of transactions (such as tourism, or health care, or environment, etc.) are analysed from the expenditure side. In satellite accounts, therefore, the unit of analysis to which classification is applied is not an establishment (as in national accounts) but, instead, is transactions, or groups of transactions.

Tourism Satellite Account

1.28. The Tourism Satellite Account (TSA) is an accounting procedure designed to measure goods and services associated with tourism, according to internationally agreed standards, concepts, classifications and definitions. It helps in assessing the size and contribution of tourism to the economy. Essentially, the TSA uses the macro-economic framework of the System of National Accounts, 1993¹¹ (1993 SNA) for integrating tourism statistics and for showing the linkages between demand and supply for goods and services in respect of Tourism.

1.29. In TSA, the national accounts framework and methodology is applied to tourism so that the industries supplying tourism output are identified in the production account, while at the same time showing the visitors' expenditures identified by functions, which is the determining characteristic of tourism, on the expenditure account. The national account framework further allows confrontation of these two dimensions through the supply and use tables for arriving at a consistent set of economic data.

1.30. The TSA provides a framework for policy analysis of issues related to tourism economics as well as for model building, tourism growth analysis and productivity measurement. The systems of tourism statistics and tourism satellite accounts are tools by which the role of tourism in the economy can be better understood and more accurately measured¹². The TSA focuses on the economic dimension of tourism trips¹³, mostly through expenditure by visitors or by others for their benefit.

1.31. It provides the mechanism for transforming demand based concept of tourism into a methodology for identifying who produces what for the visitor. It identifies the typical tourism industries, i.e. those industries that produce

¹¹ United Nations, World Bank, International Monetary Fund, Commission of the European Communities and Organisation for Economic Cooperation and Development, 1993. System of National Accounts 1993. New York, Washington, D.C., Brussels and Paris

¹² Eurostat: European Implementation Manual on TSA

¹³ IRTS 2008, para. 2.29

commodities which represent a significant part of tourism demand and whose existence is very strongly dependent on tourism demand or would be seriously affected were tourism to cease. For this set of industries, the TSA measures the value added, employment, capital formation, etc., flowing from that demand and identifies who the visitors are.

1.32. The TSA framework provided by UNWTO is the most comprehensive way to measure the economic importance of tourism in national economies. According to TSA: RMF 2008, TSA comprises a set of tables and is mainly descriptive in nature. It provides accounts and tables and macroeconomic aggregates, principal among them being the gross value added of tourism industry (GVATI), tourism direct gross value added (TDGVA) and tourism direct gross domestic product (TDGDP). The TSA also has a scope to link economic data with the investment in tourism, employment in the tourism industry and other non-monetary (quantitative) information related to tourism and tourists concerning tourism statistics.

Uses and Applications of TSA

1.33. The important uses and applications of TSA are:

- Analyse tourism from an economic point of view.
- Provide a set of accounts that are internationally compatible, working within national accounting principles.
- Offer policy makers insights into tourism and its socio-economic functions and impacts (in current prices as well as in volume terms).
- Calculate tourism value added for a given list of industries in a coherent system.
- Provide information on the employment profiles of the tourism industries.
- Indicate the production functions of tourism industries and illustrate the interlink ages between the tourism industries and the rest of the economy.
- Offer a reference framework within which impact models and other analytical economic models of tourism can be calculated.
- Provide an indication of the size of tourism capital investment, and the means to analyse its link with tourism supply.
- Provide information on the industry's capital stock and capital base.

1.34. Regional TSAs or TSAs at sub-national level are increasingly becoming popular. According to TSA:RMF 2008, there are various reasons for encouraging discussion on how the Tourism Satellite Account can be adapted to sub-national levels. Some of these reasons are:

- There is a worldwide trend towards a certain degree of decentralization of political power and decentralized management of national resources in federal states, regions, municipalities, etc. In order to allocate and monitor these resources effectively, more and better integrated regional and local information are required.
- The tourism activities are multifaceted in nature and can potentially benefit rural areas that are seeking to diversify.
- The unequal geographical distribution and characteristics of tourism activity within the national territory, from the standpoint of both demand and supply, lead to additional requirements for tourism statistics at the various territorial levels.
- There is a growing interest of tourism-related businesses in learning about the interrelation of their activity with others and its main determinants and seasonal cycles.
- There is a great necessity of improving the allocation of resources in national and local economies, which can only be achieved by upgrading quantitative references and measuring economic impacts.

1.35. There are no standard international guidelines to prepare regional or sub-national TSAs. However, TSAs at regional level or state level do provide useful indicators for regional tourism enterprises and organisations in identifying possible business opportunities and for state government tourism departments to formulate relevant tourism policies.

1.36. Essentially, preparation of a state TSA requires the following.

- Statistics on expenditures made by visitors on different products within the state.
- Statistics on supplies from the domestic production and imports (which include from other states) to meet these purchases of tourists.
- Confrontation of the two sets of statistics in the national accounting framework through the supply and use tables so that supplies from domestic production and imports match with the expenditures made by tourists.
- Estimate the value added out of the domestic production that is involved

in supplying the products to tourists' purchases.

1.37. This procedure of compiling a state TSA places enormous demand on data and construction of SUTs at state level. In India, SUTs are compiled neither at the national level nor at the state level.

1.38. The second method, normally followed by a few countries which compile regional TSAs, is applying the tourism industry ratios from national TSA on the output of the respective industries in the state. Following this approach, NCAER combined regional TSAs for the states of Kerala and Madhya Pradesh for the year 2009-10 in 2013 along with the TSA for India for the same year.

1.39. The TSAs, 2009-10 for Andhra Pradesh presented in this Report followed the guidelines provided in the TSA RMF: 2008 to the extent they are applicable at regional level and the report includes the first seven tables, and Table 10 on non-monetary indicators. In comparison to the all-India TSA tables, the state TSA tables do not include the supply table, as no information on imports to the state from other states or from abroad is available. The data sources mainly include (i) Domestic Passenger Survey, 2008-09 conducted by the National Sample Survey Office of the NSO, India, (ii) International Passenger Survey, 2009-10 conducted by the Indian Statistical Institute, India, (iii) State Accounts by State Department of Economics and Statistics, (iv) Employment and Unemployment Survey, 2009-10 conducted by NSSO, (v) Consumer Expenditure Survey, 2009-10, conducted by NSSO.

Structure of the Report

1.40. The present section on Introduction dealt with importance of tourism, problems in the measurement of economic aspects of tourism, the concept of satellite accounting in the framework of national accounts, tourism satellite accounts, its role and applications and regional tourism satellite accounts.

1.41. Section 2 presents a snapshot of the state of reference, which here is Andhra Pradesh. This chapter serves as a window to the state's geographical, demographic and economic profile, all of which, albeit partially, contribute to the extent of tourism activities in the state.

1.42. Section 3 talks briefly about the various data sources that were used in the preparation of the state TSA.

1.43. Section 4 provides the framework of the recommended TSA tables and tourism aggregates that have been included in this Report. The text for this section is mainly drawn from IRTS, 2008 and TSA: RMF 2008.

1.44. Section 5 presents the TSA tables for the year 2009-10. This Section also includes the tourism aggregates that have been derived from the TSA tables.

1.45. Section 6 presents the key findings of TSA, 2009-10.

1.46. The Glossary includes the conceptual issues and operational definitions of tourism, its types, forms, dimensions and related issues.

1.47. Estimation Procedure section provides insights on procedure followed to estimate number of trips, by different categories such as main destination, purpose of trips, mode of travel etc., undertaken during last 365 days from DTS micro-data. This information is provided only for last 30 days in the data.

2. PROFILE OF THE STATE

Geographic profile

2.1. Surrounded by Maharashtra, Chhattisgarh and Odisha in the North, the Bay of Bengal in the East, Tamil Nadu in the South and Karnataka in the West, Andhra Pradesh came into existence in its present shape on 1st November 1956. Andhra Pradesh was the first state to be constituted on linguistic basis by merging the Telugu speaking areas of the already existing Nizam's Hyderabad state (Telangana) and the Coastal Andhra and Rayalaseema from the Madras state. This merger of Telangana and Andhra had been a bone of contention ever since and the various movements to invalidate the merger to form two states viz. Andhra and Telangana in 1969, 1972 and in the recent years have resulted in the Parliament of India to enact the legislation leading to the formation of a new state to be known as Telangana from ten districts in north-western Andhra Pradesh in February this year (2014).

2.2. The state of Andhra Pradesh with second largest coastline just after Gujarat is blessed with a variety of physical features extending from high hills, undulating plains to a coastal deltaic environment. Composed of most of the eastern half of the Deccan plateau and the plains to the east of the Eastern Ghats, the state is divided into three regions. The northern part of the plateau is the Telangana region and the southern part is known as Rayalaseema and the two regions are separated by the River Krishna and the third region is Coastal Andhra.

2.3. Andhra Pradesh, historically known as the "Rice Bowl of India" was one of the very few states which adopted the green revolution. Andhra Pradesh is the state known for its emphasis on rural development, community empowerment, and support for women's groups.

2.4. The state has progressed in technical education levels with a large representation among the professionally qualified persons working in others countries (e.g. Silicon valley in USA)

Climate profile

2.5. The climate varies considerably across the geographical spread of the state. The summer season which last from March to June, when the coastal region especially the plains are hottest as compared to the rest of the state and temperatures ranging between 20 °C and 41 °C during this period.

2.6. The monsoons play a major role in determining the climate of the state. July to September which is typically the rainy season with tropical rains and receives heavy rainfall from the Southwest Monsoon during these months.

About one third of the total rainfall in Andhra Pradesh is brought by the Northeast Monsoon. It is in the months of October and November the state experiences low-pressure systems and tropical cyclones form in the Bay of Bengal along with the Northeast Monsoon thus bringing in rains to the southern and coastal regions of the state. The winters are not very cold and the months of November to February are the winter months.

Historical background

2.7. Historically the earliest mention of the Andhras appeared in the Aitareya Brahmana (B.C.800), also known as the Dakshina Padh during those days. It is believed that Andhras, Pulindas, Sabaras, and many other sects lived in Dakshina Padh, but definitive historical evidences of the Andhras dates back to the Mauryan age (4th-2nd century BCE) when Andhras was a political power in the south-eastern Deccan. Megasthenese, who visited the Court of Chandragupta Maurya (B.C.322--297), mentioned that Andhra country had 30 fortified towns and an army of 1,00,000 infantry, 2,000 cavalry and 1,000 elephants. Some Buddhist books reveal that Andhras established their kingdoms on the Godavari belt at that time and Asoka referred in his 13th rock edict that Andhras were his subordinates. Nannaya's (1022--1063) translation of the Sanskrit Mahabharata is the earliest piece of Telugu literature discovered till date. Andhra Pradesh history can be clearly demarcated into the Ancient, Medieval and Modern Period

Ancient period

2.8. With the fall of the Maurya Empire in the southern India in the 3rd century BCE, the Satavahanas, one of the most renowned Andhra dynasties came to power and rule over almost the entire deccan plateau in 1st century BCE. Following the decline of the Satavahanas in 220 CE, the Ikshvaku dynasty, Pallavas, Ananda, Gotrikas, Rashtrakutas, Vishnukundinas, Eastern Chalukyas, and Cholas ruled the land. Not only were these rulers patrons of diverse religions and great builders, they established trade relations with Rome. The ruins of the Mahayana school of Buddhism at Nagarjunakonda built by Nagarjuna (c.150-250) reflect the former glory of Andhra. The prosperity of Andhras was taken further by the Chalukya dynasty which during the 11th century unified most of the Andhra areas. The Eastern Chalukyas occupied a prominent place in the history of Andhra Pradesh. Though they were originally of Kannada stock, they patronised Telugu and gave boost to it. It was during this period that Hinduism emerged as the dominant religion along with Buddhism and Jainism

Medieval period

2.9. The mediaeval period in Andhra History was when during the 12th and the 13th centuries which saw the emergence of the Kakatiyas, they were at first the feudatories of the Western Chalukyas of Kalyana, ruling over a small territory near Warangal. The Kakatiya period was rightly called the brightest

period of the Telugu history when the entire Telugu speaking area was under the kings who spoke Telugu and encouraged Telugu, establishing order throughout the strife torn land and the forts built then played a dominant role in the defence of the realm and it was during this period when the commercial expansion towards South east reached its peak. After the fall of Kakatiyas, the fast rise of the Muslim State, the Bahmani kingdom was restricted in their expansion towards southwest of Warangal by the kingdom of Vijayanagar. Not only the greatest kingdom in Andhra history but also one of the greatest in Indian history, Vijayanagr under the rule of King Krishna Deva Raya (1509-29) was a synonymous with military glory, economic prosperity, good administration and artistic splendour. The period of Krishnadevaraya was considered as the golden age of the Vijayanagar history. He was a great warrior, statesman, administrator and a patron of arts. Krishnadevaraya, himself a scholar, his reign marked a new era in the literary history of south India.

2.10. The formation of alliance between various Muslim principalities finally led to fall of Vijayanagar in 1565 and Andhra areas came under the control of Mughal rule. It was during this period that saw the Deccani architecture, a combination of Persian, Hindu and Pathan styles.

2.11. The Bala Hissar gate of the Golconda fort is known for its remarkable figures and emblems of Hindu mythology and the citadel of Hyderabad, the Charminar is the most remarkable and magnificent structures in India. It was after the death of Aurangzeb in A.D.1707, the administrative machinery of the Mughal imperial regime crumbled and the central authority manned by successive feeble rulers gradually lost control over the provinces. Because of its location, the state of affairs in Deccan worsened and this anarchy contributed in giving a new turn to Indian history with two foreign mercantile companies East India Company of England and the Compagnie de Inde Orientale of France, consolidating their political powers and subsequently playing a decisive role in shaping the destiny of the nation.

Modern period 2.12. The Nizams of Asafjahi dynasty ruled the Deccan for not only a longer period from AD 1724 to as early as 1948 but ruled a large territory with diverse language groups. It's was during reign that the Asafjahi Nizams gained importance not only in India but were recognised world-wide. However it was the famine of A.D.1777 and the devastating flood in the succeeding year which badly affected the economy of the State of Hyderabad, the ill-advised policies and the harassment by Arab and Rohilla bankers, led the State on the verge of bankruptcy by neck-deep debts. The intervention of the companies during A.D.1766 and A.D.1800, led to decline in the autonomy of the Nizam and gain in the British authority. And then in lieu of the cost of maintenance, the Nizam's conceded to the demands of the company and resulted in loss of not only the

territory but also the power and reputation. Thus, the British, who entered India in the early 17th century as a trading company, gained power as its ruler for over a century and a half.

2.13. The modern era of the development began with the formation of the City Improvement Board in A.D.1912, which paid attention to the construction of roads, markets, housing sites and shopping centres in the city. And followed by commissioning of several public utility services in A.D.1922, Electricity in A.D.1923, rail connection to Bangalore in A.D.1928, Bus service in A.D.1932 and linking of the Madras-Karachi Air Serviced with Hyderabad.

2.14. The buildings constructed during this period represented a rich variety of architecture, a perfect example of this is the magnificent Osmania University, synthesizing the modern, the medieval and the ancient styles of architecture. The Mughal style, the Indo-Saracenic style, the Saracenic-Rajasthani style etc all in one were a symbol of modern and majestic Hyderabad.

2.15. The Andhras were there in the forefront along with the rest of the countrymen in the freedom struggle against the British. By the beginning of the 20th century, Andhra saw emergence of educated, confident but a dissatisfied middle class seeking equality with the white ruler. The repressive measures of the British, the constructive programmes of Hanumantha Rao for training young men in techniques of modern production and the non-corporation movement of Gandhiji in 1920 resulted in immediate response for the cause of the Nation.

2.16. The Chirala-Perala Civil Disobedience Movement in Andhra attracted the attention of the whole country and during the movement the first woman in the country was imprisoned on political ground. This led to mass movement of the residents of Chirala to move to the area outside the municipality limits in temporary tenements which was called Ramanagar. An unprecedented step in the history of the country, where the people lived in thatched huts braving the severity of weather for eleven months. However the movement failed and people had to reconcile with the British constitution. But the courage and fearlessness of the people stood them in good stead in the subsequent stages of the freedom movement.

2.17. The next episode was the 'Forest Satyagraha' of the ryots of Palnad in Guntur district in 1921 and the No-Tax Campaign at Pedanandipadu in Bapatla taluk of Guntur district both led to violence and untoward incidences and because of which Satyagraha came to an end. The awakening as a result of the salt campaign in 1930 by Gandhiji resulted in defeat of the parties other than Congress in the 1937 elections. The thirties saw emergence of the leftist

organisations in Andhra. It was from 1942 that history started changing very fast and the unrest started spreading like fire till August 15, 1947, when India achieved its Independence.

2.18. A new Constitution came into force from the 26th of January, 1950, which envisaged the new set-up of Government at the Centre as well as at the States by duly elected representatives from the people on an adult franchise. With the new constitution also came discontentment as formation of Telugu areas as a separate state did not happen as against the wishes of the Telugu speaking people.

2.19. The period of British rule in India forms a significant chapter in the history of our ancient land. Their measures good or bad, unified the country as one nation. However the communal divide that happened throughout the country caused a lot of suffering to the state of Hyderabad. But the timely action by the Union Government of Free India saved the situation.

2.20. Andhra Pradesh, historically known as the "Rice Bowl of India" was one of the very few states which adopted the green revolution. Andhra Pradesh is the state known for its emphasis on rural development, community empowerment, and support for women's groups.

Demographic & social profile

2.21. Andhra Pradesh is the fourth largest state covering 8.4 per cent of the total geographical area of which 97.1 per cent is the rural areas.

2.22. The state is 5th most populated state with 84.6 million populations (6.99% of total population), 66.6 per cent of this population resides in rural and remaining in the urban areas. The urban Andhra Pradesh with approximately 33 per cent of the total state population and marginal share in the land area (2.9% of the total geographical area of the state) is 17 times more densely populated than the rural Andhra.

2.23. Andhra Pradesh with over all sex ratio of 993 fares better than the national level ratio of 943 and the state has significantly higher ratios in both the rural and urban areas than the national level sex ratio. And similar to the national level trend, the sex ratio of rural Andhra Pradesh is far better than the sex ratio in urban areas. Andhra Pradesh is predominantly a Hindu State with nearly 89 per cent of population being Hindus and Muslims are the second largest group with 9.2 per cent of the total population. The average household size in both rural and urban parts of Andhra Pradesh is significantly lower than the national level figures. The overall household size in the state is 4.02 as compared to the national figure of 4.85. The household size in rural Andhra Pradesh is 3.96 second lowest to the state of Tamil Nadu and far lower than the

national level figure for rural households (4.94).

2.24. The Telengana region is the latest of the three regions with 41.8 per cent of the geographical area and almost equal proportion of the population reside here. Coastal Andhra is the second largest region covering 33.8 per cent of the geographical area and home to 40.4 per cent of the population. The rural and urban areas of the Coastal Andhra are most densely populated region.

2.25. All the three regions in Andhra Pradesh have a significantly higher sex ratio as compared to the national level figures, and of the three the Coastal Andhra region has a distinction of female population surpassing the male population.

2.26. According to a study conducted by NASSCOM 23 per cent of the India's software professionals are from Andhra Pradesh and with more than 1330 arts, science and commerce colleges, 1000 MBA and MCA colleges; 847 engineering colleges, 53 medical colleges, NIFT, IHM, NIT, IIT ITIs, polytechnics, more than 50 prestigious Central and State research and training establishments like Administrative Staff College of India, Indian Institute of Chemical Technology, Centre for Cellular and Micro Biology, Defence Research and Development Laboratories, and many more. The Osmania University; one of the oldest modern university in India and largest university systems in the subcontinent with over 300,000 students and many more universities serving the people of Andhra Pradesh. Andhra Pradesh is one of the states which can boast about its student teacher ratio (19:1) in the higher education.

2.27. But the ironic situation is that the state ranks 31 among the 35 states and Union territories for its low literacy levels.

Table 2.1: The Demographic and Social Profile of the State

	Year	Telangana Region	Coastal Andhra	Rayalaseema Region	Andhra Pradesh	
Area (sq km)		114840	92906	67299	275045	
		(41.8%)	(33.8%)	(24.5%)	(4 th Largest state in India)	
Households (in Lakhs)	2011	83.58	90.63	36.02	210.23	
		(39.8%)	(43.1%)	(17.1%)	(8.43% of Total households)	
Household Size	2011	4.21	3.77	4.22	4.02	
Population (in Lakhs & %)	Total	2011	351.94	341.96	151.91	845.81 (6.99% of Total population) (5 th Most Populated State)
			(41.6%)	(40.4%)	(18.0%)	
	Males	2011	177.04	170.92	76.46	424.42 (6.81% of Total Male Popn.) (50.2% of State Population)
			(41.7%)	(40.3%)	(18.0%)	
	Females	2011	174.90	171.03	75.45	421.39 (7.17% of Total Female Popn.) (49.8% of State Population)
			(41.5%)	(40.6%)	(17.9%)	
Rural	2011	215.85	240.91	106.86	563.62 (6.76% of Total Rural Popn.) (66.6% of State Population)	
		(38.3%)	(42.7%)	(19.0%)		
Urban	2011	136.09	101.05	45.06	282.19 (7.48% of Total Urban Popn.) (33.4% of State Population)	
		(48.2%)	(35.8%)	(16.0%)		
Percentage of Population	Hindu	2001			89.0	
	Muslim's	2001			9.2	
	Christian	2001			1.6	
	Others	2001			0.3	
Density (pop per sq.km.)	Total	2011	306	368	226	308
	Rural	2011	194	267	162	211
	Urban	2011	3643	3895	2954	3593
No of Districts	2011	10	9	4	23	
Literacy Rate	2011	66.5	68.2	65.5	67.0	
Male Literacy rate	2011	75.0	74.7	75.0	74.9	
Female Literacy rate	2011	57.9	61.8	56.0	59.1	
Sex ratio	2011	988	1001	987	993	
Work Force (percentage)	2011	46.7	45.8	48.2	46.6	
Dependency Ratio	2011	1.14	1.18	1.08	1.15	

Source: Census of India, GOI

Society

2.28. Andhra Pradesh proudly boost of its rich culture & history, religious and spiritual treasure, traditional upbringing, intellectual contributions, literary tradition with major contributions to Carnatic Music and Classical dance forms.

2.29. The State has also had a large number of eminent poets right from Nannaya to the modern times. Vemana, Gona Budda Reddy, Daasaradhi Krishnamacharyulu, Viswanatha Satyanarayana, Kethu Viswanatha Reddy, Suddala Hanmanthu, Srirangam Srinivasarao, Cingireddy Narayana Reddy, Kazi Zainul Abedin, Tummala Seetharama Murthy, Madhunapantula Satyanarayana Sastry, Tirupati Venkata Kavulu, Gurazada Apparao are just few names from the long list of poets born in the state. The 17th century was the golden age of Urdu, with poets like Wali Mohammed Wali, Makhdoom Mohiuddin, Mohammed Quli and Mulla Wajhi.

2.30. Nannaya is the earliest known Telugu author, and the author of the first third of the Andhra mahabharatam. He is also known as Adi Kavi in recognition of his great literary work in Telugu. Tikkana the second poet of the "Trinity of Poets (Kavi Trayam)" who translated the remaining Mahabharatam into Telugu. Nannaya and Tkkana are the earliest poets known across the world for their contributions. Andhra Pradesh contributions to the literary world.

2.31. Some of the prominent religious towns and temples include Tirupati, Annavaram, Bhadrachalam, Basara, Ahobilam, Srisailam, Mantralayam and Kalahasti. Administrative excellence, which for instance, was seen during the Kakatiya and the Vijayanagar dynasties. Some of the country's leading educational Institutions like CCMB, ICRISAT, ISB, IIIT, University of Hyderabad and NIT, Warangal are located in Andhra Pradesh.

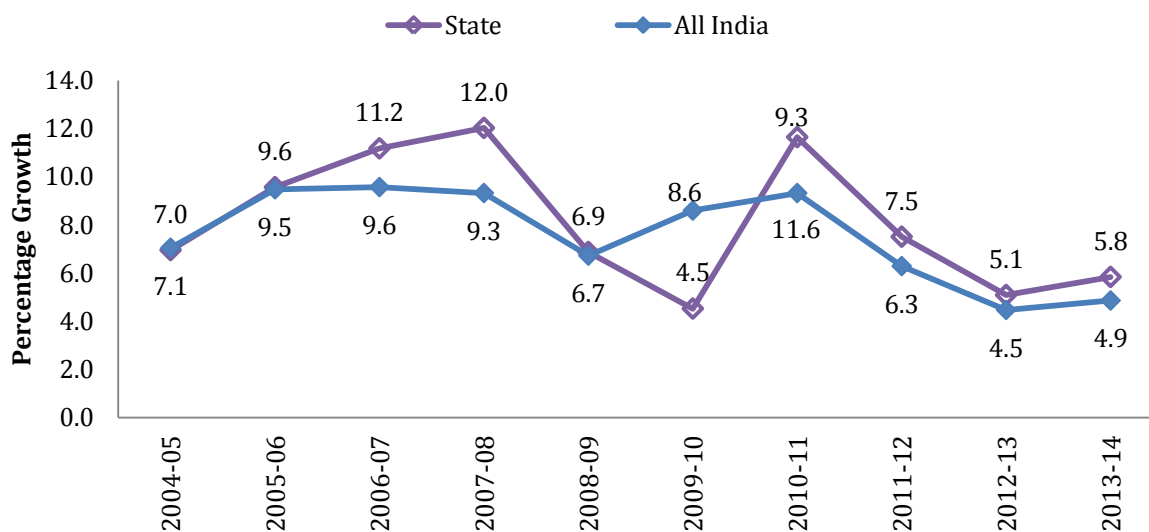
2.32. A strong base in Information Technology with perhaps the largest pool of trained software professionals in the country. It ranks 2nd in the country in mineral wealth and has good hydroelectric potential, some which has been tapped. It has about one third of India's limestone, at about 30 billion tonnes. The state ranks first nationwide in hydro electricity generation with national market share of over 11%. Recent discoveries of abundant natural gas off the coast near the Godavari basin Compared to most States, Andhra Pradesh has a good quality road network, rail connectivity (except for some tribal regions), sea ports and air connectivity. However, given the growing aspirations of people, this needs to be further built up.

Economic profile

2.33. The State Domestic Product (SDP) commonly known as “State Income” is a measure in monetary terms of the volume of all goods and services produced within the geographical boundary of the state during a given period of time, accounted without duplication. This is the most important macro-economic indicator used to measure the growth and to study the structural changes taking place in the economy. The estimates of SDP over period of time reveal the extent and direction of the changes in the level of economic development.

2.34. Andhra Pradesh the 4th largest state covering 8.4 percent of the total geographical area and 5th most populated state with 6.99 per cent of the total population is the fourth largest contributor (8.1%) to the All India GDP after Maharashtra, Tamil Nadu and Uttar Pradesh. The overall Economy of state in the last 10 years till 2013-14 has grown with an average growth of 8.5 per cent when the country grew by 7.6 per cent in the same period. In 2013-14 the GDP of the state is recorded at 5.8 per cent while the same for the country has recorded a low growth of 4.9 percent only.

Figure 2.1: Growth in Gross State Domestic Product (Constant Prices)



Source: NCAER Computations

Structure of the economy

2.35. Although Andhra Pradesh is a state with agriculture prosperity and abundance of natural resources, it is the services sector which has been the largest contributor to the economy of the state. And the services sector has been consistently contributing more than 50 percent of the GSDP since 2002-03 and its contribution has been rising consistently. The contribution of the Agriculture and the Allied sector to the economy is through its share of

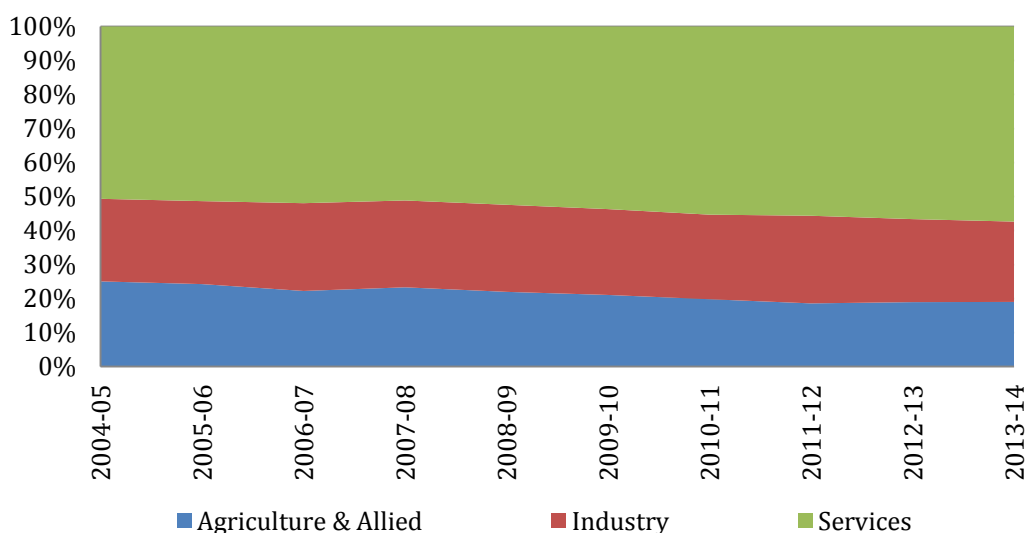
almost 25 percent in the State GSDP in 2002-03 which has consistently decreased over the years and the sector's contribution was 19 percent in the year 2013-14. The Industry sector share has remained static even when the state has been blessed with abundance of natural resources. The share of the Industry sector has remained consistently around 25 percent, peaking at 25.8 in 2006-07 and 2011-12 and the lowest being 23.6 in 2013-14.

2.36. The Agriculture and the Allied sector have grown in the past ten years since 2004-05 by an average rate of 5 percent. The growth in the sector during the last one decade was highest at 17.4 percent in the year 2007-08 and lowest at 0.2 percent in the year 2009-10.

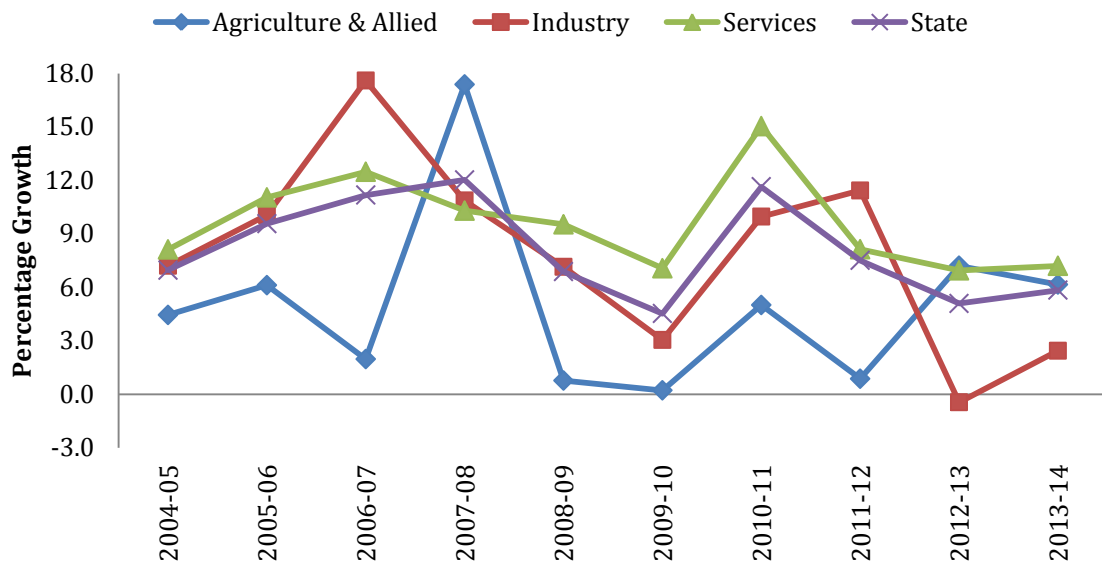
2.37. During the period of ten years when the Industry has not performed to best of its potential for the country, same holds true for the state of Andhra Pradesh. The Industry sector in Andhra Pradesh grew by an average rate of 7.9 percent in last ten years since 2004-05, peaking at 17.6 percent in 2006-07 and posting a negative growth of 0.5 percent in 2012-13.

2.38. The services sector in the state has been the fastest growing sector with an average growth of 9.6 percent in the last ten years. The growth peaked in 2006-07 (12.5%) and troughed at 6.9 per cent in the year 2012-13.

Figure 2.2: Structural changes in GDP over the last decade



Source: NCAER Computations

Figure 2.3: Sectoral growth in Gross State Domestic Product (Constant Prices)

Source: NCAER Computations

Tourism

2.39. Andhra Pradesh is promoted by its tourism department as the "Koh-I-Noor of India." Pride of the British Crown Jewels and currently set in the Crown of Queen Elizabeth, the "Koh-i-Noor" diamond is known to have been mined in the mines in Guntur district of Andhra Pradesh. It is the history of this fascinating diamond which has changed hands of some of the best known rulers in India. The state of Andhra Pradesh or the "Koh-i-noor of India" is the gateway to South India. The several dynasties and rulers of the state have left behind a rich historical legacy, forts and palaces providing glimpses of the bygone era, numerous temples, Buddhist sites and mosques referring to the co-existence of many religions.

2.40. A modern day destination, INS Kursura S20 Submarine museum, the only one of its kind in India is located in Visakhapatnam attracting tourists in huge numbers.

2.41. Andhra Pradesh has many museums, the Salar Jung Museum in Hyderabad, which has a wide variety of collection of sculptures, paintings, and religious artefacts. The Archaeological Museum at Amaravati has remains of ancient sites and the Visakha Museum, in Visakhapatnam, displays the history of the pre-Independence and thotla konda illustrates the age old budhist stupa's and cultural style, Victoria Jubilee Museum in Vijayawada has collection of ancient sculptures, paintings, idols, weapons, cutlery and inscriptions. Other

ancient sites include dozens of ancient Buddhist stupas in Nagarjunakonda which is now an island in Nagarjuna Sagar, an artificial lake that formed after the construction of Nagarjuna Sagar Dam. The island has a large museum that houses many Buddhist relics.

Rich culture & heritage

2.42. The Charminar in the capital city of Hyderabad is a marvellous example of architecture and adjacent to it is another piece of architectural masterpiece Mecca Masjid; the largest mosque in India. Built in 1592, the Golconda Fort is a fascinating personification of Islamic culture and grandeur and there is a fabulous piece of architecture, Chandragiri Fort which stands tall on a 183 high hill. The existence of Amaravati, the oldest Buddhist site on the banks of the river Krishna having the largest stupa in the country, the colossal 17 m high statue of Buddha standing in the middle of Hussain Sagar and numerous Buddhist site across the state are testimony of existence of the Buddhism for ages.

2.43. The Borra Caves are located in the Anatagiri Hills of the Eastern Ghats, near Vishakapatnam. They are at an altitude of about 800 to 1300 metres and are famous for million-year-old stalactite and stalagmite formations. They were discovered by British geologist William King George in 1807. The caves get their name from a formation inside the caves that looks like the human brain, which in the local language, Telugu, is known asburra. The Belum caves were formed due to erosion in limestone deposits in the area by the weakly acidic water of the Chitravati River millions of years ago.

Nature and wildlife tourism

2.44. Blessed with natural jewels such as the second largest coastline (1,000 km long), a massive forest spread of 11,980 sq. km with almost 20 wildlife sanctuaries and national parks a natural habitat for rich variety of flora and fauna, Andhra Pradesh is an excellent opportunities for eco-tourism. Tyda, Talakona, Belum Caves, Borra Caves, Ettipthala Waterfalls and Durgamcheruvu Lake are some of the popular eco-tourism sites in Andhra Pradesh.

2.45. Of the many natural destinations in Andhra Pradesh, some of the famous ones. The mile and mile long pristine golden beaches at Visakhapatnam. The one-million-year-old limestone caves at Borra famous for stalactite and stalagmite formations, a million year ago and second largest natural caves in Indian subcontinent, Belum caves were formed due to erosion in limestone deposits in the area by the weakly acidic water of the Chitravati River.

2.46. The caves have long passages, spacious chambers, freshwater galleries, and siphons. The deepest point in the cave is 120 feet (37 m) from the entrance and is known as Patalganaga. The Kuntala waterfall, at 45 metres (148 ft), is the biggest in the state.

2.47. The picturesque Araku Valley, hill resorts of Horsley Hills, river Godavari racing through a narrow gorge at Papi Kondalu, waterfalls at Ettipotala, and rich bio-diversity at Talakona are some of the natural attractions of the state. The Kailashagiri park near the sea in Visakhapatnam, the longest beach road in India, Yarada Beach, Araku Valley, and Indira Gandhi Zoological Gardens are few more attractions in the long list of venues in Andhra Pradesh famous for its natural attractions.

2.48. The golden beaches at Visakhapatnam, the one-million-year-old limestone caves at Borra, picturesque Araku Valley, hill resorts of Horsley Hills, river Godavari racing through a narrow gorge at Papi Kondalu, waterfalls at Ettipotala, Kuntala and rich bio-diversity at Talakona are some of the natural attractions of the state. Kailashagiri is a park near the sea in Visakhapatnam. Visakhapatnam is home to other tourist attractions such as the INS Kursura S20 Submarine museum (the only one of its kind in India).

2.49. Horsley Hills, elevation 1,265 metres (4,150 ft), is a summer hill resort in Andhra Pradesh, about 160 km (99 mi) from Bangalore and 144 km (89 mi) from Tirupati. The town of Madanapalle lies nearby. Major tourist attractions include the Mallamma temple and the Rishi Valley School. Horsely Hills is the departure point for the Koundinya Wildlife Sanctuary at a distance of 87 km (54 mi).

2.50. Andhra Pradesh has many museums, the Salar Jung Museum in Hyderabad, which has a wide variety of collection of sculptures, paintings, and religious artefacts. The Archaeological Museum at Amaravati has remains of ancient sites and the Visakha Museum, in Visakhapatnam, displays the history of the pre-Independence and thotla konda illustrates the age old budhist stupa's and cultural style, Victoria Jubilee Museum in Vijayawada has collection of ancient sculptures, paintings, idols, weapons, cutlery and inscriptions. Other ancient sites include dozens of ancient Buddhist stupas in Nagarjunakonda which is now an island in Nagarjuna Sagar, an artificial lake that formed after the construction of Nagarjuna Sagar Dam. The island has a large museum that houses many Buddhist relics.

*Religious &
spiritual
tourism*

2.51. Andhra Pradesh is the home of many religious pilgrim centres. The innumerable temples in many towns of the state attract pilgrims from all places all year round. The abode of Lord Venkateswara, Tirupati Balaji the richest Hindu temple in the Chittoor district of the state has pilgrims and visitors from all parts of the world, earning almost 100 billion Rupees every year through the offering of the devotees. In 2012 Andhra Pradesh with almost 206.8 million tourists visiting the state became the most preferred destination for the tourist and all this credit goes to the famous temple Tirupati Balaji to seek the blessing

of the Lord. It is also the second richest pilgrimage city of any religious faith in the world after Padmanabhaswamy Temple in the Indian state of Kerala.

2.52. It is not only Tirupati Balaji which makes the state a desired destination of the pilgrims but many more religious places in the state which attract people from far and wide. To name a few; Pattuparthi, a small village of Andhra Pradesh is the home of Sri Satya Sai Baba considered to be the living god by millions of people who come here seeking peace of mind and soul. Srisailam in Andhra Pradesh is home to one of 18 shaktipithas and one of the 12 jyothirlingas and is a must destination to the followers of Lord Shiva, Kanaka Durga in Vijayawada is the second biggest temple of Goddess Durga, Veerabhadra temple is known for its typical architectural style and art.

2.53. Birla Mandir, Diguva Mangalagiri Temple, Ramappa Temple, Mounagiri Hanuman Temple, Malluru Ugra Narasimha Swamy Temple are few other temples in the state. The Annavaram Satayannarayana Swami temple is in East Godavari, near Kakinada. Konaseema is another place in East Godavari for nature lovers with scenic greenery of lush paddy fields and coconut groves. The Thousand Pillar Temple is one of the oldest temples of South India that was built by the kakatiya. It stands out as a masterpiece and achieved major heights in terms of architectural skills by the ancient kakathiya vishwakarma sthapathis. It is believed that the Thousand Pillar Temple was built by King Rudra Deva in 1163 AD.

2.54. Apart from the temples of Hindu God and Goddesses across the state, one finds a number of Buddhist centres across the state in Amaravati, Nagarjuna, Konda, Bhattiprolu, Ghantasala, Nelakondapalli, Dhulikatta, Bavikonda, Thotlakonda, Shalihundam, Pavuralakonda, Bojjannakonda, Phanigiri and Kolanpaka and also the Buddha statue, erected in 1992 on the Hussain Sagar Lake in Hyderabad. The Mecca Masjid in Hyderabad is one of the oldest and the largest mosques in India, listed as a heritage building in the old city of Hyderabad, close to the historic landmarks of Chowmahalla Palace, Laad Bazaar, and Charminar.

Medical and health tourism

2.55. A new kind of tourism that is growing day by day, Medical tourism in Andhra Pradesh is fast catching up because of availability of medical facilities at a reasonable cost. The state has created a place for itself in areas of alternative medicine, traditional healing systems and rejuvenation therapy. There are several associations, ashrams and centres offering courses in Pranic Healing, Reiki, Siddha Samadhi Yoga and Art of Living. So, a visit to Andhra Pradesh will be a whole new experience of getting cured and feel better.

*Education
tourism*

2.56. Education tourism is also becoming increasingly popular with students aspiring for higher and quality education and prepared to venture out of their homes to any town or city where they could get the opportunity. Andhra Pradesh is one such preferred destination.

2.57. Andhra Pradesh is served by more than 20 institutes of higher education. All major arts, humanities, science, engineering, law, medicine, business, and veterinary science are offered, with first degrees and postgraduate awards available. Advanced research is conducted in all major areas.

2.58. Andhra Pradesh has 1,330 arts, science and commerce colleges; 1,000 MBA and MCA colleges; 847 engineering colleges; 53 medical colleges, one NIT(in Warangal) and one Indian Institute of Technology(in Hyderabad).

2.59. Osmania University is one of the oldest modern universities in India, and one of the largest university systems in the subcontinent with over 300,000 students on its various campuses and affiliated colleges.

2.60. The Government of Andhra Pradesh has established Rajiv Gandhi University of Knowledge Technologies (RGUKT) in 2008 to cater to the educational needs of the gifted rural youth of Andhra Pradesh. The Institute specializes in teaching and research in Information Technology and other emerging disciplines under the control of a common university Governing Council and following a common syllabus.

2.61. The state has recently made strides in setting up several institutes. The Damodaram Sanjivayya National Law University, Birla Institute of Technology and Science, National Institute of Pharmaceutical Education and Research, Indian Institute of Biotechnology, University of Hyderabad, Indian Institute of Technology Hyderabad, Tata Institute of Fundamental Research Hyderabad, International Institute of Information Technology, Hyderabad (IIIT-H), National Institute of Technology NIT Warangal, National Institute of Nutrition the Nalsar University of Law, Centre for Cellular and Molecular Biology (CCMB) Hyderabad, Indian Institute of Chemical Technology (IICT), Hyderabad, National Institute of Rural Development, School of Planning and Architecture, Rajiv Gandhi University of Knowledge Technologies, prestigious Indian School of Business (ISB) and IFHE university's IBS, Hyderabad. The National Institute of Fashion Technology (NIFT) and The Institute of Hotel Management, Catering Technology and Applied Nutrition are also located in Hyderabad. Also Georgia Institute of Technology, is in the process of setting up their campus in Hyderabad.

2.62. Additionally the Jawaharlal Nehru Technological University, Osmania University, Andhra University, Nagarjuna University, Kakatiya University, Sri Venkateswara University, Sri Krishnadevaraya University, Potti Sreeramulu Telugu University, Acharya N. G. Ranga Agricultural University, Telangana University Nizamabad, Mahathma Gandhi University Nalgonda, Palamuru University Mahaboobnagar, Rayalaseema university, Kurnool, Sri Venkateswara Veterinary University(SVVU) and private engineering colleges like Muffakham Jah College of Engineering and Technology, Chaitanya Bharathi Institute of Technology, VNR Vignana Jyothi Institute of Engineering and Technology, MVSR Engineering College, GRIET, Hyderabad Institute of Technology And Management to serve their people across Andhra Pradesh.

3. DATA SOURCES AND THEIR KEY FINDINGS

- Data Sources** 3.1. The important data sources used for the preparation of the second TSA for India are the following:
- Domestic Tourism Survey of NSSO, 2008-09
 - International Passenger Survey of Indian Statistical Institute (ISI), Kolkata, 2010-11
 - Employment and Unemployment Survey of NSSO, 2009-10
 - Consumer Expenditure Survey of NSSO, 2009-10
 - State Accounts by State Department of Economics and Statistics, 2012

Domestic Tourism Survey (DTS) 3.2. National Sample Survey Office (NSSO) conducted its first comprehensive survey on domestic tourism, called Domestic Tourism Survey, during the period July 2008 to June 2009. This was an all-India household survey and was carried out as part of NSSO's 65th Round of sample surveys.

3.3. A detailed schedule of enquiry was used to collect data from the sample households on various parameters like household characteristics such as comprising household size, principal industry, principal occupation, household type, religion, social group, consumption expenditure, number of overnight trips, and same-day trips undertaken, visits of NRIs to the households and their impact, renting out of some portion of the house to tourists during the last 365 days, and awareness, source of information, and impact of the "Incredible India" campaign by the Government of India or other tourism promotional campaigns.

3.4. Data were also collected for each household member on age, gender, marital status, educational level, usual principal activity status, industry and occupation of employed members, number of overnight as well as same-day trips completed during the last 30 days and the last 365 days.

3.5. For each trip, data on various trip characteristics were also collected. These included leading purpose of the trip, main destination, number of places visited, mode of travel, type of stay, number of nights spent outside usual place of residence, and so on. Finally, for the latest three overnight trips completed during the last 30 days, detailed data were collected on expenditure on different items under the heads of accommodation, food and drink, transport, shopping, recreation, religious, cultural, sporting, and health-related activities,

and other expenditures along with information of reimbursement/direct payment by any institution for such trips.

3.6. The main objectives of the survey were to estimate the volume of domestic tourism in terms of number of visitors, number of households undertaking domestic tourism activity and number of trips that contributed to domestic tourism in India; to study the characteristics of visitors such as age, economic level, activity status, occupation and industry of work; to study the characteristics of trips such as purpose, main destination etc; and to estimate the expenditure incurred by the households in domestic tourism activity.

3.7. For the DTS 2008-09, a stratified multi-stage sampling design was adopted. In all, 1,53,308 households were surveyed from 8109 sample villages and 4719 urban blocks spread over all states and union territories of India. Of the total households, 97,074 (63 per cent) belonged to the rural areas and 56,234 to urban areas. Out of the total sample households, number of households reporting overnight visitors was 1,44,384.

3.8. In Andhra Pradesh, the sample number of households was 9096, comprising 5835 from rural areas and 3261 from urban areas. Number of households reporting overnight visitors were 8823. In other words, 97 per cent of the sample households reported overnight visitors.

3.9. For India, total number of households reporting overnight visitors was estimated at 20.61 crore and total number of overnight visitors was estimated at 78.35 crore. These numbers for Andhra Pradesh were 1.96 crore and 6.74 crore respectively. The rural-urban breakup suggests that of the total 6.74 crore overnight visitors, as much as 71.2 per cent were from rural areas of the state. As compared to this, at national level, overnight visitors belonging to rural areas are 73.2 per cent of the total.

3.10. Intensity of domestic tourism in each state is measured by the number of trips per 100 household during a year. Andhra Pradesh witnessed the ninth highest intensity of overnight domestic tourism, with an average of 453 trips per 100 households, as compared to the all-India average of 418 trips per 100 households. Hence, the tourism intensity in Andhra Pradesh is about 8.4 per cent more the national-level tourism intensity. The incidence of trips per 100 rural households was recorded the ninth highest at 469 for Andhra Pradesh as against 440 for India. The same for urban sector was at 416 for Andhra Pradesh as compared to 365 for India, again higher than all India average.

Use of DTS in preparation of state TSA

3.11. The DTS data that were used in the preparation of TSA for AP were the expenditure data by items of expenditure and by purpose of travel. These expenditures were collected for the tourists who travelled within the state providing information on Domestic Tourism Expenditure of the state. Also these data were used to arrive at the expenditures of those tourists who belonged to other states of India but whose main destination was AP. This formed one part of Inbound Tourism Expenditure, the other part being expenditure of foreign tourists that visit the state, which was obtained from the International Passenger Survey.

DTS- key findings for AP

3.12. In all, 21.01 crore visitor-trips originated from Andhra Pradesh (here, Andhra Pradesh is the state of origin), of which only 5.5 per cent of the trips were undertaken in the states other than Andhra Pradesh.

3.13. Of the total 21.01 crore visitor-trips, 71.5 per cent originated from the rural parts of the state. As compared to this, at national level, 73.5 per cent of the total 211.7 crore visitor-trips originated from the rural sector

3.14. On the other hand, with AP as the state of destination, a total of 25.26 crore visitor-trips were undertaken. Of these 6.9 per cent of the trips were undertaken from states other than AP. Hence, the majority or the tourism activity occurred within the state.

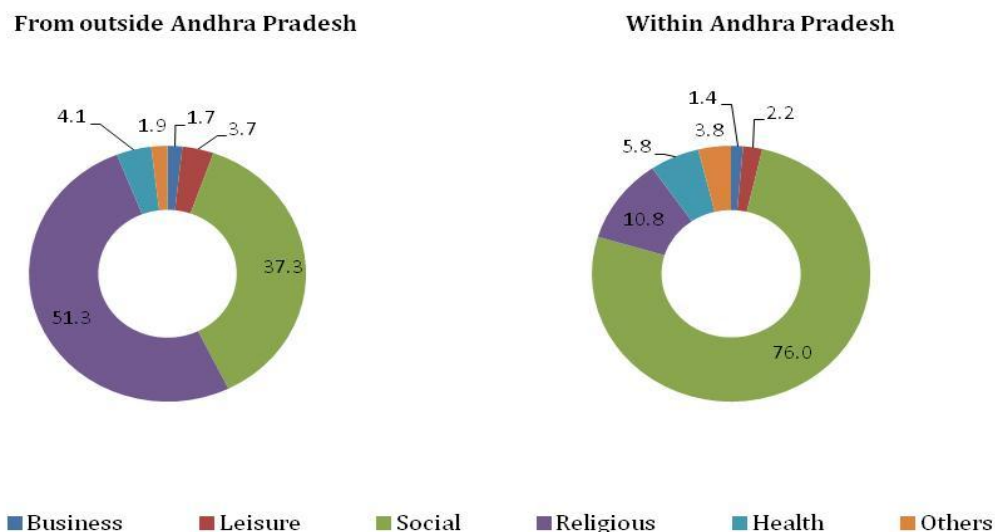
3.15. While the share of AP in total population of India stands at 7.67 per cent, the share of visitor-trips undertaken in AP (from within and other states) in the All-India total of 211.7 crore is second highest at 11.93 per cent.

Trips by purpose of travel

3.16. The distribution of trips by purposes reveals that of all the trips that were undertaken within the state (AP being both the state of origin and the state of destination), 76 percent were social trips, so most of the trips were undertaken to visit friends or relatives, followed by 10.8 per cent religious trips and 5.8 per cent health related trips. The share of leisure trips to AP accounted only for 2.2 per cent of the total trips.

3.17. As compared to this, among the trips that were undertaken from outside the state to AP, as much as 51.3 per cent were religious trips. This was followed by social trips which accounted for 37.3 per cent of all the trips. The shares of health related trips and leisure trips were only 4.1 and 3.7 per cent respectively (figure 3.1).

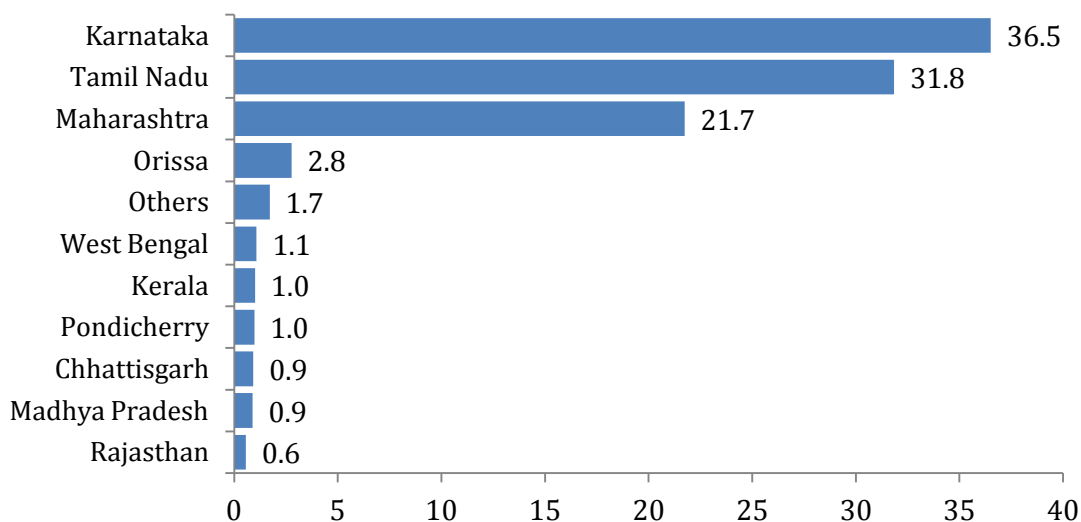
Figure 3.1: Distribution of trips undertaken by purpose – Andhra Pradesh



Source: NCAER Computations

3.18. As shown in figure 3.2, of the total visitor-trips undertaken from other states with AP as main destination, Karnataka recorded the maximum number of trips (36.5 per cent), followed by Tamil Nadu (31.8 per cent) and Maharashtra (21.7 per cent). Hence, 90 per cent of the total trips from other states to AP originated from these three neighbouring states only.

Figure 3.2: Per cent distribution of trips to Andhra Pradesh by states of origin



Source: NCAER Computations

3.19. Further analysis reveals that trips originating from Maharashtra were largely undertaken for social purpose (62 per cent) but those from Karnataka and Tamil Nadu were predominately religious trips (51.6 per cent and 78.4 per cent respectively).

3.20. Even though 90 per cent of the total trips made to AP were originated from Maharashtra, TN and Karnataka, it is interesting to note that as much as 47 per cent of the total business trips were originated from Madhya Pradesh.

International Passenger Survey (IPS)

3.21. MoT commissioned the Indian Statistical Institute (ISI), Kolkata to conduct the International Passenger Survey (IPS) for the year 2009-10. The survey targeted the following three categories of International tourists, namely

- (i) Foreign nationals visiting India,
- (ii) Non-Resident Indians visiting India, and
- (iii) Indian Residents travelling abroad.

3.22. The sampling methodology used was stratified sampling with the 15 port points, selected initially, being divided into two set of ports. Two of the ports – Goa and Raxaul – were also selected as points of survey but no survey was conducted at Goa airport (permission was not granted) and at Raxaul (passenger size was very scanty as seen in the pilot/initial survey).

3.23. The Foreign Resident survey covered 13 ports, namely four international airports – Chennai, Delhi, Kolkata and Mumbai; 4 other airports - Ahmedabad, Bangalore, Cochin, Hyderabad and 5 land check-posts – Attari, Haridaspur, Ghojdanga, Munabao and Sonauli. Outbound Indian Residents survey was conducted for 11 ports out of which four are international airports – Chennai, Delhi, Kolkata and Mumbai, 4 other airports - Ahmedabad, Bangalore, Cochin, Hyderabad and three land check-posts – Haridaspur, Ghojdanga and Munabao.

66.03 lakh foreign tourists visited India in 2010-11

3.24. Stratified random sampling was adopted for the selection of passengers for the survey. In case of IPS a total of 40,672 passengers were surveyed at 13 exit points across the country. The total number of foreign tourists departing from the exit points covered by this survey during the period 2009-10 is estimated at 66,03,897.

3.25. The principal objectives of the survey were:

- To estimate the total number of tourist arrivals in India. The tourists were to be identified as foreign tourist (PIOs and others) and Non-Resident Indians.

- To assess the detailed expenditure pattern of the foreign tourists visiting the country.
- To assess the number of outbound tourists to various countries.
- To evaluate the performance of existing tourist facilities in India.
- To estimate the average duration of stay of foreign tourists in India including country-wise details.
- To obtain demographic, economic and social profiles of foreign tourist visiting India and the motivational factors responsible for attracting them to India.

Use of IPS data in preparation of State TSA

3.26. The data from IPS were used to obtain the expenditure incurred by the foreign tourists in India, by items of expenditure and by types of tourists, namely NRIs, PIOs and other foreign tourists. These data were used in the preparation of TSA at national level. Since the data failed to capture the expenditure incurred in different states of visit, these data could not be used in the preparation of state TSA. However, assuming that the foreign tourists' expenditure pattern is the same across states, we have only used the national level structure and imposed the per-tourist expenditure on the total number of foreign tourists that visited the state during the period of reference. This number was obtained from the MoT publication, India Tourism Statistics.

3.27. On the other hand, the data on pre-trip expenditure incurred by outbound tourists (Indian tourists travelling abroad) could be obtained by states. The survey provides information on the respondent's state of residence; hence we can obtain the data on number of tourists travelling abroad from each state and on their pre-trip expenditure which is assumed to have been largely incurred in the state of reference. These expenditures are obtained by the items of expenditure and by purpose of travel.

IPS – Key Findings for AP

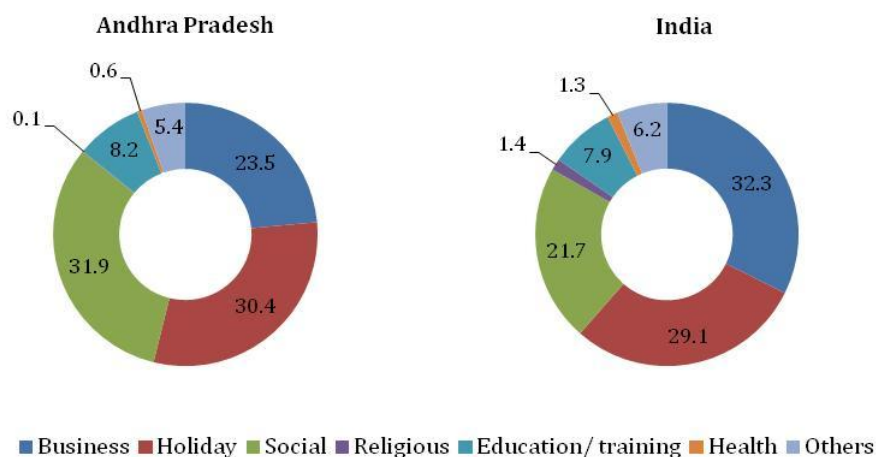
3.28. According to the India Tourism Statistics, the foreign tourist visits in Andhra Pradesh grew from about 67147 in 2001 to more than 3 times in 2013. The state hosted a total of 223518 foreign tourists during 2013, posting an annual negative growth of 23.7 per cent as against the all-India growth of 9.2 per cent over the year 2012.

3.29. With regard to outbound tourists, the latest data (based on IPS survey) reveal that the number of people living in AP who travelled abroad during 2010-11 was 2147365. With this, the state accounted for 19.81 per cent of the total 1.08 crore outbound tourists in India.

3.30. As shown in figure 3.3, percentage distribution of outbound tourists (after normalising for "No Response") reveals that at all-India level, majority of

the tourists travelled abroad for business purposes, that is, 32.3 per cent. This is closely followed by outbound tourists travelling for leisure (29.1 per cent). Tourists travelling for social purpose accounted for 21.7 per cent and the remaining 16.8 per cent travelled for religious (1.4), education (7.9), medical (1.3) and other (6.2) purposes.

Figure 3.3: Distribution of number of Outbound Tourists by purpose – Andhra Pradesh and India



Source: NCAER Computations

3.31. As compared to this, of the total outbound tourists of Andhra Pradesh, 54 per cent travelled abroad for business and leisure purpose. As much as 30.4 per cent travelled for leisure and 23.5 per cent travelled for business purpose. Tourists travelling for social purpose accounted for 32 per cent, those for religious purpose were just 0.1 per cent, education 8.2 per cent, medical 0.6 per cent and for other purposes were 5.4 per cent (see figure 3.3).

3.32. The percentage distribution of outbound tourists (across the missions for which the trip was undertaken) whose state of residence is Andhra Pradesh and who travelled for business purposes shows that major (64.4 per cent) business trips were made for participation in meetings and seminar while 16.6 per cent trips were undertaken with a mission of participating in professional sports activities. About 11 per cent of the business trips were made for attending trade fares, exhibitions etc. (figure 3.4).

3.33. While looking at the percentage distribution of leisure trips undertaken by residents of AP across the reasons of such trips, it is observed that 32.9 per cent of the leisure trips were undertaken because of the fact that the tourists

have their relatives and friends living abroad to host them. Almost one fifth of the outbound leisure trips were undertaken as foreign countries have better tourism infrastructure than India. Just 2.6 per cent of leisure trips were undertaken because of the fact that the outbound tourists find themselves attracted more towards foreign destinations than towards similar Indian destinations while cheaper tour packages conducted 2.4 per cent of such trips made outside India (refer to figure 3.5).

Figure 3.4: Percentage Distribution of mission for which Business Trip is Undertaken – Andhra Pradesh



Source: NCAER Computations

Figure 3.5: Percentage distribution of reasons for preferring foreign destination when Leisure Trip is undertaken – Andhra Pradesh



Source: NCAER Computations

Employment and Unemployment Survey

3.34. Employment and employment survey is part of the quinquennial programme of NSSO surveys. The data source on employment table for the State TSAs is the 66th round survey on employment and unemployment for the year 2009-10. By a decision of the National Statistical Commission, the quinquennial survey of employment-unemployment (and consumer expenditure) was repeated in the 68th round (2011-12) although it was only two years since the 66th round survey had taken place. However, the data source on employment table for the State TSAs is the 66th round survey on employment and unemployment for the year 2009-10.

3.35. The quinquennial EUSs of NSSO aim to measure the extent of 'employment' and 'unemployment' in quantitative terms disaggregated by household and population characteristics. The persons surveyed are classified into various economic activity categories on the basis of the activities pursued by them during certain specified reference periods.

3.36. Three reference periods are used in these surveys. These are (i) one year, (ii) one week and (iii) each day of the week. Based on these three periods, three different measures of employment are arrived at, of which the one with 365 days reference period, called workforce according to 'usual status' approach, is widely used.

Use of EUS data in preparation of State TSA

3.37. For the TSA tables, the employment data is based on usual activity status in both principal and subsidiary activities. The usual activity status (it is the activity situation in which a person is found during a reference period that relates to the person's participation in economic and non-economic activities) relates to the activity status of a person during the reference period of 365 days preceding the date of survey. The activity status on which a person spent relatively longer time (major time criterion) during the 365 days preceding the date of survey is considered the principal usual activity status of the person.

3.38. 3.38. The sampling design adopted was essentially a stratified multi-stage one for both rural and urban areas. The number of households surveyed was 1,00,957 (59,129 in rural areas and 41,828 in urban areas) and number of persons surveyed was 4,59,784 (2,81,327 in rural areas and 1,78,457 in urban areas).

3.39. The main objective of the employment-unemployment surveys conducted by NSSO at periodic interval is to get estimates of level parameters of various employment and unemployment characteristics at national and state level.

3.40. A schedule of enquiry was used in the 66th round, like other rounds of

EU survey, to collect information on various facets of employment and unemployment in India in order to generate estimates on various employment and unemployment and labour force characteristics at the national and State levels. The information on the following aspects was collected through well designed schedule:

- Household size, religion, social group, land possessed, land cultivated etc.;
- Information on MNREGA for population living in rural areas;
- Information on household monthly consumer expenditure for a set of consumer items;
- Demographic particulars, like age, sex, educational level, status of current attendance and vocational training;
- Usual principal activity status and subsidiary economic activity status of the all members of canvassed households;
- Particulars of the enterprise for all the usual status workers (excluding those engaged in growing of crops and growing of crops combined with farming of animals) viz., location of work place, type of enterprises, number of workers in the enterprise etc. and some particulars on the conditions of employment for the employees, like type of job contract, eligibility for paid leave, availability of social security benefits, etc.
- Extent of underutilization of the labour time and on the qualitative aspects of employment, like changes in activity status, occupation /industry, existence of trade unions/associations, nature of employment (permanent/temporary) etc;
- Participation in specified activities by the household members who are classified as engaged in domestic duties in the usual principal activity status.

3.41. Table 3.1 given below presents the number of workers estimated using 66th round EU survey micro-data for Andhra Pradesh.

Table 3.1: Estimated number of workers by status – Andhra Pradesh (Numbers in lakh)

		Rural			Urban			All		
Worker		Male	Female	Total	Male	Female	Total	Male	Female	Total
Principal	Own account worker	63.9	41.6	105.5	19.9	6.7	26.7	83.8	48.4	132.2
	Employer	2.3	0.7	3.0	0.7	0.2	0.8	2.9	0.8	3.8
	Regular Employee	14.8	4.3	19.1	28.5	6.3	34.8	43.4	10.6	53.9
	Casual wage labor	77.2	62.4	139.7	10.1	4.1	14.2	87.3	66.6	153.9
Subsidiary	Own account worker	17.7	16.0	33.8	1.3	1.2	2.5	19.0	17.2	36.3
	Employer	0.2	0.4	0.6	0.0	0.0	0.0	0.2	0.4	0.7
	Regular Employee	0.7	0.0	0.7	0.2	0.1	0.3	0.9	0.1	1.0
	Casual wage labor	24.3	22.4	46.6	0.5	0.5	1.1	24.8	22.9	47.7
Principal + Subsidiary	Own account worker	81.6	57.7	139.2	21.2	8.0	29.2	102.8	65.6	168.4
	Employer	2.5	1.1	3.6	0.7	0.2	0.9	3.2	1.3	4.4
	Regular Employee	15.6	4.3	19.9	28.7	6.4	35.1	44.3	10.7	54.9
	Casual wage labor	101.5	84.8	186.3	10.6	4.6	15.3	112.1	89.5	201.5

Household Consumer Expenditure Survey

3.42. NSSO has been conducting the 'Household Consumer Expenditure' (HCE) surveys on quinquennial basis. The first round of the HCE survey (October 1972 - September 1973) in the quinquennial series was the 27th round. The ninth survey in the series had been embarked for the 68th round conducted during July 2011 - June 2012. By a decision of the National Statistical Commission, the quinquennial survey of consumer expenditure (and employment-unemployment) was repeated in the 68th round (2011-12) although it was only two years since the 66th round survey had taken place. However, the data source on consumer expenditure for the State TSAs is the 66th round survey data for the year 2009-10. The whole geographical area of the country is covered in HCE surveys except for a few villages of Nagaland and Andaman and Nicobar Islands accessibility to which is difficult.

3.43. 3.43. A stratified multi-stage design was adopted for the CES. The number of households surveyed in 66th round was 1,00,794 (59,097 in rural areas and 41,697 in urban areas). The prime aim of the HCE survey was to generate estimates on monthly per capita consumer expenditure (MPCE) and its distribution across the different sections of the population like rural and urban and different socio- economic groups etc. both at country level as well as the State level.

3.44. These indicators are amongst the most important measures of the level of living of the respective domains of the population. The distribution of MPCE highlights the differences in level of living of the different segments of the population and is an effective tool to study the prevalence of poverty and inequality. These numbers enable the apex planning and decision-making process to allocate the nation's resources among sectors, regions, and socio-economic groups, and assess the "inclusiveness" of economic growth.

3.45. Besides measuring the household consumption level and its pattern, the CES has another important use. To work out consumer price indices (CPIs) which measure the general rise in consumer prices, one needs to know not only the price rise for each commodity group but also the budget shares of different commodity groups (used as weights).

3.46. 3.46. In the 66th round of CES, two types of schedules of enquiry, type 1 and type 2, were canvassed. The only difference in the two types of the schedules was the reference period used for collection of consumption data. Data from type 1 schedule has been used in the estimations used in State TSAs.

3.47. Schedule Type 1 was canvassed following the traditional way of the previous quinquennial CES rounds. For less frequently consumed items, the information was collected for last 30 days and last 365 days consumption while

for more frequently used items like food and fuel etc. the information was collected for the last 30 days consumption only.

3.48. On the other hand, the reference periods for schedule type 2 were last 365 days (only) for the infrequently purchased items, last 7 days for very frequently consumed items like some of the food items, pan, tobacco and intoxicants etc. and last 30 days for other food items, fuel etc.

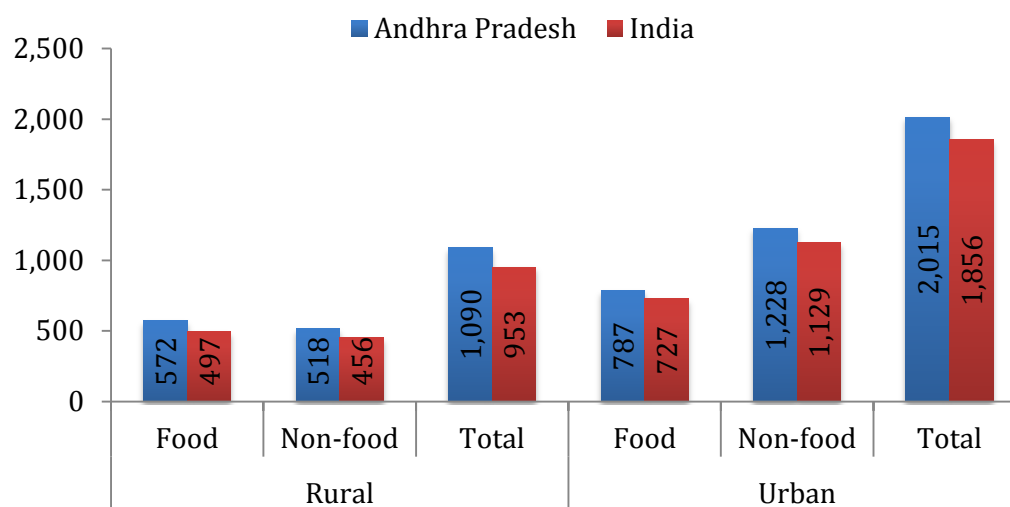
3.49. A very detailed item classification was adopted to collect information on consumption of more than 300 items consumed by the households. The items on which the information was collected include 142 items of food, 15 items of energy (fuel, light and household appliances), 28 items of clothing, bedding and footwear, 19 items of educational and medical expenses, 51 items of durable goods, and 89 other items. Other demographic information on household members like age, sex, educational attainment etc. were also collected through the HCE schedules.

Use of CES data in preparation of State TSA

3.50. 3.50. The main use of CES results in the preparation of TSAs is to estimate the product level ratios of tourist expenditures as percentage of overall household expenditures and these ratios are applied on the PFCE estimates coming from the national accounts statistics. This adjustment is important to ensure the overall consistency of survey results with the national accounts statistics. The data source on household expenditure table for the State TSAs is the 66th round of CES for the year 2009-10.

3.51. According to CES, MPCE (at MRP) on both food and non-food (and hence in total) in both rural and urban AP is higher than that for All India average MPCEs, as given in figure 3.6. Rural MPCE for AP (Rs 1,090) was almost 14 per cent higher than the all India rural MPCE (Rs 953). Urban MPCE for AP (Rs 2,015) was almost 8.6 per cent higher than the all India urban MPCE (Rs 1,856).

Figure 3.6: MPCE at MRP on food, non-food and total – Andhra Pradesh and India



Source: NCAER Computations

3.52. Major constituents of expenditure on food are cereals, fuel and light, clothing & bedding and milk and milk products both in rural as well as urban parts of AP and India. Table 3.2 given below reveals MPCE for major items and broad groups for AP and All India.

Table 3.2: Break-up of monthly per capita consumer expenditure over broad categories of goods – Andhra Pradesh and India, (Rupees value of per capita consumption in 30 days)

Sl. No.	Item Category	Andhra Pradesh		All India	
		Rural	Urban	Rural	Urban
1	Cereal	170.7	213.6	145.1	161.9
2	Cereal Substitutes	0.1	0.0	0.7	0.8
3	Pulses and Pulse Products	44.5	57.7	35.7	49.8
4	Milk and Milk Products	66.9	113.1	80.2	138.7
5	Sugar	14.9	19.5	22.6	27.6
6	Salt	2.5	2.8	2.1	2.4
7	Edible Oil	33.8	41.8	34.1	46.1
8	Egg, Fish & Meat	47.2	61.2	32.3	48.0
9	Vegetables	64.9	73.3	57.2	76.7
10	Fruits (Fresh)	13.5	30.0	11.8	29.5
11	Fruits (Dry)	4.6	10.4	3.1	7.8
12	Spices	28.6	29.6	20.3	25.2
13	Beverages, Refreshments, etc.	79.8	134.2	52.0	113.0
14	Food: Total (1-13)	571.8	787.2	497.1	727.5
15	Pan, Tobacco & Intoxicants	31.8	30.9	20.6	21.9
16	Fuel and Light	83.9	118.8	87.8	142.8
17	Clothing and Bedding	65.2	111.6	57.6	98.6
18	Footwear	9.5	18.9	10.0	19.8
19	Education	56.6	155.3	40.3	162.2
20	Medical (Institutional)	17.9	28.0	17.8	34.0
21	Medical (Non-institutional)	44.8	71.2	39.3	64.7
22	Entertainment	18.5	40.6	8.2	31.5
23	Minor Durable-type Goods	1.2	5.9	2.5	4.3
24	Toilet Articles	32.4	50.8	23.2	44.0
25	Other Household Consumables	25.8	39.9	20.3	35.8
26	Consumer Services Excluding Conveyance	46.3	133.2	44.5	127.3
27	Conveyance	36.9	124.9	37.6	115.2
28	Rent	12.8	203.7	4.8	117.8
29	Taxes and Cesses	4.3	15.2	2.3	16.0
30	Durable Goods	30.7	79.2	39.3	92.6
31	Non-food: Total (15-30)	518.5	1228.2	456.0	1128.5
32	Total Expenditure (14+31)	1090.3	2015.4	953.0	1856.0

Source: Estimated from 66th round Household Consumer Expenditure Survey data, NSSO

State GDP Accounts

3.53. At national level, the estimates of Gross Domestic Product are prepared and published annually by the Central Statistical Office (CSO). Similarly, at state-level, the State Domestic Product estimates are prepared annually by the State Directorate of Economics and Statistics (DES). The state DES is the nodal agency for the coordination of statistical activities in the state.

3.54. DES annually estimates the State Domestic Product (SDP) using the concepts and methodology approved by the System of National Accounts (SNA) of the international agencies and finalize after the reconciliation with CSO.

3.55. Like GDP, SDP is the monetary value of all the goods and services produced within the geographical boundaries of the state, without duplication, within a given period of time, generally a year. The goods cover all possible items like agricultural crops, livestock products, fisheries, forest products, manufacture of materials in the registered and unregistered sectors, construction of buildings, roads etc. Services cover medical and educational services, domestic services, hotels, restaurants, trade, transport and public services etc.

3.56. Conceptually, the estimates of State Income can be prepared by adopting two approaches, namely, income originating and income accruing. In the income originating approach, the measurement corresponds to income originating to the factors of production physically located within the geographical boundaries of the state and represents gross/net value of goods and services produced within the state. On the other hand, the income accruing approach relates to the income accruing to the normal residents of a state. Since this measures the income that become available to the residents of a state, it provides a better measure of welfare of the residents of the state.

3.57. However, for compiling the State Domestic Product (SDP) estimates by income accruing approach one needs data on flows of factor incomes to/from the boundaries of state i.e. on inter-state flows as well as flows to/from abroad. Due to lack of availability of these data, presently, the estimates of SDP are compiled by the respective DES in the states following the income originating approach. Thus the current concept of compiling the Gross/Net SDP is similar to that of compiling the GDP/NDP of the entire economy i.e., measuring the volume in monetary terms, the total value of goods and services produced within the geographical boundary of the state.

3.58. The general methodology for compiling the estimates of state income is to first compile the estimates at disaggregated level for each economic activity and then aggregating them for the whole region/state. The estimates for commodity producing sectors like agriculture, forestry, fishing, mining &

quarrying, manufacturing, etc. are prepared using the production approach i.e. measuring the value of output and deducting there from the cost of material inputs used in the process of production.

3.59. In the services sectors (non-public segment) like trade, transport, hotels & restaurants etc., the estimates are prepared by income approach, specifically, by multiplying the value added per worker by the number of workers, for the benchmark estimates and extrapolating these benchmark estimates with suitable indicators for the annual estimates. The information on value added per worker is obtained from the relevant Enterprise Surveys conducted for the purpose.

3.60. The estimates of workforce are obtained using the results of large-scale sample surveys on employment & unemployment conducted by National Sample Survey Organisation (NSSO) and decennial population census carried out in the country by the Office of Registrar General of India (RGI) and Census Commissioner.

3.61. In the preparation of State TSA, the SDP accounts are used to arrive at the supply side information of the tourism industries, which here are 20 in number. While the SDP data are not available for all of these industries, the national level ratios are used to disaggregate the available data.

Table 3.3: State GDP accounts for Andhra Pradesh, 2009-10 (Rs. lakh)

	At current prices	GVO – FC	IC – PP	GVA – FC	GVA – others
1	Total agriculture and livestock	11127926	10853196	961244	686514
2	Forestry and logging	5839000	910884	4928116	
3	Fishing			969100	
4	Mining	2020741		1590472	
5	Meat, fish, fruits, vegetables and oils	1556439	1451942	104497	95892
6	Dairy products	490539	441810	48729	10256
7	Grain mill products	2128811	1903191	225620	183341
8	Other food products	472420	388858	83562	94244
9	Beverages	325258	238317	86941	17794
10	Tobacco products	427664	404213	23451	83717
11	Spinning, weaving and finishing of textiles	1228024	945444	282580	181728
12	Wearing apparel	46382	30497	15885	4803
13	Leather & fur products	23367	17458	5909	14049
14	Wood and wood products	50131	43257	6874	91350
15	Furniture	74532	62361	12171	47049
16	Paper and printing etc	546924	499852	47072	111994
17	Rubber, petroleum products etc.	3668254	3181394	486860	36778
18	Chemical and chemical products	3022379	2191871	830508	28183
19	Non-metallic products	1664237	1130609	533628	144439
20	Basic metals	2939635	2297663	641972	10136
21	Recycling	1371	1146	225	196
22	Metal products and machinery	999356	835452	163904	140029
23	Electrical machinery	1409401	1107154	302247	25004
24	Other manufacturing	156516	107009	49507	34530
25	Transport equipment	301344	234527	66817	3139
	Total Manufacturing	21532984	17514025	4018959	1358651
26	Construction	NA		1337900	
27	Electricity, gas and water supply			1071463	
28	Railway transport services			431805	
29	Land transport including via pipeline			2060897	
30	Water transport			163111	
31	Air transport			69663	
32	Supporting and aux. tpt activities			137428	
33	Storage and communication			29539	791749
34	Trade			4955901	
35	Hotels and restaurants			1314876	
36	Banking and insurance			2168352	
37	Real estate and business services			5776609	
38	Education and research			2242393	
39	Medical and health			606604	
40	Other services			1572938	
41	Public administration			1805973	
42	Total all industries				

Source: CSO

Note: Gross Value Added - Others relate to Irrigation component in the case of "Total Agriculture and Livestock", Unregistered value added in the case of manufacturing industries and Communication in the case of "Storage and Communication.

4. METHODOLOGY

Tourism Satellite Account

4.1. The 10 tables that make up the Tourism Satellite Account are the key to estimate the economic contribution of tourism in the economy. At national level, these tables to be prepared in a standard format as recommended by WTO in the TSA:RMF 2008, enable international comparisons, among countries. However, each country has the flexibility to decide on the most adequate format for taking into account its tourism reality and scope of available data.

4.2. At regional level, no standard recommendations are made by WTO in either TSA:RMF 2008 or in IRTS-2008. However, IRTS-2008 does mention the importance of developing the TSAs at regional level as special features of tourism prevail across the regions of a country.

4.3. Essentially, preparation of a state TSA requires the following:

- Statistics on expenditure made by visitors on different products and services within the state.
- Statistics on supplies from the domestic production and imports (which include supplies/imports from other states) to meet these purchases of tourists.
- Confrontation of the two sets of statistics in the national accounting framework through the supply and use tables so that supplies from domestic production and imports match with the expenditures made by tourists and tourism ratios are developed.
- Estimate the value added out of the domestic production that is involved in supplying the products to tourists' purchases.

Expenditure or demand side data

4.4. **Expenditure by visitors on different products and services** can be obtained only from Domestic Tourism Survey (DTS) as International Passenger Survey (IPS) did not capture any data at state level. However, unlike national TSA, in which Domestic Tourism Expenditure relates to only one type of tourism activity (that is, within country of reference), state TSAs require data (apart from those related to foreign countries) from DTS on three types of tourism activities:

- i. Within state movement – this information feeds into Domestic Tourism Expenditure
- ii. Movement from the state of reference to any other state – this is required for Outbound Tourism Expenditure
- iii. Movement from other states to the state of reference – this is required for Inbound Tourism Expenditure.

Production or Supply side data

4.5. **Data on supplies from domestic production** are obtained from State Departments of Economic and Statistics. Using these data and national level ratios, the following tables are prepared for the supply account of each state TSA:

- Supply table at basic prices
- Use table at purchaser's prices
- Input-Output table for indirect effects

Supply side data

4.6. As of now, in India, Supply and Use Tables are not at all compiled at state level. This is because no data on imports to the state from other states or from abroad are available. **Hence the confrontation of the demand side data and the supply side data is not possible at state level.** Therefore other approaches have to be followed to prepare the state TSA and to estimate the value added on account of the tourism activity.

4.7. Following are two possible approaches to compile regional/state TSAs:

- The interregional approach or top-bottom approach, which is common to all the regions of the national territory and is based on and intimately linked to the System of National Accounts. It is an approach that relies on the existence of a National TSA and the availability in each region of uniform tourism information for each of the tables and aggregates to be regionalized;
- The regional approach or bottom-top approach, which entails the development of a specific TSA for any given region, in which specific situations and differentials may also be identified for important sub-regional territories, provided there is sufficient information on them.

4.8. Of the two possible approaches for compiling State TSAs, namely, (i) regionalisation or top-down and (ii) regional or bottom-up, adoption of one or both approaches depends upon the availability of information that is required to compile the TSAs. It is, therefore, necessary to look at the availability of information for state TSAs in respect of both the approaches. This is presented in the following table:

Table 4.1: Availability of data for compiling State TSAs according to different approaches

Approach	Data requirement	Data availability
Regional (bottom-up)	Statistics on expenditures made by visitors on different products within the state	Data is available from the DTS, 2008-09 and IPS, 2010-11 (subject to some assumptions)
	Statistics on supplies from the domestic production and imports (which include from other states) to meet these purchases of tourists	<ul style="list-style-type: none"> - Data on supplies from domestic production is available - Data on imports at state level is not available
	Confrontation of the two sets of statistics in the national accounting framework through the supply and use tables so that supplies from domestic production and imports match with the expenditures made by tourists	<ul style="list-style-type: none"> - In the absence of data on imports, it is not possible to compile SUT at state level. - However, State SUT can be constructed for domestic supplies and total of capital formation and net exports as other final demand in the use table. - This SUT though not suitable for TSA, can be used for estimating indirect effects of tourism consumption, value added and employment.
	Estimate value added out of the domestic production that is involved in supplying products for tourists' purchases	<ul style="list-style-type: none"> - Not possible, as how much of domestic production is able to meet the tourists' demand is not known in the absence of information on imports. - However, it is possible to compute GVATI and TDGVA using national tourism ratios of output of industries, as suggested in the TSA:RMF 2008.
Regional (top-down)	National TSA and tourism ratios by products and industries	Available
	State level tourism consumption	Available
	State level estimates of output and value added by tourism and other industries	Available
	State level estimates of employment by tourism and other industries	Available

Source: NCAER computation

*Compilation of
State TSAs*

4.9. From the above table, it is evident that without the supply table that includes imports from other states and countries, it is not possible to compile regional TSAs in the same manner as in the case of national TSA and in particular the estimation of key aggregates of TDGVA and TDGDP. However, with the information that is available at State level in India, it is possible to compile TSA Tables 1 to 5 and 7 without much difficulty, though some assumptions would need to be made for this. Also, Tables 8 and 9 on Tourism Gross Fixed Capital Formation and Tourism Collective Consumption respectively cannot be included in the State TSAs due to the non-availability of these data at state level. Even at national level, the TSA:RMF 2008 placed these compilations under research agenda and did not recommend their compilations, although NCAER included experimental compilations of these two tables in the all India TSA, 2009-10. Each of these tables is described in the following sections of this chapter.

4.10. Before presenting the description of the TSA Tables, it is important to mention that TSA:RMF 2008 recommends certain set of activities and products to be included while compiling the TSA. While some of the activities have been specified distinctly, some are recommended to be country-specific. Accordingly, a comprehensive set of activities and products were identified in the compilation of national as well as state TSAs. Both the recommended and the adopted classifications separately for products and activities are shown in the table below.

Table 4.2: Products recommended in TSA: RMF 2008 Vs. Products included in TSA, 2009-10

Products Recommended in the TSA: RMF 2008	Products Used for TSA of India 2009-10
Product	Product
1 Accommodation services for visitors	20 Hotels
2 Food and beverage serving services	21 Restaurants
3 Railway passenger transport	15 Railway passenger transport services
4 Road passenger transport services	16 Land passenger transport including via pipeline
5 Water passenger transport services	17 Water passenger transport
6 Air passenger transport services	18 Air passenger transport
7 Transport equipment rental services	23 Renting of transport equipment
8 Travel agencies and other reservation services	19 Tourism related supporting and auxiliary transport activities
9 Cultural services	24 Cultural and religious services

Products Recommended in the TSA: RMF 2008	Products Used for TSA of India 2009-10
10 Sports and recreational services	25 Sporting and recreational services
11 Country-specific tourism characteristic goods	22 Medical and health
12 Country-specific tourism characteristic services	6 Processed food products
	7 Beverages
	8 Tobacco products
	9 Readymade garments
	10 Printing and publishing
	11 Leather footwear
	12 Travel related consumer goods
	13 Soaps and cosmetics
	14 Gems and jewellery

Source: NCAER computations

Inbound Tourism Expenditure

4.11. Inbound Tourism Expenditure forms Table 1 of the TSA. At regional or state level, inbound tourism expenditure comprises of expenditure incurred by visitors from other countries as well as by those from other states of the same country. These expenditures are incurred within the state of reference on tourism characteristic and tourism connected products and services. An inbound tourism trip refers to the travel of a visitor from the time of arriving in a country/state to the time of leaving that country/state.

Inbound Tourism Expenditure by international tourists

4.12. The data on Inbound tourism expenditure or the expenditure by international tourists in the state of reference are not available and therefore, were estimated using the pattern of expenditure observed at national level. For national level expenditures, data were derived from the International passenger Survey (IPS), 2010-11 conducted by the Indian Statistical Institute (ISI), Kolkata and are reported in "Second Tourism Satellite Account of India, 2009-10".

4.13. The per-tourist pattern of expenditure by tourism characteristic products and tourism connected products observed at national level was applied on number of inbound tourists in state to arrive at the state-level estimates of expenditures. Hence the per-tourist expenditure by type of international tourists remains the same as observed for India.

4.14. The state-level inbound tourism also includes tourism activities of visitors from other states of India to the state of reference. The data on their expenditures were obtained from the DTS, 2008-09. Data on item-wise expenditure incurred during all the overnight trips originating from any state (other than the state of reference, that is, Andhra Pradesh) and for which main destination was the state of reference (Andhra Pradesh), were collected to arrive at this component of inbound tourism expenditure. These expenditures were estimated by the leading purpose of the trip. The procedure of estimation of these expenditure is given in Appendix.

4.15. It must be noted that while the statistics provided in Chapter 3 were with respect to visitor-trips, this chapter's statistics, obtained from DTS, will pertain to trips as the expenditure data were collected for entire trip irrespective of the number of visitors/tourists travelling in that trip.

*Inbound
Tourism
Expenditure
by domestic
tourists
belonging to
states other
than ANDHRA
PRADESH*

4.16. Since the reference period of the DTS differs with the reference period of TSA, price adjustments to the source data were carried out.

4.17. Also, it is observed that the primary household surveys tend to underestimate the value of consumption expenditure. This observation comes from the notable underestimation of value of consumption expenditure (both at aggregate level and for each item) that is derived from the NSSO's large sample survey on "Consumption Expenditure" when compared with the Private Final Consumption Expenditure (PFCE) as reported in the CSO's National Accounts of Statistics (NAS). The reason behind underestimation could be the inability to recall the expenses and in some cases reluctance to report the actual expenses.

4.18. Hence, adjustment to the source data has been made to benchmark the data with the private final consumption expenditure of national accounts.

4.19. The underestimation of DTS value of expenditure is corrected by applying the adjustment factor on value of expenditure of each item. The adjustment factor, for each item, is obtained by taking the ratio of PFCE expenditure and NSSO expenditure. These factors are assumed to be the same as those at national level (refer to "Second Tourism Satellite Account of India, 2009-10). These adjustment factors for the tourism specific goods and services are given in the Table 4.3.

4.20. An adjustment factor of 1.64 in the case of "Hotels" would mean that the NAS value of expenditure incurred on "Hotels" services is 1.64 times what is reported in the NSSO survey. Hence, for each item, the value of expenditure

obtained through the DTS is multiplied by the corresponding adjustment factor.

*Inbound
tourism
expenditure*

4.21. The inbound tourism expenditure incurred by international tourists, that incurred by tourists of other states of India and the TSA Table 1, obtained from these two tables is presented in Chapter 5 on Tables and Accounts.

Table 4.3: Consumption Expenditure Adjustment Factors

Industries	Adjustment factors
A 1. Tourism characteristic products	
1 Accommodation services/Hotels	1.64
2 Food and beverage serving services/Restaurants	1.64
3 Railway passenger transport services	6.90
4 Road passenger transport services	8.86
5 Water passenger transport services	13.07
6 Air passenger transport services	6.81
7 Transport equipment rental services	8.63
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	8.63
9 Cultural and religious services	0.50
10 Sports and other recreational services	0.50
11 Health and medical related services	1.81
A.2 Tourism connected products	
12 Readymade garments	2.56
13 Processed food	1.49
14 Tobacco products	5.28
15 Beverages	3.04
16 Travel related consumer goods	1.74
17 Footwear	3.05
18 Soaps, cosmetics and glycerine	0.70
19 Gems and jewellery	1.45
20 Books, journals, magazines, stationery etc.	1.41

Source: NCAER computations

Key Findings

4.22. As mentioned earlier, for regional TSA, inbound tourism refers to the tourist activities of all the visitors visiting the state of reference from across both the international border as well as the state border.

4.23. According to the India Tourism Statistics, Andhra Pradesh received a total of 3,22,825 inbound tourists from other countries during 2009-10. Besides, the state played host to 59.7 lakh inbound trips from the other states of India. In terms of visitor-trips, this number stood at 1.74 crore.

4.24. The per-cent distribution of trips by purposes is almost the same as that of visitor-trips (as given in Chapter 3). Of the total trips undertaken in the state from the other states, 47.9 per cent were religious trips, followed by 35.3 per cent social trips and 6.6 per cent leisure trips.

4.25. The following table presents a state-wise comparison of the per-cent distribution of trips undertaken in the state from the other states by purposes of travel (refer to Table 4.4).

4.26. The average per-trip expenditure of inbound tourists from other states was Rs. 12,494. However, among the various purposes of travel, business trip turns out to be the most expensive, with per-trip expenditure of Rs. 25,155 (Figure 4.1).

4.27. The state-wise average per-trip expenditure of inbound tourists from other states is given in the Table 4.5.

4.28. The per cent distribution of total expenditure by items of expenditure reveals that the passenger transport services (comprising transport by railway, road, water, air and transport rental services) account for 75.7 per cent of the total expenditure (Figure 4.2).

4.29. The share of expenditure incurred on passenger transport services is the maximum across all the purposes of travel, highest being in education trips, at 86.9 per cent. However, in case of trips undertaken with other purposes, share of expenditure incurred on accommodation services was also fairly high at 39.7 per cent.

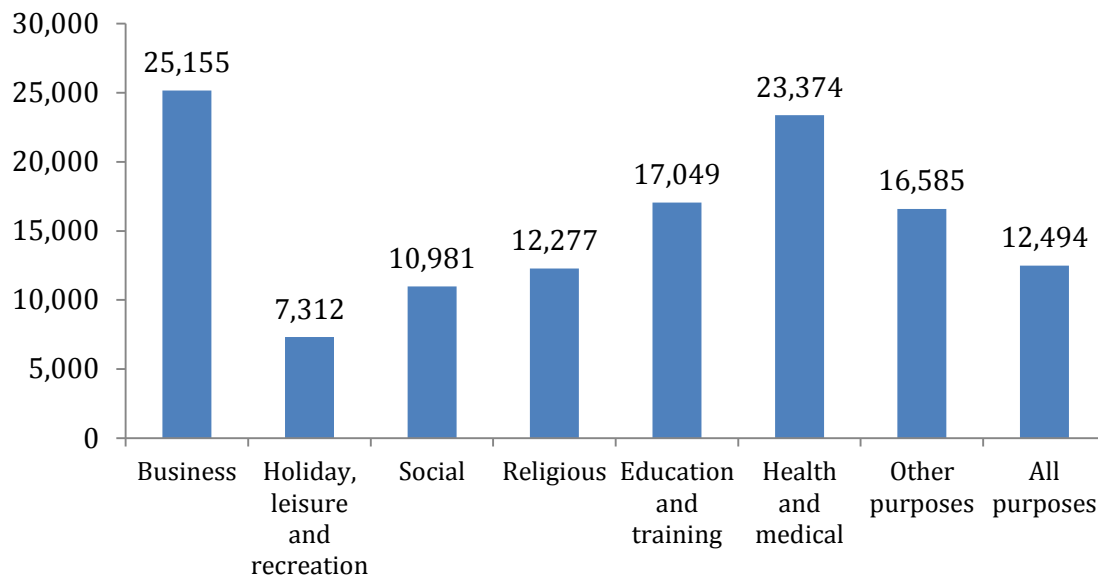
4.30. Also, for medical or health related trips, while the share of expenses on passenger transport services was the highest at 52.6 per cent, expenses on health and medical services also accounted for as much as 29.2 per cent of total expenditure (see Figure 4.2).

Table 4.4: State-wise per-cent distribution of trips undertaken in the state from other states, by purposes of travel

	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Others	Total
Andhra Pradesh	3.8	6.6	35.3	47.9	1.1	3.6	0.0	1.7	100.0
Arunachal Pradesh	6.7	4.0	60.9	28.4	0.0	0.0	0.0	0.0	100.0
Assam	9.5	4.3	46.4	5.0	3.5	13.1	2.5	15.0	100.0
Bihar	2.0	5.2	74.3	8.5	1.4	6.5	0.1	2.1	100.0
Chandigarh	2.1	5.7	55.9	2.4	5.5	21.3	0.1	7.1	100.0
Chhattisgarh	19.8	4.5	57.7	15.7	0.8	1.3	0.0	0.2	100.0
Dadra & Nagar Haveli	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	100.0
Daman & Diu	0.0	45.1	21.2	33.7	0.0	0.0	0.0	0.0	100.0
Delhi	7.9	5.1	59.7	2.9	5.7	5.2	1.6	11.9	100.0
Goa	15.6	37.6	14.4	12.9	15.9	0.0	0.0	3.6	100.0
Gujarat	11.1	1.9	61.7	12.6	1.1	6.4	0.9	4.4	100.0
Haryana	5.2	2.1	76.7	5.8	0.3	6.7	0.0	3.1	100.0
Himachal Pradesh	2.0	9.9	35.7	49.1	2.5	0.6	0.0	0.2	100.0
Jammu & Kashmir	1.0	10.1	21.3	60.6	4.0	0.3	0.0	2.6	100.0
Jharkhand	3.0	1.7	45.9	39.6	1.3	5.0	0.0	3.5	100.0
Karnataka	8.9	4.8	49.8	20.4	3.8	2.6	0.0	9.7	100.0
Kerala	1.4	4.9	62.9	27.4	0.1	2.6	0.0	0.7	100.0
Lakshadweep	0.0	21.3	72.0	0.0	0.0	6.7	0.0	0.0	100.0
Madhya Pradesh	2.0	0.6	73.9	17.4	2.1	1.8	0.0	2.2	100.0
Maharashtra	11.8	7.7	42.9	25.3	1.4	7.9	0.3	2.8	100.0
Manipur	41.2	0.0	52.7	1.6	0.0	4.6	0.0	0.0	100.0
Meghalaya	11.7	23.2	47.1	3.7	2.0	0.2	1.0	11.0	100.0
Mizoram	2.1	53.7	31.7	1.4	3.1	8.1	0.0	0.0	100.0
Nagaland	43.9	1.7	12.0	3.0	0.2	36.2	0.0	2.9	100.0
Orissa	15.8	15.9	39.8	12.8	0.2	8.9	0.4	6.2	100.0
Pondicherry	0.0	3.7	70.9	14.4	1.0	7.9	0.0	2.1	100.0
Punjab	3.9	3.4	72.7	8.3	1.2	4.4	0.0	6.2	100.0
Rajasthan	2.9	2.9	50.2	34.8	1.6	4.9	0.2	2.3	100.0
Sikkim	8.8	52.9	12.7	12.1	5.6	0.0	0.0	7.9	100.0
Tamil Nadu	6.2	6.1	46.1	26.9	1.6	7.0	0.1	6.0	100.0
Tripura	2.3	9.4	72.0	0.0	0.0	0.0	0.0	16.3	100.0
Uttar Pradesh	2.6	2.6	69.6	18.4	1.1	4.2	0.3	1.1	100.0
Uttaranchal	2.5	8.2	26.5	57.5	0.9	1.3	0.0	3.0	100.0
West Bengal	9.9	9.2	53.7	8.3	1.2	12.5	0.4	4.8	100.0
All India	5.5	5.2	54.8	22.8	1.9	5.2	0.3	4.2	100.0

Source: NCAER computations

Figure 4.1: Average per-trip expenditure incurred in inbound trips from other states to Andhra Pradesh



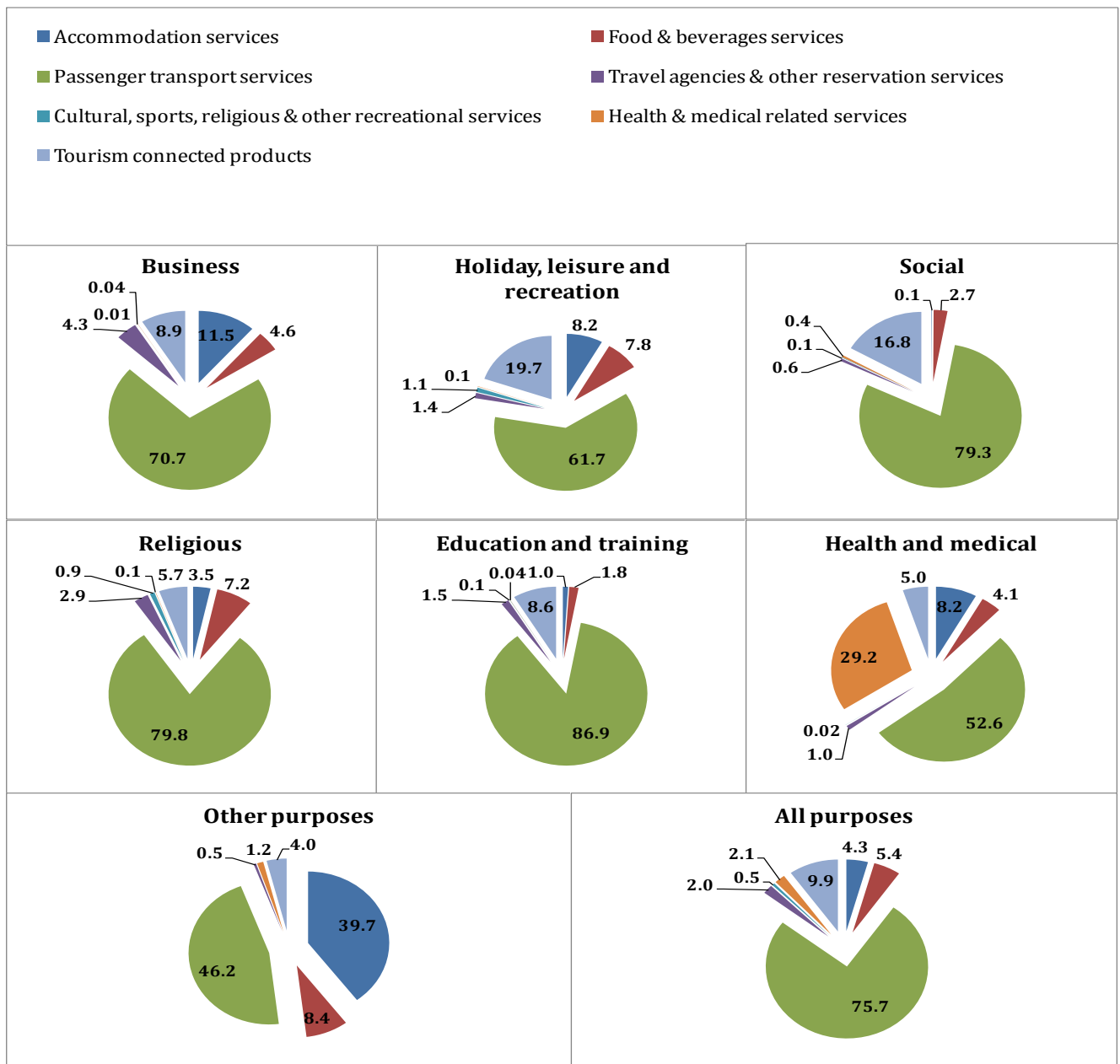
Source: NCAER computations

Table 4.5: State wise per-trip expenditure (Rs.) by purpose of travel (Inbound Tourism Consumption) (package + non-package)

States	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Other	All
Andhra Pradesh	25,155	7,312	10,981	12,277	17,049	23,374		16,585	12,494
Arunachal Pradesh	77,445	57,008	7,885	11,095					15,434
Assam	22,893	22,673	10,132	10,639	13,085	22,776	21,652	9,632	13,905
Bihar	8,919	11,203	7,544	26,669	47,181	9,504	1,019	6,607	10,059
Chandigarh	9,183	7,762	6,578	1,11,434	5,263	12,360	22,116	7,379	10,437
Chhattisgarh	1,51,295	12,804	7,009	4,241	10,477	11,208		13,362	35,513
Dadra & Nagar Haveli			1,598						1,598
Daman & Diu		10,047	4,107	1,808					6,013
Delhi	16,246	14,524	9,792	7,937	14,874	24,084	5,601	5,991	11,009
Goa	27,895	31,113	22,280	39,076	6,191			35,766	26,564
Gujarat	11,643	12,427	10,369	12,433	14,656	13,401	22,337	12,116	11,231
Haryana	7,790	14,058	8,898	2,844	1,592	17,192		9,398	9,142
Himachal Pradesh	6,872	44,124	7,446	5,508	1,053	5,115		14,722	9,961
Jammu & Kashmir	8,289	42,953	7,936	21,861	10,363	20,171		5,135	19,990
Jharkhand	3,992	12,294	5,180	6,870	2,985	4,220		6,549	5,901
Karnataka	8,179	17,470	10,961	11,480	21,101	13,866	62,703	23,410	12,795
Kerala	9,524	39,241	6,547	11,346	10,481	23,886		69,728	10,410
Lakshadweep									10,079
Madhya Pradesh	6,516	22,825	5,912	7,450	6,774	9,388		4,497	6,347
Maharashtra	25,643	20,747	13,439	17,835	16,220	8,839	25,282	19,208	16,419
Manipur	11,082		13,732	3,422		17,256			12,637
Meghalaya	10,585	22,641	5,820	20,262	7,513	39,671	45,184	13,943	12,221
Mizoram	15,613	92,092	13,411	4,533	20,021	41,077			58,015
Nagaland	4,016	7,212	7,475	11,179	10,748	2,767		14,593	4,571
Orissa	3,462	27,256	7,818	24,437	32,331	12,695	1,997	3,484	12,521
Pondicherry		59,676	2,881	3,297	678	13,095		4,455	5,871
Punjab	13,675	23,679	5,536	6,867	15,109	13,415		6,112	7,080
Rajasthan	45,920	86,102	8,552	8,775	17,755	8,299	29,930	6,297	12,126
Sikkim	11,487	39,995	24,946	3,96,797	5,489			11,768	74,521
Tamil Nadu	9,642	31,433	8,066	12,990	8,288	23,416	13,298	8,698	12,030
Tripura	34,927	19,580	7,069					8,565	9,132
Uttar Pradesh	11,473	26,750	8,022	6,501	8,551	6,046	6,943	5,589	8,218
Uttaranchal	6,562	29,137	9,194	9,705	18,717	6,849		20,241	11,452
West Bengal	14,373	14,447	24,618	15,712	24,332	9,770	12,766	8,543	19,239
All India	19,229	26,461	8,781	11,497	14,230	14,142	12,419	11,177	11,394

Source: NCAER computations

Figure 4.2: Percentage distribution of Inbound Tourism Expenditure (incurred by visitors from other states) by products for different purposes of travel – Andhra Pradesh



Source: NCAER computations

Domestic Tourism Expenditure

4.31. TSA Table 2 focuses on domestic tourism by products and by purpose of travel. This table presents the Domestic Tourism Consumption which refers to the tourism consumption of a resident visitor within the economy of reference. At state level, this table refers to tourists from within the state.

4.32. The domestic tourism expenditure was derived from the Domestic Tourism Survey (DTS), conducted by the National Sample Survey Organisation (NSSO) during 2008-09. The detailed information was collected on the expenditure incurred by tourists on a detailed set of items which were mapped with the tourism characteristic and tourism connected (together called tourism specific) products and services.

4.33. The procedure of estimation is given in Appendix.

4.34. As done for other states' inbound tourism expenditure, domestic tourism expenditure data was also price-adjusted to benchmark them for the TSA reference year. Also, the underestimation of these data is corrected by applying the adjustment factors (Table 4.3) on value of expenditure for each item.

4.35. The TSA Table 2 is given in Chapter 5 on Tables and Accounts.

Key Findings

4.36. In all, 8.9 crore domestic or intrastate trips were undertaken in 2008-09 in Andhra Pradesh.

4.37. The per cent distribution of intrastate trips by purpose of travel was completely different from that of interstate trips. While maximum number of trips (47.9 per cent of the total, as given in Table 4.4) undertaken from other states to the state of reference were religious trips, this proportion stood at just 8.7 per cent in case of intrastate domestic trips, as shown in Table 4.6, which presents the state-wise distribution of intra-state trips by purposes of travel.

4.38. Among the total intrastate domestic trips, 74 per cent were social trips and only 3.6 per cent were leisure trips.

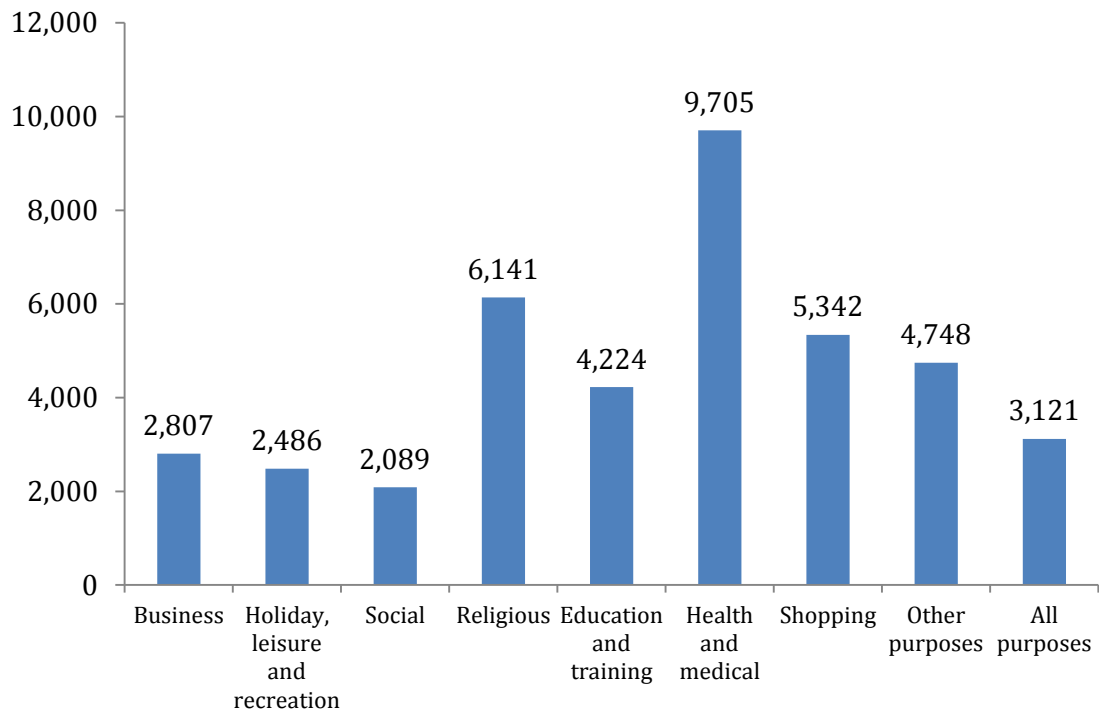
4.39. The average per-trip expenditure incurred during domestic trips in Andhra Pradesh was Rs. 3,121. The per-trip expenditure is the highest for medical trips (Rs. 9,705) followed by religious trips (Rs 6,141) (see Figure 4.3).

Table 4.6: State-wise per-cent distribution of trips undertaken within the state, by purposes of travel

	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Others	Total
A & N Islands	4.3	5.4	67.4	2.7	3.8	9.5	1.8	5.1	100.0
Andhra Pradesh	2.3	3.6	74.0	8.7	0.6	7.0	0.1	3.7	100.0
Arunachal Pradesh	10.6	1.4	35.1	4.8	5.5	12.3	13.8	14.9	100.0
Assam	8.6	2.4	65.1	6.3	1.9	10.3	1.1	4.2	100.0
Bihar	4.5	1.4	72.0	7.9	1.1	10.2	0.9	1.7	100.0
Chandigarh	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	100.0
Chhattisgarh	2.0	2.9	81.0	5.8	1.2	4.3	0.8	1.9	100.0
Dadra & Nagar Haveli	0.3	0.3	97.8	0.2	0.0	1.4	0.0	0.0	100.0
Daman & Diu	0.0	0.0	99.3	0.0	0.0	0.0	0.0	0.7	100.0
Delhi	0.0	1.2	92.9	0.2	0.0	4.7	0.0	1.0	100.0
Goa	0.0	1.5	76.5	19.4	0.1	2.3	0.2	0.0	100.0
Gujarat	1.3	1.7	76.0	15.1	1.4	3.9	0.1	0.7	100.0
Haryana	0.8	0.1	86.9	2.8	0.5	5.6	0.0	3.2	100.0
Himachal Pradesh	3.0	2.2	78.4	4.3	1.1	5.3	1.5	4.2	100.0
Jammu & Kashmir	2.3	1.7	83.9	3.7	2.0	3.0	0.7	2.8	100.0
Jharkhand	2.4	3.6	76.4	3.0	1.8	9.7	0.7	2.5	100.0
Karnataka	2.1	2.6	76.3	13.0	0.5	3.9	0.1	1.6	100.0
Kerala	1.9	2.2	69.8	7.9	1.1	9.9	0.0	7.2	100.0
Lakshadweep	9.9	6.0	49.8	4.3	1.5	0.7	0.0	27.7	100.0
Madhya Pradesh	2.3	1.4	81.6	7.2	0.6	5.0	0.3	1.7	100.0
Maharashtra	1.6	1.8	70.8	15.4	0.7	7.4	0.4	1.8	100.0
Manipur	13.4	2.5	45.5	7.0	2.7	11.4	10.9	6.2	100.0
Meghalaya	9.4	5.0	55.9	7.8	1.9	13.6	1.6	4.7	100.0
Mizoram	23.2	1.2	50.2	5.7	3.2	5.5	6.3	4.6	100.0
Nagaland	19.0	4.2	34.1	9.3	6.9	3.8	2.1	20.6	100.0
Orissa	3.1	4.2	74.1	4.8	0.8	8.1	1.2	3.7	100.0
Pondicherry	0.0	10.9	66.7	5.4	6.9	9.3	0.0	0.8	100.0
Punjab	1.8	0.2	79.2	11.8	0.8	4.1	0.0	2.2	100.0
Rajasthan	1.3	1.0	82.4	6.2	1.2	4.8	0.2	2.9	100.0
Sikkim	6.7	0.7	51.7	10.9	3.6	10.4	0.8	15.3	100.0
Tamil Nadu	1.5	4.1	74.4	14.8	0.4	3.6	0.1	1.2	100.0
Tripura	0.2	5.4	82.3	1.1	0.4	7.5	0.1	2.5	100.0
Uttar Pradesh	1.8	1.5	82.5	5.0	1.1	4.9	0.3	2.8	100.0
Uttaranchal	4.3	0.5	76.0	4.6	1.1	3.5	3.7	6.3	100.0
West Bengal	2.4	5.8	76.0	3.6	0.6	8.8	0.1	2.8	100.0
Total	2.2	2.4	76.6	8.4	0.9	6.3	0.4	2.8	100.0

Source: NCAER computations

Figure 4.3: Average per-trip expenditure incurred in intrastate domestic trips in Andhra Pradesh



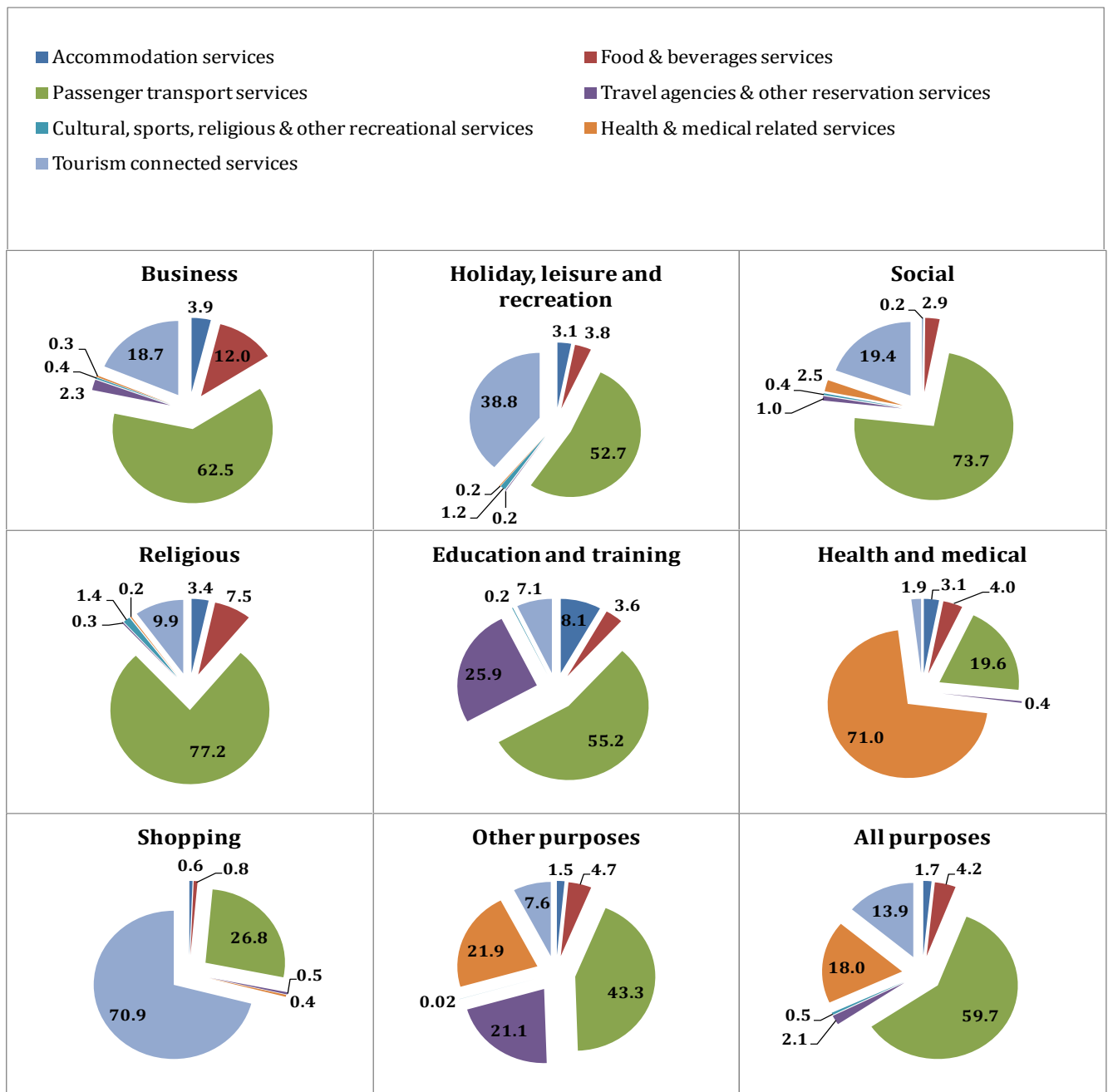
Source: NCAER computations

Table 4.7: State wise per-trip expenditure (Rs.) by purpose of travel (Domestic Tourism Consumption) (package + non-package)

States	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Other	All
A & N Islands	7,746	4,309	3,671	4,929	3,437	6,732	29,033	5,413	4,753
Andhra Pradesh	2,807	2,486	2,089	6,141	4,224	9,705	5,342	4,748	3,121
Arunachal Pradesh	13,523	10,268	7,451	4,672	9,984	8,206	6,089	7,828	8,112
Assam	4,351	5,508	2,767	2,742	4,800	4,451	4,555	3,483	3,231
Bihar	3,308	1,596	1,626	1,532	1,412	3,222	4,053	1,258	1,871
Chandigarh			2,234						2,234
Chhattisgarh	1,345	2,374	2,187	2,270	2,177	5,627	18,810	1,567	2,444
Dadra & Nagar Haveli	666	3,041	638	2,999		1,279			659
Daman & Diu			1,814					7,189	1,852
Delhi		1,305	1,774	1,991		56,980		2,160	4,347
Goa		8,244	3,914	7,099	1,680	13,242	519		4,806
Gujarat	5,181	5,147	2,962	3,986	5,044	24,080	11,351	6,464	4,058
Haryana	1,446	2,194	2,075	4,850	1,238	9,090	96,270	13,010	2,921
Himachal Pradesh	1,975	1,894	3,326	2,625	3,499	7,772	5,355	3,270	3,490
Jammu & Kashmir	4,058	7,858	1,417	2,538	6,099	6,259	8,532	7,292	2,075
Jharkhand	1,991	3,546	1,994	1,931	3,423	8,384	5,372	2,175	2,720
Karnataka	3,039	15,037	2,650	5,792	5,040	10,729	5,824	4,371	3,742
Kerala	6,116	20,058	1,859	4,592	2,226	12,679	11,530	8,436	4,104
Lakshadweep	8,578	11,701	5,876	9,694	4,977	6,461		2,930	5,830
Madhya Pradesh	2,743	4,136	1,618	2,481	3,533	4,210	3,150	1,931	1,890
Maharashtra	5,555	12,333	3,477	4,842	4,246	8,179	4,563	5,555	4,275
Manipur	8,542	5,440	3,008	3,224	6,252	7,151	7,839	3,593	4,956
Meghalaya	4,402	3,094	2,487	1,378	2,936	4,440	6,029	3,971	3,012
Mizoram	10,418	4,549	4,499	2,842	7,543	14,126	8,392	5,675	6,701
Nagaland	7,127	5,460	4,353	4,893	7,251	7,103	6,806	7,137	5,907
Orissa	2,079	1,897	1,291	4,016	8,480	6,026	2,174	1,711	1,939
Pondicherry		1,132	1,890	667	10,178	3,118		806	2,421
Punjab	3,410	19,774	2,118	3,727	2,074	12,933	9,673	8,596	2,948
Rajasthan	6,102	5,392	2,562	3,108	3,646	14,028	4,623	7,475	3,378
Sikkim	3,996	5,812	3,866	4,547	2,942	6,628	13,064	5,237	4,494
Tamil Nadu	3,120	7,126	2,487	4,530	5,973	20,414	46,751	5,902	3,723
Tripura	3,459	1,265	887	930	1,117	3,297	11,577	2,352	1,140
Uttar Pradesh	1,728	1,876	1,837	2,655	1,872	5,935	6,439	3,265	2,134
Uttaranchal	3,394	5,683	3,639	5,085	4,967	9,015	6,066	2,443	3,923
West Bengal	2,936	3,178	1,337	1,815	3,226	6,814	18,152	3,032	2,059
All India	3,492	5,558	2,184	4,103	3,525	8,761	6,664	4,963	2,976

Source: NCAER computations

Figure 4.4: Percentage distribution of Domestic Tourism Expenditure (incurred by visitors from within the state) by products for different purposes of travel – Andhra Pradesh



Source: NCAER computations

4.40. The state-wise average per-trip expenditure of domestic tourists from within the state of reference is given in the Table 4.6.

4.41. The per cent distribution of total expenditure by items of expenditure reveals that the passenger transport services (comprising transport by railway, road, water, air and transport rental services) account for 59.7 per cent of the total expenditure.

4.42. When observed by purposes of travel (see Figure 4.4), the share of passenger transport expenses is the highest in most of the trips, except in case of health-related trips and shopping trips, where its share is 19.6 and 26.8 per cent respectively. The maximum share, 71 per cent, is of expenditure incurred on health and medical related services in case of medical trips while the maximum share of expenditure, 70.9 per cent, is of expenditure incurred on tourism connected services in case of trips undertaken with main purpose being shopping.

Outbound Tourism Expenditure

4.43. TSA Table 3 focuses on outbound tourism. This table presents the tourism expenditure incurred by the resident visitor outside the country of reference on tourism characteristic and tourism connected products and services.

4.44. This expenditure could be either as part of an outbound tourism trip or as part of a domestic trip. Both domestic trip and an outbound trip correspond to the travel between leaving the place of residence and returning. However, a domestic trip has a main destination in the country of residence of the traveller, while an outbound trip has a main destination outside this country.

4.45. In the state TSA tables, the data presented refers to the residents visiting outside the country and the expenditures included here are pre-trip expenditures within the country.

4.46. While trips undertaken outside the territory of the state of reference, to other states within India, also fall under the definition of outbound tourism, but the pre-trip expenditure of such trips is beyond the scope of the Domestic Tourism Survey, 2008-09.

4.47. The DTS-2008-09 conducted by NSSO canvassed the domestic tourists only and no information was collected on outbound tourism. However, a separate survey was conducted by ISI, Kolkata and was a part of IPS. This survey captured the expenditure incurred by outbound tourists within India

which includes the pre-trip expenditure, say, on shopping or expenditure incurred on travelling from place of residence to place of exit to another country and back.

4.48. This expenditure is supposed to be a part of TSA Table 2 but since there are no data available on the recommended TSA Table 3, the outbound tourism expenditure incurred in India (pre-outbound trip) is presented in this table. As mentioned, this information was collected through survey conducted by ISI.

4.49. The procedure followed to compile the estimates is same as for TSA Tables 1 and 2. Since the reference period of the IPS is 2010-11 whereas TSA is prepared for 2009-10, the expenditure data are deflated for 2009-10 using the PFCE deflator.

4.50. Adjustment for benchmarking survey data with the estimates of PFCE has also been carried out for pre-trip expenditures of residents.

4.51. The TSA Table 3 is presented in Chapter 5.

Key Findings

4.52. In all, there were 21,47,365 outbound tourists from Andhra Pradesh in 2010-11.

4.53. The per-cent distribution of trips by purposes of travel reveals that about 32 per cent tourists travelled abroad for social purpose. This was followed by trips undertaken for leisure purposes, whose share in total stood at 30.4 per cent, and business trips (23.5 per cent) (Table 4.8).

4.54. As compared to this, only 29.1 per cent of the total outbound tourists at all-India level travelled for leisure.

4.55. On an average, Indians travelled abroad mostly for business, leisure and social purposes, with their shares in total outbound tourists being 32.3 per cent, 29.1 per cent and 21.8 per cent.

4.56. Table 4.9 presents the state wise per-trip expenditure for outbound trips originated from each state.

Table 4.8: State-wise per-cent distribution of number of Outbound Tourists, by purpose of travel

States	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Other	All
A & N Islands	36.3	27.9	12.8	0.0	22.6	0.4		0.0	100.0
Andhra Pradesh	23.5	30.4	31.9	0.1	8.2	0.6		5.4	100.0
Arunachal Pradesh	79.5	13.8	4.4	2.3	0.0	0.0		0.0	100.0
Assam	33.1	34.0	11.3	0.0	11.9	0.0		9.6	100.0
Bihar	33.4	36.2	3.9	10.7	10.5	0.0		5.4	100.0
Chandigarh	37.2	33.0	8.3	4.0	13.0	0.0		4.6	100.0
Chhattisgarh	13.8	17.8	1.9	0.0	56.1	0.0		10.4	100.0
Dadra & Nagar	89.1	10.9	0.0	0.0	0.0	0.0		0.0	100.0
Daman & Diu	35.0	23.6	27.4	0.0	5.8	8.2		0.0	100.0
Delhi	33.4	46.6	5.3	0.9	9.3	0.8		3.6	100.0
Goa	34.7	36.7	17.4	1.4	2.8	0.5		6.5	100.0
Gujarat	38.2	21.2	25.4	1.3	7.8	0.1		6.0	100.0
Haryana	32.8	41.5	7.8	0.9	11.3	2.4		3.4	100.0
Himachal Pradesh	42.5	24.9	13.5	0.0	8.8	0.0		10.3	100.0
Jammu & Kashmir	29.7	51.8	7.0	1.6	2.8	2.3		4.8	100.0
Jharkhand	33.3	15.0	18.1	0.0	8.3	0.0		25.3	100.0
Karnataka	47.8	27.1	11.2	0.7	6.6	1.7		4.9	100.0
Kerala	10.2	29.2	42.1	0.8	5.4	4.6		7.8	100.0
Lakshadweep	59.9	0.0	40.1	0.0	0.0	0.0		0.0	100.0
Madhya Pradesh	28.2	48.5	16.4	0.7	1.6	2.0		2.6	100.0
Maharashtra	46.6	26.5	12.9	1.9	9.6	0.7		1.9	100.0
Manipur	48.6	36.4	0.0	0.0	10.2	0.0		4.8	100.0
Meghalaya	21.6	0.0	0.0	0.0	0.0	0.0		78.4	100.0
Mizoram	24.9	1.9	29.9	0.0	18.6	0.0		24.7	100.0
Nagaland	47.6	0.0	22.4	30.0	0.0	0.0		0.0	100.0
Orissa	47.2	32.0	2.8	0.0	7.3	0.0		10.8	100.0
Pondicherry	63.8	27.1	0.0	0.0	0.0	0.0		9.0	100.0
Punjab	32.0	26.3	22.9	0.3	15.4	0.6		2.5	100.0
Rajasthan	24.2	15.1	29.2	9.1	3.6	0.4		18.4	100.0
Sikkim	17.5	20.3	9.5	0.0	12.6	40.1		0.0	100.0
Tamil Nadu	48.0	16.6	12.7	0.4	10.0	1.3		11.1	100.0
Tripura	51.1	6.2	42.6	0.0	0.0	0.0		0.0	100.0
Uttar Pradesh	44.9	28.2	6.0	6.3	4.9	0.7		9.1	100.0
Uttaranchal	13.4	63.3	8.4	4.1	1.9	0.0		8.8	100.0
West Bengal	38.6	26.0	23.6	0.4	4.2	0.0		7.3	100.0
Others	8.1	33.4	58.5	0.0	0.0	0.0		0.0	100.0
All India	32.3	29.1	21.8	1.4	7.9	1.3		6.2	100.0

Source: NCAER computations

Table 4.9: State wise expenditure per tourist (Rs.) by purpose of travel (Outbound Tourism Consumption)

States	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Other	All
A & N Islands	19,611	8,394	4,689		6,083	101			11,433
Andhra Pradesh	11,355	9,092	6,851	5,820	10,554	24,574		3,312	8,805
Arunachal Pradesh	12,418	3,768	32,788	13,037					12,133
Assam	36,869	5,491	4,383		2,331			2,258	15,063
Bihar	4,713	12,369	77,626	3,957	8,143			1,989	10,429
Chandigarh	9,011	8,097	21,864	5,264	1,747			3,834	8,444
Chhattisgarh	9,705	4,420	183		5,874			1,550	5,585
Dadra & Nagar Haveli	12,141	10,287							11,939
Daman & Diu	4,831	57,244	9,982		9,770	34,530			21,361
Delhi	6,439	7,597	12,452	7,965	5,947	4,493		7,658	7,296
Goa	33,526	10,131	208	20,070	2,230	1,45,837		9,21,800	75,948
Gujarat	9,369	20,790	6,045	1,292	6,645	7,474		3,933	10,297
Haryana	3,539	9,383	6,137	5,068	7,754	12,325		4,747	6,904
Himachal Pradesh	5,681	6,945	9,400		14,307			2,766	6,954
Jammu & Kashmir	705	12,771	1,898	8,357	4,526	8,757		21,569	8,459
Jharkhand	6,738	55,256	5,141		2,058			3,769	12,572
Karnataka	10,065	17,890	13,818	16,965	19,836	29,938		24,471	14,353
Kerala	29,886	35,462	46,602	7,499	23,487	28,107		51,003	39,590
Lakshadweep	28,956		6,332						19,876
Madhya Pradesh	8,286	15,325	7,171	3,311	6,442	3,317		2,362	11,198
Maharashtra	16,117	34,494	7,373	5,804	8,068	20,664		3,518	18,684
Manipur	40,498	6,770			1,776			11,727	22,898
Meghalaya	16,121							248	3,680
Mizoram	2,333	3,476	14,735		13,133			784	7,695
Nagaland	2,612		9,110	18,842					8,934
Orissa	23,972	17,343	12,135		2,349			9,102	18,345
Pondicherry	45,335	15,408						7,034	33,757
Punjab	6,913	12,475	12,326	7,994	9,529	4,305		8,828	10,059
Rajasthan	4,848	19,836	4,776	1,298	7,248	16,309		2,952	6,549
Sikkim	23,099	2,05,831	30,219		474				48,818
Tamil Nadu	17,683	14,312	18,074	36,983	14,042	18,106		7,033	15,714
Tripura	12,598	456	62,228						33,006
Uttar Pradesh	3,516	6,736	6,633	6,805	5,551	3,178		3,016	4,868
Uttaranchal	4,264	4,109	6,389	940	2,591			5,906	4,322
West Bengal	5,189	4,300	3,140	4,336	9,837	328		3,034	4,507
Others	56,460	33,725	80,215						62,774
All India	12,558	17,560	18,681	5,565	10,655	22,963		13,711	15,302

Source: NCAER computations

Total Internal Tourism Consumption

4.57. TSA Table 4 in chapter 5 presents the total internal tourism expenditure and the total internal tourism consumption. Besides the internal tourism expenditure, the internal tourism consumption includes the imputed consumption. Internal tourism expenditure presented in this table is made up of inbound tourism expenditure from TSA Table 1, domestic tourism expenditure from TSA Table 2 and outbound tourism expenditure done in the economy of reference which, in this report, is given in TSA Table 3. In addition, TSA Table 4 presents separately the components of imputed consumption of tourists.

4.58. TSA Table 4 presents the estimates of total internal tourism consumption. In addition to tourism expenditure, this includes the following components of imputed consumption:

- **Services associated with vacation accommodation on own account:** This item includes all imputed accommodation services related to accommodation units on own account and to all other types of vacation home¹⁴ ownership, as well as expenditure related to their acquisition that is not capitalized as part of the investment, for instance charges for time share exchanges.
- **Tourism social transfers in kind (except refunds):** This item includes the value of individual non-market services provided by Governments and non-profit institutions serving households (NPISH) that benefit visitors and exceed the values paid by the visitors themselves: costs of museums, performing arts, short-term education, health services provided short term in special establishments.
- **Other imputed consumption:** This item includes all other imputed items not previously included, such as services benefiting visitors for which they do not pay (costs of vacation residences or camps provided by producers for the benefit of their employees, financial intermediation services indirectly measured (FISIM) on purchases related to tourism trips, etc.).

¹⁴ A vacation home (sometimes also designated as a holiday home) is a secondary dwelling that is visited by the members of the household mostly for purposes of recreation, vacation or any other form of leisure.

4.59. However, these components are not directly available from any data source; hence, after discussions with the technical committee members, these are derived using certain plausible assumptions.

- **Services associated with vacation accommodation on own account:** The imputed consumption on services associated with vacation homes on own account is assumed to be equal to 1 per cent of the urban owner occupied dwelling services¹⁵.
- **Tourism social transfers in kind (except refunds):** This is derived from the component of “social transfer in kind” against “Recreation and Culture” in the Classification of Individual Consumption Expenditure of Households (COICOP). Household consumption on any item of consumption comprises of the individual consumption expenditure and social transfers in kind (paid by government). Since, the data on the share of these transfers that goes to the tourists and to non-tourists are not available, it is assumed to be 50 per cent for each. The NAS statement on COICOP provides these components household consumption expenditure. For Tourism, the individual consumption expenditure component is obtained from the demand side information through DTS while the imputed consumption that relate to “social transfers in kind” is obtained from COICOP.
- **Financial Intermediation Services Indirectly Measured (FISIM) on purchases related to tourism trips:** This is obtained using the share of FISIM in PFCE (as in NAS) and applying it on total internal tourism consumption expenditure.
- **Imputed consumption of services rendered by vacation residences provided by producers for the benefit of their employees:** This refers to the cost borne by the companies (mostly private corporates) on the services that they provide in their guest houses for the benefit of employees. This is assumed to be about half per cent of the total output of organised private corporate sector.
- **Expenditure incurred by other households (mainly on food) on the visiting tourists when the tourists stay at the friends/relatives’ place:** While the accommodation cost is recommended to be excluded from the tourism consumption when the tourists stay at the friends/relatives’ place while on trip, but the expenses incurred on food is taken into account. Notably, for the domestic tourists, in large number of cases friends and

¹⁵The economic activities covered under owner occupied dwelling services include ownership of dwellings (occupied residential houses) and the imputed value of owner occupied dwellings.

relatives provided accommodation not only when the trips were taken for social purpose but for other purposes too. The expenses incurred by these households on food provided to the visitors are to be added to the imputed tourism consumption. This is obtained by multiplying the average per day expenditure of food (obtained from PFCE, NAS) with the number of days spent at friends/relatives' place during all the tourist-trips taken in a reference year.

4.60. The sum of total internal tourism expenditure and imputed tourism consumption gives the total tourism consumption, which is presented in TSA Table 4.

4.61. The internal tourism expenditures and consumption refer to the year 2009-10. Price adjustments wherever necessary to the survey data have been carried out using implicit price deflators from the item-level PFCE.

4.62. The internal tourism expenditures and consumption are at purchasers' prices and include the actual expenditures made on acquisition of goods.

Production Account of Tourism Industries

4.63. The TSA Table 5 presents the production accounts of tourism industries and other industries in the economy of reference. It conforms formally to the format established in the Systems of National Accounts (SNA) 1993 for production accounts. In the SNA, Production accounts are compiled for industries and institutions.

4.64. The main aggregate that is derived from this table is the gross value added of tourism industries (GVATI). The GVATI, however, has a limited role as being a relevant indicator of tourism's contribution to the economy.

4.65. As recommended, the production account of the state economies with focus on tourism industries has been prepared using India's Supply and Use Table (SUT) for the year 2009-10 that has specially been compiled for this TSA. In the first stage, the all India SUT was prepared for 130 industries and 130 products, the same dimension which CSO uses for its 5-yearly Input-Output Tables.

4.66. In the second stage, this SUT of 130 industries was further expanded to 142 sectors to include some of the tourism specific industries which were not separately identifiable in the 130-industry SUT. The 142 sector SUT was compiled by splitting some of the 130 sectors (Refer to Technical Notes of this section). Further, since the focus of this TSA is on 25-industry/products that

are relevant from the tourism perspective, this 142- sector SUT was aggregated to arrive at 25-sector SUT. Of these 25 industries and products, 20 industries were the tourism specific industries, for which the information on tourism consumption is available and presented in TSA Table 4; and the remaining 5 industries and products are the tourism non-specific industries and products, which, however, would have linkages with tourism industries/products.

4.67. The 25 sector SUT¹⁶ and production accounts for 25 industries have been compiled with the desired disaggregation of output of each industry broken down by 25 product groups (at basic prices), intermediate consumption (at purchasers' prices) broken down by 25 product groups and value added (at basic prices) broken down by its components of compensation of employees, other taxes on production, other subsidies on production, consumption of fixed capital and finally, the net operating surplus/mixed income. This table also includes employment in the 25 industries.

4.68. The source of data for Tables 5 and 6 is the detailed data on state domestic product, that has been provided by the CSO and the respective state Directorates of Economics and Statistics. The all-India ratios have been used for deriving output, intermediate consumption or for splitting of industries and products at state level, wherever there is lack of information by states.

Tourism Industry Ratios and TDGVA

4.69. Table 6 is the core of the Tourism Satellite Account system as it is where the confrontation and reconciliation between domestic supply and internal tourism consumption take place. This table derives its conceptual basis from the supply and use tables of the System of National Accounts 1993. In this table, the total supply of goods and services in the economy of reference by products, which includes domestic production (production by resident industries) and imports, (including valuation adjustments), is compared to internal tourism consumption that has been derived in Table 4.

4.70. Using the results of table 6, estimates can be derived regarding the gross value added attributable to tourism for each of the domestic industries that serve visitors. This provides the basic information that is necessary for the computation of tourism ratios for products and industries, TDGVA (Tourism Direct Gross Value Added) and TDGDP (Tourism Direct Gross Domestic Product) and their components. The table together with the

¹⁶ At State level, the supply table includes only the supplies of products at basic and purchasers' prices from domestic industries (in the all India table, this table also includes imports and presents total supplies), while the use table includes the net exports of products (in the all India table, this table shows only the exports).

associated use table¹⁷ provides a basis to compile input-output tables and input-output models that facilitate estimation of indirect contribution of tourism to the economy.

4.71. Conceptually, at the national level, rows of TSA Table 6 are identical to those of TSA Table 5. Regarding columns, there are three blocks:

- The first block corresponds to the same columns as those of TSA Table 5 and represents industries.
- The second block (imports, taxes less subsidies and trade and transport margins) represents the additional variables and valuation adjustments (imports, taxes less subsidies on products and trade margins and transport freight costs, that are needed to obtain domestic supply of individual products at purchasers' prices.
- The third block is made of only two columns - internal tourism consumption that has been derived in Table 4 and tourism ratio, which is the share of internal tourism consumption to the total supply at purchasers' prices, for each product, shown in the rows.

4.72. The supply of each of the products by domestic producers is first added over industries to obtain the aggregate value of total output of domestic producers at basic prices for each of these products. Then, this column (which also corresponds to the last column of table 5 is added to the following column, Imports, cif¹⁸, which represents supply within the domestic economy of imported goods and services (besides imported goods, what concerns tourism refers to transport services within the domestic economy provided by non-resident producers, as well as insurance services or any other service provided by non-residents and purchased on the Internet or otherwise. Information on imports of services is generally available from the balance of payments statistics).

4.73. The sum of these two columns represents the total supply of each product at basic prices. This column is then added to a column of taxes less subsidies on products concerning domestic output and imports, and a last column representing trade and transport margins, in order to finally obtain the column of domestic supply at purchasers' prices for each of the product. This presentation is similar in essence to that followed in the System of

¹⁷Use table is not included in the TSA tables, although it has a role in the computation of production account of tourism industries discussed in Table 5 and also in providing coherence consistency to the supply table at product level.

¹⁸Imports cif are considered to be at basic price valuations.

National Accounts 1993 to determine the supply and use tables.

4.74. Against this final column of supply at purchasers' prices, the internal tourism consumption by products obtained from Table 4 is shown in the next column. The final column shows the Tourism ratio (in percentage) which is the ratio of internal tourism consumption to the total supply for each product. These tourism ratios allow for the estimation of the two main aggregates: TDGVA and TDGDP. The following paragraphs explain how these ratios are derived and their application for measuring tourism direct economic contribution in the economy of reference.

4.75. For each column of the supply table, a new column is added to indicate the share of internal tourism consumption within that industry. The values for this new column are generated based on the Tourism share shown in the last column of the supply table. Thus, in each row of the first block of rows representing industries, the total value of tourism shares is equal to the value of internal tourism consumption that appears in the last block of columns. In the case of the rows corresponding to goods (characteristic or other), as only the activity by which they are made available to visitors generates tourism direct value added, only the associated retail trade margin generates share. As a consequence, in the case of goods, the sum of the tourism share on supply is not equal to internal tourism consumption, but only to the value of retail trade services on those goods.

4.76. Through these calculations, it is possible, for each industry, to establish the tourism share of output (in value), as the sum of the tourism share corresponding to each product component of its output. Then, it is possible to establish, for each industry, a tourism ratio¹⁹ (ratio between the total value of tourism share and total value of output of the industry expressed in percentage form), to be applied to the components of intermediate consumption, so as to arrive at the value added. If intermediate consumption is broken down by products, this tourism ratio might be uniform for each product belonging to the intermediate consumption of an industry and thus be equal to that of total output, or it might also be possible to modulate these ratios according to the relative importance of the different components of its output that is consumed by visitors (for instance, in a hotel providing also food-serving services, the ratio of accommodation services demanded by visitors might be different from that corresponding to food-serving services).

¹⁹Tourism ratios can be generated and presented separately for both the products and the industries, based on their total output.

4.77. In all cases, from the difference between the values of output attributable to tourism consumption and the values of intermediate consumption attributable to tourism consumption, the part of gross value added generated in each industry by tourism consumption is compiled.

4.78. From the above sequence of steps, it is possible, for each industry, to derive an estimate of the fraction of its gross value added (at basic prices) corresponding to the contribution of its output to total internal tourism consumption, and these values can be added over all industries, both the tourism industries and all other industries. The sum of all these portions of value added over all tourism industries is the TDGVA.

4.79. To obtain the tourism direct GDP generated by internal tourism consumption (TDGDP), it is necessary to add to TDGVA the taxes less subsidies on products and imports related to tourism products that are compiled in the same way, using the corresponding share for each product (except goods for which the share only relates to retail trade margins²⁰). Theoretically, these aggregates (TDGVA and TDGDP) should be independent of the detail in which calculations have been performed, and in particular be independent also of the possibility of identifying tourism industries. In practice, however, this is not the case because gross value added associated with a product is not directly observable²¹ and has to be estimated through the information provided by industries that produce this product.

4.80. The procedure that has been recommended for compiling Table 6 is applicable at national level. **The absence of data on imports in the State from other states and countries hampers the adoption of recommended method for compiling Table 6 which enables the estimation of TDGVA and TDGDP.** However, with the information available at state level, it is possible to compile TDGVA²² with some assumptions. The three possible options for computing TDGVA are described below:

4.81. The first option is to allocate the national TDGVA to states using the share of different states in tourism internal consumption (which has been estimated for state TSA Table 4 on Total Tourism Internal Consumption). However, this method implicitly assumes that share of imports in meeting the tourism internal consumption in a state is same as in all India and that

²⁰No product taxes or product subsidies are shown in the Indian input output tables, therefore, net product taxes on retail trade for tourists are not available. However, in a VAT system, the cumulative taxes are borne by the final user, hence all product taxes net of subsidies on goods purchased by the tourists have been taken into account in the computation of TDGDP.

²¹Value added is a concept applicable for industries, which generally produce more than one product. Value added for products can only be derived through assumptions.

²²At state level, only gross value added at factor cost is computed in India, but not GDP (at purchasers'). Therefore, it is neither possible nor necessary to compute TDGDP at state level. However, GVA at basic prices by industry at state level has been estimated for the State TSA tables, using all-India ratios.

tourism ratio of a product is same in the state and in all-India. The assumption of share of imports in meeting tourism demand being same in a state and all India is incorrect in the case of most states.

4.82. The second option is to apply tourism industries' output ratios from national TSA to the tourism industries' output of the states, to derive tourism direct gross output. This method implicitly assumes that the product profile of each industry in a state is same as that in all India (which can be a reasonable assumption considering that most tourism industries in India produce single output) and that the share of this output being used by residents and tourists is same both at state level and in all India.

State Tourism Industry Ratio

4.83. The third option and the one finally adopted is to derive the state specific Tourism Industry Ratios (TIR) using an auxiliary parameter. This auxiliary parameter used here is the ratio of Tourism Consumption to Private Final Consumption Expenditure (PFCE) for each tourism industry. This ratio is calculated for both All-India and for the state of reference. The item-wise PFCE are estimated using the NSSO survey data of 66th round (for 2009-10) on "Household Consumption Expenditure". If the ratio for All-India is X_i for i th industry and that for state is x_i for the same industry, then state-specific TIR for i th industry is estimated as:

$$(\text{State TIR})_i = x_i / X_i * (\text{National TIR})_i$$

4.84. The third method is used to derive the state TIRs for only the tourism characteristic industries while the TIRs for tourism connected and non-tourism industries are assumed to be the same as national TIRs. This is because for tourism connected industries, these ratios are derived using only the retail trade services on goods and hence are too low to show a variation across the states of India. Similarly, the ratios of non-tourism industries are very low for the obvious reason that non-tourism industries are only indirectly related to tourism and the magnitude to tourism component in these industries is bound to be small.

4.85. The use of an auxiliary parameter is somewhat similar to small area estimation technique which enables the estimation of small sub-populations using the estimates of larger populations which includes these sub-populations. The term "small area" generally refers to a small geographical area (here, state) within a larger area, which here is the country. When the reliable estimates are not available for the small area, it may be possible to use additional data that exists both for these small areas and for the larger area, in order to obtain the estimates for the desired parameters.

4.86. It may be noted that we have adopted this method due to the absence of requisite data for deriving the tourism industry ratios at state level although conceptually tourism consumption is by tourists whereas PFCE is by the residents. But we have assumed that the services (all tourism characteristic industries are services industries) are consumed at the time of production hence the figures may be comparable.

4.87. Also, since PFCE for some of the service industries is not captured clearly from the NSSPO survey, we have assumed the tourism consumption to PFCE ratio for these industries to be same as for the closely related industry for which this ratio can be estimated. For example, consumption expenditure is not available separately for Hotels and Food serving services, hence the ratio for latter is assumed to be same as that of former. Similarly, transport equipment rental and travel agencies are given the same ratios. Further, ratios of cultural & religious services and that of sports & recreational services are the same.

4.88. Hence obtained TIRs for all 25 industries of Andhra Pradesh are given in the table below:

Table 4.10: State-specific Tourism Industry Ratios

Industries	India		Andhra Pradesh		
	Ratio1 = PFCE/Tourism Consumption for India	India TIR	Ratio2 = PFCE/Tourism Consumption for state	A = Ratio2/Ratio1	State TIR = A*India TIR
1. Agriculture		0.00			0.00
2. Mining, other manufacturing, construction, electricity, gas and water supply		0.00			0.00
3. Trade		0.66			0.66
4. transport freight services		2.25			2.25
5. All non-tourism specific services		2.29			2.29
A 1. Tourism characteristic product					
1. Accommodation services/Hotels	0.54	51.09	0.45	0.83	42.29
2 Food and beverage serving services/Restaurants	0.54	16.37	0.45	0.83	13.55
3 Railway passenger transport services	0.99	57.63	0.95	0.96	55.06
4 Road passenger transport services	0.77	54.42	0.71	0.92	50.05
5 Water passenger transport services	5.28	12.10	2.26	0.43	5.17
6 Air passenger transport services	4.71	77.20	5.28	1.12	86.48
7 Transport equipment rental services	14.63	28.82	10.60	0.72	20.88
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	14.63	72.36	10.60	0.72	52.44
9 Cultural and religious services	0.95	17.06	1.04	1.09	18.53
10 Sports and other recreational services	0.95	3.84	1.04	1.09	4.17
11 Health and medical related services	0.31	30.05	0.49	1.61	48.41
A.2 Tourism connected products					
12 Readymade garments		0.00			0.00
13 Processed Food		0.00			0.00
14 Tobacco products		0.00			0.00
15 Beverages		0.02			0.02
16 Travel related consumer goods		0.00			0.00
17 Footwear		0.00			0.00
18 Soaps, cosmetics and glycerin		0.00			0.00
19 Gems and jewellery		0.00			0.00
20 Books, journals, magazines, stationery etc.		0.00			0.00
Total					

Source: NCAER computations

Employment in Tourism Industries

4.89. TSA Table 7 presents the employment in tourism industries. According to TSA:RMF-2008, seasonality, high variability in the working conditions, flexibility and the informality of jobs in several small units are the major challenges in collecting data on employment in tourism industries. Further, labour is a factor of production and is generally associated with an establishment in which, usually, various products are produced. Therefore, relating employment to a specific product or group of products of a given establishment is a complex issue in measuring tourism direct employment.

4.90. While labour can be associated with the total output of an establishment, it cannot be assigned to any particular product without the use of specific assumptions and modelling procedures. For this reason, tourism employment, referring to the employment strictly related to the goods and services (tourism characteristic, tourism connected and other) acquired by visitors and produced by either tourism industries or other industries cannot be directly observed. Its measurement would require techniques that go beyond the present recommendations. As a result, the recommendations in the TSA:RMF 2008 are restricted to employment in the tourism industries.

4.91. Consequently, the measures proposed refer to the restrictive quantification of employment according to its statistical meaning (since not all volume of employment found in a given industry corresponds to tourism consumption) and coverage (since there are different levels of employment in other industries that partly correspond to tourism consumption).

4.92. Two major breakdowns of the number of jobs and hours worked are proposed: one according to the sex of the person employed, the other according to a simplified status in employment classification, where only employees are singled out from the rest of the labour force. The intensity of the use of the labour force is expressed in terms of number of jobs, number of hours worked (in the reference period) and number of full-time equivalent jobs (in the reference period) in order to make the measurements comparable and to wipe out the effects of part-time jobs.

4.93. Because the flow of visitors often presents marked seasonality, this phenomenon also characterizes employment, in particular in industries such as accommodation and food and beverage serving services. For this reason, countries are encouraged to measure employment at least twice a year, at peak and low tourism seasons. The number of jobs, hours of work and other characteristics of the labour force should provide basic information for understanding and monitoring the changing levels and contribution of tourism activity.

4.94. As recommended, Table 7 presents the total number of jobs (one employed person can take up more than one job, the other being of subsidiary nature) and number of people employed in the tourism specific industries. As part of Table 7, two tables on employment have been prepared – one table distinguishes the employment (number of jobs and headcount) in tourism industries by nature of employment (self-employed and employees) and by gender. The other table distinguishes employment by their formal and informal nature, since informal sector and informality of jobs is highly prevalent in India.

4.95. For preparing these tables, the unit level data of 66th Round of NSSO survey on “Employment-Unemployment” (EUS) has been analysed. For identifying the formal and informal nature of job, the person employed is classified accordingly using the information on his/her status of work and the enterprise in which employed. On the basis of this information, a person is identified as formal and informal using the mapping given in table below:

Table 4.11: Identification of Formal/Informal workers (EUS)

Enterprise Type	Formal	Informal
1. Proprietary male	None	All
2. Proprietary female		
3. Partnership with members of same household		
4. Partnership with members of diff household		
5. Public sector	Status=Regular wage earner	Status=Others
6. Public/Private limited company	Status= Regular wage earner	Status= Others
7. Co-operative societies/trust/other non-profit institutions	Status= Regular wage earner and number of workers > 5 and job contract is written and is for more than 1 year	Rest
8. Employer's households		
9. Others		

Source: NCAER computations

Non-monetary Indicators

4.96. TSA Table 10 presents a few quantitative indicators that are important for the interpretation of the monetary information presented. The indicators include the number of trips by forms of tourism, classes of visitors and duration of the stay, physical indicators regarding types of accommodation, modes of transport used by non-resident visitors travelling to the economic territory of the country of reference, and the number and size of the establishments belonging to tourism industries. However, the set of non-monetary indicators may vary from country to country or from region to region depending on the availability of data.

4.97. For the states of India, and Andhra Pradesh in particular, the following set of tables form TSA Table 10. It should be noted that there are not enough data on inbound or outbound tourism originating from the states. "India Tourism Statistics", a publication of the Ministry of Tourism reports a table on state-wise domestic and foreign visits, which forms TSA Table 10.1. Rest of the tables are obtained from the DTS- 2008-09.

5. TSA TABLES AND ACCOUNTS

TSA Table 1A: Inbound Tourism Expenditure by products and by type of foreign tourists (expenditure at market price)

(Package + Non-package)		(Rs. Lakh)			
S. No	Industries	Non-Resident Indians	Foreigner PIO	Foreigner Others	Total International Demand
A 1. Tourism characteristic products		36710	56012	277298	370020
1	Accommodation services/Hotels	8826	21708	133452	163986
2	Food and beverage serving services/Restaurants	9931	10061	52118	72109
3	Railway passenger transport services	487	1739	3972	6198
4	Road passenger transport services	4057	4740	16482	25279
5	Water passenger transport	739	38	409	1186
6	Air passenger transport services	3756	8155	25572	37483
7	Transport equipment rental services	812	1801	4789	7402
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	540	976	6555	8071
9	Cultural and religious services	727	1705	4271	6703
10	Sports and other recreational services	3670	4158	8725	16553
11	Health and medical related services	3166	932	20952	25050
A.2 Tourism connected products		34952	16084	66214	117250
12	Readymade garments	9403	5008	20915	35326
13	Processed food	798	593	2717	4108
14	Tobacco products	95	630	622	1347
15	Beverages	611	3414	6447	10472
16	Travel related consumer goods	433	214	1999	2646
17	Footwear	911	664	3438	5012
18	Soaps, cosmetics and glycerine	114	55	360	529
19	Gems and jewellery	18363	4281	22403	45047
20	Books, journals, magazines, stationery etc.	4223	1226	7314	12763
Total		71662	72096	343512	487270
Estimated number of trips		56130	44840	221855	322825
Expenditure per trip (Rs.)		127672	160784	154837	150939

Source: NCAER computations

TSA Table 1B: Inbound Tourism Expenditure (incurred by tourists from other states) by products and purposes of travel (expenditure at market price)

(Package + Non-package)		(Rs. Lakh)							
S. No	Industries	Business	Leisure	Social	Religious	Education & training	Health & medical	Other	All
A 1. Tourism characteristic products		51451	23258	192664	331101	9845	47053	16626	671998
1	Accommodation services/Hotels	6486	2380	215	12133	113	4047	6866	32240
2	Food and beverage serving services/Restaurants	2573	2249	6357	25263	198	2014	1460	40113
3	Railway passenger transport services	7680	11553	60906	42705	846	3629	6095	133413
4	Road passenger transport services	5136	4409	98656	128940	1515	1893	414	240962
5	Water passenger transport	0	0	958	114	0	105	420	1598
6	Air passenger transport services	24599	0	11794	125	5703	0	0	42221
7	Transport equipment rental services	2548	1924	11102	108149	1296	20413	1070	146503
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	2404	396	1379	10148	165	493	86	15071
9	Cultural and religious services	2	197	197	3270	3	6	0	3675
10	Sports and other recreational services	2	126	85	29	3	5	0	249
11	Health and medical related services	20	24	1014	225	4	14449	215	15952
A.2 Tourism connected products		5048	5710	38765	19890	931	2494	690	73526
12	Readymade garments	1505	3134	15756	8051	52	148	567	29213
13	Processed food	199	765	2129	4140	35	125	55	7449
14	Tobacco products	2	0	406	215	0	40	12	676
15	Beverages	0	72	91	102	0	0	0	265
16	Travel related consumer goods	480	1142	2365	5549	628	2159	23	12347
17	Footwear	0	257	266	292	53	18	26	913
18	Soaps, cosmetics and glycerine	20	19	134	312	5	2	0	492
19	Gems and jewellery	2807	223	17049	709	0	0	0	20788
20	Books, journals, magazines, stationery etc.	34	98	569	519	158	1	5	1385
Total		56499	28968	231429	350990	10776	49547	17316	745524
Estimated number of trips		224604	396168	2107549	2859040	63204	211972	104407	5966944
Expenditure per trip (Rs.)		25155	7312	10981	12277	17049	23374	16585	12494

Source: NCAER computations

TSA Table 1C: Total Inbound Tourism Expenditure by products (expenditure at market price)

(Package + Non-package)		(Rs. Lakh)				
S. No	Industries	Non-Resident Indians	Foreigner PIO	Foreigner Others	Indians from other states	Total Inbound Demand
A 1. Tourism characteristic products		36710	56012	277298	671998	1042018
1	Accommodation services/Hotels	8826	21708	133452	32240	196226
2	Food and beverage serving services/Restaurants	9931	10061	52118	40113	112223
3	Railway passenger transport services	487	1739	3972	133413	139611
4	Road passenger transport services	4057	4740	16482	240962	266241
5	Water passenger transport	739	38	409	1598	2784
6	Air passenger transport services	3756	8155	25572	42221	79704
7	Transport equipment rental services	812	1801	4789	146503	153905
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	540	976	6555	15071	23142
9	Cultural and religious services	727	1705	4271	3675	10378
10	Sports and other recreational services	3670	4158	8725	249	16802
11	Health and medical related services	3166	932	20952	15952	41002
A.2 Tourism connected products		34952	16084	66214	73526	190776
12	Readymade garments	9403	5008	20915	29213	64539
13	Processed food	798	593	2717	7449	11557
14	Tobacco products	95	630	622	676	2023
15	Beverages	611	3414	6447	265	10737
16	Travel related consumer goods	433	214	1999	12347	14993
17	Footwear	911	664	3438	913	5926
18	Soaps, cosmetics and glycerine	114	55	360	492	1021
19	Gems and jewellery	18363	4281	22403	20788	65835
20	Books, journals, magazines, stationery etc.	4223	1226	7314	1385	14148
Total		71662	72096	343512	745524	1232794
Estimated number of trips		56130	44840	221855	5966944	6289769
Expenditure per trip (Rs.)		127672	160784	154837	12494	455787

Source: NCAER computations

Table 2: Domestic Tourism Consumption (visitors from within the state of reference) by products and by purpose of travel

(Rs. Lakh)

S. No	Industries	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Other	All
A 1. Tourism characteristic products		46244	48269	1108670	428217	19979	593257	1847	146218	2392702
1	Accommodation services/Hotels	2203	2478	2261	16246	1753	18454	41	2437	45873
2	Food and beverage serving services/Restaurants	6822	2991	39902	35766	764	23931	50	7373	117598
3	Railway passenger transport services	5834	1466	129935	119110	1952	12266	10	14604	285178
4	Road passenger transport services	24026	35522	726038	149822	7692	70220	1568	43731	1058619
5	Water passenger transport	1946	0	652	8	0	19	0	0	2626
6	Air passenger transport services	0	0	23	11120	0	0	0	0	11142
7	Transport equipment rental services	3713	4550	156989	86988	2221	36312	121	10131	301026
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	1304	125	13345	1211	5563	2198	29	33318	57094
9	Cultural and religious services	107	546	3538	6781	18	23	0	22	11036
10	Sports and other recreational services	92	426	1734	38	16	2	0	11	2320
11	Health and medical related services	197	164	34252	1126	0	429832	28	34591	500190
A.2 Tourism connected products		10619	30602	267469	47209	1530	11768	4505	11997	385699
12	Readymade garments	616	23284	115062	21097	405	2444	1124	3184	167216
13	Processed food	1426	976	32993	6484	271	3910	94	4325	50479
14	Tobacco products	1368	15	7095	373	0	97	0	354	9301
15	Beverages	1035	184	9653	971	0	26	0	168	12036
16	Travel related consumer goods	5866	2812	64719	14725	107	4255	596	3492	96570
17	Footwear	209	241	11583	1371	109	463	994	334	15304
18	Soaps, cosmetics and glycerine	55	7	1345	556	19	213	23	72	2289
19	Gems and jewellery	0	18	24002	899	0	0	1293	0	26212
20	Books, journals, magazines, stationery etc.	45	3067	1018	733	618	360	380	70	6291
Total		56863	78871	1376139	475426	21509	605025	6352	158215	2778400
Estimated number of trips		2025491	3172017	65882643	7741988	509172	6234341	118912	3332028	89016593
Expenditure per trip (Rs.)		2807	2486	2089	6141	4224	9705	5342	4748	3121

Source: NCAER computations

Table 3: Outbound Tourism Consumption by products and by purpose of travel (expenditure at market price)

(In Crores)

S. No	Industries	Business	Leisure	Social	Religious	Education & training	Health & medical	Other	All
A 1. Tourism characteristic products		21504	28719	26751	31	5513	1043	939	84499
1	Accommodation services/Hotels	3276	6987	364	11	1635	47	106	12426
2	Food and beverage serving services/Restaurants	2708	4537	3987	7	1099	55	188	12580
3	Railway passenger transport services	680	1012	1081	0	106	0	34	2913
4	Road passenger transport services	1825	8101	2762	10	1039	91	252	14079
5	Water passenger transport	0	1	0	1	0	3	72	76
6	Air passenger transport services	3074	540	1334	0	246	113	135	5443
7	Transport equipment rental services	256	659	15255	3	527	0	68	16768
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	3462	620	231	0	14	34	56	4417
9	Cultural and religious services	344	2943	14	0	0	9	0	3310
10	Sports and other recreational services	5101	2163	331	0	307	207	11	8119
11	Health and medical related services	779	1157	1392	0	540	484	15	4366
A.2 Tourism connected products		35821	30600	20197	61	13002	2004	2882	104567
12	Readymade garments	15228	15089	11644	0	6328	752	1840	50882
13	Processed food	1466	891	968	1	837	6	10	4179
14	Tobacco products	432	296	88	0	0	0	0	816
15	Beverages	334	1488	1122	0	0	0	0	2945
16	Travel related consumer goods	4158	4898	1683	60	3440	115	159	14514
17	Footwear	2667	3298	1746	0	2126	386	788	11011
18	Soaps, cosmetics and glycerine	0	49	21	0	0	0	0	70
19	Gems and jewellery	10391	2818	1762	0	8	719	6	15704
20	Books, journals, magazines, stationery etc.	1145	1773	1161	0	263	26	78	4447
Total		57325	59319	46947	92	18515	3047	3821	189066
Estimated number of trips		504838	652441	685311	1573	175428	12400	115373	2147365
Expenditure per trip (Rs.)		11355	9092	6851	5820	10554	24574	3312	8805

Source: NCAER computations

TSA Table 4: Total Internal Tourism Consumption, 2009-10

(Rs. lakh)

S. No	Industries	Inbound Tourism Consumption	Domestic Tourism Consumption	Outbound Tourism Consumption	Total Tourism Consumption
A 1. Tourism characteristic products		1,042,018	2,392,702	84,499	3,519,219
1	Accommodation services/Hotels	196,226	45,873	12,426	254,525
2	Food and beverage serving services/Restaurants	112,223	117,598	12,580	242,401
3	Railway passenger transport services	139,612	285,178	2,913	427,703
4	Road passenger transport services	266,241	1,058,619	14,079	1,338,939
5	Water passenger transport	2,784	2,626	76	5,486
6	Air passenger transport services	79,704	11,142	5,443	96,289
7	Transport equipment rental services	153,905	301,026	16,768	471,699
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	23,142	57,094	4,417	84,653
9	Cultural and religious services	10,378	11,036	3,310	24,724
10	Sports and other recreational services	16,802	2,320	8,119	27,242
11	Health and medical related services	41,002	500,190	4,366	545,558
A.2 Tourism connected products		190,777	385,699	104,567	681,042
12	Readymade garments	64,539	167,216	50,882	282,637
13	Processed food	11,556	50,479	4,179	66,214
14	Tobacco products	2,023	9,301	816	12,140
15	Beverages	10,737	12,036	2,945	25,719
16	Travel related consumer goods	14,992	96,570	14,514	126,077
17	Footwear	5,925	15,304	11,011	32,239
18	Soaps, cosmetics and glycerine	1,021	2,289	70	3,380
19	Gems and jewellery	65,835	26,212	15,704	107,751
20	Books, journals, magazines, stationery etc.	14,148	6,291	4,447	24,885
A.3 Other imputed connected products			4,64,233		4,64,233
21	Vacation homes (assumed to be 1% of urban owner occupied dwelling services)		9165		9,165
22	Social transfers in kind (50% of GFCE of tourism and cultural services)		11102		11,102
23	FISIM (calculated from the share of FISIM in PFCE)		119835		1,19,835
24	Producers' guest houses (.5% of private organised sector share in output)		171121		1,71,121
25	Imputed expenditures of households on food for tourists staying with them		153010		1,53,010
Total		12,32,795	32,42,633	1,89,066	46,64,494

Source: NCAER computation

TSA Table 5: Production account of tourism industries and other industries, Andhra Pradesh, 2009-10

Supply table at basic prices 25 X 25 product X industry, 2009-10

(Rs. lakh)

S. No.	Industry	Industry as per the Serial No. given in first column				
		1	2	3	4	5
1	Agriculture	119740978	27669	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	351003	38963111	0	0	0
3	Trade	114252	425417	6003100	0	0
4	Transport freight services	0	0	0	3691552	0
5	All non-tourism specific services	0	2915	0	0	16409637
6	Processed food products	719756	55895	0	0	0
7	Beverages	14814	16911	0	0	0
8	Tobacco products	12	0	0	0	0
9	Readymade garments	0	182335	0	0	0
10	Printing and publishing	0	29300	0	0	0
11	Leather footwear	0	13664	0	0	0
12	Travel related consumer goods	0	49548	0	0	0
13	Soaps and cosmetics	0	33051	0	0	0
14	Gems and jewellery	0	18993	0	0	0
15	Railway passenger transport services	0	0	0	0	0
16	Land passenger transport including via pipeline	0	0	0	150370	0
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	0	0	0	0	0
21	Restaurants	0	0	0	0	0
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	0	688	0	0	0
24	Cultural and religious services	0	0	0	0	0
25	Sporting and recreational services	0	773	0	0	0
Total domestic output at basic prices		120940815	39820271	6003100	3841921	16409637

TSA Table 5: Production account of tourism industries and other industries, Andhra Pradesh, 2009-10**Supply table at basic prices 25 X 25 product X industry, 2009-10**

(Rs. lakh) Contd.

S. No.	Industry	Industry as per the Serial No. given in first column					
		6	7	8	9	10	11
1	Agriculture	2319486	1	0	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	148523	20238	3315	20139	154433	17148
3	Trade	7275	3581	5466	0	8430	2192
4	Transport freight services	0	0	0	0	0	0
5	All non-tourism specific services	72	900	44	0	12	0
6	Processed food products	2733044	8962	42318	0	0	0
7	Beverages	5684	357701	0	0	0	0
8	Tobacco products	0	0	1905264	0	0	0
9	Readymade garments	0	0	0	560112	0	18
10	Printing and publishing	0	0	0	0	646681	0
11	Leather footwear	0	0	0	0	0	15908
12	Travel related consumer goods	75	0	16	3326	467	2507
13	Soaps and cosmetics	1378	169	5910	0	0	0
14	Gems and jewellery	0	0	0	1	0	0
15	Railway passenger transport services	0	0	0	0	0	0
16	Land passenger transport including via pipeline	0	0	0	0	0	0
17	Water passenger transport	0	0	0	0	0	0
18	Air passenger transport	0	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0	0
20	Hotels	0	0	0	0	0	0
21	Restaurants	0	0	0	0	0	0
22	Medical and health	0	0	0	0	0	0
23	Renting of transport equipment	18	224	11	0	0	0
24	Cultural and religious services	0	0	0	0	0	0
25	Sporting and recreational services	0	0	0	0	64	0
Total domestic output at basic prices		5215555	391776	1962344	583577	810087	37775

TSA Table 5: Production account of tourism industries and other industries, Andhra Pradesh, 2009-10**Supply table at basic prices 25 X 25 product X industry, 2009-10**

(Rs. lakh) Contd.

S. No.	Industry	Industry as per the Serial No. given in first column					
		12	13	14	15	16	17
1	Agriculture	0	0	0	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	15086	43157	6633	0	0	0
3	Trade	287	5417	9457	0	0	0
4	Transport freight services	0	0	0	0	144082	0
5	All non-tourism specific services	1	2	0	0	0	0
6	Processed food products	0	0	0	0	0	0
7	Beverages	0	0	0	0	0	0
8	Tobacco products	0	0	0	0	0	0
9	Readymade garments	25	19	0	0	0	0
10	Printing and publishing	7	0	0	0	0	0
11	Leather footwear	1531	0	0	0	0	0
12	Travel related consumer goods	4556	9	11	0	0	0
13	Soaps and cosmetics	16	340051	36	0	0	0
14	Gems and jewellery	7	64	897447	0	0	0
15	Railway passenger transport services	0	0	0	262720	0	0
16	Land passenger transport including via pipeline	0	0	0	0	2632056	0
17	Water passenger transport	0	0	0	0	0	169052
18	Air passenger transport	0	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0	0
20	Hotels	0	0	0	0	0	0
21	Restaurants	0	0	0	0	0	0
22	Medical and health	0	0	0	0	0	0
23	Renting of transport equipment	0	1	0	0	0	0
24	Cultural and religious services	0	0	0	0	0	0
25	Sporting and recreational services	2	0	0	0	0	0
Total domestic output at basic prices		21517	388719	913585	262720	2776138	169052

TSA Table 5: Production account of tourism industries and other industries, Andhra Pradesh, 2009-10

Supply table at basic prices 25 X 25 product X industry, 2009-10

(Rs. lakh) Contd.

S. No.	Industry	Industry as per the Serial No. given in first column					
		18	19	20	21	22	23
1	Agriculture	0	0	0	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	0	0	0	0	0	0
3	Trade	0	0	0	0	0	0
4	Transport freight services	0	0	0	0	0	0
5	All non-tourism specific services	0	0	0	0	0	0
6	Processed food products	0	0	0	0	0	0
7	Beverages	0	0	0	0	0	0
8	Tobacco products	0	0	0	0	0	0
9	Readymade garments	0	0	0	0	0	0
10	Printing and publishing	0	0	0	0	0	0
11	Leather footwear	0	0	0	0	0	0
12	Travel related consumer goods	0	0	0	0	0	0
13	Soaps and cosmetics	0	0	0	0	0	0
14	Gems and jewellery	0	0	0	0	0	0
15	Railway passenger transport services	0	0	0	0	0	0
16	Land passenger transport including via pipeline	0	0	0	0	0	0
17	Water passenger transport	0	0	0	0	0	0
18	Air passenger transport	152207	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	63783	0	0	0	0
20	Hotels	0	0	452624	19110	0	0
21	Restaurants	0	0	176891	3378566	0	0
22	Medical and health	0	0	0	0	1385796	0
23	Renting of transport equipment	0	0	0	0	0	13455
24	Cultural and religious services	0	0	0	0	0	0
25	Sporting and recreational services	0	0	0	0	0	0
Total domestic output at basic prices		152207	63783	629515	3397677	1385796	13455

TSA Table 5: Production account of tourism industries and other industries, Andhra Pradesh, 2009-10

Supply table at basic prices 25 X 25 product X industry, 2009-10

(Rs. lakh) Contd.

S. No.	Industry	Industry as per the Serial No. given in first column		Total domestic output at basic prices	TTM
		24	25		
1	Agriculture	0	0	122088134	8439022
2	Mining, other manufacturing, construction, electricity, gas and water supply	0	0	39742787	1624735
3	Trade	0	0	6584874	-6584874
4	Transport freight services	0	0	3835634	-3852021
5	All non-tourism specific services	0	0	16413583	0
6	Processed food products	0	0	3559975	153897
7	Beverages	0	0	395110	9600
8	Tobacco products	0	0	1905275	129195
9	Readymade garments	0	0	742509	14777
10	Printing and publishing	0	0	675989	38032
11	Leather footwear	0	0	31103	5852
12	Travel related consumer goods	0	0	60515	5000
13	Soaps and cosmetics	0	0	380612	5146
14	Gems and jewellery	0	0	916511	11640
15	Railway passenger transport services	0	0	262720	0
16	Land passenger transport including via pipeline	0	0	2782425	0
17	Water passenger transport	0	0	169052	0
18	Air passenger transport	0	0	152207	0
19	Tourism related supporting and auxiliary transport activities	0	0	63783	0
20	Hotels	0	0	471734	0
21	Restaurants	0	0	3555457	0
22	Medical and health	0	0	1385796	0
23	Renting of transport equipment	0	0	14397	0
24	Cultural and religious services	104486	0	104486	0
25	Sporting and recreational services	0	517622	518460	0
Total domestic output at basic prices		104486	517622	206813130	0

TSA Table 5: Production account of tourism industries and other industries, Andhra Pradesh, 2009-10**Supply table at basic prices 25 X 25 product X industry, 2009-10**

(Rs. lakh) Contd.

S. No.	Industry	Taxes	Subsidies	NIT	Total Supply at purchasers' prices
1	Agriculture	552494	9919262	-9366769	121160387
2	Mining, other manufacturing, construction, electricity, gas and water supply	2978619	697292	2281327	43648849
3	Trade	0	0	0	0
4	Transport freight services	26058	9670	16388	0
5	All non-tourism specific services	282258	49416	232843	16646426
6	Processed food products	63455	16279	47176	3761049
7	Beverages	96807	0	96807	501517
8	Tobacco products	695878	0	695878	2730348
9	Readymade garments	10725	515	10210	767495
10	Printing and publishing	6420	1626	4794	718814
11	Leather footwear	413	0	413	37369
12	Travel related consumer goods	2045	717	1329	66844
13	Soaps and cosmetics	48551	722	47830	433587
14	Gems and jewellery	6816	0	6816	934967
15	Railway passenger transport services	279	0	279	263000
16	Land passenger transport including via pipeline	12630	8620	4010	2786435
17	Water passenger transport	9380	0	9380	178432
18	Air passenger transport	1633	4022	-2389	149818
19	Tourism related supporting and auxiliary transport activities	1965	0	1965	65747
20	Hotels	398	202	196	471930
21	Restaurants	1911	970	941	3556398
22	Medical and health	0	0	0	1385796
23	Renting of transport equipment	170	0	170	14567
24	Cultural and religious services	390	735	-345	104142
25	Sporting and recreational services	56182	93396	-37214	481246
Total domestic output at basic prices		4855477	10803444	-5947967	200865163

TSA Table 5: Production account of tourism industries and other industries, Andhra Pradesh, 2009-10

Use table at purchasers' prices 25 X 25 product X industry, 2009-10

(Rs. lakh) Contd.

S. No.	Industry	Industry as per the Serial No. given in first column				
		1	2	3	4	5
1	Agriculture	66396235	2191807	0	89165	20144
2	Mining, other manufacturing, construction, electricity, gas and water supply	34755802	23838610	340775	1856018	1103275
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	5049914	1525687	363787	214601	1042207
6	Processed food products	1115025	172960	0	189	1705
7	Beverages	0	16592	0	23	1520
8	Tobacco products	0	69	0	0	0
9	Readymade garments	12346	73390	440	1983	8472
10	Printing and publishing	63583	6036	18069	7382	12985
11	Leather footwear	0	2168	0	1304	0
12	Travel related consumer goods	3159	16046	306	796	1147
13	Soaps and cosmetics	0	15645	0	84	108
14	Gems and jewellery	0	6453	0	0	0
15	Railway passenger transport services	56102	26869	580	2154	16116
16	Land passenger transport including via pipeline	1425033	171930	172029	30883	93491
17	Water passenger transport	839	52	3	2	0
18	Air passenger transport	20986	73764	550	1181	20497
19	Tourism related supporting and auxiliary transport activities	0	1214	0	442	0
20	Hotels	182404	5984	25115	86131	70844
21	Restaurants	536247	17593	73836	253217	208275
22	Medical and health	0	0	0	5769	49585
23	Renting of transport equipment	3324	2572	3	1246	672
24	Cultural and religious services	2317	14766	62	713	6229
25	Sporting and recreational services	299628	62068	49	1850	6600
IC-PP		109922944	28242275	995605	2555134	2663874
GVA-basic prices		11017871	11577995	5007495	1286787	13745763
CoE		1665349	4639111	768366	465014	5573944
OS/MI		8489254	4479730	4083064	661277	6672159
CFC		768627	2208604	128704	143404	1227388
net taxes on production		96216	258598	28162	17466	278592
GO-basic prices		120940815	39820271	6003100	3841921	16409637
Employment (lakh)		270.49	87.45	32.41	7.85	37.02

TSA Table 5: Production account of tourism industries and other industries, Andhra Pradesh, 2009-10

Use table at purchasers' prices 25 X 25 product X industry, 2009-10

(Rs. lakh) Contd.

S. No.	Industry	Industry as per the Serial No. given in first column				
		6	7	8	9	10
1	Agriculture	3948651	80016	485820	2268	514
2	Mining, other manufacturing, construction, electricity, gas and water supply	424752	86553	257569	315755	632281
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	97178	7316	110097	42394	46063
6	Processed food products	188074	85415	211925	373	4581
7	Beverages	969	24722	0	0	2
8	Tobacco products	0	0	661881	0	0
9	Readymade garments	264	0	0	18719	1661
10	Printing and publishing	43	5	220	28	33269
11	Leather footwear	0	0	0	0	0
12	Travel related consumer goods	81	54	58	860	475
13	Soaps and cosmetics	59	257	25776	2013	1052
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	1316	72	12151	1033	943
16	Land passenger transport including via pipeline	6456	440	30050	2449	6500
17	Water passenger transport	1	0	0	0	0
18	Air passenger transport	377	134	7214	260	1662
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	37	0	0	0	0
21	Restaurants	108	0	0	0	0
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	7	1	80	2	15
24	Cultural and religious services	162	0	172	1123	803
25	Sporting and recreational services	367	71	31080	1727	794
IC-PP		4668901	285055	1834092	389003	730614
GVA-basic prices		546654	106720	128252	194575	79474
CoE		162950	6135	23773	46015	12888
OS/MI		237743	72152	77332	98688	47677
CFC		131029	25518	23644	44557	16737
net taxes on production		15195	2967	3565	5409	2209
GO-basic prices		5215555	391776	1962344	583577	810087
Employment (lakh)		5.60	0.25	7.28	7.33	0.56

TSA Table 5: Production account of tourism industries and other industries, Andhra Pradesh, 2009-10

Use table at purchasers' prices 25 X 25 product X industry, 2009-10

(Rs. lakh) Contd.

S. No.	Industry	Industry as per the Serial No. given in first column				
		11	12	13	14	15
1	Agriculture	1828	1661	10323	0	2
2	Mining, other manufacturing, construction, electricity, gas and water supply	21947	8484	196908	344583	90468
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	2559	545	22442	103126	6599
6	Processed food products	711	154	13210	0	0
7	Beverages	0	4	816	0	0
8	Tobacco products	0	0	0	0	0
9	Readymade garments	324	47	2	0	2
10	Printing and publishing	1	0	132	0	62
11	Leather footwear	166	6	0	0	0
12	Travel related consumer goods	1505	1825	35	796	61
13	Soaps and cosmetics	0	5	37543	0	0
14	Gems and jewellery	2	21	0	239140	0
15	Railway passenger transport services	183	5	380	3562	111
16	Land passenger transport including via pipeline	363	61	2872	35771	446
17	Water passenger transport	0	0	0	662	0
18	Air passenger transport	36	19	1587	7524	19
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	0	0	0	0	99
21	Restaurants	0	0	0	0	290
22	Medical and health	0	0	0	0	3268
23	Renting of transport equipment	1	0	3	71	486
24	Cultural and religious services	1	5	191	1594	0
25	Sporting and recreational services	207	72	1018	1006	46
IC-PP		29834	12913	287463	737834	101958
GVA-basic prices		7941	8604	101257	175751	160763
CoE		940	923	4289	45111	111848
OS/MI		5100	5632	70552	100075	14028
CFC		1684	1896	23650	25764	30211
net taxes on production		221	155	2815	4885	4676
GO-basic prices		37775	21517	388719	913585	262720
Employment (lakh)		0.13	0.08	0.15	1.09	0.42

TSA Table 5: Production account of tourism industries and other industries, Andhra Pradesh, 2009-10

Use table at purchasers' prices 25 X 25 product X industry, 2009-10

(Rs. lakh) Contd.

S. No.	Industry	Industry as per the Serial No. given in first column				
		16	17	18	19	20
1	Agriculture	432295	1907	1	0	307035
2	Mining, other manufacturing, construction, electricity, gas and water supply	870768	48632	66178	9219	61902
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	54181	7815	9585	6637	5072
6	Processed food products	536	236	0	0	28875
7	Beverages	0	69	0	0	7217
8	Tobacco products	0	0	0	0	1
9	Readymade garments	12	1522	1360	3	2864
10	Printing and publishing	1471	107	58	683	91
11	Leather footwear	11	0	0	0	0
12	Travel related consumer goods	95	19	263	10	4
13	Soaps and cosmetics	0	16	1079	0	583
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	53	54	18	252	51
16	Land passenger transport including via pipeline	287	5524	5045	5336	365
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	66	68	32	15	144
19	Tourism related supporting and auxiliary transport activities	0	0	0	101	0
20	Hotels	42412	783	539	2013	1515
21	Restaurants	124687	2303	1583	5918	4454
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	440	71	82	2	0
24	Cultural and religious services	214	1	4	74	25
25	Sporting and recreational services	896	128	83	22	79
IC-PP		1528423	69255	85909	30286	420277
GVA-basic prices		1247715	99797	66298	33497	209238
CoE		235641	12707	49340	24245	57541
OS/MI		897244	78033	9129	5326	132756
CFC		107845	8354	7362	3689	17340
net taxes on production		7278	733	487	246	1615
GO-basic prices		2776138	169052	152207	63783	629515
Employment (lakh)		8.90	0.40	0.08	0.61	0.98

TSA Table 5: Production account of tourism industries and other industries, Andhra Pradesh, 2009-10

Use table at purchasers' prices 25 X 25 product X industry, 2009-10

(Rs. lakh) Contd.

S. No.	Industry	Industry as per the Serial No. given in first column				
		21	22	23	24	25
1	Agriculture	1752766	40672	0	0	1318
2	Mining, other manufacturing, construction, electricity, gas and water supply	249319	348716	575	6535	82337
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	13659	24518	968	6842	99256
6	Processed food products	164836	0	0	0	56
7	Beverages	41202	0	0	0	1
8	Tobacco products	8	0	0	0	0
9	Readymade garments	10075	8195	0	0	163
10	Printing and publishing	217	1406	0	28	266
11	Leather footwear	0	0	0	0	0
12	Travel related consumer goods	24	32	0	43	93
13	Soaps and cosmetics	690	0	0	0	252
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	81	715	0	11	194
16	Land passenger transport including via pipeline	586	9238	50	14	254
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	231	117	1	22	70
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	8648	24435	58	134	107
21	Restaurants	25424	71837	170	393	316
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	2	1	3	1	2211
24	Cultural and religious services	141	196	9	192	3493
25	Sporting and recreational services	450	509	0	51	49420
IC-PP		2268358	530588	1833	14267	239809
GVA-basic prices		1129319	855209	11621	90220	277813
CoE		310564	499091	1806	52651	150094
OS/MI		702236	308870	6795	32667	36391
CFC		93590	39526	2715	4170	88598
net taxes on production		23128	9830	305	931	3475
GO-basic prices		3397677	1385796	13455	104486	517622
Employment (lakh)		5.26	2.91	0.00	1.43	0.66

TSA Table 5: Production account of tourism industries and other industries, Andhra Pradesh, 2009-10

Use table at purchasers' prices 25 X 25 product X industry, 2009-10

(Rs. lakh) Contd.

S. No.	Industry	IC	FD	output
1	Agriculture	75764428	45395959	121160387
2	Mining, other manufacturing, construction, electricity, gas and water supply	66017961	-22369111	43648849
3	Trade	0	0	0
4	Transport freight services	0	0	0
5	All non-tourism specific services	8863047	7783379	16646426
6	Processed food products	1988861	1772188	3761049
7	Beverages	93137	408380	501517
8	Tobacco products	661960	2068389	2730348
9	Readymade garments	141844	625651	767495
10	Printing and publishing	146141	572672	718814
11	Leather footwear	3655	33714	37369
12	Travel related consumer goods	27786	39058	66844
13	Soaps and cosmetics	85165	348422	433587
14	Gems and jewellery	245615	689352	934967
15	Railway passenger transport services	123004	139995	263000
16	Land passenger transport including via pipeline	2005473	780963	2786435
17	Water passenger transport	1559	176873	178432
18	Air passenger transport	136575	13243	149818
19	Tourism related supporting and auxiliary transport activities	1757	63990	65747
20	Hotels	451258	20672	471930
21	Restaurants	1326650	2229748	3556398
22	Medical and health	58622	1327174	1385796
23	Renting of transport equipment	11298	3269	14567
24	Cultural and religious services	32487	71655	104142
25	Sporting and recreational services	458222	23024	481246
IC-PP		158646504	42218659	200865163
GVA-basic prices		48166626	-5947967	0
CoE		14920335	0	0
OS/MI		27323909	0	0
CFC		5174606	0	0
net taxes on production		769159	0	0
GO-basic prices		206813130	0	0
Employment (lakh)		479.35	0.00	0.00

Source: NCAER's computations

TSA Table 6: Tourism direct output and value added at basic prices – Andhra Pradesh, 2009-10

Industries	Gross output at basic prices	Intermediate Consumption	Gross value added at basic prices	State Tourism Industry Ratios	TDGVA
1. Agriculture	120940815	109922944	11017871	0.00	0
2. Mining, other manufacturing, construction, electricity, gas and water supply	39820271	28242275	11577995	0.00	86
3. Trade	6003100	995605	5007495	0.66	33289
4. transport freight services	3841921	2555134	1286787	2.25	28909
5. All non-tourism specific services	16409637	2663874	13745763	2.29	314773
6. Processed food products	5215555	4668901	546654	0.00	1
7. Beverages	391776	285055	106720	0.02	23
8. Tobacco products	1962344	1834092	128252	0.00	0
9. Readymade garments	583577	389003	194575	0.00	0
10. Printing and publishing	810087	730614	79474	0.00	0
11. Leather footwear	37775	29834	7941	0.00	0
12. Travel related consumer goods	21517	12913	8604	0.00	0
13. Soaps and cosmetics	388719	287463	101257	0.00	0
14. Gems and jewellery	913585	737834	175751	0.00	0
15. Railway passenger transport services	262720	101958	160763	55.06	88514
16. Land passenger transport including via pipeline	2776138	1528423	1247715	50.05	624499
17. Water passenger transport	169052	69255	99797	5.17	5160
18. Air passenger transport	152207	85909	66298	86.48	57337
19. Tourism related supporting and auxiliary transport activities	63783	30286	33497	52.44	17565
20. Hotels	629515	420277	209238	42.29	88478
21. Restaurants	3397677	2268358	1129319	13.55	153011
22. Medical and health	1385796	530588	855209	48.41	414000
23. Renting of transport equipment	13455	1833	11621	20.88	2427
24. Cultural and religious services	104486	14267	90220	18.53	16720
25. Sporting and recreational services	517622	239809	277813	4.17	11595
Total	206813130	158646504	48166626		1856387
Share in State GVA					3.85

Source: NCAER computations

TSA Table 7A: Employment in tourism industries by formal/informal and by gender – Andhra Pradesh, RURAL – 2009-10

Industries	Number of Employees			Number of Employees		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	79602	18148	97750	771267	181014	952280
Accommodation services/Hotels	524	0	524	28416	14153	42569
Food and beverage serving services/Restaurants	0	93	93	220313	99960	320272
Railway passenger transport services	2699	0	2699	0	0	0
Land passenger transport services	38304	194	38498	380140	0	380140
Water passenger transport services	20252	0	20252	4097	0	4097
Air passenger transport services	0	0	0	6493	0	6493
Transport equipment rental services	0	0	0	0	0	0
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	0	0	21754	0	21754
Cultural and religious services	2507	0	2507	57217	23148	80365
Sporting and other recreational services	11828	0	11828	6147	0	6147
Health and medical related services	3487	17862	21349	46689	43753	90443
Tourism connected industries	7799	6296	14095	435864	1021780	1457644
Readymade garments	0	80	80	121270	304676	425945
Processed Food	5698	6216	11914	213377	203869	417246
Tobacco products	0	0	0	52326	512001	564328
Beverages	114	0	114	12776	0	12776
Travel related consumer goods	0	0	0	3920	499	4420
footwear	0	0	0	0	0	0
Soaps, cosmetics and glycerine	1619	0	1619	0	125	125
Gems and jewellery	0	0	0	19566	610	20175
Book, journals, magazines, stationery etc.	368	0	368	12629	0	12629

Source: NCAER computations based on NSSO 66th Round survey on "Employment Unemployment"

TSA Table 7B: Employment in tourism industries by formal/informal and by gender – Andhra Pradesh, URBAN – 2009-10

Industries	Number of Employees			Number of Employees		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	174104	45744	219849	714690	77083	791773
Accommodation services/Hotels	0	761	761	31994	20999	52994
Food and beverage serving services/Restaurants	7592	0	7592	134381	38399	172780
Railway passenger transport services	30098	6376	36474	2636	0	2636
Land passenger transport services	59878	7053	66930	341288	0	341288
Water passenger transport services	6814	0	6814	8745	0	8745
Air passenger transport services	1698	0	1698	0	0	0
Transport equipment rental services	0	0	0	0	0	0
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	4833	0	4833	31660	2561	34221
Cultural and religious services	1444	299	1743	57535	0	57535
Sporting and other recreational services	0	0	0	46911	0	46911
Health and medical related services	61748	31256	93004	59540	15124	74664
Tourism connected industries	38453	5673	44126	307157	339485	646642
Readymade garments	0	0	0	108336	183061	291398
Processed Food	19883	5673	25556	70833	24710	95543
Tobacco products	1631	0	1631	16381	93785	110166
Beverages	0	0	0	3882	2461	6343
Travel related consumer goods	0	0	0	3863	0	3863
footwear	1784	0	1784	7021	4437	11459
Soaps, cosmetics and glycerine	0	0	0	8769	4981	13750
Gems and jewellery	0	0	0	70578	18282	88860
Book, journals, magazines, stationery etc.	15154	0	15154	17493	7766	25259

Source: NCAER computations based on NSSO 66th Round survey on "Employment Unemployment"

TSA Table 7C: Employment in tourism industries by formal/informal and by gender - Andhra Pradesh, TOTAL - 2009-10

Industries	Number of Employees			Number of Employees		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	253706	63893	317599	1485956	258097	1744053
Accommodation services/Hotels	524	761	1286	60411	35152	95563
Food and beverage serving services/Restaurants	7592	93	7685	354694	138358	493052
Railway passenger transport services	32797	6376	39173	2636	0	2636
Land passenger transport services	98182	7247	105429	721428	0	721428
Water passenger transport services	27066	0	27066	12842	0	12842
Air passenger transport services	1698	0	1698	6493	0	6493
Transport equipment rental services	0	0	0	0	0	0
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	4833	0	4833	53413	2561	55974
Cultural and religious services	3951	299	4250	114752	23148	137900
Sporting and other recreational services	11828	0	11828	53057	0	53057
Health and medical related services	65235	49117	114353	106229	58877	165106
Tourism connected industries	46252	11969	58222	743021	1361265	2104285
Readymade garments	0	80	80	229606	487737	717343
Processed Food	25581	11889	37470	284210	228579	512789
Tobacco products	1631	0	1631	68707	605787	674494
Beverages	114	0	114	16658	2461	19120
Travel related consumer goods	0	0	0	7783	499	8283
footwear	1784	0	1784	7021	4437	11459
Soaps, cosmetics and glycerine	1619	0	1619	8769	5106	13875
Gems and jewellery	0	0	0	90144	18892	109036
Book, journals, magazines, stationery etc.	15523	0	15523	30122	7766	37888

Source: NCAER computations based on NSSO 66th Round survey on "Employment Unemployment"

**TSA Table 7D: Jobs in tourism industries by formal/informal and by gender –
Andhra Pradesh, RURAL – 2009-10**

	Number of Jobs			Number of Jobs		
	Formal			Informal		
Industries	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	80323	18148	98472	842092	187220	1029312
Accommodation services/Hotels	524	0	524	29109	14153	43262
Food and beverage serving services/Restaurants	0	93	93	228196	106166	334363
Railway passenger transport services	2699	0	2699	0	0	0
Land passenger transport services	38304	194	38498	441495	0	441495
Water passenger transport services	20252	0	20252	4097	0	4097
Air passenger transport services	0	0	0	6493	0	6493
Transport equipment rental services	0	0	0	0	0	0
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	0	0	21754	0	21754
Cultural and religious services	2507	0	2507	57444	23148	80592
Sporting and other recreational services	11828	0	11828	6813	0	6813
Health and medical related services	4208	17862	22070	46689	43753	90443
Tourism connected industries	7799	6296	14095	468434	1061344	1529778
Readymade garments	0	80	80	129492	308597	438088
Processed Food	5698	6216	11914	218915	204993	423908
Tobacco products	0	0	0	68866	543401	612267
Beverages	114	0	114	15046	3120	18166
Travel related consumer goods	0	0	0	3920	499	4420
footwear	0	0	0	0	0	0
Soaps, cosmetics and glycerine	1619	0	1619	0	125	125
Gems and jewellery	0	0	0	19566	610	20175
Book, journals, magazines, stationery etc.	368	0	368	12629	0	12629

Source: NCAER computations based on NSSO 66th Round survey on "Employment Unemployment"

**TSA Table 7E: Jobs in tourism industries by formal/informal and by gender –
Andhra Pradesh, URBAN – 2009-10**

Industries	Number of Jobs			Number of Jobs		
	Formal		Total	Informal		Total
	Male	Female		Male	Female	
Tourism characteristic industries	174104	45744	219849	736671	80205	816876
Accommodation services/Hotels	0	761	761	31994	20999	52994
Food and beverage serving services/Restaurants	7592	0	7592	143438	40973	184411
Railway passenger transport services	30098	6376	36474	2636	0	2636
Land passenger transport services	59878	7053	66930	343255	0	343255
Water passenger transport services	6814	0	6814	8745	0	8745
Air passenger transport services	1698	0	1698	0	0	0
Transport equipment rental services	0	0	0	0	0	0
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	4833	0	4833	31660	2561	34221
Cultural and religious services	1444	299	1743	58062	0	58062
Sporting and other recreational services	0	0	0	46911	0	46911
Health and medical related services	61748	31256	93004	69970	15672	85642
Tourism connected industries	38453	5673	44126	312579	347942	660521
Readymade garments	0	0	0	108336	186567	294903
Processed Food	19883	5673	25556	73795	25323	99117
Tobacco products	1631	0	1631	16381	98124	114505
Beverages	0	0	0	3882	2461	6343
Travel related consumer goods	0	0	0	3863	0	3863
footwear	1784	0	1784	7021	4437	11459
Soaps, cosmetics and glycerine	0	0	0	8769	4981	13750
Gems and jewellery	0	0	0	70578	18282	88860
Book, journals, magazines, stationery etc.	15154	0	15154	19954	7766	27720

Source: NCAER computations based on NSSO 66th Round survey on "Employment Unemployment"

**TSA Table 7F: Jobs in tourism industries by formal/informal and by gender –
Andhra Pradesh, TOTAL – 2009-10**

Industries	Number of Jobs			Number of Jobs		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	254427	63893	318320	1578763	267425	1846188
Accommodation services/Hotels	524	761	1286	61103	35152	96256
Food and beverage serving services/Restaurants	7592	93	7685	371635	147139	518774
Railway passenger transport services	32797	6376	39173	2636	0	2636
Land passenger transport services	98182	7247	105429	784751	0	784751
Water passenger transport services	27066	0	27066	12842	0	12842
Air passenger transport services	1698	0	1698	6493	0	6493
Transport equipment rental services	0	0	0	0	0	0
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	4833	0	4833	53413	2561	55974
Cultural and religious services	3951	299	4250	115506	23148	138654
Sporting and other recreational services	11828	0	11828	53724	0	53724
Health and medical related services	65956	49117	115074	116660	59425	176085
Tourism connected industries	46252	11969	58222	781013	1409286	2190299
Readymade garments	0	80	80	237828	495164	732992
Processed Food	25581	11889	37470	292710	230315	523025
Tobacco products	1631	0	1631	85247	641525	726772
Beverages	114	0	114	18928	5581	24509
Travel related consumer goods	0	0	0	7783	499	8283
footwear	1784	0	1784	7021	4437	11459
Soaps, cosmetics and glycerine	1619	0	1619	8769	5106	13875
Gems and jewellery	0	0	0	90144	18892	109036
Book, journals, magazines, stationery etc.	15523	0	15523	32583	7766	40349

Source: NCAER computations based on NSSO 66th Round survey on "Employment Unemployment"

TSA Table 10.1: Domestic and foreign tourism visits to states/UTs during 2010-2013

(in lakh)

State	2010		2011		2012		2013 (p)	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
Andhra Pradesh	1557.90	3.23	1531.20	2.65	2072.18	2.93	1521.02	2.24
Arunachal Pradesh	2.28	0.03	2.33	0.05	1.32	0.05	1.25	0.11
Assam	40.51	0.15	43.39	0.16	45.11	0.18	46.85	0.18
Bihar	184.92	6.36	183.97	9.72	214.47	10.97	215.88	7.66
Goa	22.02	4.41	22.25	4.46	23.37	4.51	26.29	4.92
Gujarat	188.61	1.31	210.17	1.66	243.79	1.74	274.13	1.99
Haryana	69.15	1.06	59.88	1.30	67.99	2.33	71.28	2.28
Himachal Pradesh	128.74	4.54	146.05	4.85	156.46	5.00	147.16	4.14
Jammu & Kashmir	99.73	0.48	130.72	0.72	124.27	0.79	136.42	0.61
Karnataka	382.02	3.81	841.07	5.74	940.53	5.95	980.10	6.36
Kerala	85.95	6.59	93.81	7.33	100.77	7.94	108.58	8.58
Madhya Pradesh	380.80	2.50	441.20	2.70	531.97	2.76	631.11	2.80
Maharashtra	484.65	50.83	553.33	48.15	748.16	26.52	827.01	41.56
Manipur	1.14	0.00	1.35	0.01	1.35	0.01	1.41	0.02
Meghalaya	6.53	0.04	6.68	0.05	6.80	0.05	6.91	0.07
Mizoram	0.57	0.01	0.62	0.01	0.64	0.01	0.63	0.01
Nagaland	0.21	0.01	0.25	0.02	0.36	0.02	0.36	0.03
Odisha	75.92	0.50	82.71	0.61	90.53	0.65	98.00	0.67
Punjab	105.84	1.37	164.17	1.51	190.56	1.44	213.41	2.04
Rajasthan	255.44	12.79	271.37	13.52	286.12	14.51	302.98	14.37
Sikkim	7.00	0.21	5.52	0.24	5.59	0.26	5.77	0.32
Tamil Nadu	1116.37	28.05	1375.13	33.74	1841.37	35.62	2442.32	39.90
Tripura	3.42	0.05	3.60	0.06	3.62	0.08	3.60	0.12
Uttaranchal	302.06	1.27	259.46	1.25	268.27	1.25	199.41	0.98
Uttar Pradesh	1447.55	16.75	1554.30	18.87	1683.81	19.94	2265.31	20.54
Chhattisgarh	5.66	0.02	143.21	0.04	150.37	0.04	228.01	0.04
Jharkhand	68.85	0.16	107.96	0.72	204.21	0.32	205.11	0.46
West Bengal	210.72	11.92	222.57	12.13	227.30	12.20	255.47	12.45
Andaman & Nicobar	1.81	0.15	2.02	0.16	2.39	0.18	2.44	0.15
Chandigarh	9.05	0.39	9.10	0.37	9.25	0.34	9.37	0.40
Daman & Diu	7.74	0.05	8.33	0.04	8.04	0.05	8.20	0.05
Delhi	135.58	18.94	154.29	21.60	184.95	23.46	202.15	23.01
Dadra & Nagar Haveli	4.96	0.02	4.22	0.01	4.69	0.01	4.82	0.02
Lakshadweep	0.08	0.02	0.09	0.01	0.04	0.01	0.05	0.00
Puducherry	8.36	0.51	8.98	0.52	9.82	0.53	10.00	0.43
All India	7402.14	178.53	8645.33	194.97	10450.48	182.63	11452.80	199.51

Source: India Tourism Statistics

TSA Table 10.2: Average number of overnight trips per 100 households in different state /UTs, last 365 days

State	Average number of overnight trips		
	Rural	Urban	Total
Andhra Pradesh	469	416	453
Arunachal Pradesh	332	171	297
Assam	223	258	227
Bihar	336	333	335
Chhattisgarh	370	366	370
Delhi	166	237	232
Goa	295	322	308
Gujarat	422	370	402
Haryana	578	424	530
Himachal Pradesh	791	593	769
Jammu & Kashmir	904	601	836
Jharkhand	343	360	346
Karnataka	384	376	381
Kerala	444	446	445
Madhya Pradesh	498	469	491
Maharashtra	453	269	371
Manipur	189	131	173
Meghalaya	279	178	260
Mizoram	232	188	212
Nagaland	317	293	310
Orissa	552	479	541
Punjab	504	417	470
Rajasthan	541	447	516
Sikkim	346	296	338
Tamil Nadu	334	328	331
Tripura	307	326	310
Uttaranchal	434	380	422
Uttar Pradesh	493	432	480
West Bengal	393	308	371
Andaman & Nicobar Island	418	181	340
Chandigarh	191	265	256
Dadra & Nagar Haveli	153	259	179
Daman & Diu	100	211	139
Lakshadweep	184	293	231
Puducherry	455	429	437
All India	440	365	418

Source: NCAER's computations based on NSSO's Domestic Tourism Survey

TSA Table 10.3: Percentage of households and persons undertaking overnight trips: states/UTs, last 365 days

State	Households			Persons		
	Rural	Urban	Total	Rural	Urban	Total
Andhra Pradesh	94.6	93.2	94.2	87.93	84.04	86.78
Arunachal Pradesh	70.3	61.5	68.5	38.04	30.83	36.55
Assam	79.8	88.6	80.8	50.65	59.05	51.48
Bihar	84.5	87.4	84.8	59.85	61.33	60.00
Chhattisgarh	92.5	91.9	92.4	84.28	84.20	84.27
Delhi	85.0	86.6	86.5	62.79	73.09	72.23
Goa	89.2	78.0	83.6	82.49	68.54	75.78
Gujarat	93.4	90.0	92.1	79.36	76.83	78.42
Haryana	95.7	89.7	93.8	82.05	79.72	81.39
Himachal Pradesh	99.8	86.0	98.3	89.80	88.56	89.70
Jammu & Kashmir	93.9	87.7	92.5	76.71	68.64	75.06
Jharkhand	92.6	92.5	92.6	76.77	79.22	77.13
Karnataka	88.6	94.9	90.9	78.97	85.73	81.25
Kerala	84.4	80.1	83.3	70.68	65.85	69.45
Madhya Pradesh	97.3	94.7	96.7	84.73	82.18	84.14
Maharashtra	94.5	85.1	90.3	80.12	71.64	76.55
Manipur	60.7	57.8	59.9	20.92	18.57	20.28
Meghalaya	77.1	70.3	75.8	45.54	43.03	45.12
Mizoram	65.1	59.3	62.5	26.29	21.95	24.35
Nagaland	82.2	89.8	84.4	39.84	45.29	41.29
Orissa	95.9	94.9	95.7	80.50	83.57	80.95
Punjab	90.5	90.0	90.3	83.20	82.27	82.87
Rajasthan	98.4	97.1	98.1	85.69	80.95	84.53
Sikkim	93.9	100.0	94.8	68.46	88.65	70.67
Tamil Nadu	90.6	91.6	91.1	81.75	83.97	82.74
Tripura	94.1	93.0	93.9	71.30	76.88	72.22
Uttaranchal	94.6	94.2	94.5	78.62	79.21	78.75
Uttar Pradesh	96.3	94.1	95.8	77.53	78.44	77.72
West Bengal	93.3	81.4	90.2	79.30	70.26	77.22
Andaman & Nicobar Islands	86.9	75.7	83.2	72.00	58.68	67.66
Chandigarh	99.7	78.1	80.7	88.78	59.84	62.73
Dadra & Nagar Haveli	64.7	92.2	71.6	38.55	82.02	46.44
Daman & Diu	45.7	70.3	54.2	39.68	60.19	45.99
Lakshadweep	100.0	87.8	96.0	82.00	44.30	63.86
Puducherry	90.6	88.3	89.0	81.41	79.02	79.71
All India	92.6	89.9	91.8	77.41	77.31	77.38

Source: NCAER's computations based on NSSO's Domestic Tourism Survey

TSA Table 10.4: Share of States in the total households reporting overnight visitor(s) and total number of overnight visitor(s), separately for each State/UTs

State	Rural		Urban		Total	
	Share in total households reporting overnight visitors	Share in total number of overnight visitors	Share in total households reporting overnight visitors	Share in total number of overnight visitors	Share in total households reporting overnight visitors	Share in total number of overnight visitors
Andhra Pradesh	9.3	8.4	10.0	9.2	9.5	8.6
Arunachal Pradesh	0.1	0.1	0.1	0.0	0.1	0.0
Assam	2.6	2.2	1.0	0.8	2.2	1.8
Bihar	7.9	7.1	2.5	2.1	6.3	5.8
Chhattisgarh	2.3	2.7	1.3	1.5	2.0	2.4
Delhi	0.1	0.1	3.7	3.6	1.1	1.0
Goa	0.1	0.1	0.2	0.2	0.1	0.1
Gujarat	4.3	4.4	6.6	6.9	4.9	5.1
Haryana	2.1	2.4	2.2	2.5	2.1	2.4
Himachal Pradesh	0.9	0.9	0.2	0.2	0.7	0.7
Jammu & Kashmir	0.7	0.8	0.5	0.5	0.7	0.7
Jharkhand	2.6	2.6	1.2	1.3	2.2	2.3
Karnataka	4.6	4.7	7.2	7.2	5.4	5.4
Kerala	3.3	2.8	2.7	2.4	3.1	2.7
Madhya Pradesh	6.2	6.9	4.8	5.5	5.8	6.5
Maharashtra	7.9	7.7	14.0	13.6	9.7	9.3
Manipur	0.1	0.1	0.1	0.1	0.1	0.1
Meghalaya	0.2	0.2	0.1	0.1	0.2	0.1
Mizoram	0.0	0.0	0.1	0.0	0.1	0.0
Nagaland	0.1	0.1	0.1	0.1	0.1	0.1
Orissa	4.6	4.3	2.1	2.1	3.8	3.7
Punjab	2.1	2.4	3.2	3.4	2.4	2.7
Rajasthan	5.7	6.7	5.1	5.5	5.6	6.4
Sikkim	0.1	0.1	0.0	0.0	0.1	0.0
Tamil Nadu	5.7	4.9	12.4	11.0	7.6	6.5
Tripura	0.4	0.4	0.2	0.2	0.4	0.3
Uttaranchal	0.9	1.0	0.6	0.7	0.8	0.9
Uttar Pradesh	16.2	18.0	10.9	12.9	14.7	16.6
West Bengal	8.6	8.1	6.4	5.9	8.0	7.5
Andaman & Nicobar Islands	0.0	0.0	0.0	0.0	0.0	0.0
Chandigarh	0.0	0.0	0.3	0.2	0.1	0.1
Dadra & Nagar	0.0	0.0	0.0	0.0	0.0	0.0
Daman & Diu	0.0	0.0	0.0	0.0	0.0	0.0
Lakshadweep	0.0	0.0	0.0	0.0	0.0	0.0
Puducherry	0.1	0.0	0.3	0.3	0.1	0.1
All India	100.0	100.0	100.0	100.0	100.0	100.0

Source: NCAER's computations based on NSSO's Domestic Tourism Survey

TSA Table 10.5: Per 1000 distribution of overnight visitor-trips by purpose of trip separately for each State/UTs of destination

State of main destination	Purpose								
	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Others	All
Andhra Pradesh	14	23	734	134	4	56	1	33	1000
Arunachal Pradesh	99	28	369	93	43	100	118	140	1000
Assam	55	23	694	63	14	109	8	34	1000
Bihar	22	15	767	66	7	104	5	13	1000
Chhattisgarh	16	30	822	63	7	44	5	12	1000
Delhi	55	49	693	21	37	56	16	72	1000
Goa	46	197	489	222	29	10	0	7	1000
Gujarat	14	21	771	140	7	38	1	8	1000
Haryana	10	5	858	39	2	58	0	27	1000
Himachal Pradesh	18	49	701	142	10	43	12	26	1000
Jammu & Kashmir	11	35	743	145	18	20	5	24	1000
Jharkhand	13	31	764	87	8	79	3	14	1000
Karnataka	16	34	710	178	6	32	0	24	1000
Kerala	12	24	730	84	5	78	0	67	1000
Madhya Pradesh	13	12	838	73	4	45	2	12	1000
Maharashtra	13	21	704	175	4	67	2	14	1000
Manipur	140	21	445	71	26	144	90	60	1000
Meghalaya	68	96	585	64	11	102	12	62	1000
Mizoram	196	90	480	46	26	77	48	36	1000
Nagaland	210	36	318	82	53	121	18	162	1000
Orissa	24	51	747	52	4	87	8	27	1000
Punjab	15	7	826	93	6	33	0	20	1000
Rajasthan	9	10	787	100	8	58	1	27	1000
Sikkim	39	138	438	121	22	72	5	165	1000
Tamil Nadu	11	42	689	195	4	39	1	18	1000
Tripura	3	49	837	12	3	68	0	22	1000
Uttaranchal	18	49	496	359	8	23	14	33	1000
Uttar Pradesh	12	15	823	62	8	48	3	30	1000
West Bengal	13	57	789	35	3	78	1	24	1000
Andaman &	30	146	670	26	16	57	20	36	1000
Chandigarh	11	83	627	45	31	157	1	45	1000
Dadra & Nagar	1	2	973	2	1	21	0	0	1000
Daman & Diu	0	410	272	317	0	0	0	0	1000
Lakshadweep	11	213	671	13	2	50	0	40	1000
Puducherry	0	50	750	122	16	51	0	10	1000
Non-Response	27	15	566	175	5	63	1	37	1000
All India	15	26	760	107	6	58	2	26	1000
Estd. no. of visitor-trips ('000)	30991	52751	1611817	222832	12505	126200	5413	54573	2117446

Source: NCAER's computations based on NSSO's Domestic Tourism Survey

TSA Table 10.6: Average no. of places visited per overnight trip by main destination for each State/UTs of destination

State of destination	Main destination		
	Within the district	Outside the district but within the state	Outside State
Andhra Pradesh	1.1	1.2	1.6
Arunachal Pradesh	1.1	1.2	1.3
Assam	1.1	1.4	1.4
Bihar	1.0	1.3	1.4
Chhattisgarh	1.1	1.1	1.9
Delhi	1.3	1.0	1.2
Goa	1.0	1.0	2.0
Gujarat	1.0	1.4	2.0
Haryana	1.1	1.2	1.2
Himachal Pradesh	1.0	1.1	1.9
Jammu & Kashmir	1.1	1.2	2.1
Jharkhand	1.0	1.2	1.5
Karnataka	1.0	1.3	1.7
Kerala	1.1	1.2	1.7
Madhya Pradesh	1.0	1.1	1.3
Maharashtra	1.1	1.3	1.8
Manipur	1.0	1.1	2.9
Meghalaya	1.0	1.0	1.8
Mizoram	1.0	1.0	2.8
Nagaland	1.3	1.6	1.4
Orissa	1.0	1.2	1.6
Punjab	1.0	1.1	1.1
Rajasthan	1.0	1.1	1.5
Sikkim	1.0	1.1	2.9
Tamil Nadu	1.1	1.2	1.6
Tripura	1.0	1.0	2.6
Uttaranchal	1.0	1.1	1.8
Uttar Pradesh	1.0	1.1	1.3
West Bengal	1.0	1.1	1.6
Andaman & Nicobar Islands	1.1	1.3	0.0
Chandigarh	1.0	1.0	1.4
Dadra & Nagar Haveli	1.0	1.2	1.0
Daman & Diu	1.0	1.0	1.2
Lakshadweep	1.0	0.0	1.8
Puducherry	1.1	1.1	1.2
All India	1.0	1.2	1.5

Source: NCAER's computations based on NSSO's Domestic Tourism Survey

TSA Table 10.7A: Per 1000 distribution of households who are aware of 'Incredible India' campaign and other tourism promotional campaigns by source of information about the campaign

Source of information	Andhra Pradesh					
	Incredible India Campaign			Other promotional campaigns		
	Rural	Urban	Total	Rural	Urban	Total
Newspaper/Magazine	76	203	147	138	295	215
Radio	0	2	1	4	10	7
TV	648	474	551	309	313	311
Internet	0	15	8	0	26	13
Billboard/ Hoarding	13	10	11	98	91	95
More than one of these	262	275	269	261	247	254
Others	1	20	12	190	18	106
Any/Some/ All of these	1000	1000	1000	1000	1000	1000

Source: NCAER's computations based on NSSO's Domestic Tourism Survey

TSA Table 10.7B: Per 1000 distribution of households who are aware of 'Incredible India' campaign and other tourism promotional campaigns by source of information about the campaign

Source of information	All India					
	Incredible India Campaign			Other promotional campaigns		
	Rural	Urban	Total	Rural	Urban	Total
Newspaper/Magazine	145	139	142	172	272	220
Radio	82	22	47	113	30	73
TV	547	661	614	318	385	350
Internet	3	20	13	1	8	5
Billboard/ Hoarding	10	5	7	66	40	53
More than one of these	186	145	162	265	248	257
Others	27	8	16	65	17	42
Any/Some/ All of these	1000	1000	1000	1000	1000	1000

Source: NCAER's computations based on NSSO's Domestic Tourism Survey

TSA Table 10.8A: Per 1000 distribution of households who are aware of 'Incredible India' campaign and other tourism promotional campaigns by impact of the campaign

Source of information	Andhra Pradesh					
	Incredible India Campaign			Other promotional campaigns		
	Rural	Urban	Total	Rural	Urban	Total
Resulted into one or more trips	142	78	106	58	111	84
Planning to make a trip in near future	113	207	165	119	135	127
Willing to make a trip but could not make it due to other constraints	185	181	183	241	212	227
No impact	525	503	513	556	522	540
Cannot say	36	31	33	27	20	23
Total	1000	1000	1000	1000	1000	1000

Source: NCAER's computations based on NSSO's Domestic Tourism Survey

TSA Table 10.8B: Per 1000 distribution of households who are aware of 'Incredible India' campaign and other tourism promotional campaigns by impact of the campaign

Source of information	All India					
	Incredible India Campaign			Other promotional campaigns		
	Rural	Urban	Total	Rural	Urban	Total
Resulted into one or more trips	Rural	Urban	Total	Rural	Urban	Total
Planning to make a trip in near future	32	45	40	43	65	54
Willing to make a trip but could not make it due to other constraints	143	169	158	131	155	143
No impact	406	406	406	442	422	433
Cannot say	341	315	326	321	290	306
Total	78	64	70	62	67	65

Source: NCAER's computations based on NSSO's Domestic Tourism Survey

6. SUMMARY OF FINDINGS

Number of trips

- Total domestic or intrastate trips undertaken in Andhra Pradesh were 8.9 crore in 2008-09 (DTS, 2008-09). This amounts to 9.48 per cent of the total domestic trips undertaken in India.
- In addition to this, 59.7 lakh trips were undertaken in the state from the other states of India, constituting a part of inbound tourism activity in the state (DTS, 2008-09). The other part relates to the tourism activity by 3,22,825 tourists visiting the state from other countries (MoT Report).
- With respect to outbound tourism, a total of 21.5 lakh people living in Andhra Pradesh undertook foreign trips during 2010-11 (IPS, 2010-11). This is 19.8 per cent of the total outbound tourists of India (Table 6.1).

Table 6.1: Number of trips / tourists

Item	Andhra Pradesh	All India	Share of AP in All- India
Total domestic trips (No.) - within state	8,90,16,593	939,032,132	9.48
Total Inbound trips (No.) – from other states	59,66,944	-	
Total Inbound tourists (No.) – from other countries	3,22,825	6,603,897	4.89
Total outbound tourists (No.) – to other countries	21,47,365	10,842,124	19.81

Source: NCAER Computations

Internal tourism expenditure

- Internal Tourism Expenditure comprises of Domestic, Inbound and Outbound Tourism Expenditure. Adding the imputed consumption to this gives the Total Internal Tourism Consumption.
- The total Internal Tourism Expenditure of the state comes out to be Rs. 42,00,261 lakh which is 8.35 per cent of the total Tourism Expenditure for India (Table 6.2).

Table 6.2: Internal Tourism Expenditure (Rs. lakh)

Item	Andhra Pradesh	All India	Share of AP in All- India (%)
1. Domestic Tourism Expenditure	27,78,400	39,296,109	7.07
2. Inbound Tourism Expenditure	12,32,795	9,967,885	12.37
- Total Expenditure on trips from other states	7,45,524	-	
- Total Expenditure on trips from other countries	4,87,270	9,967,885	4.89
3. Outbound Tourism Expenditure	1,89,066	1,014,854	18.63
4. Gross Internal Tourism Expenditure (1+2+3)	42,00,261	50,278,848	8.35

Source: NCAER Computations

Employment in tourism industries

- The overall workforce (number of jobs) in Andhra Pradesh was 479.35 lakh in 2009-10.
- The number of jobs in tourism characteristic industries in the state stood at 21.65 lakh. This refers to the tourism employment of the state.
- **The direct share of tourism employment in total state employment is 4.52 per cent, as compared to the corresponding national share of 4.37 per cent (Table 6.3).**

Table 6.3: Employment in tourism industries

	Andhra Pradesh	All India
Total Employment (in lakh)	479.35	5,355.4
Tourism Characteristic Industries	21.65	234.2
Tourism Connected Industries	22.49	203.7
Tourism Specific Industries	44.13	437.9
Shares in Total Employment (%)		
Tourism Characteristic Industries	4.52	4.37
Tourism Connected Industries	4.69	3.80
Tourism Specific Industries	9.21	8.18

Source: NCAER Computations

Gross Value Added

- According to the Supply and Use Table of the state, prepared using the state GSDP accounts, the Gross Value Added (GVA) of all industries was Rs. 4,81,66,626 lakh for the reference year of 2009-10.
- The GVA of Tourism characteristic industries (GVATI) works out to be Rs. 41,81,488 lakh, which is 8.68 per cent of the total state GVA or GSDP (Table 6.4).

Table 6.4: Gross Value Added of tourism industries

	Andhra Pradesh	All India
Gross Value Added (GVA) at basic prices	4,81,66,626	61,86,95,000
Tourism Characteristic Industries (GVATI)	41,81,488	4,42,92,221
Tourism Connected Industries	13,49,226	1,82,16,126
Tourism Specific Industries (1+2)	55,30,714	6,25,08,347
Shares in GVA		
Tourism Characteristic Industries (GVATI)	8.68	7.16
Tourism Connected Industries	2.80	2.94
Tourism Specific Industries	11.48	10.1
Tourism Direct GVA	18,56,387	2,34,91,181
Share of TDGVA in total GVA	3.85	3.80

Source: NCAER Computations

Direct and indirect shares in GSDP & employment

- The Tourism Direct GVA (TDGVA) for the state is Rs. 18,56,387 lakh.
- **The share of TDGVA in the state GVA is 3.85 per cent. This is the direct share of tourism in the state GDP.**
- Using the GVA and employment multipliers, we arrive at the direct and indirect contribution of tourism in the state GDP and employment respectively.
- These multipliers have been computed for the state of reference using the Input-Output analysis and are given in Table 6.5. The direct plus indirect shares in GDP and employment are obtained by multiplying their direct shares with the respective multipliers.

- **The overall (direct + indirect) share of tourism in the state GDP is 9.58 per cent which is the share of TDGVA in overall GVA.**
- **And the overall (direct + indirect) share of tourism employment in total state employment is 17.33 per cent (Table 6.5).**

Table 6.5: Contribution of Tourism in the Economy

	Andhra Pradesh	All India
TDGVA - direct	3.85	3.80
GVATI-direct	8.68	7.16
Tourism Employment - direct	4.52	4.37
GVA multipliers	2.4861	1.843
Employment multipliers	3.8388	2.3256
TDGVA - direct and indirect	9.58	7.00
GVATI-direct and indirect	21.58	13.19
Tourism Employment - direct and indirect	17.33	10.17

Source: NCAER Computations

GLOSSARY

GLOSSARY²³

Basic price	The basic price is the amount receivable by the producer from the purchaser for a unit of a good or service produced as output minus any tax payable, and plus any subsidy receivable, on that unit as a consequence of its production or sale; it excludes any transport charges invoiced separately by the producer.
Business and government tourism consumption	Also referred to as internal tourism consumption by domestic business and government visitors. Consists of the tourism consumption by resident businesses or governments on tourism related products within the economy.
Central product classification (CPC)	The central product classification (CPC) is a classification based on the physical characteristics of goods or on the nature of the services rendered; each type of good or service distinguished in the CPC is defined in such a way that it is normally produced by only one activity as defined in ISIC.
CIF price	The CIF price (i.e. cost, insurance and freight price) is the price of a good delivered at the frontier of the importing country, including any insurance and freight charges incurred to that point, or the price of a service delivered to a resident, before the payment of any import duties or other taxes on imports or trade and transport margins within the country; in SNA 1993 this concept is applied only to detailed imports.
Compensation of employees	Compensation of employees is the total remuneration, in cash or in kind, payable by an enterprise to an employee in return for work done by the latter during the accounting period.
Consumption of fixed capital	Consumption of fixed capital represents the reduction in the value of the fixed assets used in production during the accounting period resulting from physical deterioration, normal obsolescence or normal accidental damage.
Direct tourism gross domestic product	Is direct tourism gross value added plus net taxes on products that are attributable to the tourism industry (tourism net taxes on products). Direct tourism GDP will generally have a higher value than direct tourism value added. Direct tourism GDP is a satellite account construct to enable a direct comparison with the most widely recognised national accounting aggregate, GDP. While it is useful in this context, the direct tourism gross value added measure should be used when making comparisons with other industries or between countries. See also Direct tourism gross value added and Tourism net taxes on products.

²³ Sources of glossary:

1. United Nations World Tourism Organisation (UNWTO): International Recommendations for Tourism Statistics (IRTS), 2008
2. Tourism Satellite Account: Recommended Methodological Framework, 2008: World Tourism Organisation (WTO), United Nations (UN), Eurostat, and Organisation for Economic Cooperation and Development (OECD)
3. European System of Accounts – ESA 1995
4. United Nations Statistics Division: National Accounts Statistics, 1993 System of National Accounts (<http://unstats.un.org/unsd/sna1993/glossary.asp?letter=S>)

Direct tourism gross value added	The value of direct tourism output at basic prices, less the value of the inputs used in producing these tourism products. This measure is directly comparable with the value added of 'conventional' industries such as mining and manufacturing and should also be used for comparisons across countries. See also Direct tourism output and Direct tourism GDP.
Direct tourism output	The value of goods and services, at basic prices, which are consumed by visitors and produced in the economy by industries in a direct relationship with visitors.
Domestic output	Domestic output is output produced by resident enterprises.
Domestic tourism	The travel of domestic visitors is called domestic tourism. It comprises the activities of a resident visitor within the country of reference either as part of a domestic tourism trip or part of an outbound tourism trip.
Domestic tourism consumption	Consists of the tourism consumption by resident visitors on tourism related products within the economy. It is the sum of household tourism consumption and business and government tourism consumption.
Domestic travel	Travel within a country by residents is called domestic travel.
Domestic travellers	Those who undertake domestic travel are domestic travellers.
Domestic trip	A domestic trip is one with a main destination within the country of residence of the visitor.
Domestic visitor	A domestic traveller qualifies as a domestic visitor if: (a) he/she is on a tourism trip and (b) he/she is a resident travelling in the country of reference. Domestic visitors are those who travel within the country to a place other than their usual place of residence and stay at hotels or other accommodation establishments run on commercial basis or in dharamshalas/sarais/musafir khanas/ agrashalas/ choultries, etc for a duration of not less than 24 hours or one night and for not more than 12 months at a time.
Durable consumer goods	Durable goods are goods that “may be used repeatedly or continuously over a period of a year or more, assuming a normal or average rate of physical usage”. When acquired by producers, these are considered to be capital goods used for production processes as is the case of vehicles, computers, etc. When acquired by households, they are considered to be consumer durable goods.
Economic activity	Any activity resulting in production of goods and services that add value to national product is considered as an economic activity. Such activities include production of all goods and services for market (market activities), i.e. production for pay or profit, and, among the non-market activities, the production of goods and household services with paid domestic employees and owner occupied dwellings for own consumption and own account production of fixed assets.
Employed persons	Employed (or worker) persons are those who are engaged in any economic activity or who, despite their attachment to economic activity, abstain from work for reason of illness, injury or other physical disability, bad weather, festivals, social or religious functions or other contingencies necessitating temporary absence from work.

Employed persons	Number of persons usually employed in the principal and subsidiary statuses.
Employed as per principal activity status	Those in labour force pursuing some economic activity for major time during the reference period of 365 days
Employed as per subsidiary activity status	Those in labour force pursuing some economic activity for a relatively shorter time (minor time) during the reference period of 365 days
Enterprise	An enterprise is an institutional unit in its capacity as a producer of goods and services; an enterprise may be a corporation, a quasi-corporation, a non-profit institution, or an unincorporated enterprise.
Establishment	An establishment is an enterprise or part of an enterprise that is situated in a single location and in which only a single (non-ancillary) productive activity is carried out or in which the principal productive activity accounts for most of the value added.
Exports of goods	Exports of goods consist of exports of the following items from residents to non-residents: generally with a change of ownership being involved: general merchandise, goods for processing, goods procured in domestic ports by non-resident carriers and non-monetary gold.
Exports of services	Exports of services consist of exports of the following services provided by residents to non-residents: transportation; travel; communications; construction; insurance; financial; computer and information; royalties and licence fees; other business services; personal, cultural, and recreational services; and government services n.i.e.
Excursionist	Same day visitors are called excursionists.
Final demand	Transactions that involve purchases of produced goods and services for final uses are presented in final demand table. The “final” use for a good or service is that it is not used up entirely in the reference year as an intermediate input in the production of some other good or service. Transactions for goods and services that are completely used to produce other goods and services are shown in the intermediate input (or use) table of the accounts.
Final output	This is that part of total output of each industry sold either for final consumption by households, general government or for investment (including additions to inventories) and for export. In short, it represents total output sold to final buyers. For the whole economy, total final output is equal to the value of goods and services (both domestically produced and imported) available for consumption, investment and export.
Final consumption	Final consumption consists of goods and services used up by individual households or the community to satisfy their individual or collective needs or wants.
Final consumption expenditure of government	Government final consumption expenditure consists of expenditure, including imputed expenditure, incurred by general government on both individual consumption goods and services and collective consumption services.

Final consumption expenditure of households	Household final consumption expenditure consists of the expenditure, including imputed expenditure, incurred by resident households on individual consumption goods and services, including those sold at prices that are not economically significant.
Final consumption expenditure of NPISHs	Final consumption expenditure of NPISHs (non-profit institutions serving households) consists of the expenditure, including imputed expenditure, incurred by resident NPISHs on individual consumption goods and services.
FOB price	The FOB price (free on board price) of exports and imports of goods is the market value of the goods at the point of uniform valuation, (the customs frontier of the economy from which they are exported); it is equal to the CIF price less the costs of transportation and insurance charges, between the customs frontier of the exporting (importing) country and that of the importing (exporting) country.
General government	The general government sector consists of the totality of institutional units which, in addition to fulfilling their political responsibilities and their role of economic regulation, produce principally non-market services (possibly goods) for individual or collective consumption and redistribute income and wealth.
GDP	Is the total market value of goods and services produced in the economy within a given period after deducting the cost of goods and services used up in the process of production but before deducting allowances for the consumption of fixed capital. Thus gross domestic product, as here defined, is 'at market prices'.
Gross	The term "gross" is a common means of referring to values before deducting consumption of fixed capital (generally used as in "gross capital stock" or "gross domestic product").
Gross domestic product - expenditure based	Expenditure-based gross domestic product is total final expenditures at purchasers' prices (including the FOB value of exports of goods and services), less the FOB value of imports of goods and services.
Gross domestic product - income based	Income-based gross domestic product is compensation of employees, plus taxes less subsidies on production and imports, plus gross mixed income, plus gross operating surplus.
Gross domestic product - output based	Output-based gross domestic product is the sum of the gross values added of all resident producers at basic prices, plus all taxes less subsidies on products. Output-based GDP is the sum of the gross values added of all resident producers at producers' prices, plus taxes less subsidies on imports, plus all non-deductible VAT (or similar taxes).
Gross fixed capital formation	Gross fixed capital formation is measured by the total value of a producer's acquisitions, less disposals, of fixed assets during the accounting period plus certain additions to the value of non-produced assets (such as subsoil assets or major improvements in the quantity, quality or productivity of land) realised by the productive activity of institutional units.
Gross margin	The gross margin of a provider of reservation services is the difference between the value at which the intermediated service is sold and the value accrued to the provider of reservation services for this intermediated service.

Gross value added	Gross value added is the value of output less the value of intermediate consumption; it is a measure of the contribution to GDP made by an individual producer, industry or sector; gross value added is the source from which the primary incomes of the SNA are generated and is therefore carried forward into the primary distribution of income account.
Gross value added at basic prices	Gross value added at basic prices is output valued at basic prices less intermediate consumption valued at purchasers' prices.
Gross value added of the tourism industries (GVATI)	Gross value added of the tourism industries is the total gross value added of all establishments belonging to tourism industries, regardless of whether all their output is provided to visitors and of the degree of specialization of their production process.
Household tourism Consumption	Consists of the tourism consumption by resident households on tourism related products within economy.
Imports of goods	Imports of goods consist of imports of the following items from non-residents to residents, generally with a change of ownership being involved: general merchandise, goods for processing, goods procured in foreign ports by domestic carriers, and non-monetary gold.
Imports of services	Imports of services consist of the following services purchased by residents from non-residents: transportation; travel; communications; construction; insurance; financial; computer and information; royalties and licence fees; other business services; personal, cultural, and recreational services; and government services n.i.e.
Imports of goods and services	Imports of goods and services consist of purchases, barter, or receipts of gifts or grants, of goods and services by residents from non-residents; the treatment of exports and imports in the SNA is generally identical with that in the balance of payments accounts as described in the Balance of Payments Manual.
Imputed tourism consumption	Consists of imputations made for the consumption by visitors of certain goods and services for which they do not make a payment. Imputation is confined to a small number of cases where a reasonably satisfactory basis for the valuation of the implied transaction is available, and where their inclusion is consistent with the production boundary in the core national accounts.
Inbound travel	Travel to a country by non-residents is called inbound travel.
Inbound trip	An inbound trip is one with a main destination outside the country of residence of the visitor.
Inbound tourism	The travel of inbound visitors is called inbound tourism. It comprises the activities of a non-resident visitor within the country of reference on an inbound tourism trip.
Inbound tourism consumption	Inbound tourism consumption is the tourism consumption of a non-resident visitor within the economy of reference.

Input-output model	It provides a detailed breakdown of economic activity among business industries and a detailed breakdown of their inputs and outputs by commodity associated with some arbitrarily fixed exogenous demand. It also provides supply requirements from other sources such as imports and government production of goods and services. The input-output model is a structural model dealing primarily with resource allocation in the economy corresponding to an exogenously given demand.
Input-output tables	Input-output tables are derived from Supply and Use Tables, which show the process of flows of goods and services through the economic system between producers and consumers. The transactors involved in the production process are individuals (persons or households), establishments (production units of businesses and governments), non-business entities such as non-profit institutions, and governments. An input-output table presents a detailed analysis of the process of production and the use of goods and services (products) and the income generated in that production.; they can be either in the form of (a) supply and use tables or (b) symmetric input-output tables. These tables include the Imports Use and Domestic Use matrices, industry by industry and product by product matrices plus the Leontief inverse, multipliers and other analyses of their structure.
Intermediate consumption	Intermediate consumption consists of the value of the goods and services consumed as inputs by a process of production, excluding fixed assets whose consumption is recorded as consumption of fixed capital; the goods or services may be either transformed or used up by the production process.
Intermediate output	That part of the total output of each industry consumed by other industries in the production process.
Internal tourism	Comprises domestic tourism and inbound tourism, that is, the activities of resident and non-resident visitors within the country of reference as part of domestic or international tourism trips.
Internal tourism consumption	Internal tourism consumption is the tourism consumption of both resident and non-resident visitors within the economy of reference. It is the sum of domestic tourism consumption and inbound tourism consumption.
International tourism	Comprises inbound tourism and outbound tourism, that is, the activities of resident visitors outside the country of reference, either as part of domestic or outbound tourism trips and the activities of non-resident visitors within the country of reference on inbound tourism trips.
International tourism consumption	Also referred to as internal tourism consumption by international visitors. Consists of the tourism consumption within the economy by non-residents on tourism related products.
International travellers	Those who undertake international travel are considered as international travellers.
International visitor	An international traveller qualifies as an international visitor with respect to the country of reference if: (a) he/she is on a tourism trip and (b) he/she is a non-resident travelling in the country of reference or a resident travelling outside of it.
ISIC	ISIC is the United Nations International Standard Industrial Classification of All Economic Activities; the third revision of ISIC is used in the 1993 SNA.

Leontief inverse (input-output) table	The columns of the Leontief inverse (input-output) table show the input requirements, both direct and indirect, on all other producers, generated by one unit of output
Main destination	The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip.
Main purpose of a trip	The main purpose of a trip is defined as the purpose in the absence of which the trip would not have taken place. The main purpose of a trip is one of the criteria used to determine whether the trip qualifies as a tourism trip and the traveller qualifies as a visitor. If the main purpose is to be employed and earn income (compensation for the labour input provided), then the trip cannot be a tourism trip and the individual taking the trip cannot be considered as a visitor (even though it is outside his/her usual environment and for less than 12 months), but as an “other traveller”.
Margin	This is the difference between the resale price of a good and the cost to the retailer or wholesaler of the good sold. A transport margin consists of the transport charges invoiced separately by the producer in the delivery of a good.
Margin (trade)	A trade margin is the difference between the actual or imputed price realised on a good purchased for resale (either wholesale or retail) and the price that would have to be paid by the distributor to replace the good at the time it is sold or otherwise disposed of.
Margin (transport)	A transport margin consists of those transport charges paid separately by the purchaser in taking delivery of the goods at the required time and place.
Multipliers	An I-O multiplier is a quantitative measure created by a particular I-O based economic model. It is an analytical answer to a hypothetical question about how a certain expenditure is expected to impact the economy. The multipliers allow users to make estimates of the whole economy impacts of small changes in the economy.
National tourism	Comprises domestic tourism and outbound tourism, that is, the activities of resident visitors within and outside the country of reference, either as part of domestic or outbound tourism trips.
National tourism consumption	National tourism consumption is the tourism consumption of resident visitors, within and outside the economy of reference. It is the sum of domestic tourism consumption and outbound tourism consumption.
Net taxes on products	Also referred to as taxes less subsidies on products. A tax or subsidy on a product is payable per unit of a good or service. The tax or subsidy may be a specific amount of money per unit of quantity of a good or service (quantity being measured either in terms of discrete units or continuous physical variables such as volume, weight, strength, distance, time, etc.), or it may be calculated ad valorem as a specified percentage of the price per unit or value of the goods or services transacted. A tax or subsidy on a product usually becomes payable when the product is produced, sold or imported, but it may also become payable in other circumstances, such as when a good is exported, leased, transferred, delivered, or used for own consumption or own capital formation. See also Other taxes on production and Taxes less subsidies on production and imports.

Other taxes on production	Consist of all taxes that enterprises incur as a result of engaging in production, except taxes on products. Other taxes on production include: taxes related to the payroll or workforce numbers excluding compulsory social security contributions paid by employers and any taxes paid by the employees themselves out of their wages or salaries; recurrent taxes on land, buildings or other structures; some business and professional licences where no service is provided by the Government in return; taxes on the use of fixed assets or other activities; stamp duties; taxes on pollution; and taxes on international transactions. See also Taxes less subsidies on production and imports.
Outbound tourism	The travel of outbound visitors is called outbound tourism. It comprises the activities of a resident visitor outside the country of reference, either as part of an outbound tourism trip or as part of a domestic tourism trip.
Outbound tourism consumption	Outbound tourism consumption is the tourism consumption of a resident visitor outside the economy of reference. Also referred to as tourism imports. Consists of the tourism consumption by resident visitors outside of the economy while on an international trip.
Outbound trip	An outbound trip is one with a main destination outside the country of residence of the visitor.
Outbound travel	Travel outside a country by residents is called outbound travel.
Output	Output consists of those goods or services that are produced within an establishment that become available for use outside that establishment, plus any goods and services produced for own final use.
Output multiplier	Output multiplier for a particular industry is defined to be the total of all outputs from each domestic industry required in order to produce one additional unit of output: that is, the column sums (Σ_i) from Leontief inverse matrix (L_{ij}).
Principal activity	The principal activity of a producer is the activity whose value added exceeds that of any other activity carried out within the same unit. The output of the principal activity must consist of goods or services that are capable of being delivered to other units even though they may be used for own consumption or own capital formation.
Principal usual activity status of persons	The activity status of a person during the reference period of 365 days preceding the date of survey, which is determined on the basis of a person spending relatively longer time (i.e. major time criterion). Based on this a person is categorised as those (a) belonging to labour force and (b) not belonging to the labour force ('neither working nor available for work'). Within the labour force, the criteria of (i) 'working' and (ii) 'not working but seeking and/or available for work' is again based on the major time criterion. The principal status workers are from (i) whereas the subsidiary status workers can be from either or both of (i) and (ii).
Principal product	The principal product of an industry is the characteristic or main product produced by the relevant industry. Producing units are classified to industries according to which products they make. If they produce more than one product, they are classified according to whichever accounts for the greatest part of their GVA.
Production	Production is an activity, carried out under the responsibility, control and management of an institutional unit that uses inputs of labour, capital and goods and services to produce outputs of other goods and services.

Production account	The production account records the activity of producing goods and services as defined within the SNA; its balancing item, gross value added, is a measure of the contribution to GDP made by an individual producer, industry or sector.
Products	Products, also called “goods and services”, are the result of production; they are exchanged and used for various purposes: as inputs in the production of other goods and services, as final consumption or for investment.
Purchaser’s price	The purchaser’s price is the amount paid by the purchaser, excluding any deductible VAT or similar deductible tax, in order to take delivery of a unit of a good or service at the time and place required by the purchaser; the purchaser’s price of a good includes any transport charges paid separately by the purchaser to take delivery at the required time and place.
Same day visitor	A visitor (domestic, inbound or outbound) is classified as a same-day visitor (or excursionist) if his/her trip does not include an overnight stay
Social transfers in kind	Social transfers in kind consist of social security and social assistance benefits in kind together with goods and services provided to individual household outside any social insurance scheme by non-market producers owned by government units or non-profit institutions (NPIS).
Subsidies	Subsidies are current unrequited payments that government units, including non-resident government units, make to enterprises on the basis of the levels of their production activities or the quantities or values of the goods or services which they produce, sell or import. They include the financing of deficits on public trading services deliberately run at a loss. There are two types, see subsidies on production and subsidies on products.
Subsidy on a product	A subsidy on a product is a subsidy payable per unit of a good or service produced, either as a specific amount of money per unit of quantity of a good or service or as a specified percentage of the price per unit; it may also be calculated as the difference between a specified target price and the market price actually paid by a buyer. These are subsidies based on a quantity or value of goods or services sold.
supply	The supply of a good or service is the sum of the values of its domestic output (from all sectors), plus imports, c.i.f. when measured at basic prices. At purchasers’ prices, trade and transport margins and net taxes on products are also added.
Supply Table	The main body of the Supply Table shows estimates of domestic industries’ output by type of product at basic prices. The columns represent the supplying industries and the rows represent the products supplied. Additional columns covering imports of goods and services, distributors’ trading margins and taxes (less subsidies) on products are added to show supply of all goods and services at purchasers’ prices.
Supply and use tables	Supply and use tables are in the form of matrices that record how supplies of different kinds of goods and services originate from domestic industries and imports and how those supplies are allocated between various intermediate or final uses, including exports.
Tax on a product	A tax on a product is a tax that is payable per unit of some good or service, either as a specified amount of money per unit of quantity or as a specified percentage of the price per unit or value of the good or service transacted.

Taxes	Taxes are compulsory, unrequited payments, in cash or in kind, made by institutional units to government units; they are described as unrequited because the government provides nothing in return to the individual unit making the payment, although governments may use the funds raised in taxes to provide goods or services to other units, either individually or collectively, or to the community as a whole.
Taxes on production and imports	Taxes on production and imports consist of taxes payable on goods and services when they are produced, delivered, sold, transferred or otherwise disposed of by their producers plus taxes and duties on imports that become payable when goods enter the economic territory by crossing the frontier or when services are delivered to resident units by non-resident units; they also include other taxes on production, which consist mainly of taxes on the ownership or use of land, buildings or other assets used in production or on the labour employed, or compensation of employees paid.
Taxes on products	Taxes on products, excluding VAT, import and export taxes, consist of taxes on goods and services that become payable as a result of the production, sale, transfer, leasing or delivery of those goods or services, or as a result of their use for own consumption or own capital formation. These taxes are defined as product specific taxes, for example: value added tax, excise duties, air passenger tax, insurance premium tax and import duties, and are based on the volume or value of production sold.
Total economy	The total economy consists of all the institutional units which are resident in the economic territory of a country.
Total final expenditure	This is the sum total of final consumption, gross capital formation and exports of goods and services. Total final expenditure is the same as total demand by final buyers and is equal to total final output.
Total intermediate consumption	The total intermediate consumption of each industry is the industry's total purchases of the outputs of other industries as well as purchases of imports of goods and services and intra-industry purchases for use in its production process. This is adjusted for the change in inventories of materials and fuels and excludes primary inputs.
Total tourism internal demand	Total tourism internal demand, is the sum of internal tourism consumption, tourism gross fixed capital formation and tourism collective consumption. It does not include outbound tourism consumption.
Total output	The total output of an industry is the aggregate value of the goods and services together with the work-in-progress produced by the industry. It is equal to the value of the industry's sales plus any increase (and less any decrease) in the value of its inventories of finished products and work-in progress. Output is thus measured after deducting holding gains. The outputs of the distribution and service trades industries are measured on a 'gross margin' basis.
Taxes less subsidies on production and imports	Defined as 'taxes on products' plus 'other taxes on production' less 'subsidies on products' less 'other subsidies on production'. The taxes do not include any taxes on the profits or other income received by an enterprise. They are payable irrespective of the profitability of the production process. They may be payable on the land, fixed assets or labour employed in the production process, or on certain activities or transactions.
Tourism	Comprises the activities of visitors.

Tourism characteristic industries	Are those industries that would either cease to exist in their present form, producing their present product(s), or would be significantly affected if tourism were to cease. Under the international TSA standards, core lists of tourism characteristic industries, based on the significance of their link to tourism in the worldwide context, are recommended for implementation to facilitate international comparison. Some countries use the criteria of at least 25 per cent of an industry's output must be consumed by visitors to be a country-specific tourism characteristic industry.
Tourism characteristic products	These are defined in the international TSA standards as those products which would cease to exist in meaningful quantity, or for which sales would be significantly reduced, in the absence of tourism. Under the international TSA standards, core lists of tourism characteristic products, based on the significance of their link to tourism in the worldwide context, are recommended for implementation to facilitate international comparison. It is also recommended in the international TSA standards that country-specific tourism characteristic products are identified.
Tourism connected industries	Are those, other than tourism characteristic industries, for which a tourism related product is directly identifiable (primary) to, and where the products are consumed by visitors in volumes which are significant for the visitor and/or the producer. All other industries are classified as non-tourism industries, though some of their products may be consumed by visitors and are included in the calculation of direct tourism gross value added and direct tourism GDP.
Tourism connected products	Are those that are consumed by visitors but are not considered as tourism characteristic products. All other products in the supply and use table not consumed by visitors are classified as 'all other goods and services' in the TSA.
Tourism consumption	Tourism consumption has the same formal definition as tourism expenditure. Nevertheless, the concept of tourism consumption used in the TSA goes beyond that of tourism expenditure. Actually, besides "the amount paid for the acquisition of consumption goods and services, as well as valuables for own use or to give away, for and during tourism trips" that corresponds to monetary transactions (the focus of tourism expenditure), it also includes services associated with vacation accommodation on own account, tourism social transfers in kind, and other imputed consumption. These transactions need to be estimated using sources different from information collected directly from the visitors such as reports on home exchanges, estimations of rents associated to vacation homes, calculations of FISIM, etc.
Tourism demand	Expenditure made by, or on behalf of, the visitor before, during and after the trip and which expenditure is related to that trip and which trip is undertaken outside the usual environment of the visitor.
Tourism direct gross domestic product (TDGDP)	Tourism direct gross domestic product is the sum of the part of gross value added (at basic prices) generated by all industries in response to internal tourism consumption plus the amount of net taxes on products and imports included within the value of this expenditure at purchasers' prices.
Tourism direct gross value added (TDGVA)	Tourism direct gross value added is the part of gross value added generated by tourism industries and other industries of the economy that serve directly visitors in response to internal tourism consumption.

Tourism expenditure	The amount paid for the acquisition of consumption goods and services as well as valuables, for own use or to give away, for and during tourism trips. It includes expenditures by visitors themselves as well as expenses that are paid for or reimbursed by others.
Tourism exports	Tourism exports are domestically produced goods and services consumed by international visitors to the country.
Tourism industry ratio	This is the proportion of the total value added of an industry which is related to tourism.
Total tourism internal demand	Computed by adding tourism internal consumption (domestic and inbound tourism consumption) with other components of internal demand, such as tourism collective consumption and tourism gross fixed capital formation.
Tourism imports	Tourism imports are consumption of overseas produced goods and services by residents on overseas trips.
Tourism net taxes on products	Consists of taxes paid less subsidies received on tourism related products which is attributable to productive activity of tourism related industries that are in a direct relationship with visitors. In the case of goods purchased by visitors, only the net taxes attributable to the value of retail trade services on those goods will be included.
Tourism product ratio	This is the proportion of the total supply of a product which is consumed by visitors.
Tourism ratio	For each variable of supply in the TSA, the tourism ratio is the ratio between the total value of tourism share and total value of the corresponding variable in the TSA expressed in percentage form.
Tourism share	Tourism share is the share of the corresponding fraction of internal tourism consumption to each component of supply. For each industry, the tourism share of output (in value), is the sum of the tourism share corresponding to each product component of its output.
Tourism single purpose consumer durable goods	Tourism single-purpose consumer durables are a specific category of consumer durable goods that include durable goods that are used exclusively, or almost exclusively by individuals while on tourism trips.
Tourism Satellite Account	Tourism Satellite Account consists in analyzing in detail all the aspects of demand for goods and services which might be associated with tourism, in establishing the actual interface with the supply of such goods and services within the economy of reference, or outside and in describing how this supply (from domestic or imported origin) interacts with other economic activities, using the SUT as a reference.
Tourist	A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor) if his/her trip includes an overnight stay.
Tourism trip	Trips which are undertaken by visitors.
Tourism visit	The term tourism visit refers to a stay in a place visited during a tourism trip. However, while discussing the different forms of tourism (domestic, inbound and outbound), the term visitor is often used instead of tourism visit or tourism trip.

Travel	Travel refers to the activity of travellers.
Transportation in balance of payments statistics	Transportation (BoP item 205) covers services provided by all modes of transportation - sea, air, and other, which includes space, rail, road, inland waterway and pipeline - that are performed by residents of one economy for those of another. The different types of services offered include transport of passengers, transport of freight and other supporting and auxiliary services (e.g., storage and warehousing).
Travel in balance of payments statistics	The item Travel (BoP item 236) consists of goods and services which are acquired by residents who stay abroad or foreign travellers on the national territory for less than one year. Note that international transportation costs of the traveller to destination are recorded under the heading "transportation", but all movements within the country, including cruises, are entered under "travel".
Traveller	A traveller is someone who moves between different geographic locations for any purpose and any duration. Travel within a country by residents is called domestic travel. Travel to a country by non-residents is called inbound travel, whereas travel outside a country by residents is called outbound travel. Those who undertake travel, be it domestic, inbound or outbound, will be called domestic, inbound or outbound travellers, respectively.
Trip	A trip refers to the travel by a person from the time of departure from his usual residence until he/she returns to the same place: it thus refers to a round trip. A trip is made up of visits to different places. An inbound trip will correspond to the travel between arriving in a country and leaving, whereas a domestic trip or an outbound trip will correspond to the travel between leaving the place of residence and returning. A domestic trip has a main destination in the country of residence of the traveller, while an outbound trip has a main destination outside this country.
TSA aggregates	The compilation of the following aggregates, which represent a set of relevant indicators of the size of tourism in an economy is recommended: <ul style="list-style-type: none"> • Internal tourism expenditure; • Internal tourism consumption; • Gross value added of the tourism industries (GVATI); • Tourism direct gross value added (TDGVA); • Tourism direct gross domestic product (TDGDP)
Uses	The term refers to transactions in the current accounts that reduce the amount of economic value of a unit or sector, for example, wages and salaries are a type of use for the unit or sector that must pay them. By convention, uses are on the left-hand side of SNA accounts.
Usual environment	The geographical area (though not necessarily a contiguous one) within which an individual conducts his/her regular life routines. This is made up of one or more areas in which a person undertakes their regular activities such as their residence, place of work, place of study and other places frequently visited. The usual environment criteria has two dimensions – frequency (places that are visited on a routine basis) and distance (locations close from home for overnight trips).
Usual expenditures	In addition to the usual expenditures made by visitors while travelling (or preparing to travel) on commodities such as transport, meals or accommodation, these expenditures cover, inter alia, expenses incurred for the purposes of travel, such as suitcases which may be purchased

	some time before the planned trip. On the other hand, the measure excludes expenditure on capital equipment or other capital acquisition that may be made by a businessman while on a trip (even if that were the reason for the trip). If the trip were paid for by a non-visitor (such as parents paying for their child to visit them from abroad), it would be included because the expenditure was made on behalf of the visitor.
Valuables	Valuables are produced assets that are not used primarily for production or consumption, that are expected to appreciate or at least not to decline in real value, that do not deteriorate over time under normal conditions and that are acquired and held primarily as stores of value.
Visitor	A visitor is a traveller taking a trip to a main destination outside his/her usual environment for less than a year and for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited

APPENDIX

APPENDIX

*Estimation
Procedure*

A.1. The unit-level data (micro-data) of the survey provides the estimated number of trips for both “last 30 days” and “last 365 days”. However, estimated number of trips by different categories such as main destination of trip, purpose and types of trip, mode of travel, etc. is available only for “last 30 days” and not for “last 365 days”. Therefore, to arrive at the estimates for “last 365 days”, it is assumed that the joint distribution for the last 365 days for households/trips/visitor-trips is the same as the joint distribution obtained for the last 30 days.

A.2. Accordingly, the distribution of trips by purpose of travel for “last 30 days” is applied on the marginal total estimated number of trips for “last 365 days” to arrive at the estimated number of trips by purpose of travel for the “last 365 days”. Also obtained is the estimated number of trips originating from each state when their main destination is the state of reference.

A.3. Further, the survey data provides information on item-wise expenditure incurred during the latest 3 overnight trips only that were undertaken during the “last 30 days”. This information is neither available for all the trips undertaken during “last 30 days” nor for trips undertaken during “last 365 days”.

A.4. Therefore, it is assumed that the average expenditure per trip based on last 3 overnight trips during the last 30 days for any group of trips or visitor/trips remains invariant for the last 30 days. Also, average expenditure for last 30 days for any group of trips or a particular category of expenditure is assumed to be the same for the last 365 days.

A.5. Under these assumptions, average expenditure per overnight trip for a group or category of trip is obtained as the ratio of total estimated expenditure incurred on the group or category of overnight trips to the estimated number of overnight trips on the basis of the latest three trips during the last 30 days for which the expenditure has been reported.

A.6. This ratio multiplied with the estimated total number of overnight trips during the “last 365 days” gives the total estimated expenditure for all the trips taken during “last 365 days”. It should be noted that these estimates are obtained at state-level such that the expenditures refer to those trips which originate from any state of India (other than the state of reference) and whose main destination is the state of reference.

A.7. The DTS also recorded item-wise expenditure incurred by non-package tourists and a lump sum expenditure incurred by package tourists. In such cases, the package cost is distributed across the items of expenditure in the same structure as observed in the expenditure pattern of non-package tourists.

A.8. Hence total item-wise expenditure incurred by package as well as non-package tourists is arrived at.

A.9. Since the reference period of DTS is 2008-09 whereas TSA is prepared for 2009-10, the expenditure data obtained from DTS are inflated for 2009-10 using the PFCE deflator.