

# **Regional Tourism Satellite Account Punjab, 2009-10**

Study Commissioned by the  
Ministry of Tourism, Government of India

**Prepared By**

**National Council of Applied Economic Research**

**11, I. P. Estate, New Delhi, 110002**

© National Council of Applied Economic Research, 2014

All rights reserved. The material in this publication is copyrighted. NCAER encourages the dissemination of its work and will normally grant permission to reproduce portions of the work promptly. For permission to photocopy or reprint any part of this work, please send a request with complete information to the publisher below.

*Published by*

Anil Kumar Sharma

Acting Secretary, NCAER

National Council of Applied Economic Research (NCAER)

Parisila Bhawan, 11, Indraprastha Estate, New Delhi-110 002

Email: [aksharma@ncaer.org](mailto:aksharma@ncaer.org)

---

**Disclaimer:** The findings, interpretations, and conclusions expressed are those of the authors and do not necessarily reflect the views of the Governing Body of NCAER.

## **STUDY TEAM**

### **Project Leader**

Poonam Munjal

### **Senior Advisor**

Ramesh Kolli

### **Core Research Team**

Rachna Sharma

Amit Sharma

Monisha Grover

Praveen Kumar

Shashi Singh



## 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.

**New Delhi**  
October 30<sup>th</sup>, 2014

**Shekhar Shah**  
Director-General  
NCAER

## ACKNOWLEDGEMENT

We would like to thank the officials of The Ministry of Tourism (MoT) for their valuable inputs during the project review meetings and presentations. In particular, we are immensely grateful to Dr. R.K. Bhatnagar (ADG, Market Research, MoT) and Shailesh Kumar (Deputy Director, Market Research, MoT). The study also benefited immensely from the important inputs from Shri Parvez Dewan (Secretary, MoT) and Shri Girish Shankar (Addl. Secretary, MoT) apart from the other officials of State Tourism Departments.





## ABBREVIATIONS AND ACRONYMS

### *Units used in the Report*

1 crore = 10 million

1 lakh = 100 thousand

### *Abbreviations*

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

**Abbreviations**

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

## CONTENTS

Study Team		i
Preface		iii
Acknowledgement		v
Abbreviations and Acronyms		vii
List of Tables		xi
List of Figures		xiii
1. Introduction		1
About Tourism		1
Some Definitions of Tourism		1
UNWTO Definition		2
Tourism - World		2
Tourism – India		3
Tourism – Punjab		4
Measurement of Tourism		5
Satellite Accounts		6
Tourism Satellite Account		7
Uses and Applications of TSA		8
Regional Tourism Satellite Account		8
Structure of the Report		10
2. Profile of the State		11
Geographic Profile		11
Climate Profile		11
Historical Background		12
Demographic and Social Profile		13
Society		15
Economic Profile		17
Structure of the Economy		19
Tourism		21
3. Data Sources and their Key Findings		23
Data Sources		23
Domestic Tourism Survey (DTS)		23
Use of DTS in preparation of state TSA		24

DTS– key findings for Punjab	25
International Passenger Survey (IPS)	27
IPS – Key Findings for Punjab	28
Employment and Unemployment Survey	31
Use of EUS data in preparation of State TSA	31
Household Consumer Expenditure Survey	34
Use of CES data in preparation of State TSA	35
State GDP Accounts	38
<b>4. Methodology</b>	<b>41</b>
Tourism Satellite Account	41
Expenditure or Demand Side Data	41
Production or Supply side data	42
Compilation of State TSAs	43
Inbound Tourism Expenditure	45
Inbound Tourism Expenditure by international tourists	46
Inbound Tourism Expenditure by Domestic Tourists Belonging to Other States	46
Inbound tourism expenditure	47
Domestic Tourism Expenditure	54
Outbound Tourism Expenditure	59
Total Internal Tourism Consumption	63
Production Account of Tourism Industries	65
Tourism Industry Ratios and TDGVA	66
Employment in Tourism Industries	73
Non-monetary Indicators	74
<b>5. TSA Tables and Accounts</b>	<b>77</b>
<b>6. Summary of Findings</b>	<b>113</b>
Number of trips	113
Internal tourism expenditure	113
Employment in tourism industries	114
Gross Value Added	115
Direct and indirect shares in GSDP & employment	115
Glossary	117
Appendix	133

## LIST OF TABLES

2.1	The Demographic and Social Profile of the State	14
3.1	Estimated number of workers by status	33
3.2	Break-up of monthly per capita consumer expenditure over broad categories of goods	37
3.3	State GDP accounts, 2009-10	40
4.1	Availability of data for compiling State TSAs according to different approaches	43
4.2	Products recommended in TSA: RMF 2008 Vs. Products included in TSA, 2009-10	45
4.3	Consumption Expenditure Adjustment Factors	48
4.4	State-wise per-cent distribution of trips undertaken in the state from other states, by purposes of travel	50
4.5	State wise per-trip expenditure by purpose of travel (Inbound Tourism Consumption)	52
4.6	State-wise per-cent distribution of trips undertaken within the state, by purposes of travel	55
4.7	State wise per-trip expenditure by purpose of travel (Domestic Tourism Consumption)	57
4.8	State-wise per-cent distribution of number of Outbound Tourists, by purpose of travel	61
4.9	State wise expenditure per tourist by purpose of travel (Outbound Tourism Consumption)	62
4.10	State-specific Tourism Industry Ratios	72
4.11	Identification of Formal/Informal workers	74
<b>TSA Tables</b>		
Table 1A	Inbound Tourism Expenditure by products and by type of foreign tourists	79
Table 1B	Inbound Tourism Expenditure (incurred by tourists from other states) by products and purposes of travel	80
Table 1C	Total Inbound Tourism Expenditure by products	81
Table 2	Domestic Tourism Consumption (visitors from within the state of reference) by products and by purpose of travel	82
Table 3	Outbound Tourism Consumption by products and by purpose of travel	83
Table 4	Total Internal Tourism Consumption	84
Table 5	Production account of tourism industries and other industries	85
Table 6	Tourism direct output and value added	97
Table 7A	Employment in tourism industries by formal/informal and by gender, Rural	98
Table 7B	Employment in tourism industries by formal/informal and by gender, Urban	99
Table 7C	Employment in tourism industries by formal/informal and by gender, Total	100
Table 7D	Jobs in tourism industries by formal/informal and by gender, Rural	101
Table 7E	Jobs in tourism industries by formal/informal and by gender, Urban	102
Table 7F	Jobs in tourism industries by formal/informal and by gender, Total	103

Table 10.1	Domestic and foreign tourism visits to states/UTs during 2010-2013	104
Table 10.2	Average number of overnight trips per 100 households in different state /UTs, last 365 days	105
Table 10.3	Percentage of households and persons undertaking overnight trips: states/UTs, last 365 days	106
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	107
Table 10.5	Per 1000 distribution of overnight visitor-trips by purpose of trip separately for each State/UTs of destination	108
Table 10.6	Average no. of places visited per overnight trip by main destination for each State/UTs of destination	109
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	110
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	110
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	111
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	111
Table 6.1	Number of trips / tourists	113
Table 6.2	Internal Tourism Expenditure	114
Table 6.3	Employment in tourism industries	114
Table 6.4	Gross Value Added of tourism industries	115
Table 6.5	Contribution of Tourism in the Economy	116

## LIST OF FIGURES

2.1	Growth in Gross State Domestic Product	20
2.2	Structural changes in GDP over the last decade	20
2.3	Sectoral growth in Gross State Domestic Product	21
3.1	Distribution of trips undertaken by purpose	26
3.2	Per cent distribution of trips by states of origin	26
3.3	Distribution of number of Outbound Tourists by purpose	29
3.4	Percentage Distribution of Mission for which Business Trip is Undertaken	30
3.5	Percentage distribution of Reasons for Preferring Foreign Destination When Leisure Trip is Undertaken	30
3.6	MPCE at MRP on food, non-food and total	36
4.1	Average per-trip expenditure incurred in inbound trips from other states	51
4.2	Percentage distribution of Inbound Tourism Expenditure (incurred by visitors from other states) by products for different purposes of travel	53
4.3	Average per-trip expenditure incurred in intrastate domestic trips	56
4.4	Percentage distribution of Domestic Tourism Expenditure (incurred by visitors from within the state) by products for different purposes of travel	58





## 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 motivation<sup>1</sup>. 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 needs<sup>2</sup>.
- 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 visitors<sup>3</sup>.
- 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.

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

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

<sup>3</sup>McIntosh, 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 visited<sup>4</sup>.”*

**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 earned<sup>5</sup>. 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

<sup>4</sup>UNWTO: IRTS 2008, para 2.9

<sup>5</sup>Government of India: Report of the Working Group on Tourism, 12<sup>th</sup> 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.<sup>6</sup>

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 41<sup>st</sup> rank in terms of its share in world tourist arrivals and at 16<sup>th</sup> 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 share of 9.7 per cent in employment and if indirect share is included, the share

<sup>6</sup>National Tourism Policy, 2002, Department of Tourism

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 Account<sup>7</sup> 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 2011-12<sup>8</sup>. 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 – Punjab

1.15. Punjab is one of the smallest states of India, both area-wise and population-wise. But it ranks itself at 14<sup>th</sup> place when it comes to attracting domestic as well as foreign tourists (India Tourism Statistics 2010). It is well known for its hospitality, cuisine, large number of forts & palaces, gurudwaras & temples, baghs & gardens to quote a few. All these together make this state a place one of the most yearned for places by the tourists.

1.16. Golden Temple is the most famous site for tourists coming from across the globe to visit. Other tourism spots attracting large number of tourists include Wagah Borders, Jalianwala Bagh, Aam Khas Bagh in Sirhind, Faridkot Fort, Pul Kanjiri, Rock Garden and Rose Garden in Chandigarh to name a few.

1.17. According to the data compiled by the India Tourism Statistics, the total domestic tourist arrivals in the state rose from 4.7 lakh in 2001 to 2.13 crore in 2013, marking the compounded annual growth rate of 37.3 per cent.

1.18. During the same period, foreign tourist arrival grew to its 63 times, from 3,258 to 2,04,074 with the compounded annual growth rate (CAGR) of 41.2 per cent.

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

<sup>8</sup> 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.

**Measurement of tourism**

1.19. 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.

1.20. 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.

1.21. However, as already mentioned, tourism is not defined separately in either the standard international industry or product classifications<sup>9</sup> or in the accounting framework of national accounts, which focuses on accounting of 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.

1.22. 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)<sup>10</sup>, though

<sup>9</sup>These 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.

<sup>10</sup>A 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.

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.

1.23. 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.

1.24. 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*

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

1.26. 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*

1.27. 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, 1993<sup>11</sup> (1993 SNA) for integrating tourism statistics and for showing the linkages between demand and supply for goods and services in respect of Tourism.

1.28. 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.

1.29. 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 measured<sup>12</sup>. The TSA focuses on the economic dimension of tourism trips<sup>13</sup>, mostly through expenditure by visitors or by others for their benefit.

1.30. 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 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.

1.31. 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

<sup>11</sup> 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

<sup>12</sup> Eurostat: European Implementation Manual on TSA

<sup>13</sup> IRTS 2008, para. 2.29



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*

1.32. 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.

### *Regional Tourism Satellite Account*

1.33. 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.

1.34. 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.

1.35. 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.

1.36. 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.

1.37. 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.

1.38. The TSAs, 2009-10 for Punjab 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

1.39. 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.

1.40. Section 2 presents a snapshot of the state of reference, which here is Punjab. 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.

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

1.42. 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.

1.43. 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.

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

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

1.46. 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. "Punj" meaning five and "ab" meaning water and together it is Punjab, the land of five rivers viz. Sutlej, Beas, Ravi, Chenab and Jhelum. The Greeks have also referred to Punjab as *Pentapotamia*, an inland delta of five converging rivers. However, the partition in 1947 the state was partitioned and three of the five rivers now flows in Punjab in Pakistan and the two of the rivers Sutlej and Beas flows in Punjab in India. And the name of the state now is misnomer.

2.2. Punjab is located in the North-western part of the country and has an area of 50362 sq km. The state is bounded by the Indian states of Himachal Pradesh in the east, Haryana in south and south east and Rajasthan to the southwest, has Pakistani province of Punjab to its west. The northern border of the state is shared with the Indian state of Jammu and Kashmir. The state shares its capital Chandigarh with the neighbouring state of Haryana.

2.3. Punjab is divided into three distinct regions Malwa, Majha and Doaba. Malwa is the largest region which lies to south of Sutlej river covering 11 districts namely; Ludhiana, Patiala, Sangrur, Barnala, Bhatinda, Firozpur, Rajpura, Moga and Ajitgarh. Majha is a historical region comprising of the modern districts of Amritsar, Pathankot, Gurdaspur and Tarn-Taran and lies between rivers Ravi, Beas and the Sutlej. Also referred to as the heartland of Punjab, Majha is celebrated as being the 'Cradle of Sikhism'. Doaba is one of the most fertile regions of the world and was the center of the Green Revolution in India. The literal translation of the name "Doaba" is "land between two rivers" covering some of the biggest cities of Jalandhar, Hoshiarpur, Nawanshahr and Kapurthala and even today it remains one of the largest per capita producers of wheat in the world.

2.4. *Most part of Punjab lies in a fertile plain, alluvial plain with rivers and an extensive irrigation canal system. The Shiwalik Hills extend along the northeastern part of the state at the foot of the Himalayas. The southwest of the state is semi-arid, ultimately merging into the Thar Desert.*

### Climate profile

2.5. The climate in Punjab is extremely hot in summers and extremely cold in winters. The annual temperatures ranges from 1°C to 46°C (min/max) and the northeastern area lying near the foothills of the Himalayas receives heavy rainfall, while the areas in the south and west of the state receives less rainfall. The state is three clear seasons; Summers during April to June followed by the Monsoon season in July to September and the winters set in by December and

last up to the February. The in between months between transition of the seasons are the most pleasant period in the state.

## Historical background

2.6. Existence of Punjab dates back to the times of Mahabharata when it was known as Panchanada. From 2700 to 1700 BCE, the Indus River Valley civilization--one of the oldest civilizations in the world--was partly located in the Punjab.. The Vedic Civilization that grew and progressed along the length of the Sarasvati River covered most of Northern India including Punjab and had a substantial impact on shaping of the subsequent cultures in the Indian Subcontinent. The Punjab region was conquered by many ancient empires including the Gandhara, Nandas, Mauryas, Sungas, Kushans, Guptas, Palas, Gurjara-Pratiharas and Hindu Shahis. The furthest eastern extent of Alexander the Great's exploration was along the Indus River.

2.7. Due to its location, the Punjab region came under constant attack and influence from the west and east. Punjab faced invasions by the Persians, Greeks, Scythians, Turks, and Afghans. This resulted in the Punjab witnessing centuries of bitter bloodshed. Its culture has evolved over the years with significant influences of the Hindus, Buddhist, Muslims, Afghans, Sikh and the British.

2.8. The foundations of the present Punjab were laid by Banda Singh Bahadur, a hermit who became a military leader and, with his fighting band of Sikhs, temporarily liberated the eastern part of the province from Mughal rule in 1709–10. Ranjit Singh (1780–1839) subsequently built up the Punjab region into a powerful Sikh kingdom. Invaders to the Indian subcontinent entered India by land from the northwest, passing through the mountain passes of the Karakorum and Hindu Kush ranges, the invaders (Aryans, Persians, Greeks, Mongols, Turks, and Afghans) would cross the Punjab to reach the rest of India. Punjab was the battleground where competing empire builders fought for control over the Indian subcontinent. By 1849 the Punjab kingdom fell to the troops of the British East India Company and became a province under British rule. After India gained its independence in 1947, the British province of Punjab was split politically between the new sovereign states of India and Pakistan, the smaller (38% of area) and the eastern portion was awarded to India and became part of India.

2.9. In November 1956, the state of Punjab was enlarged through amalgamation of Patiala and East Punjab States Union (PEPSU), the pre-independence princely territories of Patiala, Jind, Nabha, Faridkot, Kapurthala, Kalsia, Malerkotla (Maler Kotla), and Nalagarh. However, on Nov. 1, 1966 the government divided state into predominantly on the basis of language into the mostly Hindi-speaking state of Haryana and the Punjabi-speaking state of

Punjab and the northernmost districts were transferred to Himachal Pradesh, and the newly constructed union territory of Chandigarh. Though not a part of either state, Chandigarh has been retained by both Haryana and Punjab as the joint administrative headquarters, or capital.

**Demographic  
& social  
profile**

2.10. Punjab is a small state and is ranked 19<sup>h</sup> in terms of its geographical area (1.53%) in the country and home to 2.3 per cent of the total population and 2.2 per cent of the total households. The majority of the population (59.9%) in Punjab are the Sikhs and the second most significant group is that of the Hindu's. Doaba is the only region where the Hindu's are in majority (55.9%).

2.11. Punjab is state known with indomitable spirit, zest of Life, the fighting spirit, but in last few years saw a decline in their character. The sex ratio of Punjab was 895 pushing it down to the 27<sup>th</sup> position among all states and UTs and also ranked poorly in terms of literacy in the country.

2.12. Doaba region is the smallest of the three regions in which Punjab is divided, but more progressive than the other two regions. Doaba is better not only in the overall literacy levels but also in male and female literacy, as well in the sex ratio.

**Table 2.1: The Demographic and Social Profile of the State**

	Year	Malwa region	Majha region	Doaba region	Punjab State	
<b>Area (sq km)</b>		32806 (83.1%)	8660 (8.7%)	8896 (8.2%)	50362 (19 <sup>th</sup> Largest state in India)	
<b>Households (in Lakhs)</b>	<b>2011</b>	32.81 (59.5%)	11.36 (20.6%)	10.96 (19.9%)	55.13 (2.2% of Total households)	
<b>Household Size</b>	<b>2011</b>	5.07	5.20	4.75	5.03	
<b>Population (in lakhs &amp; %)</b>	<b>Total</b>	<b>2011</b>	166.27 (59.9%)	59.09 (21.3%)	52.08 (18.8%)	277.43 (2.29% of Total population) (15 <sup>th</sup> Most Populated State)
	<b>Males</b>	<b>2011</b>	88.25 (60.3%)	31.20 (21.3%)	26.94 (18.4%)	146.39 (2.35% of Total Male Popn.) (52.8% of State Population)
	<b>Females</b>	<b>2011</b>	78.02 (59.5%)	27.88 (21.3%)	25.14 (19.2%)	131.04 (2.23% of Total Female Popn.) (47.2% of State Population)
	<b>Rural</b>	<b>2011</b>	102.68 (59.2%)	37.73 (21.8%)	33.04 (19.0%)	173.44 (2.08% of Total Rural Popn.) (62.5% of State Population)
	<b>Urban</b>	<b>2011</b>	63.59 (61.2%)	21.36 (20.5%)	19.04 (18.3%)	103.99 (2.76% of Total Urban Popn.) (37.5% of State Population)
<b>Percentage of Population</b>	<b>Hindu</b>	<b>2001</b>	32.6	31.6	55.9	36.9
	<b>Sikh</b>		64.6	63.8	41.5	59.9
	<b>Muslim</b>	<b>2001</b>	2.16	0.54	0.90	1.57
	<b>Christian &amp; Others</b>	<b>2001</b>	0.65	4.02	1.76	1.59
<b>Density (persons per sq.km.)</b>	<b>Total</b>	<b>2011</b>	507	683	583	551
	<b>Rural</b>	<b>2011</b>	328	462	394	362
	<b>Urban</b>	<b>2011</b>	4251	4487	3510	4136
<b>No of Districts</b>	<b>2011</b>	13	3	4	20	
<b>Literacy Rate</b>	<b>2011</b>	73.7	76.1	82.3	75.8	
<b>Male Literacy rate</b>	<b>2011</b>	78.6	80.6	86.4	80.4	
<b>Female Literacy rate</b>	<b>2011</b>	68.2	71.2	77.9	70.7	
<b>Sex ratio</b>	<b>2011</b>	884	894	933	895	
<b>Work Force (percentage)</b>	<b>2011</b>	36.6	34.8	33.8	35.7	
<b>Dependency Ratio</b>	<b>2011</b>	1.74	1.87	1.95	1.80	

Source: Office of the Registrar General & Census Commissioner, India

## Society

2.13. The unmatched culture of Punjab has its own unique fragrance, the hospitality and the open-mindedness as well as in their values of life of the Punjabis is proverbial. Hospitality is a living aspect of Punjabi culture, which is shown even to the migratory birds that sojourn here. It binds people together in bonds of love; it increases circles of friendship Culture & Heritage - Punjab, India and makes the atmosphere aglow with human warmth. Punjabis have proved this in all corners of the world in seemingly alien lands and because of these qualities they have been willingly accepted as useful, responsible citizens of the world, warm neighbours and good friends.

2.14. Punjab, has been described as the land of Gurus, Pirs, and the warriors, adding to this Punjab is also a land of adaptability, love for food, land of stories and ballads of love and war, land of songs and dance and land with zest of life.

2.15. Punjab is home to some of the famous personalities from all walks of life, they have left their marks not only in India but across the world. The list of fields where one finds the contribution of the Punjabis is very long to name a few of them; Sufi's, Religious leaders, Sikh Guru's Educators and Scientists, Astronauts, Military leaders (Army, Airforce & Navy), Journalist, Revolutionaries, Politicians, sports persons, Artists, Poets and Writers, Singers, Directors, Actors, Models, Musicians, Music Directors, Lyricist, Business entrepreneur's etc, and the list in each spectrum is in itself very long.

2.16. To name a few achievers; Bulleh Shah was a Punjabi Sufi poet, a humanist and philosopher. The ten Sikh Guru's, Har Govind Singh Noble laureates in field of Physiology or medicine, Wing Commander Rakesh Sharma, AC was the first Indian to travel in space and Kalpana Chawla; she was the first Indian-American astronaut and first Indian woman in space. Marshal Arjan Singh, Former Chief of Indian Air Force, Only Marshal in the History of Indian Air Force, current and many of the former Indian Army Chief's, Kiran Bedi the First Women IPS officer, Tavleen Singh, Barkha Dutt, Karan Thapar in the field of journalism in India, Bhagat Singh, Chandrashekhar Azad, Dulla Bhatti, Lala Lajpat Rai, Sukhdev, Udham Singh are few of the revolutionaries of the Indian National movement against the British, Dr. Manmohan Singh the current Prime Minister of India, Giani Zail Singh the former President of India, and the endless list of politicians who have left their mark in the political field of the country, Nikki Haley and Piyush "Bobby" Jindal, both born to Indian Sikh parents are currently the Governor of South Carolina and Louisiana and both are former member of the United States House of Representatives.

2.17. From Bishen Singh Bedi to Harbhajan Singh, Virat Kohli, Yuraj Singh in cricket, the Hockey team has been dominated by the Punjab, Milkha Singh and



Kamaljeet Sindhu in athletics, Jeev Milkha Singh, Jyoti Randhawa, Gaurav Gheini in Golf, in Shooting Punjab has some of the brightest stars like Abhinav Bindra, 1st individual Olympic Gold Medalist, Gagan Narang, the only Indian to win two medals at a World Championship and Avneet Sidhu, Commonwealth Games medallist, Arjun Awardee. Amrita Sher-Gil, Sobha Singh, Satish Gujral, Manjit Bawa, Neeru Bajwa are few of the world renowned artists from Punjab. Amrita Pritam, Khushwant Singh, Vikram Seth, Sahir Ludhianvi are just a few names known for their contribution as Poets and writers.

2.18. The Ghazal King Jagjit Singh or Jagmohan Singh a Ghazal singer, songwriter and musician, Gulzar or Sampooran Singh Kalra is an Indian poet, lyricist and director both from the land of Punjab have made a mark for themselves across the world. Mohammed Rafi, Mukesh, Mahendra Kapoor, Shailendra Singh, Bhupinder Singh, Daler Mehndi, Gurdaas Maan, Narendra Chanchal, Parkash Kaur, Satinder Sartaaj, Sukhvinder Singh, Wadali brothers are just a few names of the singers who have ruled the hearts of not only the Indians but hearts across the world. B R Chopra, Subhash Ghai, Prakash Mehra, Shekhar Kapur, Vidhu Vinod Chopra are few of the directors born in Punjab or to Punjabi/Sikh parents. The Punjabis (Sahni's, Anand's, Nath's, Chopras, Dutt's, Deol's, Khanna's, Kapoors, Roshan's, Singh's, Devgans ...) have dominated the Bollywood since its beginning and now in last few decades their contribution to Hollywood has also been significant. An inventor, entrepreneur and venture capitalist Vinod Dham also known as Father of the Pentium chip, Vinod Khosla an Indian-American businessman and venture capitalist and one of the co-founders of Sun Microsystems, Sunil Bharti Mittal Indian entrepreneur, philanthropist and the founder of Bharti Enterprises.

2.19. The culture of Punjab has many elements including music such as bhangra, an extensive religious and non-religious dance tradition, a long history of poetry in the Punjabi language, a significant film industry which dates back to before Partition, a vast range of cuisine which has become widely popular abroad, and a number of seasonal and harvest festivals such as Lohri, Basant, Baisakhi and Teej, all of which are celebrated in addition to the religious festivals of India. Kissa is a Punjabi language oral story-telling tradition that has a mixture of origins ranging from the Arabian Peninsula to Iran and Afghanistan. A number of folk tales like the Mirza Sahiban, Heer Ranjha, Sohni Mahiwal, Sassi Punnun, Dulla Bhatti, Puran Baghat, Jeona Maud etc. are popular in Punjab. The mystic folk songs and religious songs include the Shalooks of Sikh gurus, Baba Farid and others such as Kafis, Hamds, Baits, Dohas, Lohris, Sehra, and Jugni.

2.20. Along with its rich cuisine, colourful attire, joyous dance and lilting music, it takes just pride in the skilfully created handicrafts it has long been



famous for. Notably, the occupational crafts of Malwa, the Silk Route inspired artistic wealth of Majha, and the woodcraft of Doaba. The textile related skills of the women of Punjab; phulkari and baghs, durries, woven silks, carpets, gold thread embroidery and Chamba rumals, not just depicting rites of passage but the cultural richness of the times.

2.21. However, Punjab in past several years has witnessed a dramatic rise in drug addiction, with afflicted individuals spanning socioeconomic backgrounds. Researchers attribute the "epidemic" to the recently flourishing drug production in Afghanistan, which streams opiates through Pakistan and delivers the drugs to Punjab on their journey towards New Delhi. Traditionally, individuals from the richest backgrounds turn to heroin, while the poor take sedatives or other cheap medicines. The increased use of intravenous drugs has also facilitated the spread of HIV in Punjab.

## Economic profile

2.22. The state of Punjab is predominantly an agrarian economy and is also popularly known as the wheat Basket of India. With adoption of new agricultural technology in mid-sixties backed with adequate agricultural policies, the progress made by agriculture in Punjab state is unparalleled in the history of world agriculture. The state which was deficit in food at the time of independence turned surplus in food grains and a model of India's successful green revolution strategy. Punjab state with only 1.5 per cent geographical area and 2.29 percent of the total population has been contributing a substantial share to the central pool. The state alone has been contributing 35-40 per cent of rice and 45-70 per cent wheat to the central pool since last two decades and in 2011-12, Punjab contributed approximately 77.3 lakh tonnes of rice (22% of central pool) and 109.6 lakh tonnes (38.7% of total central pool).

2.23. Punjab has another achievement; of highest per capita availability of milk in Punjab which is 944 grams per day, almost 3.5 times that of the national average of 263 grams.

2.24. And Recent times Punjab has shown that after the green and white revolution, the state is now on the threshold of blue revolution or fish farming. Even though Punjab is a leading agrarian state of the country, it is way behind in the food processing/value addition industry.

2.25. Punjab has one of the best-developed road networks in the country. All-weather paved roads extend to most villages, and the state is crossed by a number of national highways. Punjab also is well served by the Northern Railway—part of the national railway system. There is an international airport in Amritsar, and regular domestic service is available in Chandigarh and Ludhiana. Several other airports offer cargo service.

*Agriculture  
sector*

2.26. Even though, Punjab accounts for less than 2.5% of the Indian population, they are one of the most prosperous states in India. Their per capita income is twice the national average. The prosperity in the state can be attributed to the development of agriculture. The six major factors that have led to the Punjab's highly productive agricultural system are:

- The fertile soil in Punjab
- The extensive irrigation system, the dams, reservoirs, and extensive irrigation canals criss-crossing the state, because of which 78 per cent of the land is irrigated.
- Two distinct growing seasons: November to April and May to September.
- Economic equity among the people, class barriers in Punjab are lower than elsewhere in India. Most farmers, who own and intensely farm their croplands, are willing to share their farm tools and animals with each other on a cooperative basis.
- The governments of both India and Punjab have followed policies to encourage farming by supporting a scientific approach to farming, by extending cheap loans to farmers, and by making sure farmers receive high prices for the crops.
- The Green revolution due to which there is prosperity and wealth in Punjab. The Green Revolution led to increase in agricultural harvests due to the use of improved planting and harvesting strategies, large amounts of water, chemical fertilizers, pesticides, and High Yield Variety (HYV) seeds.

2.27. As a result of the success, Punjab has less people living below the poverty line (8.3% 2011-12, Planning Commission) than any other state in India. Increased wealth in Punjab has led to an improved standard of living, better education, and opportunities to travel for a substantial minority of the people.

2.28. Much of the state's agricultural progress and productivity is attributable to the so-called Green Revolution, an international movement launched in the 1960s that introduced not only new agricultural technologies but also high-yielding varieties of wheat and rice.

2.29. With almost the entire cultivated area receiving irrigation, Punjab is among India's most widely irrigated states. Government-owned canals and wells are the main sources of irrigation; canals are most common in southern and south western Punjab, while wells are more typical of the north and the northeast. The Bhakra Dam project in neighbouring Himachal Pradesh provides much of Punjab's supply of irrigation water.

*Industry,  
handicraft and  
other sectors*

2.30. Other major industries include the manufacturing of scientific instruments, agricultural goods, electrical goods, financial services, machine tools, textiles, sewing machines, sports goods, starch, tourism, fertilizers, bicycles, garments and the processing of pine oil and sugar. Punjab also has the largest number of steel rolling mill plants in India, which are located in Steel Town Mandi Gobindgarh, District Fatehgarh Sahib.

2.31. The handicraft industry of Punjab is well known for its world famous products specially the delicate embroidered shawls, zardozi (embroidery), gold-embroidered footwear, exceptionally fine hand-knotted woollen carpets, dhurrie, embroidered mat, embroidered quilt, hand-worked khes, tilla juttis and phulkari. Phulkari is predominant handicraft of the Malwa region, it is an embroidered wrap, made of a thick cotton fabric called khaddar. The silken nalas (drawstrings) with highly decorative tassels that are much sought after. The tilla jutti's are the traditional embroidered footwear of Punjab, hand-stitched with silver and golden wire, no nails are used in the fabrication, and no distinction is made between the left and right foot. The defining feature is an upturned toe resembling a proudly curly moustache!. Punjab is also the hub for making monograms, badges and emblems on military uniforms in tilla (gold thread) embroidery.

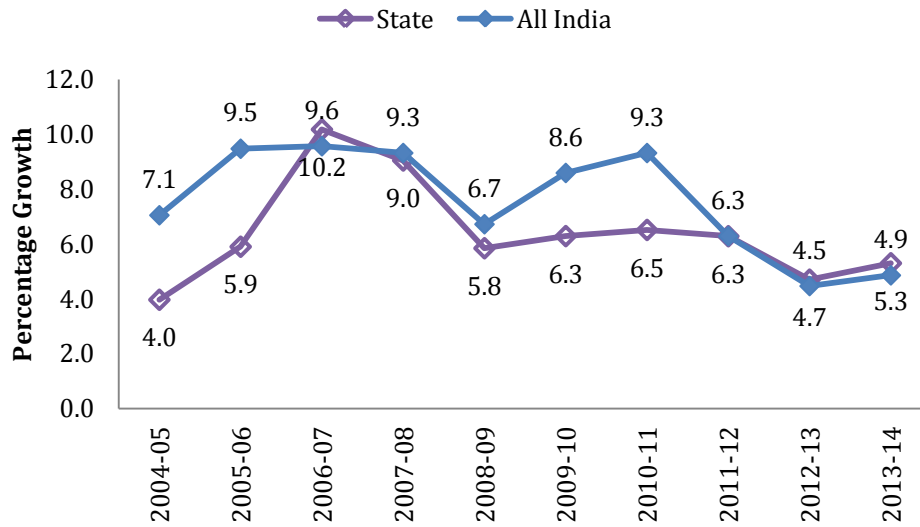
2.32. The other equally famous handicrafts are the wooden musical instruments, sheesham furniture with engraved foliage patterns inlaid with acrylic, camel bone and shell, vibrantly coloured turned wooden furniture, the famous cricket bats, the immensely popular cast swords

**Structure of  
the economy**

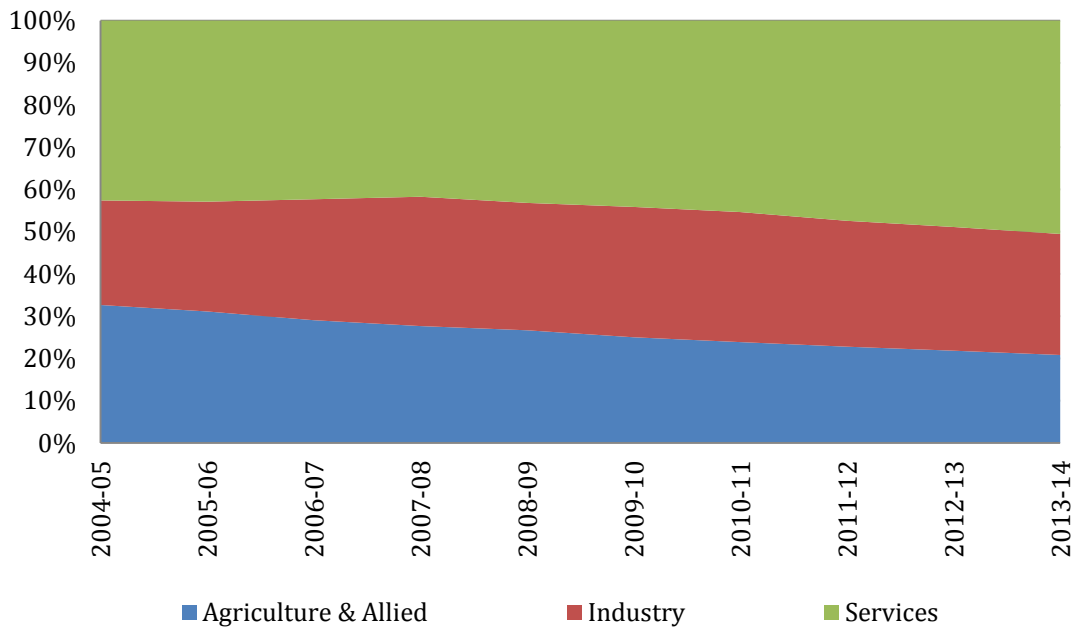
2.33. During the last decade since 2004-05, the state's economy has grown by an average growth of 6.4 per cent, but the growth has been slower than average growth rate in the last one decade for all India, which has been about 7.6 per cent.

2.34. Very similar to All India scenario, the Agriculture and the allied sector is gradually losing its sheen and contribution to the economy of the state. The share of the Agriculture sector in Punjab has gradually dropped from 35.7 per cent in 1999-00 to 20.8 percent in 2013-14. Even though the industry sector experienced a high growth during the period of three years 2005-06 to 2007-08, there has been no significant change in contribution to the overall GSDP of the state. Similar to the all India level where the contribution and growth of the services sector has seen a gradual rise, the services sector in Punjab has grown with an average growth of 8.3 per cent in last one decade.

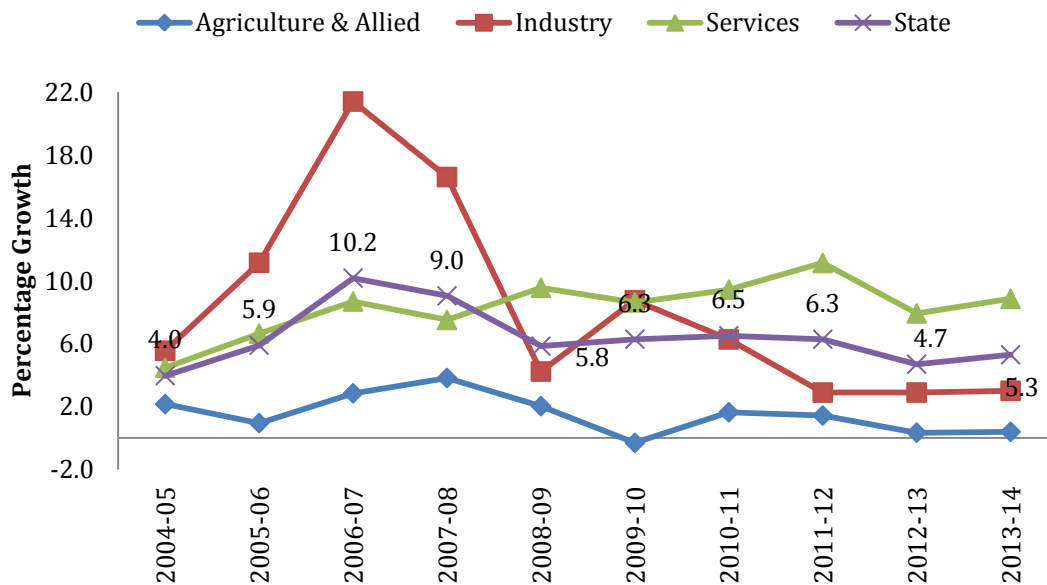
**Figure 2.1: Growth in Gross State Domestic Product (Constant Prices)**



**Figure 2.2: Structural changes in GDP over the last decade**



**Figure 2.3: Sectoral growth in Gross State Domestic Product in the last decade (Constant Prices)**



## Tourism

2.35. Punjab is a land of devout, of believers and of those with open hearts and open arms. Enriched with a distinct blend of rural and urban flavours, Punjab has a lot to offer to all. One recreates the history on visiting the Jallianwala Bagh, reminding one of the horrors of the British rule and Punjab's sacrifice to the struggle for freedom of India. The serenity of the gurudwara's takes one in entire new world of peace and harmony. The unique religious legacy with a host of Gurudwaras, the largest and the most prominent being The Golden Temple at Amritsar which has thousands of visitors every day from around the world to visit the holy shrine, with a dome made of pure gold. Punjab is home not only to the Gurudwara's but one find mosques' from the Mughal era also.

2.36. A modern day place of visit is the Science city set up across 72 acres of land in heart of Punjab is one of the biggest projects of its king in Northern India, taking you through the amazing world of science, an ideal place for entertainment and education. A dynamic destination where families, school groups, adults and even young children can explore the wonders of science through interactive exhibits, live demonstrations, innovative programs and awe-inspiring films.

2.37. A must see to all those coming to Punjab is the Wagah border closing 'lowering of the flags' ceremony or The Beating Retreat ceremony is a daily

military practice that the security forces of India (Border Security Force) and Pakistan (Pakistan Rangers) have jointly followed since 1959. The ceremony starts with a blustering parade by the soldiers from both the sides, and ends up in the perfectly coordinated lowering of the two nations' flags.

2.38. The best times to visit Punjab are the autumn and the spring seasons. The natural landscape looks breath taking with lush mustard fields. The rustic charm of the place and celebratory spirit of the Punjabis are sure to make for a memorable travel experience.

2.39. The infrastructure in Punjab has been rated the best in India with a large multimodal transportation system. It has the best developed road networks in the country, almost all the villages are connected by all-weather roads and the state is crossed by a number of national highways. The state is well connected by the Northern railway, and almost all the major as well as smaller cities of the state are linked through railways. Amritsar is the largest railway station having trains connecting to all major cities. And the railway junction in Bhatinda is the largest in Asia. The best gift for the people from both India and Pakistan who have some connect is the Samjhauta Express; a joint venture between Indian Railways and Pakistan Railways which runs from Attari railway station near Amritsar in India to Lahore Railway Station in Punjab, Pakistan. Even though Punjab is a small state it has five civil airports; an international airport in Amritsar, and domestic airports in Chandigarh and Ludhiana and airports offering cargo services.

### 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 Punjab, the sample number of households was 3423, comprising 1888 from rural areas and 1535 from urban areas. Number of households reporting overnight visitors were 3249. In other words, 95 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 Punjab were 49.3 lakh and 2.08 crore respectively. The rural-urban breakup suggests that of the total 2.08 crore overnight visitors, as much as 65.1 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, about 8 percentage points higher than that for Punjab.

3.10. Intensity of domestic tourism in each state is measured by the number of trips per 100 household during a year. Punjab witnessed the intensity of overnight domestic tourism at an average of 470 trips per 100 households, almost 12 per cent higher than that for all-India average of 418. The incidence of trips per 100 rural households was recorded the sixth highest at 504 for Punjab as against 440 for India. Urban sector of Punjab was ranked at 10<sup>th</sup> position with tourism intensity of 417 while the same for India was recorded at 365.

*Use of DTS in preparation of state TSA*

3.11. The DTS data that were used in the preparation of TSA for Punjab 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 Punjab. 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 Punjab**

3.12. In all, 5.83 crore visitor-trips originated from Punjab (here, Punjab is the state of origin), of which about one fifth (20.2 per cent) of the trips were undertaken in the states other than Punjab.

3.13. Of the total 5.83 crore visitor-trips, 66.3 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 Punjab as the state of destination, a total of 5.62 crore visitor-trips were undertaken. Of these 17 per cent of the trips were undertaken from states other than Punjab. Hence, about 83 per cent of the tourism activity occurred within the state.

3.15. While the share of Punjab in total population of India stands at 2.48 per cent<sup>14</sup>, the share of visitor-trips undertaken in Punjab (from within and other states) in the All-India total of 211.7 crore is slightly higher at 2.65 per cent.

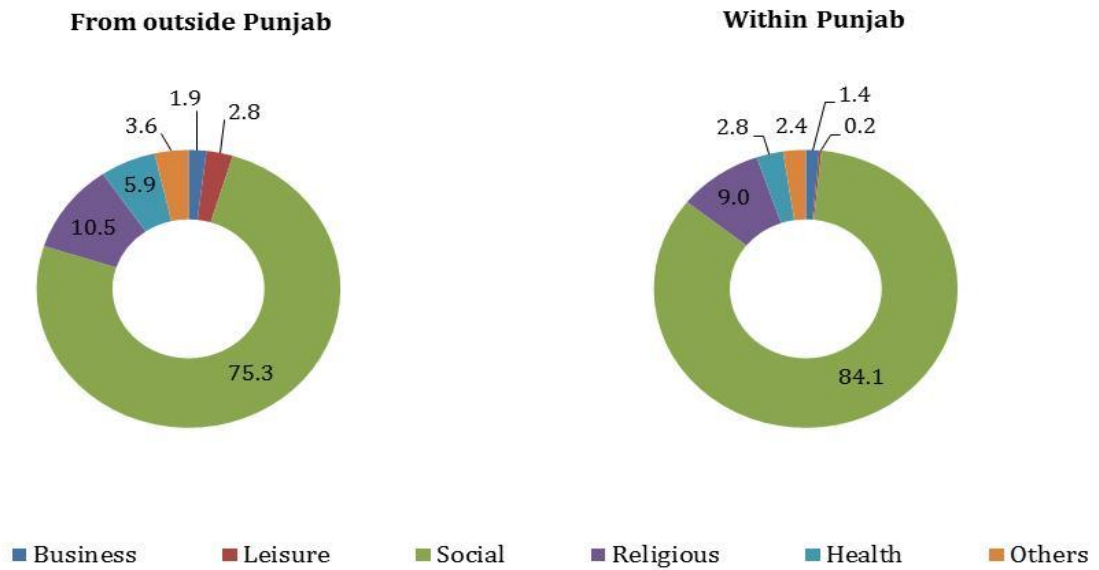
### *Trips by purpose of travel*

3.16. The distribution of trips by purposes reveals that of all the trips that were undertaken within the state (Punjab being both the state of origin and the state of destination), as much as 84.1 per cent were social trips, so most of the trips were undertaken to visit friends or relatives. Only 0.2 per cent of the trips were leisure trips (see figure 3.1 below).

3.17. As compared to this, among the trips that were undertaken from outside the state to Punjab, as much as 75.3 per cent were social trips. Religious trips recorded second highest share (10.5 per cent) while the share of leisure trips was as low as 2.8 per cent (figure 3.1).

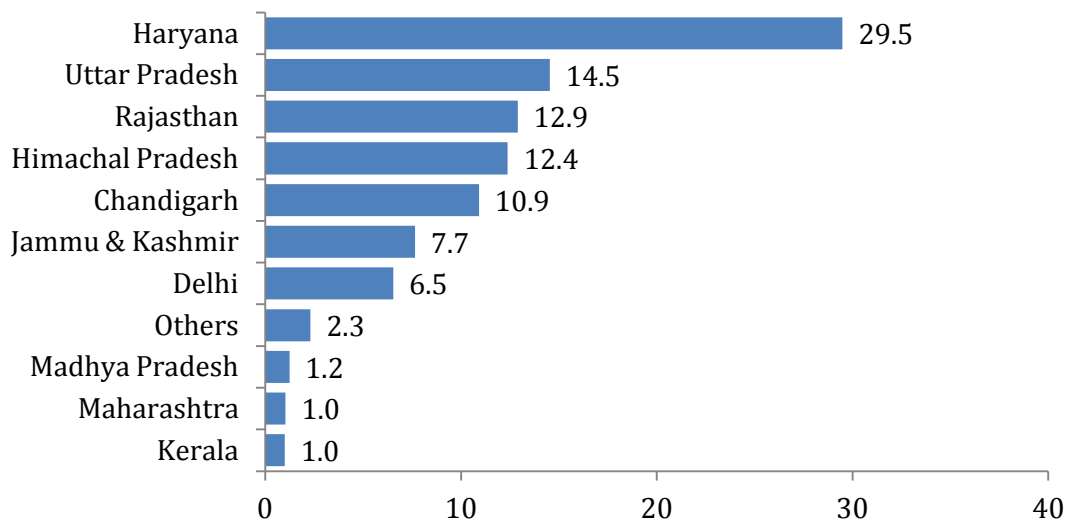
<sup>14</sup> Population numbers also obtained from NSSO survey on Domestic Tourism

**Figure 3.1: Distribution of trips undertaken by purpose – Punjab**



3.18. As shown in figure 3.2, of the total visitor-trips undertaken from other states with Punjab as main destination, maximum number of trips originated in Haryana (29.5 per cent), followed by Uttar Pradesh (14.5 per cent), Rajasthan (12.9 per cent), Himachal Pradesh (12.4 per cent) and Chandigarh (10.9 per cent).

**Figure 3.2: Per cent distribution of trips to Punjab by states of origin**



3.19. Further analysis reveals that trips undertaken in Punjab and originating in the largest contributing state i.e. Haryana, UP, Rajasthan, HP and Chandigarh were largely undertaken for social purpose (91.8, 82.5, 81.3, 47.8 and 57.3 per

cent respectively for each state).

3.20. Interestingly most of the social trips undertaken in Punjab originated from Haryana (36 per cent) whereas most of the medical trips (38.6 per cent) and business trips (59 per cent) made to Punjab originated in Himachal Pradesh. Chandigarh contributed the most (37.6 per cent) to the total religious trips undertaken in Punjab.

### **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 Punjab**

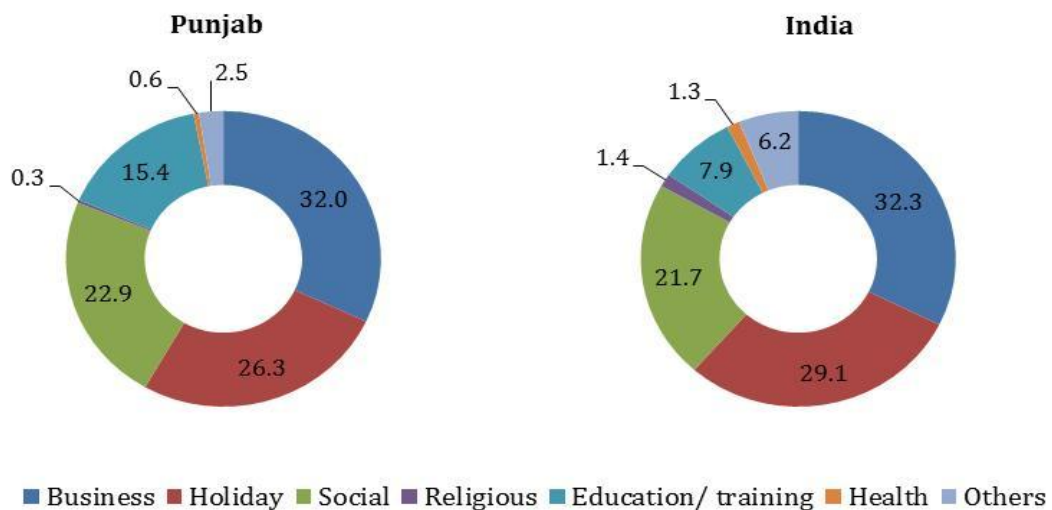
3.28. According to the India Tourism Statistics, the foreign tourist visits in Punjab grew from just about 3258 in 2001 to more than 63 times in 2013. The state hosted a total of 204074 foreign tourists during 2013, posting an annual negative growth of 41.9 per cent as against the all-India growth of 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 Punjab who travelled abroad during 2010-11 was 264819. With this, the state accounted for 2.44 per cent of the total 1.08 crore outbound tourists in India.

3.30. According to figure 3.3, the 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 – Punjab and India**



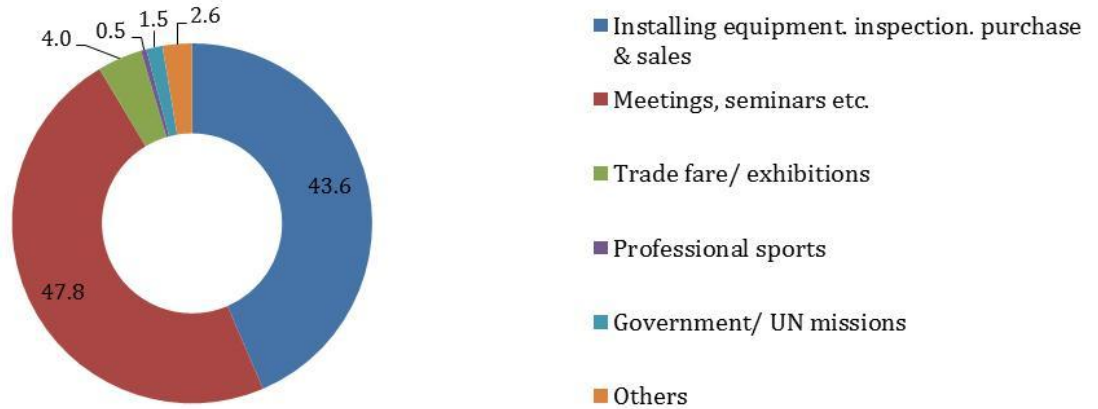
3.31. As compared to this, of the total outbound tourists of Punjab, over 58 per cent travelled abroad for business and leisure purpose. As much as 32 per cent travelled for business purpose and 26.3 per cent travelled for leisure purpose. Tourists travelling for social purpose accounted for 23 per cent, those for religious purpose were 0.3 per cent, education 15.4 per cent, medical 0.6 per cent and for other purposes were 2.5 per cent (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 Punjab and who travelled for business purposes shows that about 48 per cent of business trips were made for participation in meetings and seminars while 43.6 per cent trips were undertaken with a mission of installing equipments, inspections, purchase or sales. Just 4 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 Punjab across the reasons of such trips, it is observed that 34 per cent of the leisure trips were undertaken because of the fact that the outbound tourists find themselves attracted more towards foreign destinations than towards similar Indian destinations. Almost one fifth of leisure trips were undertaken as the tourists have relatives or friends living outside India who can host them. Cheaper tour packages conducted 15.7 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 – Punjab**



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



### 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. 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 Punjab.



Table 3.1: Estimated number of workers by status – Punjab (Numbers in '000)

		Rural			Urban			All		
Worker		Male	Female	Total	Male	Female	Total	Male	Female	Total
Principal	Own account worker	1866.1	91.4	1957.5	956.1	65.8	1021.9	2822.2	157.1	2979.4
	Employer	104.5	0.0	104.5	55.1	3.9	59.0	159.6	3.9	163.4
	Regular Employee	563.6	127.5	691.1	1032.3	193.9	1226.2	1595.9	321.5	1917.4
	Casual wage labor	1571.6	109.4	1681.1	404.6	32.1	436.7	1976.2	141.5	2117.8
Subsidiary	Own account worker	309.8	1349.4	1659.2	38.1	129.9	168.0	347.9	1479.3	1827.2
	Employer	3.3	1.1	4.5	0.0	0.4	0.4	3.3	1.6	4.9
	Regular Employee	1.4	7.7	9.1	2.7	14.8	17.5	4.1	22.5	26.7
	Casual wage labor	107.8	96.0	203.8	14.6	13.8	28.5	122.5	109.8	232.2
Principal + Subsidiary	Own account worker	1866.1	91.4	1957.5	956.1	65.8	1021.9	2822.2	157.1	2979.4
	Employer	104.5	0.0	104.5	55.1	3.9	59.0	159.6	3.9	163.4
	Regular Employee	563.6	127.5	691.1	1032.3	193.9	1226.2	1595.9	321.5	1917.4
	Casual wage labor	1571.6	109.4	1681.1	404.6	32.1	436.7	1976.2	141.5	2117.8

### Household Consumer Expenditure Survey

3.42. NSSO has been conducting the ‘Household Consumer Expenditure surveys’ (CES) on quinquennial basis. The first round of the CES (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. The whole geographical area of the country is covered in EU surveys except for a few villages of Nagaland and Andaman and Nicobar Islands accessibility to which is difficult.

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 CES 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. 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.

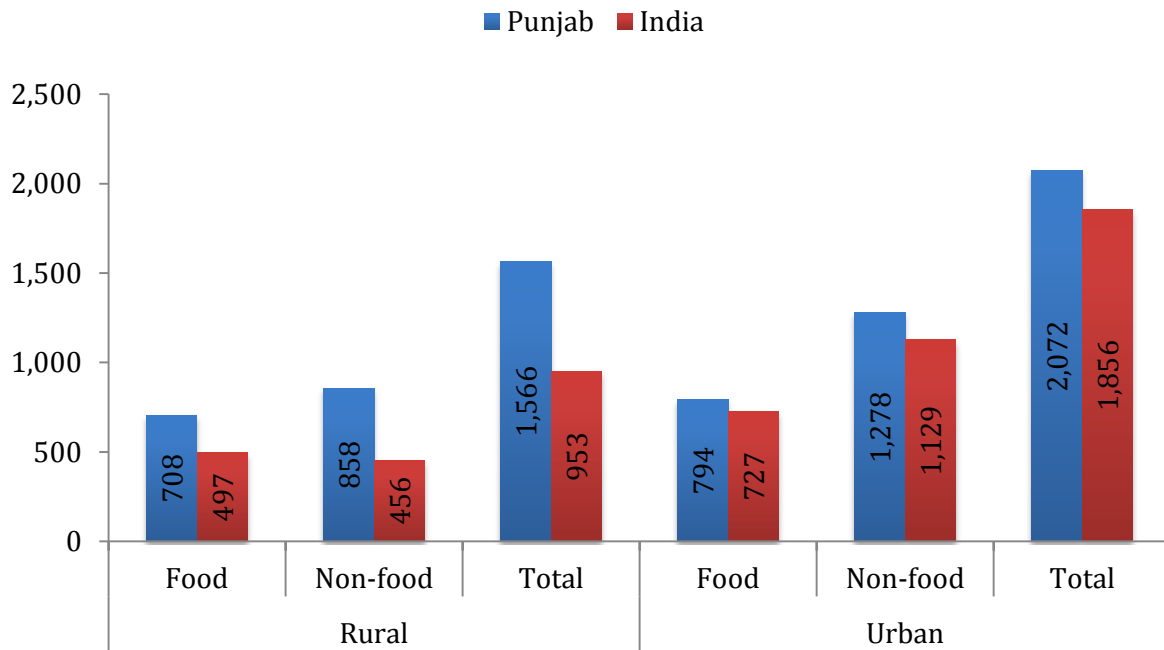
3.48. On the other hand, the reference periods for schedule type 2 were last 365 days (only) for the infrequently purchased items, last 7 days for very frequently consumed items like some of the food items, pan, tobacco and intoxicants etc. and last 30 days for other food items, fuel etc.

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 CES schedules.

*Use of CES  
data in  
preparation of  
State TSA*

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 in both rural and urban Punjab is higher than that for All India MPCEs respectively. Overall MPCE in rural Punjab (Rs. 1566) is 64 per cent higher than that for rural India (Rs. 953) while this difference for urban Punjab (Rs. 2072) and urban India (Rs. 1856) is at about 12 per cent, much lower than the difference between rural parts of Punjab and India, as given in figure 3.6.

**Figure 3.6: MPCE at MRP on food, non-food and total – Punjab and India**

3.52. Major constituents of expenditure on food are expenditure on milk and milk products, fuel and light and education both in rural as well as urban parts of Punjab. In Punjab, monthly per person expenditure on these items is much higher than that for India (see Table 3.2).

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

Sl. No.	Item Category	Punjab		All India	
		Rural	Urban	Rural	Urban
1	Cereal	116.1	130.9	145.1	161.9
2	Cereal Substitutes	0.0	0.0	0.7	0.8
3	Pulses and Pulse Products	45.4	54.1	35.7	49.8
4	Milk and Milk Products	257.4	274.8	80.2	138.7
5	Sugar	62.6	50.3	22.6	27.6
6	Salt	2.2	2.3	2.1	2.4
7	Edible Oil	44.4	50.3	34.1	46.1
8	Egg, Fish & Meat	6.9	13.3	32.3	48.0
9	Vegetables	70.3	80.9	57.2	76.7
10	Fruits (Fresh)	15.4	27.8	11.8	29.5
11	Fruits (Dry)	2.1	6.3	3.1	7.8
12	Spices	22.6	23.4	20.3	25.2
13	Beverages, Refreshments, etc.	62.1	79.5	52.0	113.0
<b>14</b>	<b>Food: Total (1-13)</b>	<b>707.5</b>	<b>794.0</b>	<b>497.1</b>	<b>727.5</b>
15	Pan, Tobacco & Intoxicants	18.3	21.5	20.6	21.9
16	Fuel and Light	156.2	209.3	87.8	142.8
17	Clothing and Bedding	85.0	103.4	57.6	98.6
18	Footwear	21.3	26.1	10.0	19.8
19	Education	90.7	206.0	40.3	162.2
20	Medical (Institutional)	59.1	35.4	17.8	34.0
21	Medical (Non-institutional)	84.5	87.3	39.3	64.7
22	Entertainment	9.9	29.0	8.2	31.5
23	Minor Durable-type Goods	1.1	2.9	2.5	4.3
24	Toilet Articles	37.1	51.1	23.2	44.0
25	Other Household Consumables	32.5	42.1	20.3	35.8
26	Consumer Services Excluding Conveyance	75.2	130.8	44.5	127.3
27	Conveyance	97.1	146.4	37.6	115.2
28	Rent	4.3	59.4	4.8	117.8
29	Taxes and Cesses	4.0	7.1	2.3	16.0
30	Durable Goods	81.8	120.5	39.3	92.6
<b>31</b>	<b>Non-food: Total (15-30)</b>	<b>858.0</b>	<b>1278.1</b>	<b>456.0</b>	<b>1128.5</b>
<b>32</b>	<b>Total Expenditure (14+31)</b>	<b>1565.5</b>	<b>2072.1</b>	<b>953.0</b>	<b>1856.0</b>

Source: Key Indicators of Household Consumer Expenditure in India (NSS KI 68/1.0), 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 Punjab, 2009-10 (Rs. lakh)**

	At current prices	GVO – FC	IC – PP	GVA – FC	GVA – others
1	Total agriculture and livestock	7052925	6352366	587049	113510
2	Forestry and logging	3587	560	3028	
3	Fishing			48400	
4	Mining	3535		3066	
5	Meat, fish, fruits, vegetables and oils	522574	490455	32119	11698
6	Dairy products	179361	163237	16124	9915
7	Grain mill products	1095339	1015373	79966	81429
8	Other food products	196708	160492	36216	37894
9	Beverages	625504	164377	461127	13230
10	Tobacco products	41	22	19	3663
11	Spinning, weaving and finishing of textiles	2477230	2138411	338819	263048
12	Wearing apparel	121930	110468	11462	23006
13	Leather & fur products	156825	139775	17050	37781
14	Wood and wood products	15557	12528	3029	72918
15	Furniture	5689	5034	655	26825
16	Paper and printing etc	339681	293442	46239	49975
17	Rubber, petroleum products etc.	357830	302712	55118	18829
18	Chemical and chemical products	988599	805208	183391	50050
19	Non-metallic products	309435	197006	112429	62818
20	Basic metals	1714651	1436239	278412	93523
21	Recycling	612	553	59	958
22	Metal products and machinery	1226885	981505	245380	245449
23	Electrical machinery	198977	177469	21508	26566
24	Other manufacturing	52493	41196	11297	93866
25	Transport equipment	1075926	909385	166541	143620
	<b>Total Manufacturing</b>	<b>11661847</b>	<b>9544887</b>	<b>2116960</b>	<b>1367061</b>
26	Construction			241309	
27	Electricity, gas and water supply			410881	
28	Railway transport services			184656	
29	Land transport including via pipeline			633026	
30	Water transport			83	
31	Air transport			9473	
32	Supporting and aux. tpt activities			19408	
33	Storage and communication			9748	268309
34	Trade			2015099	
35	Hotels and restaurants			180812	
36	Banking and insurance			895032	
37	Real estate and business services			1095679	
38	Education and research			1097620	
39	Medical and health			364090	
40	Other services			476550	
41	Public administration			886829	
42	<b>Total all industries</b>				

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

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
<b>Regional (bottom-up)</b>	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"> <li>- Data on supplies from domestic production is available</li> <li>- Data on imports at state level is not available</li> </ul>
	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"> <li>- In the absence of data on imports, it is not possible to compile SUT at state level.</li> <li>- 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.</li> <li>- This SUT though not suitable for TSA, can be used for estimating indirect effects of tourism consumption, value added and employment.</li> </ul>
	Estimate value added out of the domestic production that is involved in supplying products for tourists' purchases	<ul style="list-style-type: none"> <li>- 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.</li> <li>- However, it is possible to compute GVATI and TDGVA using national tourism ratios of output of industries, as suggested in the TSA:RMF 2008.</li> </ul>
<b>Regionalisation (top-down)</b>	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**

<b>Products Recommended in the TSA: RMF 2008</b>	<b>Products Used for TSA of India 2009-10</b>
<b>Product</b>	<b>Product</b>
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
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 computation

### **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, Punjab) and for which main destination was the state of reference (Punjab), 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 PUNJAB*

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**

<b>Industries</b>	<b>Adjustment factors</b>
<b>A 1. Tourism characteristic products</b>	
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
<b>A.2 Tourism connected products</b>	
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 computation



*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, Punjab received a total of 1,37,122 inbound tourists from other countries during 2009-10. Besides, the state played host to 32.7 lakh inbound trips from the other states of India. In terms of visitor-trips, this number stood at 95.4 lakh.

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, 72.7 per cent were social trips, followed by 8.3 per cent religious trips and 6.2 per cent trips with other purposes.

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. 7,080. However, among the various purposes of travel, leisure trip turns out to be the most expensive, with per-trip expenditure of Rs. 23,679 (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 70.4 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 except for business trips, highest being in social trips, at 76.6 per cent. However, share of expenditure incurred on tourism connected goods was also fairly high for most of the trips undertaken with different purposes. The same stood at 18 per cent for social trips followed by education trips (16.2 per cent) and leisure trips (13.9 per cent).

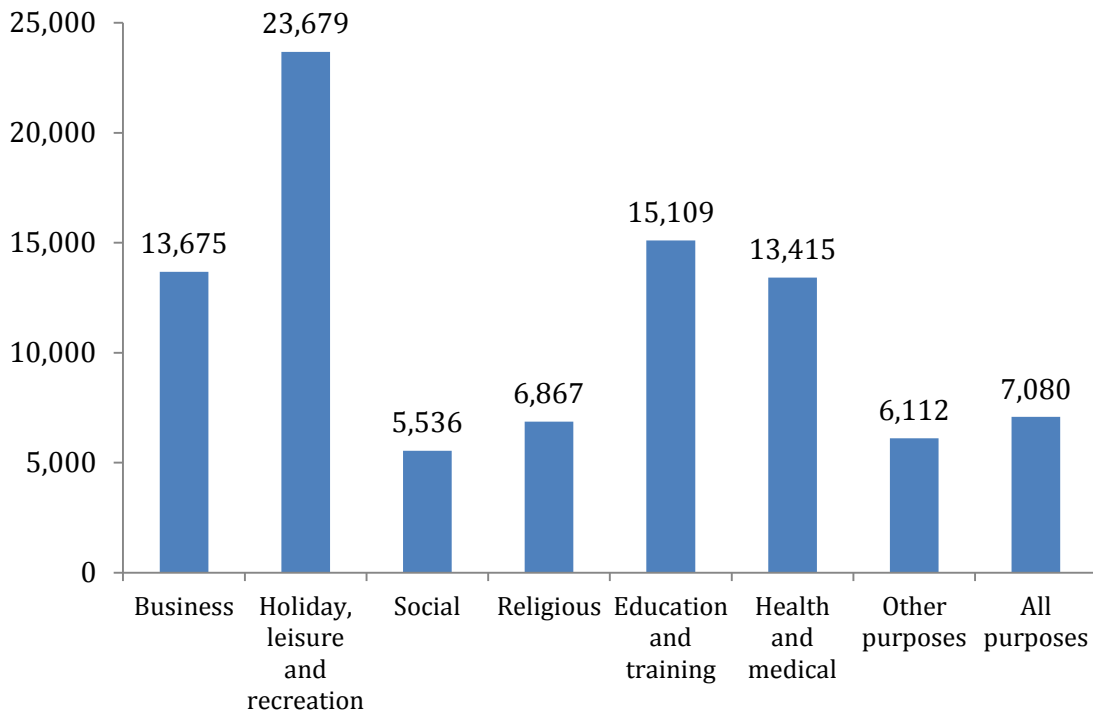
4.30. Also, for business trips, while the share of expenses on passenger transport services was the second highest at 43.4 per cent, expenses on tourism connected services was highest and accounted for as much as 45.2 per cent of total expenditure (see Figure 4.2).

**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
<b>Punjab</b>	<b>3.9</b>	<b>3.4</b>	<b>72.7</b>	<b>8.3</b>	<b>1.2</b>	<b>4.4</b>	<b>0.0</b>	<b>6.2</b>	<b>100.0</b>
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
<b>All India</b>	<b>5.5</b>	<b>5.2</b>	<b>54.8</b>	<b>22.8</b>	<b>1.9</b>	<b>5.2</b>	<b>0.3</b>	<b>4.2</b>	<b>100.0</b>

Source: NCAER computations

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



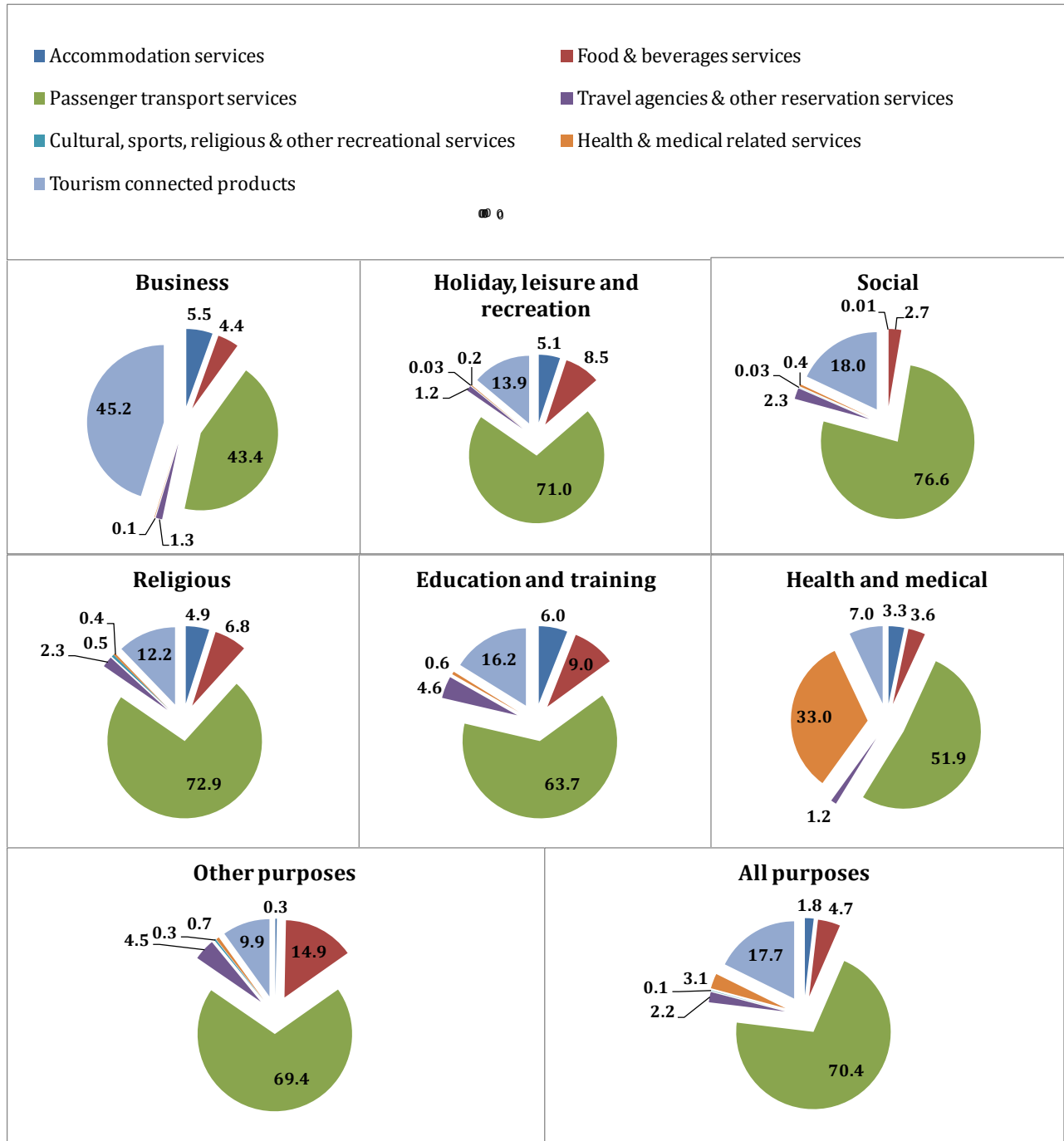
Source: NCAER computations

**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
<b>Punjab</b>	<b>13,675</b>	<b>23,679</b>	<b>5,536</b>	<b>6,867</b>	<b>15,109</b>	<b>13,415</b>		<b>6,112</b>	<b>7,080</b>
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
<b>All India</b>	<b>19,229</b>	<b>26,461</b>	<b>8,781</b>	<b>11,497</b>	<b>14,230</b>	<b>14,142</b>	<b>12,419</b>	<b>11,177</b>	<b>11,394</b>

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 – Punjab**



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, 2.03 crore domestic or intrastate trips were undertaken in 2008-09 in Punjab.

4.37. The per cent distribution of intrastate trips by purpose of travel was quite similar to that of interstate trips. While maximum number of trips (72.7 per cent of the total, as given in Table 4.4) undertaken from other states to the state of reference were social trips, this proportion stood at 79.2 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, 11.8 per cent were religious trips and only 0.2 per cent were leisure trips.

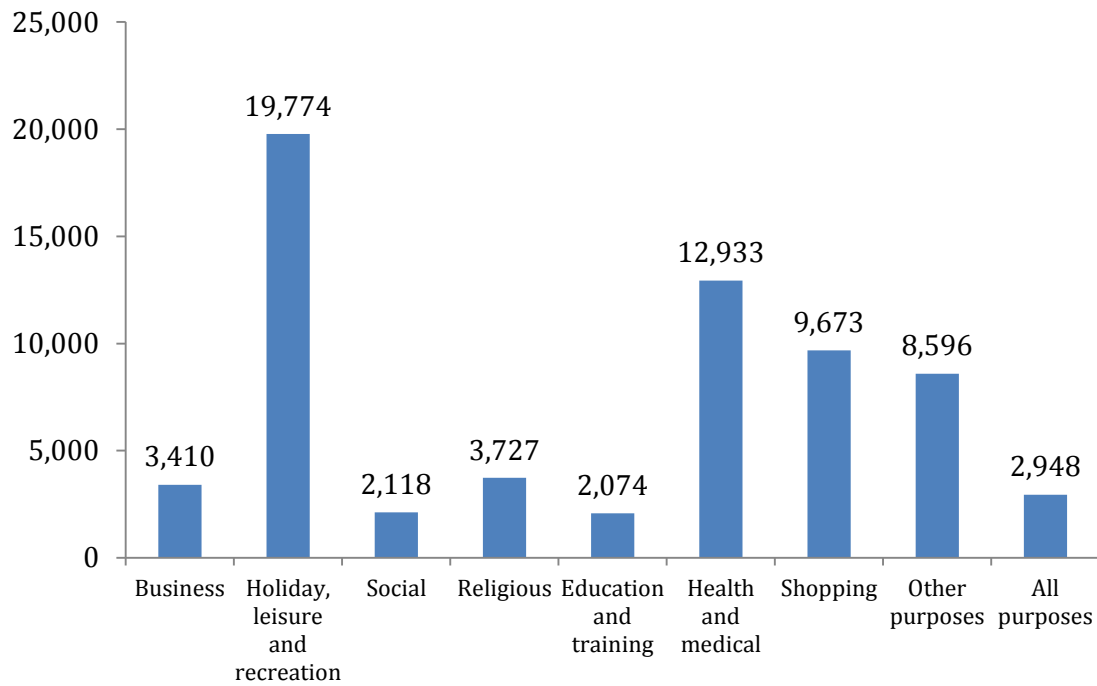
4.39. The average per-trip expenditure incurred during domestic trips in Punjab was Rs. 2,948. The per-trip expenditure is the highest for leisure trips (Rs. 19,774) followed by medical trips (Rs 12,933) (see Figure 4.3).

**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
<b>Punjab</b>	<b>1.8</b>	<b>0.2</b>	<b>79.2</b>	<b>11.8</b>	<b>0.8</b>	<b>4.1</b>	<b>0.0</b>	<b>2.2</b>	<b>100.0</b>
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
<b>All India</b>	<b>2.2</b>	<b>2.4</b>	<b>76.6</b>	<b>8.4</b>	<b>0.9</b>	<b>6.3</b>	<b>0.4</b>	<b>2.8</b>	<b>100.0</b>

Source: NCAER computations

**Figure 4.3: Average per-trip expenditure incurred in intrastate domestic trips in Punjab**



Source: NCAER computations

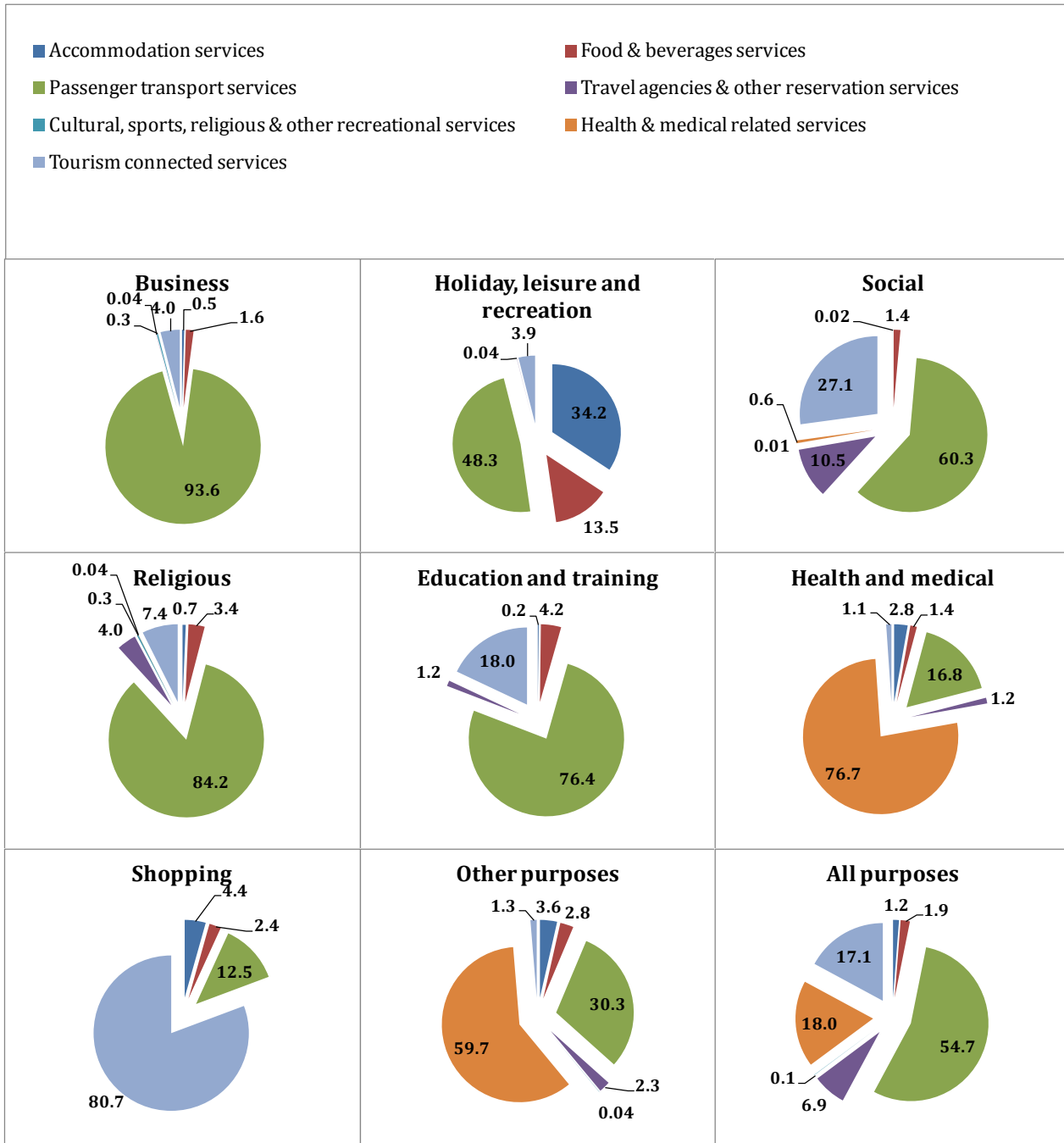


**Table 4.7: State wise per-trip expenditure (Rs.) by purpose of travel (Domestic Tourism Consumption) (package + non-package)**

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
<b>Punjab</b>	<b>3,410</b>	<b>19,774</b>	<b>2,118</b>	<b>3,727</b>	<b>2,074</b>	<b>12,933</b>	<b>9,673</b>	<b>8,596</b>	<b>2,948</b>
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
<b>All India</b>	<b>3,492</b>	<b>5,558</b>	<b>2,184</b>	<b>4,103</b>	<b>3,525</b>	<b>8,761</b>	<b>6,664</b>	<b>4,963</b>	<b>2,976</b>

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 – Punjab**



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 54.7 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 case of business trips (93.6 per cent), leisure trips (48.3 per cent), social trips (60.3 per cent), religious trips (84.2 per cent) and education trips (76.4 per cent). Expenditure incurred on medical and health related services contributed highest in total expenditure in case of medical trips (76.7 per cent) and trips with other purposes (59.7 per cent).

### 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 2,64,819 outbound tourists from Punjab in 2010-11.

4.53. The per-cent distribution of trips by purposes of travel reveals that more than one fourth the people (26.3 per cent) travelling abroad travelled for leisure. This share for trips undertaken for business purposes stood at 32.0 per cent (Table 4.8).

4.54. As compared to this, about 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 Haveli	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
<b>Punjab</b>	<b>32.0</b>	<b>26.3</b>	<b>22.9</b>	<b>0.3</b>	<b>15.4</b>	<b>0.6</b>		<b>2.5</b>	<b>100.0</b>
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
<b>All India</b>	<b>32.3</b>	<b>29.1</b>	<b>21.8</b>	<b>1.4</b>	<b>7.9</b>	<b>1.3</b>		<b>6.2</b>	<b>100.0</b>

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
<b>Punjab</b>	<b>6,913</b>	<b>12,475</b>	<b>12,326</b>	<b>7,994</b>	<b>9,529</b>	<b>4,305</b>		<b>8,828</b>	<b>10,059</b>
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
<b>All India</b>	<b>12,558</b>	<b>17,560</b>	<b>18,681</b>	<b>5,565</b>	<b>10,655</b>	<b>22,963</b>		<b>13,711</b>	<b>15,302</b>

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 home<sup>15</sup> 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.).

<sup>15</sup>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 services<sup>16</sup>.
- **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

<sup>16</sup>The 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 SUT<sup>17</sup> 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

<sup>17</sup> 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 table<sup>18</sup> 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, cif<sup>19</sup>, 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

<sup>18</sup>Use 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.

<sup>19</sup>Imports 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 ratio<sup>20</sup> (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).

4.77. In all cases, from the difference between the values of output

<sup>20</sup>Tourism ratios can be generated and presented separately for both the products and the industries, based on their total 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 margins<sup>21</sup>). 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 observable<sup>22</sup> 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 TDGVA<sup>23</sup> with some assumptions. The three possible options for computing TDGVA are:

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 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

<sup>21</sup>No 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.

<sup>22</sup>Value added is a concept applicable for industries, which generally produce more than one product. Value added for products can only be derived through assumptions.

<sup>23</sup>At 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.

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 66<sup>th</sup> 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 Punjab are given in the table below:

Table 4.10: State-specific Tourism Industry Ratios

Industries	India		Punjab		
	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
<b>A 1. Tourism characteristic product</b>					
1. Accommodation services/Hotels	0.54	51.09	1.05	1.94	98.91
2 Food and beverage serving services/Restaurants	0.54	16.37	1.05	1.94	31.69
3 Railway passenger transport services	0.99	57.63	1.51	1.52	87.51
4 Road passenger transport services	0.77	54.42	0.74	0.96	52.30
5 Water passenger transport services	5.28	12.10	0.96	0.18	2.19
6 Air passenger transport services	4.71	77.20	2.89	0.61	47.34
7 Transport equipment rental services	14.63	28.82	18.23	1.25	35.91
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	14.63	72.36	18.23	1.25	90.18
9 Cultural and religious services	0.95	17.06	1.53	1.61	27.43
10 Sports and other recreational services	0.95	3.84	1.53	1.61	6.18
11 Health and medical related services	0.31	30.05	0.21	0.69	20.61
<b>A.2 Tourism connected products</b>					
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 Punjab 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 TABLES

**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
<b>A 1. Tourism characteristic products</b>		15593	23791	117784	157168
1	Accommodation services/Hotels	3749	9221	56685	69654
2	Food and beverage serving services/Restaurants	4218	4273	22137	30629
3	Railway passenger transport services	207	739	1687	2633
4	Road passenger transport services	1723	2013	7001	10737
5	Water passenger transport	314	16	174	504
6	Air passenger transport services	1595	3464	10862	15921
7	Transport equipment rental services	345	765	2034	3144
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	229	415	2784	3428
9	Cultural and religious services	309	724	1814	2847
10	Sports and other recreational services	1559	1766	3706	7031
11	Health and medical related services	1345	396	8900	10640
<b>A.2 Tourism connected products</b>		14846	6832	28125	49803
12	Readymade garments	3994	2127	8884	15005
13	Processed food	339	252	1154	1745
14	Tobacco products	41	268	264	572
15	Beverages	260	1450	2739	4448
16	Travel related consumer goods	184	91	849	1124
17	Footwear	387	282	1460	2129
18	Soaps, cosmetics and glycerine	48	24	153	225
19	Gems and jewellery	7800	1818	9516	19134
20	Books, journals, magazines, stationery etc.	1794	521	3107	5421
<b>Total</b>		30439	30623	145909	206971
Estimated number of trips		23842	19046	94234	137122
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
<b>A 1. Tourism characteristic products</b>		9435	22773	107710	16280	4970	18024	11099	190292
1	Accommodation services/Hotels	948	1347	9	909	356	631	38	4239
2	Food and beverage serving services/Restaurants	765	2260	3484	1264	532	699	1839	10842
3	Railway passenger transport services	1306	15222	31546	3950	1232	3293	4345	60895
4	Road passenger transport services	3457	1606	58842	8816	2447	6188	3129	84486
5	Water passenger transport	96	0	0	0	0	4	0	100
6	Air passenger transport services	0	0	0	0	0	0	0	0
7	Transport equipment rental services	2615	1954	10198	746	96	582	1071	17262
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	232	326	3012	418	272	229	552	5041
9	Cultural and religious services	0	5	31	100	0	0	21	157
10	Sports and other recreational services	0	4	14	0	0	0	21	39
11	Health and medical related services	15	49	573	78	36	6398	82	7230
<b>A.2 Tourism connected products</b>		7783	3683	23631	2262	960	1363	1223	40904
12	Readymade garments	7414	3194	15911	1014	838	862	458	29690
13	Processed food	30	136	2138	548	16	263	177	3308
14	Tobacco products	2	29	104	17	16	6	134	308
15	Beverages	0	14	303	0	0	0	0	317
16	Travel related consumer goods	120	236	2948	401	36	208	375	4324
17	Footwear	214	30	1880	176	0	10	78	2387
18	Soaps, cosmetics and glycerine	1	1	59	6	1	10	0	77
19	Gems and jewellery	0	0	243	0	0	3	0	245
20	Books, journals, magazines, stationery etc.	3	43	47	100	53	1	0	246
<b>Total</b>		17218	26455	131342	18542	5930	19387	12322	231195
Estimated number of trips		125902	111725	2372566	269992	39246	144525	201586	3265542
Expenditure per trip (Rs.)		13675	23679	5536	6867	15109	13415	6112	7080

*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
<b>A 1. Tourism characteristic products</b>		15593	23791	117784	190292	347460
1	Accommodation services/Hotels	3749	9221	56685	4239	73894
2	Food and beverage serving services/Restaurants	4218	4273	22137	10842	41470
3	Railway passenger transport services	207	739	1687	60895	63528
4	Road passenger transport services	1723	2013	7001	84486	95223
5	Water passenger transport	314	16	174	100	604
6	Air passenger transport services	1595	3464	10862	0	15921
7	Transport equipment rental services	345	765	2034	17262	20406
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	229	415	2784	5041	8469
9	Cultural and religious services	309	724	1814	157	3004
10	Sports and other recreational services	1559	1766	3706	39	7070
11	Health and medical related services	1345	396	8900	7230	17871
<b>A.2 Tourism connected products</b>		14846	6832	28125	40904	90707
12	Readymade garments	3994	2127	8884	29690	44695
13	Processed food	339	252	1154	3308	5053
14	Tobacco products	41	268	264	308	881
15	Beverages	260	1450	2739	317	4766
16	Travel related consumer goods	184	91	849	4324	5448
17	Footwear	387	282	1460	2387	4516
18	Soaps, cosmetics and glycerine	48	24	153	77	302
19	Gems and jewellery	7800	1818	9516	245	19379
20	Books, journals, magazines, stationery etc.	1794	521	3107	246	5668
<b>Total</b>		30439	30623	145909	231195	438166
Estimated number of trips		23842	19046	94234	3265542	3402664
Expenditure per trip (Rs.)		127672	160784	154837	7080	450373

Source: NCAER computations

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

		(Package + Non-package)							(Rs. Lakh)	
S. No	Industries	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Other	All
<b>A 1. Tourism characteristic products</b>		11717	6315	248228	82698	2622	107625	108	37084	496397
1	Accommodation services/Hotels	56	2251	52	599	6	3052	24	1338	7379
2	Food and beverage serving services/Restaurants	197	884	4780	3013	135	1480	14	1043	11546
3	Railway passenger transport services	10	0	5233	1631	236	39	0	147	7296
4	Road passenger transport services	11205	3167	167412	63959	1404	4539	61	7775	259524
5	Water passenger transport									
6	Air passenger transport services									
7	Transport equipment rental services	212	9	32967	9588	804	13740	8	3457	60786
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	5	2	35794	3602	37	1289	0	878	41607
9	Cultural and religious services	31	0	48	273	0	0	0	8	360
10	Sports and other recreational services	0	0	0	0	0	0	0	8	8
11	Health and medical related services	0	0	1941	32	0	83487	0	22432	107892
<b>A.2 Tourism connected products</b>		489	259	92495	6640	576	1178	450	489	102575
12	Readymade garments	440	224	60122	3694	496	45	432	309	65761
13	Processed food	6	26	7724	571	7	597	0	34	8964
14	Tobacco products	0	0	6	0	0	0	0	0	6
15	Beverages	0	0	28	0	0	0	0	0	28
16	Travel related consumer goods	39	9	9354	1365	68	519	0	145	11498
17	Footwear	0	0	3332	669	0	0	18	0	4018
18	Soaps, cosmetics and glycerine	0	0	176	8	2	11	0	0	197
19	Gems and jewellery	0	0	11742	321	0	0	0	0	12063
20	Books, journals, magazines, stationery etc.	4	0	11	13	2	7	0	2	39
<b>Total</b>		12206	6574	340722	89338	3198	108803	557	37573	598972
Estimated number of trips		357908	33246	16089121	2397065	154190	841277	5763	437112	20315683
Expenditure per trip (Rs.)		3410	19774	2118	3727	2074	12933	9673	8596	2948

Source: NCAER computation

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

(Package + Non-package)		(Rs. Lakh)							
S. No	Industries	Business	Leisure	Social	Religious	Education & training	Health & medical	Other	All
<b>A 1. Tourism characteristic products</b>		4256	5893	1446	63	1773	63	399	13894
1	Accommodation services/Hotels	1033	1189	62	11	208	37	120	2661
2	Food and beverage serving services/Restaurants	721	1082	387	25	369	14	55	2653
3	Railway passenger transport services	531	525	87	0	94	3	10	1250
4	Road passenger transport services	761	918	299	8	366	10	76	2438
5	Water passenger transport	0	0	0	0	0	0	9	9
6	Air passenger transport services	368	1521	344	16	514	0	0	2763
7	Transport equipment rental services	668	140	17	0	63	0	2	891
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	51	318	103	0	97	0	44	613
9	Cultural and religious services	0	1	0	0	27	0	28	56
10	Sports and other recreational services	59	57	104	0	22	0	11	253
11	Health and medical related services	65	144	42	2	13	0	43	308
<b>A.2 Tourism connected products</b>		1594	2809	6033	4	2120	0	184	12744
12	Readymade garments	677	1363	1858	0	1418	0	7	5323
13	Processed food	152	175	124	0	139	0	0	590
14	Tobacco products	12	9	1	0	47	0	0	70
15	Beverages	77	45	13	4	0	0	16	155
16	Travel related consumer goods	241	498	523	0	188	0	0	1451
17	Footwear	331	540	66	0	199	0	103	1239
18	Soaps, cosmetics and glycerine	2	12	1	0	4	0	0	20
19	Gems and jewellery	56	86	1995	0	6	0	30	2173
20	Books, journals, magazines, stationery etc.	45	80	1452	0	117	0	28	1722
<b>Total</b>		5850	8702	7480	67	3893	63	582	26638
Estimated number of trips		84619	69757	60682	840	40853	1470	6598	264819
Expenditure per trip (Rs.)		6913	12475	12326	7994	9529	4305	8828	10059

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
<b>A 1. Tourism characteristic products</b>		<b>347,460</b>	<b>496,397</b>	<b>13,894</b>	<b>857,751</b>
1	Accommodation services/Hotels	73,893	7,379	2,661	83,933
2	Food and beverage serving services/Restaurants	41,471	11,546	2,653	55,670
3	Railway passenger transport services	63,528	7,296	1,250	72,074
4	Road passenger transport services	95,223	259,524	2,438	357,184
5	Water passenger transport	604	0	9	613
6	Air passenger transport services	15,921	0	2,763	18,684
7	Transport equipment rental services	20,406	60,786	891	82,083
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	8,470	41,607	613	50,689
9	Cultural and religious services	3,004	360	56	3,420
10	Sports and other recreational services	7,070	8	253	7,331
11	Health and medical related services	17,870	107,892	308	126,070
<b>A.2 Tourism connected products</b>		<b>90,706</b>	<b>102,575</b>	<b>12,744</b>	<b>206,025</b>
12	Readymade garments	44,695	65,761	5,323	115,779
13	Processed food	5,053	8,964	590	14,608
14	Tobacco products	880	6	70	956
15	Beverages	4,765	28	155	4,948
16	Travel related consumer goods	5,448	11,498	1,451	18,397
17	Footwear	4,516	4,018	1,239	9,774
18	Soaps, cosmetics and glycerine	302	197	20	518
19	Gems and jewellery	19,379	12,063	2,173	33,616
20	Books, journals, magazines, stationery etc.	5,668	39	1,722	7,429
<b>A.3 Other imputed connected products</b>			<b>149,645</b>		<b>149,645</b>
21	Vacation homes (assumed to be 1% of urban owner occupied dwelling services)		3135		3,135
22	Social transfers in kind (50% of GFCE of tourism and cultural services)		5497		5,497
23	FISIM (calculated from the share of FISIM in PFCE)		30350		30,350
24	Producers' guest houses (.5% of private organised sector share in output)		72327		72,327
25	Imputed expenditures of households on food for tourists staying with them		38335		38,335
<b>Total</b>		<b>438,166</b>	<b>748,616</b>	<b>26,638</b>	<b>1,213,421</b>

Source: NCAER computation

**TSA Table 5: Production account of tourism industries and other industries,  
Punjab, 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	58074861	14087	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	170238	19836649	0	0	0
3	Trade	55413	216586	2546334	0	0
4	Transport freight services	0	0	0	111576 0	0
5	All non-tourism specific services	0	1484	0	0	5357078
6	Processed food products	349085	28457	0	0	0
7	Beverages	7185	8610	0	0	0
8	Tobacco products	6	0	0	0	0
9	Readymade garments	0	92829	0	0	0
10	Printing and publishing	0	14917	0	0	0
11	Leather footwear	0	6957	0	0	0
12	Travel related consumer goods	0	25226	0	0	0
13	Soaps and cosmetics	0	16827	0	0	0
14	Gems and jewellery	0	9670	0	0	0
15	Railway passenger transport services	0	0	0	0	0
16	Land passenger transport including via pipeline	0	0	0	45449	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	351	0	0	0
24	Cultural and religious services	0	0	0	0	0
25	Sporting and recreational services	0	393	0	0	0
	Total domestic output at basic prices	58656787	20273040	2546334	116120 9	5357078

**TSA Table 5: Production account of tourism industries and other industries,  
Punjab, 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	987675	1	0	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	63244	33043	13	45930	58720	108949
3	Trade	3098	5846	22	0	3205	13927
4	Transport freight services	0	0	0	0	0	0
5	All non-tourism specific services	31	1469	0	0	5	0
6	Processed food products	1163775	14632	171	0	0	0
7	Beverages	2420	584017	0	0	0	0
8	Tobacco products	0	0	7701	0	0	0
9	Readymade garments	0	0	0	1277424	0	115
10	Printing and publishing	0	0	0	0	245887	0
11	Leather footwear	0	0	0	0	0	101070
12	Travel related consumer goods	32	0	0	7585	178	15931
13	Soaps and cosmetics	587	277	24	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	8	366	0	0	0	0
24	Cultural and religious services	0	0	0	0	0	0
25	Sporting and recreational services	0	0	0	0	24	0
Total domestic output at basic prices		2220869	639650	7932	1330940	308018	239992

**TSA Table 5: Production account of tourism industries and other industries,  
Punjab, 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	55874	17279	5948	0	0	0
3	Trade	1063	2169	8480	0	0	0
4	Transport freight services	0	0	0	0	43995	0
5	All non-tourism specific services	2	1	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	91	8	0	0	0	0
10	Printing and publishing	27	0	0	0	0	0
11	Leather footwear	5670	0	0	0	0	0
12	Travel related consumer goods	16876	3	10	0	0	0
13	Soaps and cosmetics	58	136147	33	0	0	0
14	Gems and jewellery	24	26	804764	0	0	0
15	Railway passenger transport services	0	0	0	112349	0	0
16	Land passenger transport including via pipeline	0	0	0	0	803690	0
17	Water passenger transport	0	0	0	0	0	86
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	0	0	0	0	0
24	Cultural and religious services	0	0	0	0	0	0
25	Sporting and recreational services	6	0	0	0	0	0
Total domestic output at basic prices		79693	155632	819235	112349	847684	86

**TSA Table 5: Production account of tourism industries and other industries,  
Punjab, 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	20575	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	8954	0	0	0	0
20	Hotels	0	0	40462	2933	0	0
21	Restaurants	0	0	15813	518504	0	0
22	Medical and health	0	0	0	0	620513	0
23	Renting of transport equipment	0	0	0	0	0	6025
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		20575	8954	56274	521437	620513	6025



**TSA Table 5: Production account of tourism industries and other industries,  
Punjab, 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	59076624	3231521
2	Mining, other manufacturing, construction, electricity, gas and water supply	0	0	20395886	659841
3	Trade	0	0	2856143	-2856143
4	Transport freight services	0	0	1159755	-1164710
5	All non-tourism specific services	0	0	5360070	0
6	Processed food products	0	0	1556120	53235
7	Beverages	0	0	602231	11579
8	Tobacco products	0	0	7707	414
9	Readymade garments	0	0	1370467	21583
10	Printing and publishing	0	0	260831	11613
11	Leather footwear	0	0	113697	16929
12	Travel related consumer goods	0	0	65840	4305
13	Soaps and cosmetics	0	0	153951	1647
14	Gems and jewellery	0	0	814485	8186
15	Railway passenger transport services	0	0	112349	0
16	Land passenger transport including via pipeline	0	0	849138	0
17	Water passenger transport	0	0	86	0
18	Air passenger transport	0	0	20575	0
19	Tourism related supporting and auxiliary transport activities	0	0	8954	0
20	Hotels	0	0	43394	0
21	Restaurants	0	0	534317	0
22	Medical and health	0	0	620513	0
23	Renting of transport equipment	0	0	6749	0
24	Cultural and religious services	46785	0	46785	0
25	Sporting and recreational services	0	231774	232198	0
Total domestic output at basic prices		46785	231774	96268865	0

**TSA Table 5: Production account of tourism industries and other industries,  
Punjab, 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	267343	4799783	-4532439	57775706
2	Mining, other manufacturing, construction, electricity, gas and water supply	1528619	357848	1170770	22226498
3	Trade	0	0	0	0
4	Transport freight services	7879	2924	4955	0
5	All non-tourism specific services	92175	16137	76038	5436108
6	Processed food products	27737	7116	20621	1629976
7	Beverages	147554	0	147554	761365
8	Tobacco products	2815	0	2815	10935
9	Readymade garments	19795	951	18845	1410894
10	Printing and publishing	2477	628	1850	274293
11	Leather footwear	1510	0	1510	132136
12	Travel related consumer goods	2225	780	1445	71590
13	Soaps and cosmetics	19638	292	19346	174945
14	Gems and jewellery	6057	0	6057	828728
15	Railway passenger transport services	119	0	119	112468
16	Land passenger transport including via pipeline	3855	2631	1224	850362
17	Water passenger transport	5	0	5	90
18	Air passenger transport	221	544	-323	20252
19	Tourism related supporting and auxiliary transport activities	276	0	276	9230
20	Hotels	37	19	18	43412
21	Restaurants	287	146	141	534458
22	Medical and health	0	0	0	620513
23	Renting of transport equipment	80	0	80	6829
24	Cultural and religious services	175	329	-154	46631
25	Sporting and recreational services	25162	41828	-16667	215531
Total domestic output at basic prices		2156041	5231954	-3075913	93192952

**TSA Table 5: Production account of tourism industries and other industries,  
Punjab, 2009-10**

Use table at purchasers' prices 25 X 25 products 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	3148450 6	1235542	0	26941	5870
2	Mining, other manufacturing, construction, electricity, gas and water supply	1648089 3	1343804 3	144547	560800	321465
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	2394624	860044	154307	64842	303672
6	Processed food products	528735	97499	0	57	497
7	Beverages	0	9353	0	7	443
8	Tobacco products	0	39	0	0	0
9	Readymade garments	5854	41370	187	599	2469
10	Printing and publishing	30151	3402	7665	2231	3784
11	Leather footwear	0	1222	0	394	0
12	Travel related consumer goods	1498	9045	130	241	334
13	Soaps and cosmetics	0	8819	0	26	32
14	Gems and jewellery	0	3638	0	0	0
15	Railway passenger transport services	26603	15146	246	651	4696
16	Land passenger transport including via pipeline	675738	96918	72970	9331	27241
17	Water passenger transport	398	29	1	1	0
18	Air passenger transport	9951	41581	233	357	5972
19	Tourism related supporting and auxiliary transport activities	0	684	0	134	0
20	Hotels	86494	3373	10653	26025	20642
21	Restaurants	254284	9918	31319	76510	60686
22	Medical and health	0	0	0	1743	14448
23	Renting of transport equipment	1576	1450	1	376	196
24	Cultural and religious services	1099	8324	26	215	1815
25	Sporting and recreational services	142081	34988	21	559	1923
IC-PP		5212448 5	1592043 0	422305	772039	776183
GVA-basic prices		6532302	4352610	2124028	389170	4580895
CoE		987356	1744019	325918	140636	1857565
OS/MI		5033130	1684102	1731912	199993	2223555
CFC		455706	830299	54592	43370	409038
net taxes on production		57045	97217	11946	5282	92843
GO-basic prices		5865678 7	2027304 0	2546334	1161209	5357078
Employment (lakh)		50.39	25.08	10.08	2.08	11.28

**TSA Table 5: Production account of tourism industries and other industries,  
Punjab, 2009-10**

Use table at purchasers' prices 25 X 25 products 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	1711373	46856	1115	6250	184
2	Mining, other manufacturing, construction, electricity, gas and water supply	184090	50684	591	869977	226203
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	42118	4284	253	116806	16480
6	Processed food products	81512	50017	486	1028	1639
7	Beverages	420	14477	0	0	1
8	Tobacco products	0	0	1519	0	0
9	Readymade garments	114	0	0	51575	594
10	Printing and publishing	19	3	1	76	11902
11	Leather footwear	0	0	0	0	0
12	Travel related consumer goods	35	32	0	2369	170
13	Soaps and cosmetics	25	150	59	5547	376
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	570	42	28	2845	337
16	Land passenger transport including via pipeline	2798	258	69	6747	2325
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	163	78	17	715	594
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	16	0	0	0	0
21	Restaurants	47	0	0	0	0
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	3	1	0	7	5
24	Cultural and religious services	70	0	0	3093	287
25	Sporting and recreational services	159	41	71	4757	284
IC-PP		2023534	166924	4209	1071792	261382
GVA-basic prices		197335	472727	3723	259148	46636
CoE		58823	27175	690	61286	7563
OS/MI		85822	319603	2245	131439	27977
CFC		47300	113036	686	59344	9822
net taxes on production		5485	13140	103	7204	1296
GO-basic prices		2220869	639650	7932	1330940	308018
Employment (lakh)		0.54	0.08	0.00	2.73	0.09

**TSA Table 5: Production account of tourism industries and other industries,  
Punjab, 2009-10**

Use table at purchasers' prices 25 X 25 products 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	13328	8147	4594	0	1
2	Mining, other manufacturing, construction, electricity, gas and water supply	160032	41615	87628	324267	38687
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	18661	2674	9987	97046	2822
6	Processed food products	5188	756	5879	0	0
7	Beverages	0	17	363	0	0
8	Tobacco products	0	0	0	0	0
9	Readymade garments	2365	229	1	0	1
10	Printing and publishing	6	0	59	0	26
11	Leather footwear	1208	28	0	0	0
12	Travel related consumer goods	10972	8951	16	749	26
13	Soaps and cosmetics	0	27	16708	0	0
14	Gems and jewellery	13	103	0	225041	0
15	Railway passenger transport services	1333	24	169	3352	47
16	Land passenger transport including via pipeline	2647	298	1278	33662	191
17	Water passenger transport	0	0	0	623	0
18	Air passenger transport	260	94	706	7081	8
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	0	0	0	0	42
21	Restaurants	0	0	0	0	124
22	Medical and health	0	0	0	0	1398
23	Renting of transport equipment	7	0	1	67	208
24	Cultural and religious services	4	24	85	1500	0
25	Sporting and recreational services	1511	352	453	946	20
IC-PP		217536	63339	127927	694333	43601
GVA-basic prices		22456	16354	27705	124901	68748
CoE		2658	1754	1174	32059	47830
OS/MI		14423	10706	19304	71121	5999
CFC		4762	3604	6471	18310	12920
net taxes on production		624	295	770	3472	2000
GO-basic prices		239992	79693	155632	819235	112349
Employment (lakh)		0.08	0.31	0.02	0.14	0.26

**TSA Table 5: Production account of tourism industries and other industries,  
Punjab, 2009-10**

Use table at purchasers' prices 25 X 25 products 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	132000	1	0	0	27447
2	Mining, other manufacturing, construction, electricity, gas and water supply	265886	25	8946	1294	5534
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	16544	4	1296	932	453
6	Processed food products	164	0	0	0	2581
7	Beverages	0	0	0	0	645
8	Tobacco products	0	0	0	0	0
9	Readymade garments	4	1	184	0	256
10	Printing and publishing	449	0	8	96	8
11	Leather footwear	4	0	0	0	0
12	Travel related consumer goods	29	0	36	1	0
13	Soaps and cosmetics	0	0	146	0	52
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	16	0	2	35	5
16	Land passenger transport including via pipeline	88	3	682	749	33
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	20	0	4	2	13
19	Tourism related supporting and auxiliary transport activities	0	0	0	14	0
20	Hotels	12950	0	73	283	135
21	Restaurants	38073	1	214	831	398
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	134	0	11	0	0
24	Cultural and religious services	65	0	0	10	2
25	Sporting and recreational services	274	0	11	3	7
IC-PP		466699	35	11613	4252	37570
GVA-basic prices		380986	50	8962	4703	18704
CoE		71952	6	6670	3404	5144
OS/MI		273970	39	1234	748	11868
CFC		32930	4	995	518	1550
net taxes on production		2222	0	66	35	144
GO-basic prices		847684	86	20575	8954	56274
Employment (lakh)		1.91	0.00	0.00	0.05	0.13

**TSA Table 5: Production account of tourism industries and other industries,  
Punjab, 2009-10**

Use table at purchasers' prices 25 X 25 products 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	268994	18212	0	0	590
2	Mining, other manufacturing, construction, electricity, gas and water supply	38263	156143	258	2926	36868
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	2096	10978	434	3064	44443
6	Processed food products	25297	0	0	0	25
7	Beverages	6323	0	0	0	0
8	Tobacco products	1	0	0	0	0
9	Readymade garments	1546	3669	0	0	73
10	Printing and publishing	33	630	0	12	119
11	Leather footwear	0	0	0	0	0
12	Travel related consumer goods	4	14	0	19	41
13	Soaps and cosmetics	106	0	0	0	113
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	12	320	0	5	87
16	Land passenger transport including via pipeline	90	4137	22	6	114
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	35	52	0	10	31
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	1327	10941	26	60	48
21	Restaurants	3902	32166	76	176	141
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	0	1	1	1	990
24	Cultural and religious services	22	88	4	86	1564
25	Sporting and recreational services	69	228	0	23	22128
IC-PP		348122	237579	821	6388	107378
GVA-basic prices		173315	382934	5204	40397	124395
CoE		47662	223476	809	23575	67207
OS/MI		107771	138301	3043	14627	16295
CFC		14363	17698	1216	1867	39671
net taxes on production		3549	4402	137	417	1556
GO-basic prices		521437	620513	6025	46785	231774
Employment (lakh)		1.20	1.34	0.01	0.70	0.24

**TSA Table 5: Production account of tourism industries and other industries,  
Punjab, 2009-10**

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

(Rs. lakh) *Contd.*

S. No.	Industry	IC	FD	output
1	Agriculture	34991948	22783758	57775706
2	Mining, other manufacturing, construction, electricity, gas and water supply	33445666	-11219168	22226498
3	Trade	0	0	0
4	Transport freight services	0	0	0
5	All non-tourism specific services	4168863	1267245	5436108
6	Processed food products	801361	828615	1629976
7	Beverages	32050	729315	761365
8	Tobacco products	1559	9376	10935
9	Readymade garments	111091	1299803	1410894
10	Printing and publishing	60679	213615	274293
11	Leather footwear	2856	129281	132136
12	Travel related consumer goods	34713	36878	71590
13	Soaps and cosmetics	32186	142759	174945
14	Gems and jewellery	228794	599934	828728
15	Railway passenger transport services	56573	55895	112468
16	Land passenger transport including via pipeline	938395	-88033	850362
17	Water passenger transport	1052	-962	90
18	Air passenger transport	67982	-47729	20252
19	Tourism related supporting and auxiliary transport activities	832	8398	9230
20	Hotels	173090	-129677	43412
21	Restaurants	508865	25593	534458
22	Medical and health	17589	602924	620513
23	Renting of transport equipment	5038	1791	6829
24	Cultural and religious services	18385	28246	46631
25	Sporting and recreational services	210911	4620	215531
IC-PP		75910477	17282474	93192952
GVA-basic prices		20358388	-3075913	0
CoE		5746411	0	0
OS/MI		12129226	0	0
CFC		2180071	0	0
net taxes on production		311251	0	0
GO-basic prices		96268865	0	0
Employment (lakh)		108.75	0.00	0.00

Source: NCAER's computations



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

Industries	Gross output at basic prices	Intermediate Consumption	Gross value added at basic prices	State Tourism Industry Ratios	TDGVA
1. Agriculture	58656787	52124485	6532302	0.00	0
2. Mining, other manufacturing, construction, electricity, gas and water supply	20273040	15920430	4352610	0.00	32
3. Trade	2546334	422305	2124028	0.66	14120
4. transport freight services	1161209	772039	389170	2.25	8743
5. All non-tourism specific services	5357078	776183	4580895	2.29	104901
6. Processed food products	2220869	2023534	197335	0.00	0
7. Beverages	639650	166924	472727	0.02	103
8. Tobacco products	7932	4209	3723	0.00	0
9. Readymade garments	1330940	1071792	259148	0.00	0
10. Printing and publishing	308018	261382	46636	0.00	0
11. Leather footwear	239992	217536	22456	0.00	0
12. Travel related consumer goods	79693	63339	16354	0.00	0
13. Soaps and cosmetics	155632	127927	27705	0.00	0
14. Gems and jewellery	819235	694333	124901	0.00	0
15. Railway passenger transport services	112349	43601	68748	87.51	60164
16. Land passenger transport including via pipeline	847684	466699	380986	52.30	199241
17. Water passenger transport	86	35	50	2.19	1
18. Air passenger transport	20575	11613	8962	47.34	4242
19. Tourism related supporting and auxiliary transport activities	8954	4252	4703	90.18	4241
20. Hotels	56274	37570	18704	98.91	18500
21. Restaurants	521437	348122	173315	31.69	54925
22. Medical and health	620513	237579	382934	20.61	78925
23. Renting of transport equipment	6025	821	5204	35.91	1869
24. Cultural and religious services	46785	6388	40397	27.43	11081
25. Sporting and recreational services	231774	107378	124395	6.18	7684
<b>Total</b>	96268865	75910477	20358388		568773
Share in State GVA					2.79

Source: NCAER computations

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

Industries	Number of Employees			Number of Employees		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	12233	5106	17339	197155	9940	207096
Accommodation services/Hotels	0	0	0	2955	0	2955
Food and beverage serving services/Restaurants	0	1359	1359	24891	0	24891
Railway passenger transport services	6937	0	6937	0	0	0
Land passenger transport services	0	0	0	95859	0	95859
Water passenger transport services	0	0	0	0	0	0
Air passenger transport services	0	0	0	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	0	0	0	0	0	0
Cultural and religious services	4638	0	4638	33459	0	33459
Sporting and other recreational services	0	0	0	4207	393	4600
Health and medical related services	658	3747	4405	35783	9547	45331
Tourism connected industries	1456	0	1456	80272	49851	130123
Readymade garments	0	0	0	58198	49851	108049
Processed Food	1456	0	1456	18789	0	18789
Tobacco products	0	0	0	0	0	0
Beverages	0	0	0	3284	0	3284
Travel related consumer goods	0	0	0	0	0	0
footwear	0	0	0	0	0	0
Soaps, cosmetics and glycerine	0	0	0	0	0	0
Gems and jewellery	0	0	0	0	0	0
Book, journals, magazines, stationery etc.	0	0	0	0	0	0

Source: NCAER computations based on NSSO 66<sup>th</sup> Round survey on "Employment Unemployment"

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

Industries	Number of Employees			Number of Employees		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	27620	30286	57906	258883	19267	278150
Accommodation services/Hotels	0	0	0	10035	0	10035
Food and beverage serving services/Restaurants	0	0	0	91185	364	91549
Railway passenger transport services	15244	2898	18142	263	319	581
Land passenger transport services	3602	0	3602	85608	2681	88289
Water passenger transport services	0	0	0	0	0	0
Air passenger transport services	0	0	0	0	0	0
Transport equipment rental services	0	0	0	0	1401	1401
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	0	0	5101	0	5101
Cultural and religious services	0	0	0	25457	3629	29087
Sporting and other recreational services	0	0	0	11151	2024	13174
Health and medical related services	8774	27389	36163	30083	8849	38932
Tourism connected industries	18602	319	18921	185555	59545	245100
Readymade garments	12183	0	12183	103252	49099	152351
Processed Food	1217	319	1536	28249	216	28465
Tobacco products	0	0	0	0	0	0
Beverages	3208	0	3208	1107	0	1107
Travel related consumer goods	464	0	464	22667	8060	30727
footwear	0	0	0	7603	765	8368
Soaps, cosmetics and glycerine	0	0	0	2171	0	2171
Gems and jewellery	0	0	0	12818	1405	14223
Book, journals, magazines, stationery etc.	1530	0	1530	7688	0	7688

Source: NCAER computations based on NSSO 66<sup>th</sup> Round survey on "Employment Unemployment"

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

Industries	Number of Employees			Number of Employees		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	39853	35392	75245	456038	29208	485245
Accommodation services/Hotels	0	0	0	12990	0	12990
Food and beverage serving services/Restaurants	0	1359	1359	116076	364	116441
Railway passenger transport services	22182	2898	25079	263	319	581
Land passenger transport services	3602	0	3602	181466	2681	184148
Water passenger transport services	0	0	0	0	0	0
Air passenger transport services	0	0	0	0	0	0
Transport equipment rental services	0	0	0	0	1401	1401
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	0	0	5101	0	5101
Cultural and religious services	4638	0	4638	58916	3629	62546
Sporting and other recreational services	0	0	0	15358	2417	17775
Health and medical related services	9432	31135	40567	65866	18396	84263
Tourism connected industries	20058	319	20378	265827	109396	375223
Readymade garments	12183	0	12183	161450	98950	260400
Processed Food	2673	319	2992	47038	216	47254
Tobacco products	0	0	0	0	0	0
Beverages	3208	0	3208	4391	0	4391
Travel related consumer goods	464	0	464	22667	8060	30727
footwear	0	0	0	7603	765	8368
Soaps, cosmetics and glycerine	0	0	0	2171	0	2171
Gems and jewellery	0	0	0	12818	1405	14223
Book, journals, magazines, stationery etc.	1530	0	1530	7688	0	7688

Source: NCAER computations based on NSSO 66<sup>th</sup> Round survey on "Employment Unemployment"

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

Industries	Number of Jobs			Number of Jobs		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	12233	5106	17339	217169	9940	227109
Accommodation services/Hotels	0	0	0	2955	0	2955
Food and beverage serving services/Restaurants	0	1359	1359	26213	0	26213
Railway passenger transport services	6937	0	6937	0	0	0
Land passenger transport services	0	0	0	97207	0	97207
Water passenger transport services	0	0	0	0	0	0
Air passenger transport services	0	0	0	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	0	0	0	0	0	0
Cultural and religious services	4638	0	4638	36005	0	36005
Sporting and other recreational services	0	0	0	10280	393	10673
Health and medical related services	658	3747	4405	44508	9547	54055
Tourism connected industries	1456	0	1456	80272	49851	130123
Readymade garments	0	0	0	58198	49851	108049
Processed Food	1456	0	1456	18789	0	18789
Tobacco products	0	0	0	0	0	0
Beverages	0	0	0	3284	0	3284
Travel related consumer goods	0	0	0	0	0	0
footwear	0	0	0	0	0	0
Soaps, cosmetics and glycerine	0	0	0	0	0	0
Gems and jewellery	0	0	0	0	0	0
Book, journals, magazines, stationery etc.	0	0	0	0	0	0

Source: NCAER computations based on NSSO 66<sup>th</sup> Round survey on "Employment Unemployment"

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

Industries	Number of Jobs			Number of Jobs		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	27620	30286	57906	262212	19267	281479
Accommodation services/Hotels	0	0	0	10035	0	10035
Food and beverage serving services/Restaurants	0	0	0	92432	364	92796
Railway passenger transport services	15244	2898	18142	263	319	581
Land passenger transport services	3602	0	3602	87690	2681	90371
Water passenger transport services	0	0	0	0	0	0
Air passenger transport services	0	0	0	0	0	0
Transport equipment rental services	0	0	0	0	1401	1401
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	0	0	5101	0	5101
Cultural and religious services	0	0	0	25457	3629	29087
Sporting and other recreational services	0	0	0	11151	2024	13174
Health and medical related services	8774	27389	36163	30083	8849	38932
Tourism connected industries	18602	319	18921	189162	59545	248707
Readymade garments	12183	0	12183	103252	49099	152351
Processed Food	1217	319	1536	31856	216	32073
Tobacco products	0	0	0	0	0	0
Beverages	3208	0	3208	1107	0	1107
Travel related consumer goods	464	0	464	22667	8060	30727
footwear	0	0	0	7603	765	8368
Soaps, cosmetics and glycerine	0	0	0	2171	0	2171
Gems and jewellery	0	0	0	12818	1405	14223
Book, journals, magazines, stationery etc.	1530	0	1530	7688	0	7688

Source: NCAER computations based on NSSO 66<sup>th</sup> Round survey on "Employment Unemployment"

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

Industries	Number of Jobs			Number of Jobs		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	39853	35392	75245	479380	29208	508588
Accommodation services/Hotels	0	0	0	12990	0	12990
Food and beverage serving services/Restaurants	0	1359	1359	118645	364	119009
Railway passenger transport services	22182	2898	25079	263	319	581
Land passenger transport services	3602	0	3602	184897	2681	187578
Water passenger transport services	0	0	0	0	0	0
Air passenger transport services	0	0	0	0	0	0
Transport equipment rental services	0	0	0	0	1401	1401
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	0	0	5101	0	5101
Cultural and religious services	4638	0	4638	61462	3629	65092
Sporting and other recreational services	0	0	0	21430	2417	23847
Health and medical related services	9432	31135	40567	74591	18396	92987
Tourism connected industries	20058	319	20378	269434	109396	378830
Readymade garments	12183	0	12183	161450	98950	260400
Processed Food	2673	319	2992	50646	216	50862
Tobacco products	0	0	0	0	0	0
Beverages	3208	0	3208	4391	0	4391
Travel related consumer goods	464	0	464	22667	8060	30727
footwear	0	0	0	7603	765	8368
Soaps, cosmetics and glycerine	0	0	0	2171	0	2171
Gems and jewellery	0	0	0	12818	1405	14223
Book, journals, magazines, stationery etc.	1530	0	1530	7688	0	7688

Source: NCAER computations based on NSSO 66<sup>th</sup> 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	1557.90	3.23	1531.20	2.65
Arunachal Pradesh	2.28	0.03	2.33	0.05	2.28	0.03	2.33	0.05
Assam	40.51	0.15	43.39	0.16	40.51	0.15	43.39	0.16
Bihar	184.92	6.36	183.97	9.72	184.92	6.36	183.97	9.72
Goa	22.02	4.41	22.25	4.46	22.02	4.41	22.25	4.46
Gujarat	188.61	1.31	210.17	1.66	188.61	1.31	210.17	1.66
Haryana	69.15	1.06	59.88	1.30	69.15	1.06	59.88	1.30
Himachal Pradesh	128.74	4.54	146.05	4.85	128.74	4.54	146.05	4.85
Jammu & Kashmir	99.73	0.48	130.72	0.72	99.73	0.48	130.72	0.72
Karnataka	382.02	3.81	841.07	5.74	382.02	3.81	841.07	5.74
Kerala	85.95	6.59	93.81	7.33	85.95	6.59	93.81	7.33
Madhya Pradesh	380.80	2.50	441.20	2.70	380.80	2.50	441.20	2.70
Maharashtra	484.65	50.83	553.33	48.15	484.65	50.83	553.33	48.15
Manipur	1.14	0.00	1.35	0.01	1.14	0.00	1.35	0.01
Meghalaya	6.53	0.04	6.68	0.05	6.53	0.04	6.68	0.05
Mizoram	0.57	0.01	0.62	0.01	0.57	0.01	0.62	0.01
Nagaland	0.21	0.01	0.25	0.02	0.21	0.01	0.25	0.02
Orissa	75.92	0.50	82.71	0.61	75.92	0.50	82.71	0.61
<b>Punjab</b>	<b>105.84</b>	<b>1.37</b>	<b>164.17</b>	<b>1.51</b>	<b>105.84</b>	<b>1.37</b>	<b>164.17</b>	<b>1.51</b>
Rajasthan	255.44	12.79	271.37	13.52	255.44	12.79	271.37	13.52
Sikkim	7.00	0.21	5.52	0.24	7.00	0.21	5.52	0.24
Tamil Nadu	1116.37	28.05	1375.13	33.74	1116.37	28.05	1375.13	33.74
Tripura	3.42	0.05	3.60	0.06	3.42	0.05	3.60	0.06
Uttaranchal	302.06	1.27	259.46	1.25	302.06	1.27	259.46	1.25
Uttar Pradesh	1447.55	16.75	1554.30	18.87	1447.55	16.75	1554.30	18.87
Chhattisgarh	5.66	0.02	143.21	0.04	5.66	0.02	143.21	0.04
Jharkhand	68.85	0.16	107.96	0.72	68.85	0.16	107.96	0.72
West Bengal	210.72	11.92	222.57	12.13	210.72	11.92	222.57	12.13
Andaman & Nicobar Islands	1.81	0.15	2.02	0.16	1.81	0.15	2.02	0.16
Chandigarh	9.05	0.39	9.10	0.37	9.05	0.39	9.10	0.37
Daman & Diu	7.74	0.05	8.33	0.04	7.74	0.05	8.33	0.04
Delhi	135.58	18.94	154.29	21.60	135.58	18.94	154.29	21.60
Dadra & Nagar Haveli	4.96	0.02	4.22	0.01	4.96	0.02	4.22	0.01
Lakshadweep	0.08	0.02	0.09	0.01	0.08	0.02	0.09	0.01
Pondicherry	8.36	0.51	8.98	0.52	8.36	0.51	8.98	0.52
<b>All India</b>	<b>7402.14</b>	<b>178.53</b>	<b>8645.33</b>	<b>194.97</b>	<b>7402.14</b>	<b>178.53</b>	<b>8645.33</b>	<b>194.97</b>

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
<b>Punjab</b>	<b>504</b>	<b>417</b>	<b>470</b>
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
<b>All India</b>	<b>440</b>	<b>365</b>	<b>418</b>

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
<b>Jammu &amp; Kashmir</b>	<b>93.9</b>	<b>87.7</b>	<b>92.5</b>	<b>76.71</b>	<b>68.64</b>	<b>75.06</b>
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
<b>Punjab</b>	<b>90.5</b>	<b>90.0</b>	<b>90.3</b>	<b>83.20</b>	<b>82.27</b>	<b>82.87</b>
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
<b>All India</b>	<b>92.6</b>	<b>89.9</b>	<b>91.8</b>	<b>77.41</b>	<b>77.31</b>	<b>77.38</b>

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
<b>Jammu &amp; Kashmir</b>	<b>0.7</b>	<b>0.8</b>	<b>0.5</b>	<b>0.5</b>	<b>0.7</b>	<b>0.7</b>
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
<b>Punjab</b>	<b>2.1</b>	<b>2.4</b>	<b>3.2</b>	<b>3.4</b>	<b>2.4</b>	<b>2.7</b>
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	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
<b>All India</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

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
<b>Jammu &amp; Kashmir</b>	<b>11</b>	<b>35</b>	<b>743</b>	<b>145</b>	<b>18</b>	<b>20</b>	<b>5</b>	<b>24</b>	<b>1000</b>
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
<b>Punjab</b>	<b>15</b>	<b>7</b>	<b>826</b>	<b>93</b>	<b>6</b>	<b>33</b>	<b>0</b>	<b>20</b>	<b>1000</b>
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 & Nicobar Islands	30	146	670	26	16	57	20	36	1000
Chandigarh	11	83	627	45	31	157	1	45	1000
Dadra & Nagar Haveli	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
<b>All India</b>	<b>15</b>	<b>26</b>	<b>760</b>	<b>107</b>	<b>6</b>	<b>58</b>	<b>2</b>	<b>26</b>	<b>1000</b>
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
<b>Punjab</b>	<b>1.0</b>	<b>1.1</b>	<b>1.1</b>
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
<b>All India</b>	<b>1.0</b>	<b>1.2</b>	<b>1.5</b>

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	Punjab					
	Incredible India Campaign			Other promotional campaigns		
	Rural	Urban	Total	Rural	Urban	Total
Newspaper/Magazine	6	17	14	18	182	142
Radio	0	4	3	0	15	11
TV	897	951	936	982	718	782
Internet	0	1	1	0	25	19
Billboard/ Hoarding	0	0	0	0	3	2
More than one of these	0	21	15	0	50	38
Others	97	6	31	0	7	6
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	Punjab					
	Incredible India Campaign			Other promotional campaigns		
	Rural	Urban	Total	Rural	Urban	Total
Resulted into one or more trips	0	24	17	0	66	50
Planning to make a trip in near future	4	113	83	0	237	179
Willing to make a trip but could not make it due to other constraints	164	375	317	164	565	467
No impact	695	445	513	775	123	282
Cannot say	137	44	69	61	10	22
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	32	45	40	43	65	54
Planning to make a trip in near future	143	169	158	131	155	143
Willing to make a trip but could not make it due to other constraints	406	406	406	442	422	433
No impact	341	315	326	321	290	306
Cannot say	78	64	70	62	67	65
Total	1000	1000	1000	1000	1000	1000

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 Punjab were 2.03 crore in 2008-09 (DTS, 2008-09). This amounts to 2.16 per cent of the total domestic trips undertaken in India.
- In addition to this, 32.6 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 1,37,122 tourists visiting the state from other countries (MoT Report).
- With respect to outbound tourism, a total of 2,64,819 people living in Punjab undertook foreign trips during 2010-11 (IPS, 2010-11). This is 2.44 per cent of the total outbound tourists of India (Table 6.1).

**Table 6.1: Number of trips / tourists**

Item	Punjab	All India	Share of Punjab in All-India
Total domestic trips (No.) - within state	2,03,15,683	939,032,132	2.16
Total Inbound trips (No.) – from other states	32,65,542	-	
Total Inbound tourists (No.) – from other countries	1,37,122	6,603,897	2.08
Total outbound tourists (No.) – to other countries	2,64,819	10,842,124	2.44

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. 10,63,776 lakh which is 2.12 per cent of the total Tourism Expenditure for India (Table 6.2).

**Table 6.2: Internal Tourism Expenditure (Rs. lakh)**

Item	Punjab	All India	Share of Punjab in All- India (%)
1. Domestic Tourism Expenditure	5,98,972	39,296,109	1.52
2. Inbound Tourism Expenditure	4,38,166	9,967,885	4.40
- Total Expenditure on trips from other states	2,31,195	-	
- Total Expenditure on trips from other countries	2,06,971	9,967,885	2.08
3. Outbound Tourism Expenditure	26,638	1,014,854	2.62
<b>4. Gross Internal Tourism Expenditure (1+2+3)</b>	<b>10,63,776</b>	<b>50,278,848</b>	<b>2.12</b>

Source: NCAER computations

### Employment in tourism industries

- The overall workforce (number of jobs) in Punjab was 1.09 crore in 2009-10.
- The number of jobs in tourism characteristic industries in the state stood at 5.84 lakh. This refers to the tourism employment of the state.
- **The direct share of tourism employment in total state employment is 5.37 per cent, as compared to the corresponding national share of 4.37 per cent (Table 6.3).**

**Table 6.3: Employment in tourism industries**

	Punjab	All India
<b>Total Employment (in lakh)</b>	108.75	5,355.4
Tourism Characteristic Industries	5.84	234.2
Tourism Connected Industries	3.99	203.7
Tourism Specific Industries	9.83	437.9
<b>Shares in Total Employment (%)</b>		
<b>Tourism Characteristic Industries</b>	<b>5.37</b>	<b>4.37</b>
Tourism Connected Industries	3.67	3.80
Tourism Specific Industries	9.04	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. 2,03,58,388 lakh for the reference year of 2009-10.
- The GVA of Tourism characteristic industries (GVATI) works out to be Rs. 12,08,398 lakh, which is 5.94 per cent of the total state GVA or GSDP (Table 6.4).

**Table 6.4: Gross Value Added of tourism industries**

	Punjab	All India
<b>Gross Value Added (GVA) at basic prices</b>	<b>2,03,58,388</b>	<b>61,86,95,000</b>
Tourism Characteristic Industries (GVATI)	12,08,398	4,42,92,221
Tourism Connected Industries	11,70,984	1,82,16,126
Tourism Specific Industries (1+2)	23,79,382	6,25,08,347
<b>Shares in GVA</b>		
Tourism Characteristic Industries (GVATI)	5.94	7.16
Tourism Connected Industries	5.75	2.94
Tourism Specific Industries	11.69	10.1
<b>Tourism Direct GVA</b>	<b>5,68,773</b>	<b>2,34,91,181</b>
<b>Share of TDGVA in total GVA</b>	<b>2.79</b>	<b>3.80</b>

Source: NCAER computations

### Direct and indirect shares in GSDP & employment

- The Tourism Direct GVA (TDGVA) for the state is Rs. 5,68,773 lakh. Its share in All-India TDGVA is 2.79 per cent.
- The share of TDGVA in the state GVA is 2.71 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

- The overall (direct + indirect) share of tourism in the state GDP is 6.34 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 12.96 per cent (Table 6.5).

**Table 6.5: Contribution of Tourism in the Economy**

	Punjab	All India
TDGVA - direct	2.79	3.80
GVATI-direct	5.94	7.16
Tourism Employment - direct	5.37	4.37
GVA multipliers	2.2695	1.843
Employment multipliers	2.4139	2.3256
TDGVA - direct and indirect	6.34	7.00
GVATI-direct and indirect	13.47	13.19
Tourism Employment - direct and indirect	12.96	10.17

Source: NCAER computations

## GLOSSARY



GLOSSARY<sup>24</sup>

<b>Basic price</b>	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.
<b>Business and government tourism consumption</b>	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.
<b>Central product classification (CPC)</b>	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.
<b>CIF price</b>	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.
<b>Compensation of employees</b>	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.
<b>Consumption of fixed capital</b>	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.
<b>Direct tourism gross domestic product</b>	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.
<b>Direct tourism</b>	The value of direct tourism output at basic prices, less the value of the inputs used in

<sup>24</sup> 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>)

<b>gross value added</b>	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.
<b>Direct tourism output</b>	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.
<b>Domestic output</b>	Domestic output is output produced by resident enterprises.
<b>Domestic tourism</b>	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.
<b>Domestic tourism consumption</b>	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.
<b>Domestic travel</b>	Travel within a country by residents is called domestic travel.
<b>Domestic travellers</b>	Those who undertake domestic travel are domestic travellers.
<b>Domestic trip</b>	A domestic trip is one with a main destination within the country of residence of the visitor.
<b>Domestic visitor</b>	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.
<b>Durable consumer goods</b>	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.
<b>Economic activity</b>	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.
<b>Employed persons</b>	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.
<b>Employed persons</b>	Number of persons usually employed in the principal and subsidiary statuses.



<b>Employed as per principal activity status</b>	Those in labour force pursuing some economic activity for major time during the reference period of 365 days
<b>Employed as per subsidiary activity status</b>	Those in labour force pursuing some economic activity for a relatively shorter time (minor time) during the reference period of 365 days
<b>Enterprise</b>	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.
<b>Establishment</b>	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.
<b>Exports of goods</b>	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.
<b>Exports of services</b>	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.
<b>Excursionist</b>	Same day visitors are called excursionists.
<b>Final demand</b>	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.
<b>Final output</b>	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.
<b>Final consumption</b>	Final consumption consists of goods and services used up by individual households or the community to satisfy their individual or collective needs or wants.
<b>Final consumption expenditure of government</b>	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.
<b>Final consumption expenditure of</b>	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.

<b>households</b>	
<b>Final consumption expenditure of NPISHs</b>	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.
<b>FOB price</b>	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.
<b>General government</b>	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.
<b>GDP</b>	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'.
<b>Gross</b>	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").
<b>Gross domestic product - expenditure based</b>	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.
<b>Gross domestic product - income based</b>	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.
<b>Gross domestic product - output based</b>	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).
<b>Gross fixed capital formation</b>	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.
<b>Gross margin</b>	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.
<b>Gross value added</b>	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.

<b>Gross value added at basic prices</b>	Gross value added at basic prices is output valued at basic prices less intermediate consumption valued at purchasers' prices.
<b>Gross value added of the tourism industries (GVATI)</b>	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.
<b>Household tourism Consumption</b>	Consists of the tourism consumption by resident households on tourism related products within economy.
<b>Imports of goods</b>	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.
<b>Imports of services</b>	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.
<b>Imports of goods and services</b>	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.
<b>Imputed tourism consumption</b>	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.
<b>Inbound travel</b>	Travel to a country by non-residents is called inbound travel.
<b>Inbound trip</b>	An inbound trip is one with a main destination outside the country of residence of the visitor.
<b>Inbound tourism</b>	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.
<b>Inbound tourism consumption</b>	Inbound tourism consumption is the tourism consumption of a non-resident visitor within the economy of reference.
<b>Input-output model</b>	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.
<b>Input-output</b>	Input-output tables are derived from Supply and Use Tables, which show the process of flows

<b>tables</b>	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.
<b>Intermediate consumption</b>	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.
<b>Intermediate output</b>	That part of the total output of each industry consumed by other industries in the production process.
<b>Internal tourism</b>	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.
<b>Internal tourism consumption</b>	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.
<b>International tourism</b>	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.
<b>International tourism consumption</b>	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.
<b>International travellers</b>	Those who undertake international travel are considered as international travellers.
<b>International visitor</b>	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.
<b>ISIC</b>	ISIC is the United Nations International Standard Industrial Classification of All Economic Activities; the third revision of ISIC is used in the 1993 SNA.
<b>Leontief inverse (input-output) table</b>	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
<b>Main destination</b>	The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip.
<b>Main purpose of</b>	The main purpose of a trip is defined as the purpose in the absence of which the trip would not

<b>a trip</b>	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”.
<b>Margin</b>	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.
<b>Margin (trade)</b>	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.
<b>Margin (transport)</b>	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.
<b>Multipliers</b>	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.
<b>National tourism</b>	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.
<b>National tourism consumption</b>	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.
<b>Net taxes on products</b>	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.
<b>Other taxes on production</b>	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.
<b>Outbound tourism</b>	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.
<b>Outbound tourism consumption</b>	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.
<b>Outbound trip</b>	An outbound trip is one with a main destination outside the country of residence of the visitor.
<b>Outbound travel</b>	Travel outside a country by residents is called outbound travel.
<b>Output</b>	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.
<b>Output multiplier</b>	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 ( $\Sigma_i$ ) from Leontief inverse matrix ( $L_{ij}$ ).
<b>Principal activity</b>	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.
<b>Principal usual activity status of persons</b>	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).
<b>Principal product</b>	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.
<b>Production</b>	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.
<b>Production account</b>	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.
<b>Products</b>	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.
<b>Purchaser's price</b>	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.
<b>Same day visitor</b>	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
<b>Social transfers in kind</b>	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).
<b>Subsidies</b>	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.
<b>Subsidy on a product</b>	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.
<b>supply</b>	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.
<b>Supply Table</b>	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.
<b>Supply and use tables</b>	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.
<b>Tax on a product</b>	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.
<b>Taxes</b>	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.
<b>Taxes on production and imports</b>	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.
<b>Taxes on products</b>	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.
<b>Total economy</b>	The total economy consists of all the institutional units which are resident in the economic territory of a country.
<b>Total final expenditure</b>	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.
<b>Total intermediate consumption</b>	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.
<b>Total tourism internal demand</b>	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.
<b>Total output</b>	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.
<b>Taxes less subsidies on production and imports</b>	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.
<b>Tourism</b>	Comprises the activities of visitors.
<b>Tourism characteristic industries</b>	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.
<b>Tourism characteristic products</b>	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.
<b>Tourism connected industries</b>	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.
<b>Tourism connected products</b>	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.
<b>Tourism consumption</b>	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.
<b>Tourism demand</b>	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.
<b>Tourism direct gross domestic product (TDGDP)</b>	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.
<b>Tourism direct gross value added (TDGVA)</b>	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.
<b>Tourism expenditure</b>	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.
<b>Tourism exports</b>	Tourism exports are domestically produced goods and services consumed by international visitors to the country.
<b>Tourism industry ratio</b>	This is the proportion of the total value added of an industry which is related to tourism.
<b>Total tourism internal demand</b>	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.
<b>Tourism imports</b>	Tourism imports are consumption of overseas produced goods and services by residents on

	overseas trips.
<b>Tourism net taxes on products</b>	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.
<b>Tourism product ratio</b>	This is the proportion of the total supply of a product which is consumed by visitors.
<b>Tourism ratio</b>	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.
<b>Tourism share</b>	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.
<b>Tourism single purpose consumer durable goods</b>	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.
<b>Tourism Satellite Account</b>	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.
<b>Tourist</b>	A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor) if his/her trip includes an overnight stay.
<b>Tourism trip</b>	Trips which are undertaken by visitors.
<b>Tourism visit</b>	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.
<b>Travel</b>	Travel refers to the activity of travellers.
<b>Transportation in balance of payments statistics</b>	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).
<b>Travel in balance of payments statistics</b>	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".
<b>Traveller</b>	A traveller is someone who moves between different geographic locations for any purpose and

	<p>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.</p>
<b>Trip</b>	<p>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.</p>
<b>TSA aggregates</b>	<p>The compilation of the following aggregates, which represent a set of relevant indicators of the size of tourism in an economy is recommended:</p> <ul style="list-style-type: none"> <li>• Internal tourism expenditure;</li> <li>• Internal tourism consumption;</li> <li>• Gross value added of the tourism industries (GVATI);</li> <li>• Tourism direct gross value added (TDGVA);</li> <li>• Tourism direct gross domestic product (TDGDP)</li> </ul>
<b>Uses</b>	<p>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.</p>
<b>Usual environment</b>	<p>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).</p>
<b>Usual expenditures</b>	<p>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.</p>
<b>Valuables</b>	<p>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.</p>
<b>Visitor</b>	<p>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</p>



## APPENDIX



## APPENDIX

*Estimation  
Procedure*

A.4.1. 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.4.2. 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.4.3. 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.4.4. 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.4.5. 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.4.6. 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.4.7. 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.4.8. Hence total item-wise expenditure incurred by package as well as non-package tourists is arrived at.

A.4.9. 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.