

Regional Tourism Satellite Account Rajasthan, 2009-10

Study Commissioned by the
Ministry of Tourism, Government of India

Prepared By

National Council of Applied Economic Research

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PREFACE

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

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

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

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

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

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

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

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ABBREVIATIONS AND ACRONYMS

Units used in the Report

1 crore = 10 million

1 lakh = 100 thousand

Abbreviations

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

Abbreviations

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

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1. INTRODUCTION

About tourism

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

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

Some definitions of Tourism

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

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

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

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

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

*UNWTO
Definition*

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

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

**Tourism -
World**

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

*International
Tourist
arrivals hit 1
billion mark in
2012*

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

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

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

⁴UNWTO: IRTS 2008, para 2.9

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

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

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

Tourism- India

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

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

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

1.12. With respect to the contribution of tourism to the GDP of India, the second Tourism Satellite Account of 2009-10 estimates it at 3.7 per cent as the direct share and 6.8 per cent, taking indirect impact also into account. This brings tourism to one of the top sectors of Indian economy in terms of contribution to economy. Tourism sector contributes significantly to the creation of jobs as well. It is estimated to have created 23.4 million jobs in 2009-10, which translated to a share of 4.4 per cent in the total employment. This sector also contributed 54.5 million jobs indirectly, which increased its share to 10.2 per cent. Within the non-agriculture employment, tourism had a share of 9.7 per cent in employment and if indirect share is included, the share

⁶National 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 Account⁷ reveals that the share of tourism in GDP moderated to 3.6 per cent in 2010-11 due to the overall slowdown in general economy but recuperated in the following year and contributed 3.7 per cent to GDP in 2011-12. Accordingly the total (direct and indirect) share fell from 6.77 per cent in 2009-10 to 6.68 per cent in 2010-11 but upped at 6.74 per cent in 2011-12.

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

Tourism – Rajasthan

1.15. Rajasthan is also called Rajputana, the land of kings because of the fact that it has been ruled by kings, mostly Rajputas, historically for a very long time during pre-Muslim era. Substantial part of the state is deserted because of prominent presence the Thar Desert. Because of the two reasons, the most famous tourism attractions in Rajasthan are either the forts, palaces or the deserted parts and the associated activities like safari in jeep and on animals in the deserts etc.

1.16. Delhi, Agra and Jaipur form a tourist circuit called the Golden Triangle. A large number of both domestic and foreign tourists get attracted to Rajasthan (fifth highest among all the states in foreign tourists arrival and eight highest in terms of domestic tourists arrival in 2010). Every third foreigner visiting India also visits Rajasthan.

1.17. The most visited places in Rajasthan are but not limited to, Jaipur, Udaipur, Jaisalmer, Jodhpur, Ajmer, Pushkar, Bikaner, Neemrana and Mount Abu. Apart from the famous forts, palaces, havelis, desert, Aravalli (hill) Range etc., Rajasthan also has to offer to its tourists the world famous Keoladeo National Park of Bharatpur, Sariska Tiger Reserve of Alwar, Ranthambore National Park of Sawai Madhopur, and Desert National Park of Jaisalmer.

1.18. According to the data compiled by the India Tourism Statistics, the total

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

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

domestic tourist arrivals in the state rose from 77.6 lakh in 2001 to 3.03 crore in 2013, marking the compounded annual growth rate of 12.0 per cent.

1.19. During the same period, foreign tourist arrival grew to more than twice, from 6.1 lakh to 14.4 lakh with the compounded annual growth rate (CAGR) of 7.4 per cent.

Measurement of tourism

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

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

1.22. However, as already mentioned, tourism is not defined separately in either the standard international industry or product classifications⁹ or in the accounting framework of national accounts, which focuses on accounting of economic activities undertaken in the country according to standard international classifications. This is because tourism, unlike other sectors of the SNA, is not defined as an industry by the characteristic of the product it makes as an output. It is identified rather by the characteristic of the purchaser demanding the products, that is, a visitor.

1.23. This means the tourism industry is defined according to the status of the

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

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

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

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

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

hospitality – interaction of tourists with local population.

Satellite Accounts

1.26. The SNA provides flexibility for elaborations, extensions and alternative concepts, while still remaining within the conceptual framework of SNA. Satellite accounts compilations are one such extension. The idea behind compilation of such accounts is to allow certain types of analysis that focus on a certain field or aspects of economic and social life. Such detailed analysis is usually not available in the central framework. Therefore, the satellite accounts are distinct from the central system.

1.27. The satellite accounts maintain a loose relationship with the SNA, with boundaries expanded and reclassified and focus on the purpose or function of transactions. Thus, transactions are first analysed in the system of national accounts according to their characteristics, then certain types of transactions (such as tourism, or health care, or environment, etc.) are analysed from the

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

expenditure side. In satellite accounts, therefore, the unit of analysis to which classification is applied is not an establishment (as in national accounts) but, instead, is transactions, or groups of transactions.

*Tourism
Satellite
Account*

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

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

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

1.31. It provides the mechanism for transforming demand based concept of tourism into a methodology for identifying who produces what for the visitor. It identifies the typical tourism industries, i.e. those industries that produce commodities which represent a significant part of tourism demand and whose existence is very strongly dependent on tourism demand or would be seriously affected were tourism to cease. For this set of industries, the TSA measures the value added, employment, capital formation, etc., flowing from that demand and identifies who the visitors are.

1.32. The TSA framework provided by UNWTO is the most comprehensive way to measure the economic importance of tourism in national economies.

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

¹² Eurostat: European Implementation Manual on TSA

¹³ IRTS 2008, para. 2.29

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

Uses and Applications of TSA

1.33. The important uses and applications of TSA are:

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

Regional Tourism Satellite Account

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

- There is a worldwide trend towards a certain degree of decentralization of political power and decentralized management of national resources in federal states, regions, municipalities, etc. In order to allocate and monitor these resources effectively, more and better integrated regional and local information are required.
- The tourism activities are multifaceted in nature and can potentially benefit rural areas that are seeking to diversify.

- The unequal geographical distribution and characteristics of tourism activity within the national territory, from the standpoint of both demand and supply, lead to additional requirements for tourism statistics at the various territorial levels.
- There is a growing interest of tourism-related businesses in learning about the interrelation of their activity with others and its main determinants and seasonal cycles.
- There is a great necessity of improving the allocation of resources in national and local economies, which can only be achieved by upgrading quantitative references and measuring economic impacts.

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

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

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

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

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

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

Structure of the report

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

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

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

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

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

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

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

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

2. PROFILE OF THE STATE

Geographic profile

2.1. Rajasthan, the largest state of India is located on the Western and North-Western border of the country. The state share it's International Border with Pakistan in the West and North West and is surrounded by Punjab in the East, Haryana and Uttar Pradesh in North East, Madhya Pradesh in the South East and Gujarat in South and South West.

2.2. Almost 61 per cent of the land area of Rajasthan is the desert area famously known as The Thar Desert or the Great Indian Desert and hence corroborates the title to the state "Desert State of India". The Thar Desert is the biggest desert in India with relatively dry and infertile land is also known as 'Maru-Kantar'.

2.3. While the Western part of the state is a desert, dry and infertile, the South Western parts of the state are wetter, hilly and fertile with the Aravali range splitting the state into two distinct regions of desert and forest. The forest coverage is only 9.6 per cent of the total land area and Mount Abu is the only hill station in the state and the highest peak of the Aravali range 'Guru Shikar Peak' also lies within the geographical boundaries of the state.

2.4. With extensive and varying topography the state is classified into various region; the Aravali or the hilly region, the Thar and the other arid regions, the Plateaus including Vindhaya and the Malwa, the Fertile plains including the Mewar, the Forest Regions and the Water-bodies including Rivers and Salt Lakes.

Climate profile

2.5. Rajasthan experiences extremely cold weather during October to February and the blazing sun torment the land during March to September. With huge scarcity and uneven spread rainfall, the women folk have to walk miles to get water for their daily needs especially during the summers. However the Southern parts of Rajasthan are blessed with the river Luni, Chambal and its tributaries flowing in the region.

2.6. Rajasthan experiences varied temperatures not only across the seasons but also during the day. When the day temperatures in summers ranges between 40°C to 45°C and peaking to 49°C, the nights are much cooler with temperature ranging between 20°C to 29°C. The winters in Rajasthan are cooler with temperatures fluctuating from -2°C to 10°C and the desert regions are colder with Western winds blowing across the western, northern and eastern Rajasthan causes light rainfall and chilly winds.

2.7. Being a desert area, the climate in Rajasthan varies from arid to sub-humid. Climate in the region to the western side of the Aravallis, is distinct by low rainfall, extreme day and annual temperature, low humidity and high velocity winds. Towards the Eastern side of the Aravallis, the climate is semi-arid to sub-humid marked by lower wind velocity and higher humidity and better rainfall. The annual rainfall varies from less than 10 cm in north-western part of Jaisalmer region (lowest in the state), to 20 to 30 cm in the regions of Ganganagar, Bikaner and Barmer, 30 to 40 cm in the regions of Nagaur, Jodhpur, Churu and Jalor and more than 40 cm in the regions of Sikar, Jhunjhunun, Pali and the western fringes of the Aravalli range and the eastern side of the Aravallis is blessed to get approximately 55 cm rainfall in Ajmer to 102 cm rainfall in Jhalawar, the Mount Abu in the Sirohi district in the southwest region receives the highest rainfall in the state.

Historical background

2.8. The history of Rajasthan dates back to the mythological times of Lord Rama and the seventh incarnation of Lord Vishnu. After the mythological era of Rajasthan there has been rule of many dynasties including the Mauryan Empire. The Aryans who came to India settled in the region of Dundhmer and the first inhabitants of this area were the Bhils and the Minas. The earliest Rajput dynasty that emerged around 700 AD was the Gurjara and Partiharas and since then Rajasthan was known as Rajputana (the land of the Rajputs).

2.9. It was during the medieval era, the major regions of the state such as Nagaur, Ajmer and Ranthambhore formed the part of the Mughal Empire headed by Akbar. It was during this era, the famous Rajput warriors Rana Uday Singh, and his son Rana Pratap, Bhatta Rawal, Rana Kumbha and Prithviraj Chauhan fought the Mughals heroically. And with the end of the Mughal regime in 1707, the Marathas gained supremacy and captured Ajmer in 1775. And by the end of the 17th century, the Maratha dominance ended with the arrival of British and the present state of Rajasthan was formed in 1956.

2.10. What is now Kalibangan, the site for religious and spiritual tourism that draws in Hanumangarh district in Rajasthan was a major provincial capital of the Indus Valley Civilization, one of the world's first and oldest now a part of Pakistan. The history of Rajasthan which is about 5000 years old. The first batch of Aryans who come over to India settled in the region of Dundhmer. The first inhabitants of this area were the Bhils and the Minas. Traditionally, the Meenas, Gujars, Bhils, Rajputs, Rajpurohit, Charans, Jhats, Yadava, Bishnois and other tribes made a great contribution in building the state of Rajasthan. All these tribes made great sacrifice to protect the country from the foreign aggressors, millions of them were killed. Bhils once ruled Kota and Meenas were rulers of Bundi and Dhundhar region. Many Gujar dynasties ruled in the part of the country and for long known as Gujaraatra with

their seat of power in Kannauj. Upto the 10th century, almost whole of North India, excepting Bengal, acknowledged the supremacy of Gujars.

2.11. The Gujar Pratihar Empire formed a barrier for the Arab invaders from 8th to 11th century. There can be no second opinion regarding the major role played by the Gujara Pratihara army to effectively check the progress of the Arabs beyond the borders of Sindh.

2.12. The Rajput dynasty first emerged in 700 AD and since then Rajasthan is known as Rajputana (the land of Rajputs). The Rajput clan soon gained supremacy and were divided into 36 royal clans and 21 dynasties. Several battles were fought between the Parmars, Chalukyas, and Chauhans to capture power and supremacy causing to enormous bloodshed and loss of life.

2.13. Samrat Hem Chandra Vikramaditya, the Hindu Emperor, also known as Hemu in the history, born in a village in Alwar district in 1501 won 22 battles against Afghans. He defeated Akbar's forces twice at Agra and at Delhi in 1556. Before acceding to throne of Delhi from Purana Quila, and establishing 'Hindu Raj', he got killed in the second battle of Panipat.

2.14. Maharana Pratap of Mewar resisted Akbar in the famous battle of Haldighati in 1576 and later operated from hilly areas of his kingdom. Bhils were Maharana's main allies during these wars. Most of the attacks by Akbar were repulsed by Maharana even though the Mughal forces outnumbered Mewar Rajputs in all wars fought between them. In the Battle of Haldighati there were only 10,000 Mewaris against a strong force of 100,000 Mughal forces (unfortunately, including many Rajputs like Kachwahas and Dhundhar). The most valiant among Rajput warriors include Rana Uday Singh, his son Maha Raha Pratap, Bhatta Rawal, Rana Kumbhas and Prithviraj Chauhan.

2.15. In the medieval era, the major regions including Nagaur, Ajmer and Ranthambhore became a part of the Mughal rule under Akbar, the Mughal emperor. Thereafter, due to internal disputes, the Mughals got distracted leading to weakening of the Mughal rule. With the end of Mughal rule in 1707, the Marathas took hold of Ajmer in 1775. With the arrival of the British, the Maratha rule ended in late 17th century.

2.16. Following defeat, the Rajput Kings concluded treaties with the British in the 19th century accepting British suzerainty and control over their external affairs in return for internal autonomy.

2.17. The present state of Rajasthan was formed in 1956.

Demographic & social profile

2.18. The largest state of India covering almost 10.4 per cent (342239 sq km) of the total geographical area, Rajasthan shares its entire western border with Pakistan. Almost 98 per cent of the total geographical land area of the state is rural and less than 2 per cent from the Urban Rajasthan.

2.19. This largest state is home 68.5 million population which accounts for only 5.7 per cent of the total population, making it the 8th most populated state. The minuscule urban land area is home to almost 25 per cent of the total population with the remaining 75 per cent occupying the 98 per cent of the total rural area in the state. The urban Rajasthan with less than 2 per cent area and approximately 25 per cent of the total state population is almost 17 times more densely populated than the rural Rajasthan.

2.20. Following the national trend the rural Rajasthan fares better than the urban areas in terms of sex ratio. Rajasthan is predominantly a Hindu State with nearly 88.8 per cent of population, is also home to people following other religions; Muslims (8.5%), Sikh (1.4%) and remaining includes Jains and Christian. The average household size in both rural and urban parts of Rajasthan is higher than the national level figures.

2.21. With very clear geographical location and cultural diversity, Rajasthan is divided into seven divisions, Jaipur, Udaipur, Ajmer, Jodhpur, Bikaner, Kota and Bharatpur.

2.22. Jodhpur is the largest division covering nearly 34 per cent of the land area but houses only 17 per cent of the population and Jaipur division which covers 10.7 per cent of total state area is most populated with 24.4 per cent of the total state population, making it the most densely populated division also. In the urban sector, Bikaner division is the most densely populated area with 3869 persons living per sq. km and the Kota division is least densely populated with 1774 persons living per sq. km. in the rural sector, Jaipur division is the most densely populated division and Jodhpur is the least densely populated division with 323 and 81 persons per sq. km respectively.

2.23. With some of the very famous educational institutes in Rajasthan, the people of the state have ample opportunity for education; be it Medicine, Engineering, Management, Technology, Science, law, Agriculture etc. However, Rajasthan both in the rural and urban sectors and among both males and females is significantly lower than the national level. The overall literacy rates of the state, pushes the state ranking to 33 among the 35 states and UTs.

2.24. The literacy levels in all the seven divisions in the state are significantly lower than the national level literacy rates except for the Jaipur division which

is at par with the national figure.

2.25. But it is heartening to know that the sex ratio in the state is 928 as compared to the all India figure of 943, but better than many other states. The urban areas are worse off with sex ratio of 914 in comparison to 929 at All India level because of which the state ranks at 17 out of 35 states and UTs.

Table 2.1: The Demographic and Social Profile of the State

	Year	Jaipur	Udaipur	Ajmer	Jodhpur	Bikaner	Kota	Bharatpur	State: Rajasthan	
Area (sq km)		36615 (10.7%)	36942 (10.8%)	43848 (12.8%)	117801 (34.4%)	64708 (18.9%)	24204 (7.1%)	18121 (5.3%)	342239 (The Largest state in India)	
Households (in Lakhs)	2011	29.38 (23.1%)	20.24 (15.9%)	18.39 (14.5%)	21.64 (17.0%)	15.58 (11.5%)	11.42 (9.0%)	11.46 (9.0%)	127.11 (5.1% of Total households)	
Household Size	2011	5.70	4.85	5.29	5.48	5.59	4.99	5.71	5.39	
Population (in Lakhs & %)	Total	2011	167.49 (24.4%)	98.23 (14.3%)	97.21 (14.2%)	118.63 (17.3%)	81.47 (11.9%)	56.96 (8.3%)	65.49 (9.6%)	685.48 (5.66% of Total population) (8 th Most Populated State)
	Males	2011	87.36 (24.6%)	49.73 (14.0%)	49.69 (14.0%)	61.51 (17.3%)	42.67 (12.0%)	29.57 (8.3%)	34.97 (9.8%)	355.51 (5.71% of Total Male Popn.) (51.9% of State Population)
	Females	2011	80.13 (24.3%)	48.50 (14.7%)	47.51 (14.4%)	57.13 (17.3%)	38.81 (11.8%)	27.38 (8.3%)	30.52 (9.2%)	329.97 (5.62% of Total Female Popn.) (48.1% of State Population)
	Rural	2011	112.98 (21.9%)	84.58 (16.4%)	72.18 (14.0%)	95.08 (18.5%)	58.85 (11.4%)	38.13 (7.4%)	53.22 (10.3%)	515.00 (6.18% of Total Rural Popn.) (75.1% of State Population)
	Urban	2011	54.51 (32.0%)	13.66 (8.0%)	25.03 (14.7%)	23.56 (13.8%)	22.63 (13.3%)	18.83 (11.0%)	12.27 (7.2%)	170.48 (4.52% of Total Urban Popn.) (24.9% of State Population)
Percentage of Population	Hindu	2001							88.75	
	Sikh	2001							8.47	
	Muslim	2001							1.45	
	Others	2001							1.33	

		Year	Jaipur	Udaipur	Ajmer	Jodhpur	Bikaner	Kota	Bharatpur	State: Rajasthan
Density (pop per sq.km.)	Total	2011	457	266	222	101	126	235	361	200
	Rural	2011	323	233	170	81	92	165	301	153
	Urban	2011	3403	2356	1837	2328	3869	1774	2849	2570
No of Districts		2011	5	6	4	6	4	4	4	33
Literacy Rate		2011	73.01	60.14	64.01	60.18	67.09	67.82	68.07	66.11
Male Literacy rate		2011	85.21	73.83	78.10	74.39	77.59	80.36	82.43	79.19
Female Literacy rate		2011	59.86	46.25	49.40	45.00	55.59	54.33	51.65	52.12
Sex ratio		2011	917	975	956	929	909	926	873	928
Work Force (percentage)		2011	40.4	48.4	44.0	43.3	44.6	44.1	42.8	43.6
Dependency Ratio		2011	1.48	1.06	1.27	1.31	1.24	1.27	1.34	1.29

Source: Census of India, GOI

Society

2.26. In Rajasthan, there are ethno-linguistic groups that are distinct in their language, history, cultural and religious practices, social structure, literature, and art. Ahirs, Jats, Gurjars, Rajputs, Rajput Mali, Meenas, Bhils, Kalvi, Garasia, Kanjar are few of the major sub ethnic groups. The Gurjars are well known people from Rajasthan, who were rulers and protectors of Gurjaratra (portions of Rajasthan and Gujarat) and is also believed that Gurjars guarded the entire Northern and Western India against foreign invasion until the end of tenth century and thus came to be known as pratiharas (protectors). Even in the Arab chronicles, one finds the proud references about administration and might of these Gurjars.

2.27. Another group of people in Rajasthan are the Rajputs; well-known as the warrior people. They are the best soldiers in India" and the Rajputs of Rajasthan (also called Rajputanas) have a distinctive identity as opposed to Rajputs of other regions of country and their lineage is traced from a mythical fire atop Mt. Abu—a mountain in Rajasthan (Agni Kula or the Fire Family), the sun (Suryavanshi or the Sun Family), and the moon (Chandravanshi or the Moon Family). The Sun Family includes Sisodias of Mewar (Chittaur and Udaipur), Rathores of Jodhpur and Bikaner, and Kachwahs of Amber and Jaipur while the Moon family includes Bhattis of Jaisalmer. The Scythian descent who might have migrated from the Caucasus in Central Asia towards the Indus Valley and that Rajput tribes of Rajasthan were not Indo-Aryans until the purification of the entire clan by a sage in the year 747.

2.28. Jats are among native tribal groups of Rajasthan and are mostly Hindus; they are traced to tribal groups from the Indo-Scythian period of roughly 200 BC to AD 400. Jangladesh was the name of a region of northern Rajasthan where Jats established their rule.

2.29. There are few other tribal communities in Rajasthan, such as Meena and Bhils. The Ghoomar dance is one well-known aspect of Bhil tribe. Meena and Bhils were employed as soldiers by Rajputs for their bravery and martial capabilities. Sahariyas, the jungle dwellers, who are believed to be of Bhil origin, inhabit the areas of Kota, Dungarpur and Sawai Madhopur in the southeast of Rajasthan. Their main occupations include working as shifting cultivators, hunters and fishermen. Garasia is a small Rajput tribe inhabiting Abu Road area of southern Rajasthan. Rajasthan Brahmins are mostly Dadhechs, Pareeks, Saraswats, Gujar-Gaur, Khandelwal or Khandal, Shrimalis, Pushkarnas, and Gauds. There are a few other colourful folks, groups like those of Gadia Luhar, Banjara, Nat, Kalbelia, and Saansi, who criss-cross the countryside with their animals.

2.30. With Rajasthanis is the main spoken language, Hindi and English are

used as official languages. Apart from tribal languages that are commonly spoken in the state, Gujarati, Sindhi and Punjabi are also spoken in the state.

2.31. A large indigenous population in the state comprises of Meo' and ' Minas' (Minawati) in Alwar, Jaipur, Bharatpur, and Dholpur areas; 'Banjaras', the travelling radesmen and artisans; 'Gadia Lohar' , the ' Ironsmith' (lohar) who travel in bullock carts (Gadia), generally make and repair agricultural and household implements; The 'Bhils' , the oldest people in India live in districts of Bhilwara, Chittaurgarh, Dungarpur, Banswara, Udaipur and Sirohi, famous in archery; The 'Grasia' and nomadic 'Kathodi' live in the Mewar region; Sahariyas are found in district Kota & 'Rabaris' of Marwar region are cattle breeders.

2.32. Muslims with less than 10% of the population are mostly Sunnis. A small but affluent community of Shiaite Muslims known as Bhoras are also found in south-eastern Rajasthan. Rajputs though form only a small proportion of total population are the most influential section in the state. They are proud of their glorious past, for fighting several battles against the Mughal and Afgan invaders into India.

2.33. Rajasthan is rich with artistic and cultural traditions which reflect the ancient Indian way of life. There is a rich and varied folk cultures originating from the villages is often depicted in several occasions and events and symbolises the cultural tradition of the state. With a high standard of classical music and dance cultivated with its own distinct style is part of cultural asset of Rajasthan. The music is simple with songs that depict day-to-day relationships and chores, more often focused around fetching water from wells or ponds.

2.34. The Ghoomar dance from Udaipur and Kalbeliva dance of Jaisalmer have gained international recognition. Folk music is a vital part of Rajasthani culture. Places like Kathputli, Bhopa, Chang, Teratali, Ghindr, Kachchhighori, Tejaji, etc. are the examples of rich traditional Rajasthani culture. Folk songs are commonly known as ballads which relate heroic deeds and love stories; and religious or devotional songs known as bhajans and banis (often accompanied by musical instruments like dholok, Sitar, sarangi etc.) are also sung.

2.35. Rajasthan is known for its traditional, colourful art. The block prints, tie and dye prints, Bagaru prints, Sanganer prints, and Zari embroidery are major export products from Rajasthan. Handicraft items like wooden furniture and crafts, carpets, and blue pottery are commonly found here. Rajasthan is a shoppers' paradise, with beautiful goods at low prices. Reflecting the colourful culture, Rajasthani clothes in traditional forms and designs have a lot of mirror-

work and embroidery work. A Rajasthani traditional dress for females comprises an ankle-length skirt and a short top, also known as a lehenga or a chaniya choli. A piece of cloth is used to cover the head, both for protection from heat and observing modesty. Rajasthani dresses are usually designed in bright colours like blue, yellow and orange. Upside-down dolls are found in the road-side shops of Jaisalmer.

2.36. The main Hindu religious festivals of the state include Deepawali, Holi, Gangaur, Teej, Gogaji, Shri Devenarayan Jayanti, Makar Sankranti and Janamasthmi. Rajasthan's desert festival is held once a year during winter. Dressed in brilliantly hued costumes, the people of the desert dance and sing ballads. There are fairs with snake charmers, puppeteers, acrobats and folk performers. Camels play an important role in these festivals.

2.37. Rajasthani cooking was influenced by both the war-like lifestyles of its inhabitants and the availability of ingredients in this arid region. Food that could last for several days and could be eaten without heating was preferred. Scarcity of water and fresh green vegetables has had their effect on the cooking. It is known for its snacks like Bikaneri Bhujia, Mirchi Bada, Pyaaj Kachauri and Ghevar. Other famous dishes include bajre Ki roti (millet bread) and Lahasun Ki Chutney (hot garlic paste), mawa Kachauri from Jodhpur, Alwar ka Mawa (Milk Cake), amlpauas from Puskar and rassogollas from Bikaner. Originating from the Mawar region of Rajasthan, the concept Marwari Bhojnalaya, or vegetarian restaurants, is today found in many parts of India, which offer vegetarian food of the Marwari people.

2.38. Spirit possession has been documented in modern times as well in the state. Some of the spirit possessing persons is found to be good and beneficial, while others are seen as malevolent and harmful. As per the popular belief, the good spirits include murdered royalty, the underworld god Bhaironji, and Muslim saints etc. Bad spirits include perpetual debtors who die in debt, stillborn infants, deceased widows, and foreign tourists. The possessed individual is referred to as a ghorala ("mount"). Possession, even if it is by a benign spirit, is considered as undesirable, as it entails loss of self-control and violent emotional outbursts.

2.39. Rajasthan has been proud of the gallantry awards bestowed upon the people from this state. The awards such as the Param Vir Chakra, Maha Vir Chakra, Ashoka Chakra, Kirti Chakra, Shaurya Chakra, Vir Chakra, Sena Medal, Vishisht Seva Medal have been awarded to some of the bravest soldiers born in the state of Rajasthan.

2.40. If Rajasthan is proud of its warriors, it is also produced many poets and

playwrights. Some of the noted ones are Magha (poet), Sunderdas-a noted saint, poet, philosopher and social reformer of medieval India. Kanhaiyalal Sethia-a well-known Rajasthani and Hindi poet, Nand Kishore Acharya-poet & play wright, Acharya Rajendrasuri-Jain monk-a reformer who wrote many books.

2.41. Abdul Vaheed 'Kamal'-well known author, Vijaydan Detha-writer and a recipient of the Padma Shri award, Bhatt Mathuranath Shastri -Sanskrit poet, Kala Nath Shastry-Sanskrit scholar, Hemant Shesh-Hindi poet, Mandan Mishra-Sanskrit scholar, Shyamaldas or Kaviraj was one of the early writers involved in documenting the history and culture of the Rajasthan region of India, Vidyadhar Shastri-a Sanskrit poet and a scholar of Sanskrit and Hindi.

2.42. Reshma or Sitara-e-Imtiaz was a world renowned folk singer of Pakistan, who was born in village Loha near Bikaner, Rajasthan to a Banjara (Gypsy) family around 1947 who had converted to Islam and migrated to Karachi shortly after the Partition of India. Some of her famous songs are "Dama Dam Mast Kalandar", "Hai O Rabba nahion lagda dil mera", "Sun charkhe di mithi mithi cook mahiya meinu yaad aunda", "Wey main chori chori", and "Ankhiyan no rehen de ankhiyan de kol kol".

2.43. Ahmed Hussain and Mohammed Hussain are two brothers born in Jaipur; Rajasthan as sons of the famous ghazal and thumri singer Ustad Afzal Hussain, the duo touches genres like Indian classical music and bhajan as well as ghazal.

2.44. Allah Jilai Bai; a folk singer from Bikaner, Rajasthan, India, who started by the age of 10 in the Durbar of Maharaja Ganga Singh and took singing lessons from Ustad Hussain Baksh Khan and later on from Achhan Maharaj. Well versed in Maand, Thumri, Khayal and Dadra, with her best-known piece Kesaria Balam and in recognition to her talent, the Indian Government awarded her the Padma Shri in Arts field, one of the highest civilian awards and has been also awarded by Sangeet Natak Akademi Award for Folk Music.

2.45. Ustad Nasir Aminuddin Dagar was an Indian dhrupad singer in the dagar-vani style. Also remembered as the younger brother in the legendary jugalbandi or duo of Senior Dagar Brothers. He along with his elder brother Ustad Nasir Moinuddin Dagar was responsible in reviving the dhrupad tradition that had fallen to a nadir after the death of their father Ustad Nasiruddin Khan Dagar. He has been honoured with numerous awards and accolades; Padma Bhushan award (one of the highest civilian honours in India) in 1986, the Sangeet Natak Akademi Award (the most prestigious award in India the field of performing arts) in 1985, Swami Haridas Award in 1979,

D.Litt. from Rabindra Bharati University in 1991 and Producer Emeritus of All India Radio and Doordarshan (the Indian national television network) from 1986–89

2.46. Brij Bhushan Kabra born in Jodhpur is an Indian musician who popularized the guitar as an instrument in Indian classical music, who was the first Indian musician to play raga on the guitar. Awarded the Rajasthan Sangeet Natak Akademi Award for 1983–84, was made a fellow of the Rajasthan Sangeet Natak Akademi for 1995–96, and received the national Sangeet Natak Akademi Award for 2005.

2.47. Chatur Lal born in Udaipur was an Indian tabla player who have shared the stage with Pt. Ravi Shankar, Aashish Khan, Vasant Rai, and Ali Akbar Khan in the 1950s and early 60s and helped popularize the tabla in Western countries.

2.48. Ila Arun is a popular Indian actress born and brought up in Jaipur is a TV personality and Rajasthani folk/folk-pop singer with a unique, husky voice and a penchant for folk-pop fusion.

2.49. Born in a village called Luna, Rajasthan in jhunjhunu district into a family of traditional musicians Mehdi Hassan Khan, believed to be the 16th generation of hereditary musicians hailing from the Kalawant clan of musicians. After moving to Pakistan and long struggle he even today is famously known as the "King of Ghazal". Awarded K. L. Saigal Sangeet Shehenshah Award by the Government of India in 1979, and also honoured with Tamgha-e-Imtiaz, Pride of Performance and Hilal-e-Imtiaz by the Government of Pakistan. In 1983, he was awarded Gorkha Dakshina Bahu by the Government of Nepal in the court of King Birendra and was later conferred with the highest civilian honour of Pakistan Nishan-e-Imtiaz. These is just a only names from a very long list of musician, artist, theatre personalities, film industry etc.

2.50. Born in a city of Rajasthan in 598, Brahmagupta was an Indian mathematician and astronomer who wrote two important works on Mathematics and Astronomy: the Brāhmasphuṭasiddhānta (Extensive Treatise of Brahma) (628), a theoretical treatise, and the Khaṇḍakhādyaka, a more practical text. He was the first to give rules to compute with zero and his texts were composed in elliptic verse, as was common practice in Indian mathematics, and consequently has a poetic ring to it.

2.51. Daulat Singh Kothari was an eminent Indian scientist, elected as

President of Indian National Science Academy in 1973. His research on statistical thermodynamics and his Theory of White Dwarf Stars gave him an international reputation and conferred with Padma Bhushan (1962) and the Padma Vibhushan (1973). He was also listed as a "Proud Past Alumni" by the "Allahabad University Alumni Association and in 2011, the Department of Posts issued a commemorative stamp in his honour.

2.52. Adding to the list are; Dr. Rajendra Singh Paroda with long list of awards both international and national is a well-respected Indian agricultural scientist. Kamla Nath Sharma a civil engineer from Rajasthan, is an international expert in Hydrology, Water Resources, Irrigation & Drainage and Hydropower Engineering. Laxman Singh Rathore an Indian scientist, the Director General of India Meteorological Department, New Delhi is a permanent representative of India with World Meteorological Organization, United Nations. Dr Rajpal Singh Yadav is another scientist from Rajasthan working in the field of vector ecology and management at World Health Organization headquarters, Geneva, Switzerland and he has been working with various countries and international organizations to formulate and promote policies for public health pesticide management and vector control.

2.53. The Indian Industry has been contributed by some of the great Businessmen in India; Ghanshyam Das Birla, Gautam Singhanian, Lakshmi Mittal, Jamnalal Bajaj, H S Ranka, Ramkrishna Dalmia, Savitri Jindal, Sunil Mittal, Subhash Chandra, Indu Jain, Rama Prasad Goenka, Anand Jain, Rahul Bajaj, Vinod Goenka, Rakesh Jhunjhunwala, Chanda Kochhar, Vijaypat Singhanian, Venugopal Dhoot, Harakh Chand Nahata, Surendra Kumar Surana. The names of these industrialists are enough to understand their contributions to the country.

2.54. Among the representation in the field of sports, Rajasthan is found in almost all sports, be it cricket, Golf, Shooting, Archery, squash, Athletics, Basketball. They have been awarded with Khel Ratna, Arjuna Awards and also Dronacharya Award presented by the government of India for excellence in sports coaching.

2.55. Independence movement of India is incomplete with acknowledging the contribution of the freedom fighters from Rajasthan. Some of them are Rao Gopal Singh Kharwa, Lothoo Nitharwal, Sagarmal Gopa, Bharat Pratap Singh, Daulat Mal Bhandari, Daulatram Saran, Swami Gopal Das, Swami Keshwanand, Hari Singh Burdak, Har Lal Singh, Hanuman Singh Budania, Ramkrishna Dalmia, Vijay Singh Pathik, Rao Tula Ram and Qazi Mir Imdad Ali

2.56. There have been many social and religious reformers and leaders from

the state.

2.57. The list of Historical icons from Rajasthan is very long, Maha Rana Pratap Singh Mewar, Prithvi Raj Chauhan of Ajmer, Rana Sanga Mewar, Rao Jodha Jodhpur, Maharana Udai Singh Mewar, Raja Man Singh Jaipur, Amar Singh Rathore Nagore, Veer Durga Das Rathore, Mirza Raja Jai Singh I Jaipur, Sawai Jai Singh II Jaipur, Maharao Shardul Singh Jhunjhunu, Maharana Hammir Mewar, Rana Kumbha Mewar, Maharaja Jaswant Singh Jodhpur, Maharaja Ganga Singh Bikaner, Maharaja Suraj Mal, Meerabai, Panna Dhai, Gora and Badal, Hada Rani, Bhamashah, Jaimal and Patta, Rani Padmini and Adho Duraso OR Arha Dursa, Panchetiya, Pali. Every individual has a long story and achievements.

Economic Profile

2.58. Rajasthan's economy is primarily agricultural and pastoral. Wheat and barley are cultivated over large areas, as are pulses, sugarcane, and oilseeds. Cotton and tobacco are the state's cash crops. Rajasthan is among the largest producers of edible oils in India and the second largest producer of oilseeds. Rajasthan is also the biggest wool-producing state in India and the main opium producer and consumer. There are mainly two crop seasons. The water for irrigation comes from wells and tanks. The Indira Gandhi Canal irrigates north-western Rajasthan.

2.59. The main industries are mineral based, agriculture based, and textiles. Rajasthan is the second largest producer of polyester fibre in India. The Pali and Bhilwara District produces more cloth than Bhiwandi, Maharashtra and the bhilwara is the largest city in suiting's production and export and Pali is largest city in cotton and polyster in blouse pieces and rubia production and export. Several prominent chemical and engineering companies are located in the city of Kota, in southern Rajasthan. Rajasthan is pre-eminent in quarrying and mining in India. The Taj Mahal was built from the white marble which was mined from a town called Makrana. The state is the second largest source of cement in India. It has rich salt deposits at Sambhar, copper mines at Khetri, Jhunjhunu and zinc mines at Dariba, Zawar mines at Zawarmala for zinc, Rampura Aghucha (opencast) near Bhilwara. Dimensional stone mining is also undertaken in Rajasthan. Jodhpur sandstone is mostly used in monuments, important buildings and residential buildings. This stone is termed as "chittar patthar".

2.60. The crude oil production in Rajasthan earns approximately ₹150 million (~ \$2.5 million US) per day which is likely to increase with the government of India giving permission to extract 300,000 barrels of crude per day from the Barmer region which is presently 175,000 barrels per day. And with this Rajasthan will become leader in Crude extraction in Country.

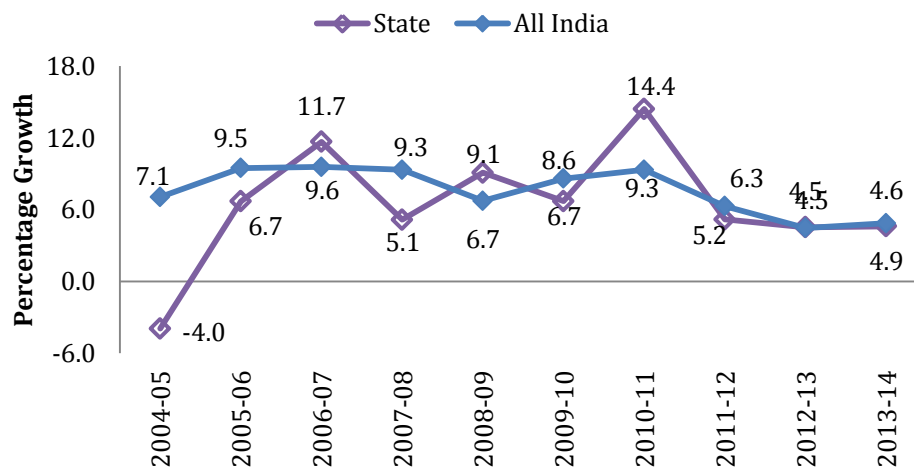
2.61. Rajasthan is connected by many national highways. Most renowned being NH 8, which is India's first 4–8 lane highway. Rajasthan also has an inter-city surface transport system both in terms of railways and bus network. All chief cities are connected by air, rail and road.

Gross State Domestic Product

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

2.63. Rajasthan whose share in total population is 5.7 per cent making it the 8th most populated state, is the eighth largest contributor (4.5%) to the Total GSDP of all states after Maharashtra, Tamil Nadu , Uttar Pradesh, Andhra Pradesh, Gujarat, West Bengal and Karnataka. The overall Economy of Rajasthan in the last 10 years (2004-03 to 2013-14) has grown with an average growth of 6.4 per cent when the country grew by just 7.6 per cent and in last five years period the annual growth of the state has been more than the annual growth of the country. Rajasthan posted 4.6 per cent growth for the fiscal year 2013-14 marginally lower than India’s overall growth of 4.9 per cent. The trend in the growth of the GSDP of Rajasthan has been fluctuating in last few years.

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



Structure of the economy

2.64. The structure of the economy of Rajasthan has not experienced any change over the last decade (Figure 2.2), the contribution of the agriculture & allied sectors has remained in the band of 19.5 to 25.6 per cent since 2004-05, with average contribution in last decade being approximately 22.3 per cent and 20.3 per cent for the year 2013-14.

2.65. The Industry sector's contribution has hovered around 31 per cent mark with maximum contribution in last one decade being 32.8 per cent in the year 2006-07 and has been recorded at 28.5 per cent in 2013-14.

2.66. The services sector has been the major contributor to Rajasthan's GSDP but not crossing the half way mark in its contribution. The average contribution of the services sector to the state's economy during the last ten years (2004-05 to 2013-14) has been 47.1 per cent, with highest contribution being in the year 2013-14 (51.2 per cent).

2.67. The 4.6 per cent growth in the states over all GSDP for the year 2013-14 is attributed to 7.1 per cent growth of the services sector, 3.6 per cent growth in the Industry sector and to the minuscule growth of 0.2 per cent in the Agriculture & Allied sector.

Figure 2.2: Structural changes in GDP over the last decade

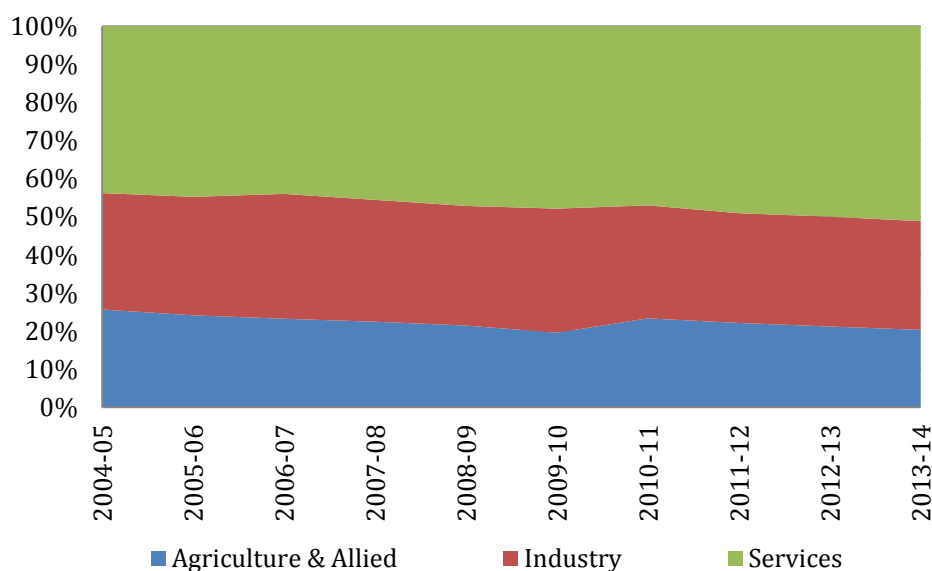
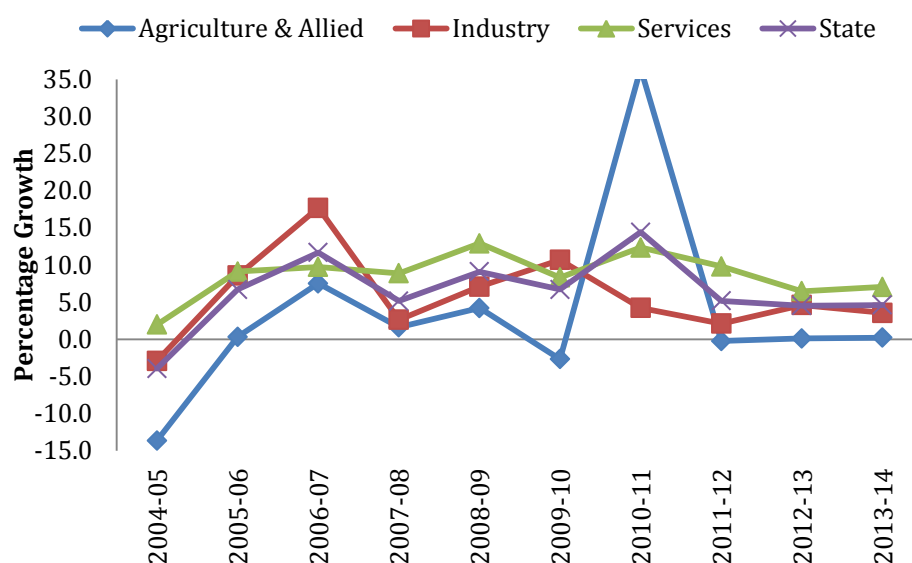


Figure 2.3: Sectoral growth in Gross State Domestic Product (Constant Prices)

Tourism

2.68. The Tourism accounting for eight per cent of state's domestic product is one of the most favored destinations in India for both domestic & International traffic, for its historical forts, palaces, ancient art and culture. Rajasthan attracted 14 percent of total foreign visitors to India during 2009–2010 which is the fourth highest among Indian states. It also holds the fourth position in respect of domestic tourists visiting the state. The Department of Tourism is working as a separate entity for the execution of national and state level policies, programmes and also as a coordinating agency for the Central - State Government Department/ Offices and Private sectors activities for promotion of tourism in the state. Many old and neglected palaces and forts have been converted into heritage hotels. Tourism has increased employment in the hospitality sector.

2.69. Rajasthan is famous for its forts, intricately carved temples, and decorated havelis which were built by Rajput kings in pre-Muslim era. Jantar Mantar in Jaipur, Dilwara Temples, Chittorgarh Fort, Lake Palace, miniature paintings in Bundi, and numerous city palaces and havelis are an important part of the architectural heritage of India. Jaipur, the Pink City, is noted for the ancient houses made of a type of sand stone coloured in pink. In Bundi, maximum houses are painted blue.

2.70. At Ajmer, the white marble Bara-dari on the Annasagar lake is exquisite. Jain Temples dot Rajasthan from north to south and east to west, Dilwara temples of Mount Abu, Ranakpur Temple dedicated to Lord Adinath in

Pali District, Jain temples in the fort complexes of Chittor, Jaisalmer and Kumbhalgarh, Lodurva Jain temples, Mirpur Jain Temples, Sarun Mata Temple Kotputli, Bhandasar and Karni Mata Temple of Bikaner are some of the best examples.

*Nature and
wildlife
tourism*

2.71. In one of the world's oldest mountain ranges, the Aravalli Range, lies the only hill station of Rajasthan-Mount Abu, famous for Dilwara Temples, a sacred pilgrimage for Jains. Rajasthan is also noted for National Parks and Wild life Sanctuaries. There are four national park and wildlife sanctuaries named the Keoladeo National Park of Bharatpur, Sariska Tigar Reseve of Alwar, Ranthambore Nationa Park of Sawai Madhopur and Desaer National Park of Jaisalmer.

2.72. Ranthambore National Park and Saiska Wildlife Sanctuary are both known worldwide for their tiger population and considered by both wildlife lovers and photographers as the best places in India to spot tigers. Due to poaching and negligence, at one point of time, tigers became almost extinct, but recently 5 tigers have been brought here. Prominent among the wildlife sanctuaries are Mount Abu Sanctuary, Bhensrod Garh Sanctuary, Darrah Sanctuary, Jaisamand Sanctuary, Kumbhalgarh Wildlife Sanctuary, Jawahar Sagar sanctuary and Sita Mata Wildlife Sanctuary.

*Religious &
spiritual
tourism*

2.73. In Jaipur most famous religious places of tourist's attraction in the state include Birla Mandir or the Lakshmi - Narayan Temple, situated just below the Mooti Doongari, which is a replica of a Scottish castle, is one of the most revered Hindu temples, dedicated to Shri Lakshmi-Narayan. Built on raised ground, it is surrounded by large lush green gardens. The temple has been constructed in white marble and has three domes, each portraying the different approaches to religion.

2.74. Eklingji Temple is located about twelve miles to the North of Udaipur in Rajasthan. A beautiful town, Eklingji attracts thousands of visitors throughout the year. This temple is said to have been founded by Acharya Viswaroopa a contemporary of Adi Sankaracharya and is linked with the Sharada Math at Dwaraka founded again by Adi Sankaracharya.

2.75. The temples located in Ossian are among the earliest of all medieval temples of Rajasthan. It is located at the edge of the Thar Desert, 65 kms North West of Jodhpur. The temples here Ruins of several temples dot the present day Ossian. The earlier temples are almost like miniature shrines, some only eight feet in height.

2.76. Although majority of the temples at Ossian have decayed with time and have even lost images of their deities- the one temple that remains vibrant is the shrine of Sachiyamata on a nearby hillock. Built in 1234 AD, this temple was dedicated to Durga or Mahisasura Mardini. Today it has become a very important shrine for Jains.

2.77. Dilwara Jain Temples, exquisitely carved marble temples of Dilawara in Mount Abu are the finest examples of Jain temples in India. The hallmark of these temples is the crisp translucent shell-like treatment of marble, which surpasses anything seen elsewhere. No matter how much one hears or reads about these temples, nothing can prepare one for the sheer elegance and beauty of marble as displayed here. These temples were dedicated to their Jain saints known as the tirthankars and also served as storehouses of illustrated manuscripts and treatises.

2.78. The Bramha Temple at Puskar with 52 bathing ghats, is the only existing temple dedicated to lord Brahma and was constructed in the 14th century, standing on a high plinth with marble steps leading up to it.

2.79. A beautiful carved silver turtle sits on the floor facing the sanctorum or Garbha Griha. The marble floor around the silver turtle is embedded with hundreds of silver coins, with donors with names engraved on them.

2.80. Ranakpur Jain Temple lies 60 km from Udaipur, in a remote and peaceful valley of the Aravalli range stands as one of the biggest and most important Jain temples in India. It is extremely beautiful. The main temple is the Chaumukha Temple, of 4 faced temples, dedicated to Adinath. It was built in 1439, beautifully crafted. The marble temple has 29 halls supported by 1,444 pillars, no two of them alike.

Medical and health tourism

2.81. Medical tourism in Rajasthan is growing fast to offer opportunities for overseas as well as domestic patients to access to most modern and affordable medical facilities and treatment in the state. The state government has already started working on formulating a separate policy on medical tourism. This state is turning out to be a well-liked global medical tourism spot.

2.82. Undoubtedly, Rajasthan has been time-honoured for wellbeing and medical tourism in India. As a matter of fact, Rajasthan & Ayurveda have turned out to be identical with each other. On the other hand, despite the fact that Rajasthan strongly paying attention on Ayurveda, its options of health treatments, medications and most excellent facilities are also obtainable in the other conventional forms of medicine in addition to innovative medical treatments.

2.83. As a result, Rajasthan will soon create a centre of attention among patients from bordering countries as it is set to publicize improved healthcare packages for overseas nationals as an element of its medical tourism package.

2.84. The government is keen to provide offer enhanced healthcare services by offering health packages to the patients who come from the adjacent countries such as Nepal, Afghanistan, and Bangladesh and so on. Also, the state department administrators declared that owing to the free-medicine system, patients arriving from bordering states have increased more than before. At present, the state government is targeting patients, who have the need of 'fatal care' from the adjacent states.

2.85. Besides, the state government has plans to tap growing tourist presence at religious places, including Ajmer dargah. Since a lot of tourists from neighboring countries come to the Ajmer dargah every year, the department has aims to offer lucrative treatment packages to the foreign tourists.

2.86. The state government is also helping private hospitals by allotting land on concessional rates or by allowing them set-up health facilities on public private partnership (PPP) basis. Manas Arogya Sadan Heartcare & Multi-specialty Hospital, which will run on a PPP basis with Metro Institute of Medical Sciences Private Limited for a period of 30 years, was expected supposed to become operational from September 2012.

2.87. Besides, the state government confirmed that Bombay Hospital would also come up in Jaipur as its land allotment process by the Jaipur Development Authority is in the final stages.

2.88. All these leads one be convinced that Medical tourism in Rajasthan is quickly catching up to offer a great opportunity for overseas as well domestic patients for a world class treatment as well as visiting the most interesting places of tourist interest.

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 Rajasthan, the sample number of households was 6673, comprising 4571 from rural areas and 2102 from urban areas. Number of households reporting overnight visitors were 6601. In other words, 99 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 Rajasthan were 1.14 crore and 4.99 crore respectively. The rural-urban breakup suggests that of the total 4.99 crore overnight visitors, as much as 76.6 per cent were from rural areas of the state. As compared to this, at national level, overnight visitors belonging to rural areas are 73.2 per cent of the total.

3.10. Intensity of domestic tourism in each state is measured by the number of trips per 100 household during a year. Rajasthan witnessed the fifth highest intensity of overnight domestic tourism, with an average of 516 trips per 100 households, as compared to the all-India average of 418 trips per 100 households. Hence, the tourism intensity in Rajasthan is 23 per cent higher than the national-level tourism intensity. The incidence of trips per 100 rural households was recorded again the fifth highest at 541 for Rajasthan as against 440 for India. The same for urban sector was also the fifth highest at 447 for Rajasthan as compared to 365 for India.

Use of DTS in preparation of state TSA

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

3.12. In all, 13.36 crore visitor-trips originated from Rajasthan (here, Rajasthan is the state of origin), of which only 12 per cent of the trips were undertaken in the states other than Rajasthan.

3.13. Of the total 13.36 crore visitor-trips, 77.4 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 Rajasthan as the state of destination, a total of 14 crore visitor-trips were undertaken. Of these 14.2 per cent of the trips were undertaken from states other than Rajasthan. Hence, the majority of the tourism activity occurred within the state.

3.15. While the share of Rajasthan in total population of India stands at 5.83 per cent¹⁴, the share of visitor-trips undertaken in Rajasthan (from within and other states) in the All-India total of 211.7 crore is higher at 6.61 per cent.

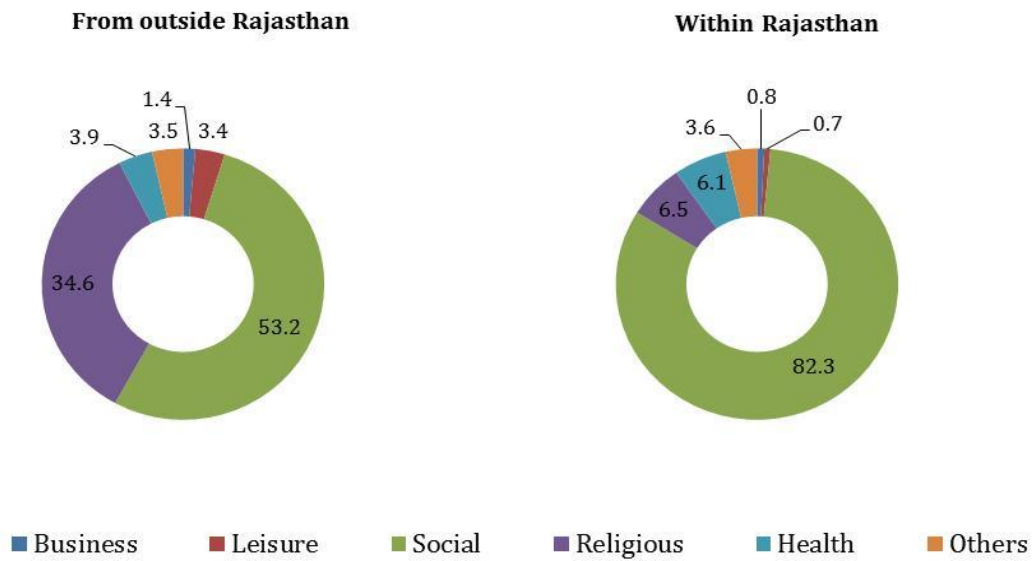
Trips by purpose of travel

3.16. The distribution of trips by purposes reveals that of all the trips that were undertaken within the state (Rajasthan being both the state of origin and the state of destination), 82.3 per cent were social trips, so most of the trips were undertaken to visit friends or relatives. Only 0.7 per cent of the trips were leisure trips.

3.17. As compared to this, among the trips that were undertaken from outside the state to Rajasthan, as much as 53.2 per cent were social trips. Religious trips accounted for the second largest share in the total trips (34.6 per cent) whereas the share of leisure trips was just 3.4 per cent (figure 3.1).

¹⁴ Population numbers also obtained from NSSO survey on Domestic Tourism

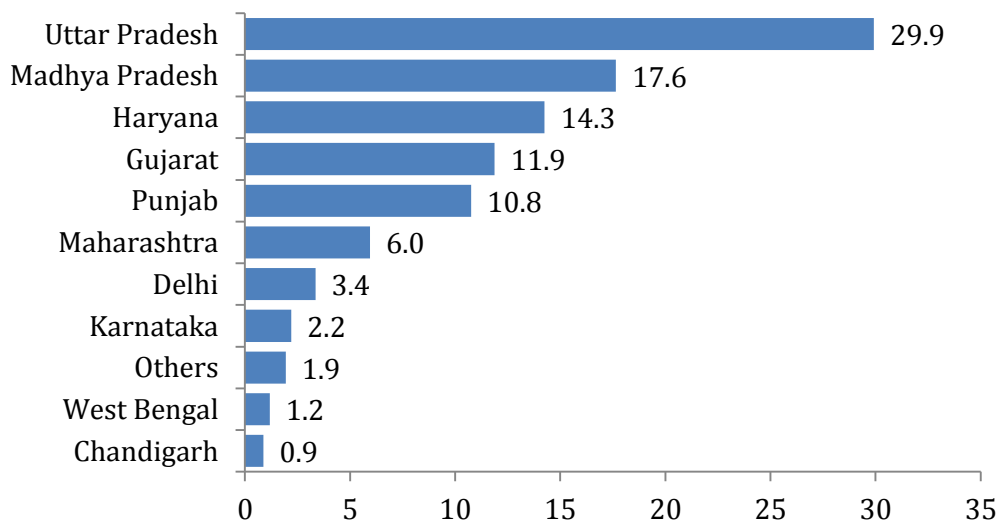
Figure 3.1: Distribution of trips undertaken by purpose – Rajasthan



Source: NCAER Computation

3.18. As shown in figure 3.2, of the total visitor-trips undertaken from other states with Rajasthan as main destination, UP recorded the maximum number of trips (29.9 per cent of all the trips), followed by MP (17.6 per cent), Haryana (14.3 per cent) and Gujarat (11.9 per cent).

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



Source: NCAER Computation

3.19. Further analysis reveals that trips originating from the largest contributing states i.e. UP, MP, Haryana and Gujarat, to Rajasthan were largely undertaken for social purpose. Almost 60 per cent of the trip originating from MP were social trips while the shares of social trips in total trips originating from Gujarat (53.2 per cent), Haryana (50 per cent) and UP (47.6 per cent) were also quite high.

3.20. Interestingly, amongst all the states, MP contributed most of the business trips undertaken in Rajasthan (34.5 per cent). Contribution of UP has been highest in total trips made to Rajasthan for various purposes of the trips such as social (26.8 per cent), leisure (28.8 per cent) and religious purposes (36.6 per cent).

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 Rajasthan**

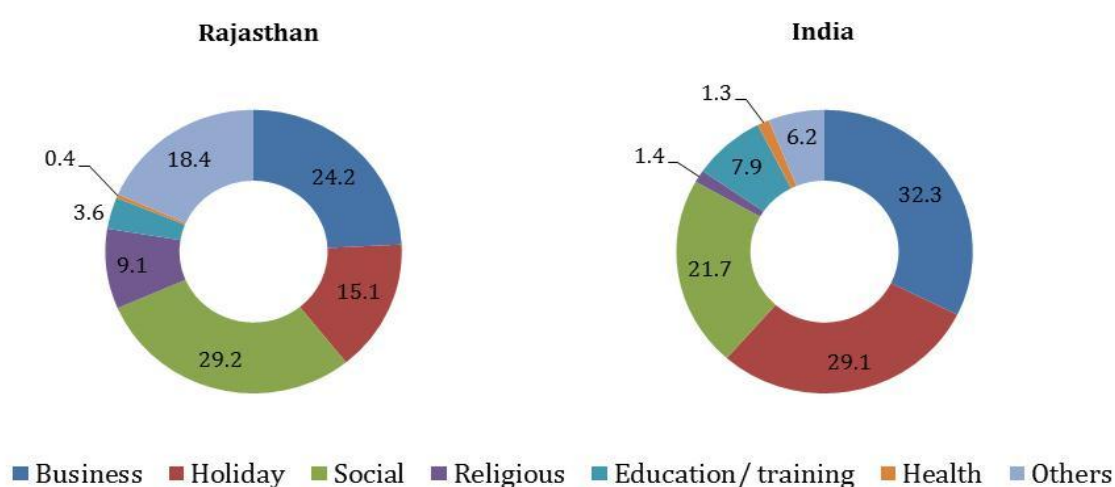
3.28. According to the India Tourism Statistics, the foreign tourist visits in Rajasthan grew from just about 608283 in 2001 to more than 2 times in 2013. The state hosted a total of 1437162 foreign tourists during 2013, posting an annual negative growth of 1 per cent as against the all-India growth 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 Rajasthan who travelled abroad during 2010-11 was 3,81,139. With this, the state accounted for 3.52 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 – Rajasthan and India



Source: NCAER Computation

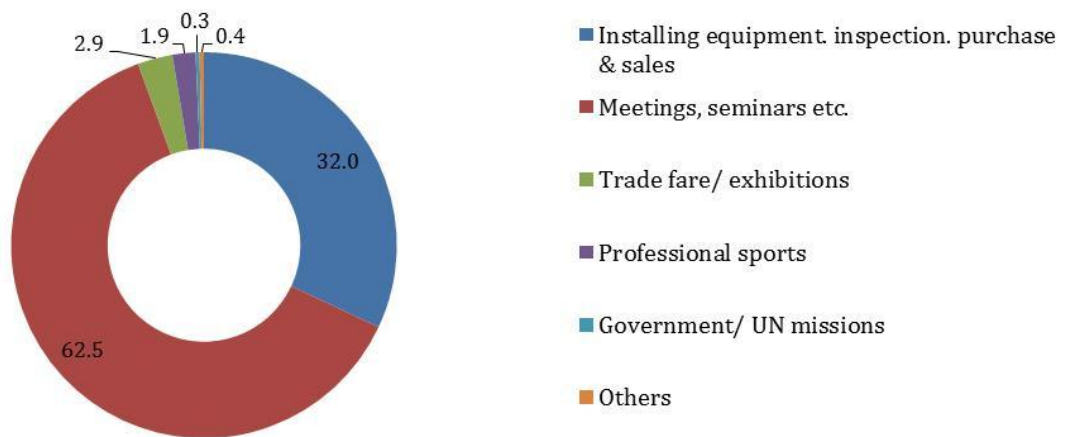
3.31. As compared to this, of the total outbound tourists of Rajasthan, about 83 per cent travelled abroad for social, business and leisure purpose. As much as 29.2 per cent travelled for social purpose, 24.2 per cent travelled for business purpose and 15.1 per cent travelled with leisure purpose. Tourists travelling for religious purpose accounted for 9.1 per cent, those for educational purpose were 3.6 per cent, medical 0.4 per cent and for other purposes were 18.4 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 Rajasthan and who travelled for business purposes shows that major (62.5 per cent) business trips were made for participation in meetings and seminars while 32 per cent trips were undertaken with a mission of installing equipments, inspections, purchase or sales. Just 2.9 per cent of the business trips were made for

attending trade fares, exhibitions etc. (figure 3.4).

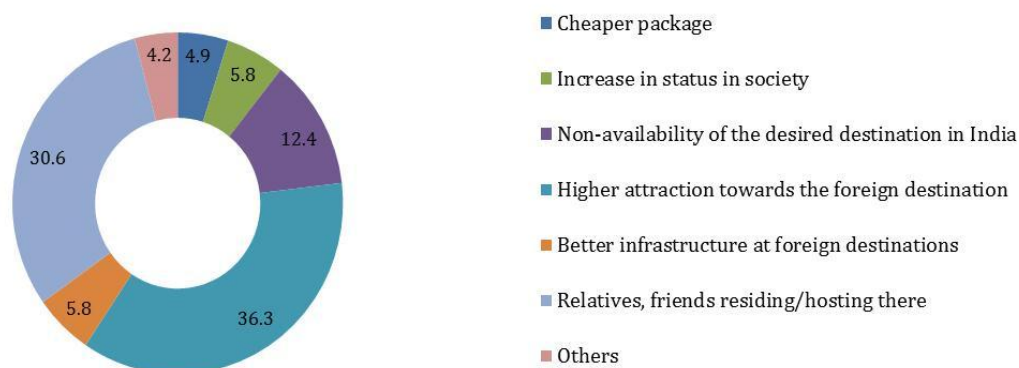
3.33. While looking at the percentage distribution of leisure trips undertaken by residents of Rajasthan across the reasons of such trips, it is observed that about 36 per cent of the leisure trips were undertaken because of the fact that the outbound tourists find themselves attracted more towards foreign destinations than towards similar Indian destinations. Almost 31 per cent of leisure trips were undertaken as the tourists have relatives or friends living outside India who can host them while 12.4 of the outbound leisure trips were undertaken as desired destinations are not available in India while cheaper tour packages conducted 4.9 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 – Rajasthan



Source: NCAER Computation

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



Source: NCAER Computation

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

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

State TSA

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 68th 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 Rajasthan.

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

		Rural			Urban			All		
Worker		Male	Female	Total	Male	Female	Total	Male	Female	Total
Principal	Own account worker	80.48	39.08	119.57	17.55	2.47	20.02	98.04	41.56	139.59
	Employer	0.15	0.05	0.20	0.14	0.00	0.14	0.29	0.05	0.34
	Regular Employee	10.12	1.46	11.58	14.16	2.56	16.72	24.27	4.02	28.30
	Casual wage labor	28.78	8.98	37.76	6.08	0.56	6.64	34.86	9.55	44.41
Subsidiary	Own account worker	16.35	26.21	42.56	0.98	2.40	3.38	17.34	28.61	45.95
	Employer	0.02	0.00	0.02	0.01	0.00	0.01	0.03	0.00	0.03
	Regular Employee	0.52	0.05	0.56	0.01	0.09	0.10	0.52	0.14	0.66
	Casual wage labor	16.36	26.42	42.78	0.25	0.46	0.71	16.60	26.89	43.49
Principal + Subsidiary	Own account worker	96.84	65.29	162.13	18.54	4.87	23.41	115.37	70.17	185.54
	Employer	0.17	0.05	0.22	0.15	0.00	0.15	0.31	0.05	0.37
	Regular Employee	10.63	1.51	12.14	14.16	2.65	16.82	24.80	4.16	28.96
	Casual wage labor	45.14	35.41	80.55	6.33	1.03	7.35	51.46	36.44	87.90

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.

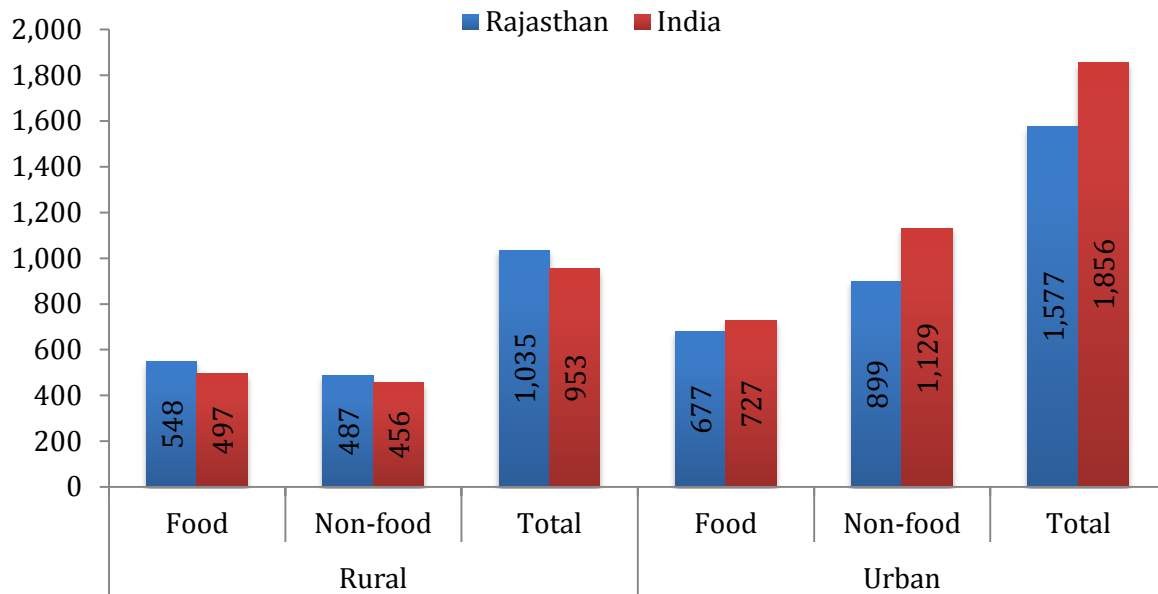
3.48. On the other hand, the reference periods for schedule type 2 were last 365 days (only) for the infrequently purchased items, last 7 days for very frequently consumed items like some of the food items, pan, tobacco and intoxicants etc. and last 30 days for other food items, fuel etc.

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 rural Rajasthan is higher than that for All India MPCEs respectively while MPCE on both food and non-food in urban Rajasthan is lower than that for urban India. Overall MPCE in rural Rajasthan (Rs. 1035) is about 8.6 per cent higher than that for India (Rs. 953) and the same for urban Rajasthan (Rs. 1577) is about 15 per cent lower than that for urban India (Rs. 1856), as given in figure 3.6.

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

Source: NCAER Computation

3.52. Like most of the states, major constituents of expenditure on food are cereals and milk and milk products and fuel and light both in rural as well as urban parts of Rajasthan and India. Other major heads under which the expenditure per person per month in Rajasthan occurs are education (rural: 43.5, urban: 153.7), clothing and bedding (rural: 62.7, urban: 88.8), and Consumer Services Excluding Conveyance (rural: 57.2, urban: 91.8). Table given below reveals MPCE for major items and broad groups for Rajasthan and All India (see Table 3.2).

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

Sl. No.	Item Category	Rajasthan		All India	
		Rural	Urban	Rural	Urban
1	Cereal	140.9	142.8	145.1	161.9
2	Cereal Substitutes	0.0	0.1	0.7	0.8
3	Pulses and Pulse Products	21.3	26.7	35.7	49.8
4	Milk and Milk Products	182.9	221.6	80.2	138.7
5	Sugar	36.1	35.2	22.6	27.6
6	Salt	2.1	2.2	2.1	2.4
7	Edible Oil	35.8	42.1	34.1	46.1
8	Egg, Fish & Meat	6.5	17.0	32.3	48.0
9	Vegetables	44.5	59.0	57.2	76.7
10	Fruits (Fresh)	7.8	23.7	11.8	29.5
11	Fruits (Dry)	1.6	6.4	3.1	7.8
12	Spices	22.2	24.9	20.3	25.2
13	Beverages, Refreshments, etc.	46.0	75.8	52.0	113.0
14	Food: Total (1-13)	547.7	677.4	497.1	727.5
15	Pan, Tobacco & Intoxicants	30.8	19.4	20.6	21.9
16	Fuel and Light	103.8	147.5	87.8	142.8
17	Clothing and Bedding	62.7	88.8	57.6	98.6
18	Footwear	14.3	21.9	10.0	19.8
19	Education	43.5	153.7	40.3	162.2
20	Medical (Institutional)	15.1	19.7	17.8	34.0
21	Medical (Non-institutional)	33.1	53.2	39.3	64.7
22	Entertainment	3.4	17.6	8.2	31.5
23	Minor Durable-type Goods	2.2	1.9	2.5	4.3
24	Toilet Articles	19.8	35.8	23.2	44.0
25	Other Household Consumables	22.5	30.0	20.3	35.8
26	Consumer Services Excluding Conveyance	57.2	91.8	44.5	127.3
27	Conveyance	41.6	88.5	37.6	115.2
28	Rent	2.6	51.0	4.8	117.8
29	Taxes and Cesses	1.7	8.6	2.3	16.0
30	Durable Goods	33.3	70.0	39.3	92.6
31	Non-food: Total (15-30)	487.5	899.2	456.0	1128.5
32	Total Expenditure (14+31)	1035.1	1576.6	953.0	1856.0

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 Rajasthan, 2009-10 (Rs. lakh)

	At current prices	GVO – FC	IC – PP	GVA – FC	GVA – others
1	Total agriculture and livestock	7562156	2223360	5186810	151986
2	Forestry and logging	1006579	157026	849553	
3	Fishing	21249	1912	19337	
4	Mining	899806		698477	
5	Meat, fish, fruits, vegetables and oils	754229	711681	42548	25591
6	Dairy products	213286	199879	13407	22805
7	Grain mill products	261584	216314	45270	70808
8	Other food products	248004	207781	40223	41739
9	Beverages	246227	150645	95582	19753
10	Tobacco products	16761	12050	4711	5402
11	Spinning, weaving and finishing of textiles	1448471	1243315	205156	200546
12	Wearing apparel	108846	83259	25587	41049
13	Leather & fur products	58070	47199	10871	22032
14	Wood and wood products	78034	72411	5623	73824
15	Furniture	58575	42855	15720	40407
16	Paper and printing etc	140638	95009	45629	16168
17	Rubber, petroleum products etc.	469985	408107	61878	37835
18	Chemical and chemical products	1312557	1005953	306604	70124
19	Non-metallic products	1539004	943919	595085	205403
20	Basic metals	1227683	1029033	198650	81172
21	Recycling	0	0	0	53
22	Metal products and machinery	826196	478533	347663	126712
23	Electrical machinery	1010126	875865	134261	31661
24	Other manufacturing	198935	148408	50527	194893
25	Transport equipment	335659	274928	60731	21268
	Total Manufacturing	10552870	8247144	2305726	1349245
26	Construction			745592	
27	Electricity, gas and water supply			1165759	
28	Railway transport services			254197	
29	Land transport including via pipeline			873465	
30	Water transport			0	
31	Air transport			12508	
32	Supporting and aux. tpt activities			10394	
33	Storage and communication			9770	323699
34	Trade			3138154	
35	Hotels and restaurants			405962	
36	Banking and insurance			906351	
37	Real estate and business services			2277909	
38	Education and research			1520975	
39	Medical and health			497842	
40	Other services			915889	
41	Public administration			1169250	
42	Total all industries				

Source: CSO

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

4. METHODOLOGY

Tourism Satellite Account

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

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

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

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

Expenditure or demand side data

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

- i. Within state movement – this information feeds into Domestic

Tourism Expenditure

- ii. Movement from the state of reference to any other state – this is required for Outbound Tourism Expenditure
- iii. Movement from other states to the state of reference – this is required for Inbound Tourism Expenditure.

**Production
or Supply
side data**

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

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

*Supply side
data*

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

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

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

4.8. Of the two possible approaches for compiling State TSAs, namely, (i) regionalisation or top-down and (ii) regional or bottom-up, adoption of one or

both approaches depends upon the availability of information that is required to compile the TSAs. It is, therefore, necessary to look at the availability of information for state TSAs in respect of both the approaches. This is presented in the following table:

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

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

Source: NCAER computation

Compilation of State TSAs

4.9. From the above table, it is evident that without the supply table that includes imports from other states and countries, it is not possible to compile regional TSAs in the same manner as in the case of national TSA and in particular the estimation of key aggregates of TDGVA and TDGDP. However, with the information that is available at State level in India, it is possible to compile TSA Tables 1 to 5 and 7 without much difficulty, though some assumptions would need to be made for this. Also, Tables 8 and 9 on Tourism

Gross Fixed Capital Formation and Tourism Collective Consumption respectively cannot be included in the State TSAs due to the non-availability of these data at state level. Even at national level, the TSA:RMF 2008 placed these compilations under research agenda and did not recommend their compilations, although NCAER included experimental compilations of these two tables in the all India TSA, 2009-10. Each of these tables is described in the following sections of this chapter.

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

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

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

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

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

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

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

4.20. An adjustment factor of 1.64 in the case of “Hotels” would mean that the NAS value of expenditure incurred on “Hotels” services is 1.64 times what is reported in the NSSO survey. Hence, for each item, the value of expenditure obtained through the DTS is multiplied by the corresponding adjustment factor.

*Inbound
tourism
expenditure*

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

Table 4.3: Consumption Expenditure Adjustment Factors

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

Source: NCAER 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, Rajasthan received a total of 12.8 lakh inbound tourists from other countries during 2009-10. Besides, the state played host to 72.1 lakh inbound trips from the other states of India. In terms of visitor-trips, this number stood at 1.98 crore.

4.24. The per-cent distribution of trips by purposes is almost the same as that of visitor-trips (as given in Chapter 3). Of the total trips undertaken in the state from the other states, 50.2 per cent were social trips, followed by 34.8 per cent religious trips.

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

4.26. The average per-trip expenditure of inbound tourists from other states was Rs. 12,126. However, among the various purposes of travel, leisure trip turns out to be the most expensive, with per-trip expenditure of Rs. 86,102 (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 67 per cent of the total expenditure (Figure 4.2).

4.29. The share of expenditure incurred on passenger transport services is the maximum across the purposes of travel except for the business, medical and shopping purposes, highest being in religious trips, at 77.7 per cent closely followed by social purposes (77.5 per cent) and leisure trips (74.6 per cent). However, in case of educational trips, share of expenditure incurred on travel agencies and reservation services was also fairly high at 24.9 per cent.

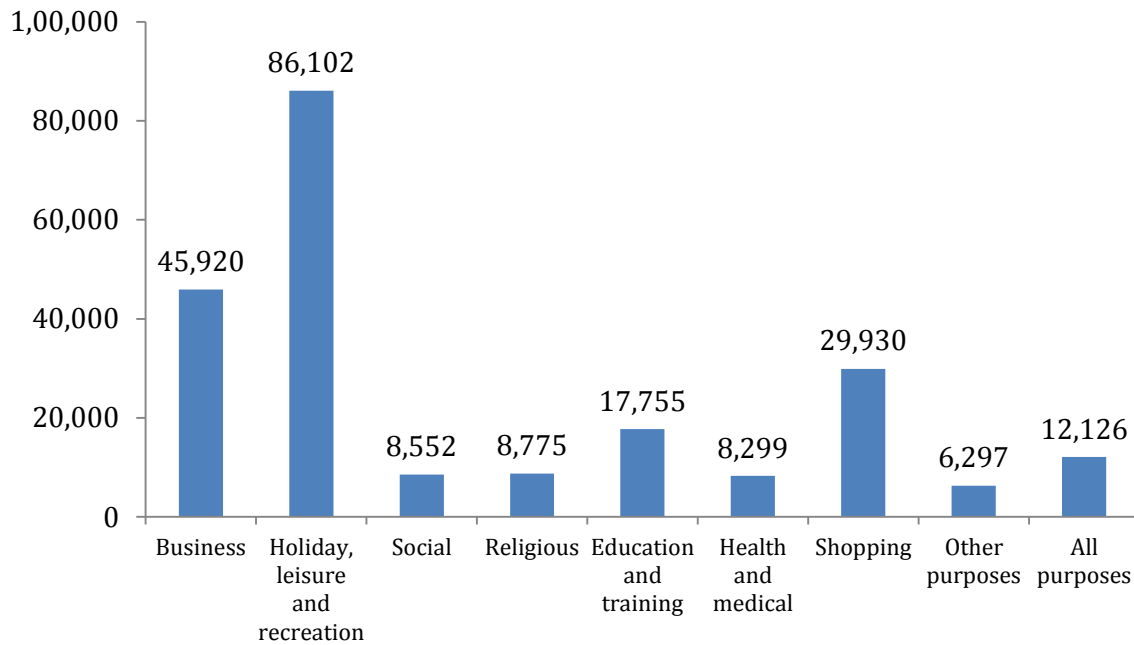
4.30. The share of expenses on tourism connected services was the highest at 92.9 and 88.8 per cent respectively for the trips undertaken for shopping and business trips, and, share of expenses on health and medical services was highest in case of health related trips (43.3 per cent) (see Figure 4.2).

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

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

Source: NCAER computations

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



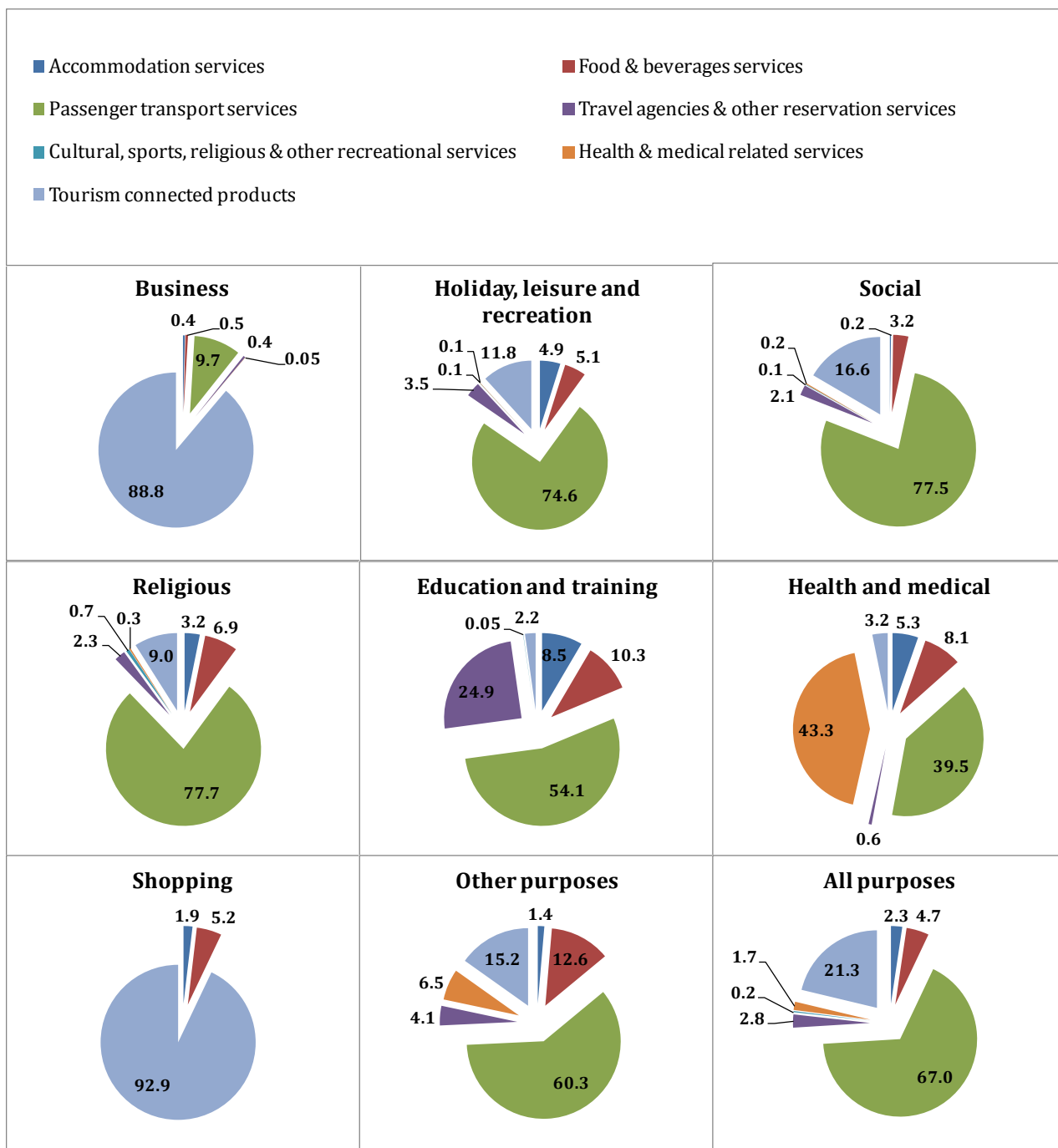
Source: NCAER computations

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

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

Source: NCAER computations

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



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, 5.19 crore domestic or intrastate trips were undertaken in 2008-09 in Rajasthan.

4.37. The per cent distribution of intrastate trips by purpose of travel was completely different from that of interstate trips. While maximum number of trips (50.2 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 just 82.4 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, only 6.2 per cent were religious trips and only 1 per cent were leisure trips.

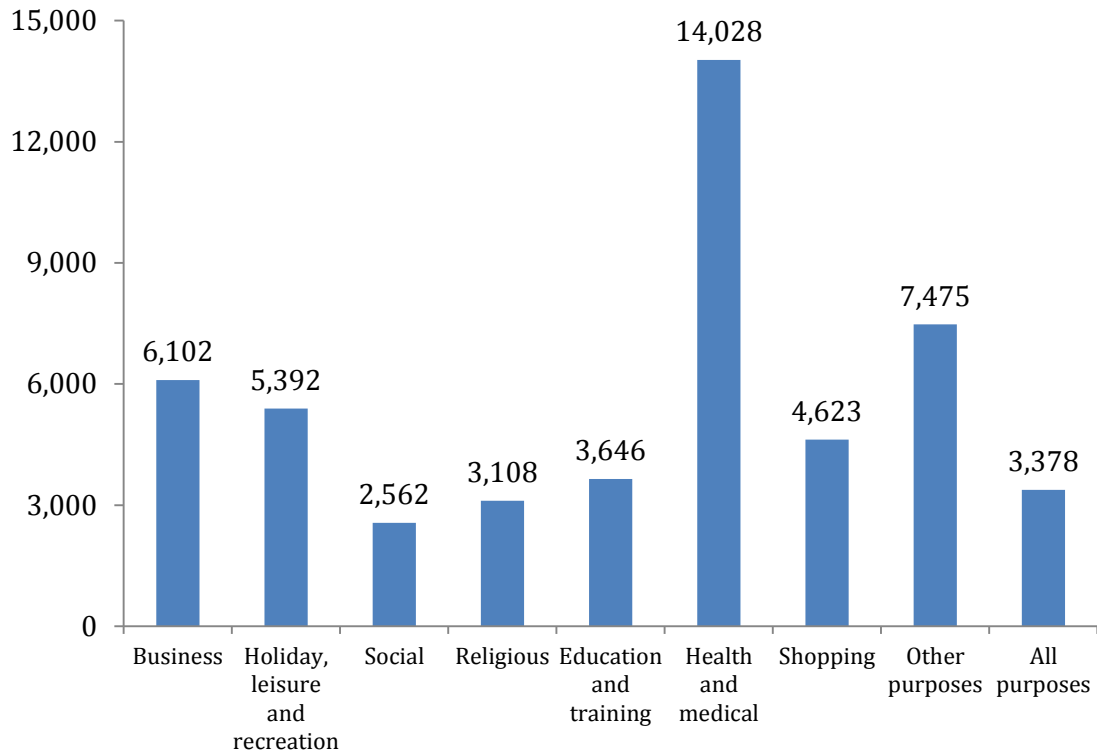
4.39. The average per-trip expenditure incurred during domestic trips in Rajasthan was Rs. 3,378. The per-trip expenditure is the highest for medical trips (Rs. 14,028) followed by business trips (Rs 6,102) (see Figure 4.3).

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

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

Source: NCAER computations

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



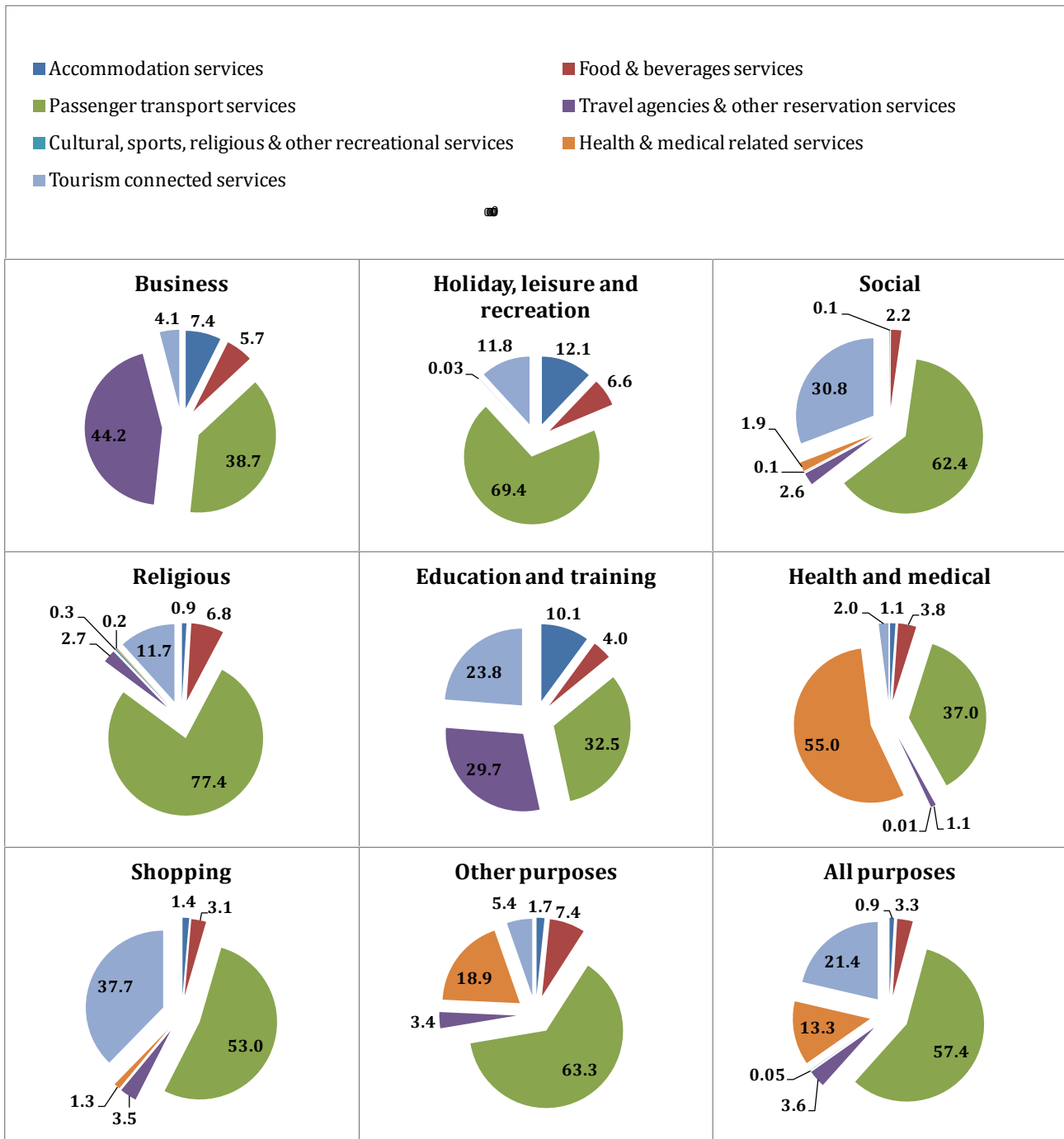
Source: NCAER computations

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

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

Source: NCAER computations

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



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 57.4 per cent of the total expenditure.

4.42. When observed by purposes of travel (see Figure 4.4), the share of passenger transport expenses is the highest in most of the trips, except in case of business trips and health-related trips, where its share is 38.7 per cent 37 per cent respectively. The maximum shares in case of business trips was of expenditure incurred on travel agencies and other reservation services (44.2 per cent) and that in case of health related trips was of the expenses incurred on health and medical related services (55 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 3.8 lakh outbound tourists from Rajasthan in year 2010-11.

4.53. The per-cent distribution of trips by purposes of travel reveals that 29.2 per cent of the people travelling abroad travelled for social purposes. This was followed by trips undertaken for business purposes, whose share in total stood at 24.2 per cent (Table 4.8).

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

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

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

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

States	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Other	All
A & N Islands	36.3	27.9	12.8	0.0	22.6	0.4		0.0	100.0
Andhra Pradesh	23.5	30.4	31.9	0.1	8.2	0.6		5.4	100.0
Arunachal Pradesh	79.5	13.8	4.4	2.3	0.0	0.0		0.0	100.0
Assam	33.1	34.0	11.3	0.0	11.9	0.0		9.6	100.0
Bihar	33.4	36.2	3.9	10.7	10.5	0.0		5.4	100.0
Chandigarh	37.2	33.0	8.3	4.0	13.0	0.0		4.6	100.0
Chhattisgarh	13.8	17.8	1.9	0.0	56.1	0.0		10.4	100.0
Dadra & Nagar 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
Punjab	32.0	26.3	22.9	0.3	15.4	0.6		2.5	100.0
Rajasthan	24.2	15.1	29.2	9.1	3.6	0.4		18.4	100.0
Sikkim	17.5	20.3	9.5	0.0	12.6	40.1		0.0	100.0
Tamil Nadu	48.0	16.6	12.7	0.4	10.0	1.3		11.1	100.0
Tripura	51.1	6.2	42.6	0.0	0.0	0.0		0.0	100.0
Uttar Pradesh	44.9	28.2	6.0	6.3	4.9	0.7		9.1	100.0
Uttaranchal	13.4	63.3	8.4	4.1	1.9	0.0		8.8	100.0
West Bengal	38.6	26.0	23.6	0.4	4.2	0.0		7.3	100.0
Others	8.1	33.4	58.5	0.0	0.0	0.0		0.0	100.0
All India	32.3	29.1	21.8	1.4	7.9	1.3		6.2	100.0

Source: NCAER computations

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

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

Source: NCAER computations

Total Internal Tourism Consumption

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

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

- **Services associated with vacation accommodation on own account:** This item includes all imputed accommodation services related to accommodation units on own account and to all other types of vacation home¹⁵ 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.).

¹⁵ 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 services¹⁶.
- **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

¹⁶The 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 SUT¹⁷ 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

¹⁷ 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 table¹⁸ 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, cif¹⁹, 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

¹⁸Use 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.

¹⁹Imports 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 ratio²⁰ (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

²⁰Tourism 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 margins²¹). 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 observable²² 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 TDGVA²³ 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

²¹No 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.

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

²³At 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.

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

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

State Tourism Industry Ratio

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

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

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

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

4.86. It may be noted that we have adopted this method due to the absence of requisite data for deriving the tourism industry ratios at state level

although conceptually tourism consumption is by tourists whereas PFCE is by the residents. But we have assumed that the services (all tourism characteristic industries are services industries) are consumed at the time of production hence the figures may be comparable.

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

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

Table 4.10: State-specific Tourism Industry Ratios

Industries	India		Rajasthan		
	Ratio1 = PFCE/Tourism Consumption for India	India TIR	Ratio2 = PFCE/Tourism Consumption for state	A = Ratio2/Ratio1	State TIR = A*India TIR
1. Agriculture		0.00			0.00
2. Mining, other manufacturing, construction, electricity, gas and water supply		0.00			0.00
3. Trade		0.66			0.66
4. transport freight services		2.25			2.25
5. All non-tourism specific services		2.29			2.29
A 1. Tourism characteristic product					
1. Accommodation services/Hotels	0.54	51.09	0.64	1.18	60.14
2 Food and beverage serving services/Restaurants	0.54	16.37	0.64	1.18	19.27
3 Railway passenger transport services	0.99	57.63	0.97	0.98	56.22
4 Road passenger transport services	0.77	54.42	0.75	0.97	52.99
5 Water passenger transport services	5.28	12.10	0.00	0.00	0.00
6 Air passenger transport services	4.71	77.20	5.01	1.06	82.06
7 Transport equipment rental services	14.63	28.82	12.10	0.83	23.84
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	14.63	72.36	12.10	0.83	59.86
9 Cultural and religious services	0.95	17.06	4.80	5.04	85.94
10 Sports and other recreational services	0.95	3.84	4.80	5.04	19.35
11 Health and medical related services	0.31	30.05	0.52	1.68	50.58
A.2 Tourism connected products					
12 Readymade garments		0.00			0.00
13 Processed Food		0.00			0.00
14 Tobacco products		0.00			0.00
15 Beverages		0.02			0.02
16 Travel related consumer goods		0.00			0.00
17 Footwear		0.00			0.00
18 Soaps, cosmetics and glycerin		0.00			0.00
19 Gems and jewellery		0.00			0.00
20 Books, journals, magazines, stationery etc.		0.00			0.00
Total					

Source: NCAER computations

Employment in Tourism Industries

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

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

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

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

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

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

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

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

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

Source: NCAER computations

Non-monetary Indicators

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

region depending on the availability of data.

4.97. For the states of India, and Rajasthan 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
A 1. Tourism characteristic products		145389	221830	1098216	1465435
1	Accommodation services/Hotels	34955	85974	528526	649455
2	Food and beverage serving services/Restaurants	39331	39844	206408	285583
3	Railway passenger transport services	1927	6889	15732	24548
4	Road passenger transport services	16068	18771	65275	100114
5	Water passenger transport	2928	149	1622	4698
6	Air passenger transport services	14874	32298	101276	148448
7	Transport equipment rental services	3217	7131	18966	29314
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	2138	3865	25962	31965
9	Cultural and religious services	2879	6752	16915	26546
10	Sports and other recreational services	14533	16468	34555	65556
11	Health and medical related services	12539	3690	82979	99207
A.2 Tourism connected products		138424	63700	262237	464361
12	Readymade garments	37241	19832	82832	139905
13	Processed food	3160	2347	10761	16268
14	Tobacco products	378	2495	2463	5335
15	Beverages	2421	13519	25534	41474
16	Travel related consumer goods	1714	849	7916	10478
17	Footwear	3607	2628	13616	19851
18	Soaps, cosmetics and glycerine	451	220	1424	2094
19	Gems and jewellery	72727	16954	88726	178407
20	Books, journals, magazines, stationery etc.	16727	4857	28965	50549
Total		283813	285530	1360452	1929795
Estimated number of trips		222300	177586	878637	1278523
Expenditure per trip (Rs.)		127672	160784	154837	150939

Source: NCAER computations

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

(Package + Non-package)

(Rs. Lakh)

S. No	Industries	Business	Leisure	Social	Religious	Education & training	Health & medical	Other	All
A 1. Tourism characteristic products		10809	161036	258962	200956	20314	28748	9357	690182
1	Accommodation services/Hotels	386	8882	727	6972	1758	1588	235	20548
2	Food and beverage serving services/Restaurants	525	9339	9817	15330	2131	2399	1597	41139
3	Railway passenger transport services	2893	27756	102034	52461	9304	5655	4824	204928
4	Road passenger transport services	2978	17785	126013	84526	901	4310	1307	237820
5	Water passenger transport	0	0	0	135	0	1	0	136
6	Air passenger transport services	2947	29930	0	1086	0	0	0	33963
7	Transport equipment rental services	618	60733	12634	33276	1042	1751	271	110324
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	412	6349	6605	5009	5169	191	432	24167
9	Cultural and religious services	2	102	302	1487	5	0	0	1899
10	Sports and other recreational services	0	6	132	33	5	0	0	176
11	Health and medical related services	47	153	698	641	0	12853	691	15084
A.2 Tourism connected products		86027	21521	51432	19856	460	948	6156	186400
12	Readymade garments	54	14600	30844	11022	4	145	615	57285
13	Processed food	101	763	5194	2710	174	614	116	9672
14	Tobacco products	18	385	1574	533	5	66	284	2865
15	Beverages	0	9	29	447	0	0	0	485
16	Travel related consumer goods	85829	3870	5563	3490	130	116	4838	103837
17	Footwear	3	868	2653	846	0	0	80	4451
18	Soaps, cosmetics and glycerine	5	37	280	141	9	4	22	497
19	Gems and jewellery	0	793	5163	290	0	0	182	6428
20	Books, journals, magazines, stationery etc.	16	195	131	376	138	4	20	881
Total		96836	182557	310394	220812	20774	29696	15513	876582
Estimated number of trips		210878	212023	362950 7	2516484	117003	357815	18502 9	722873 8
Expenditure per trip (Rs.)		45920	86102	8552	8775	17755	8299	36227	12126

Source: NCAER computation

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

(Package + Non-package)

(Rs. Lakh)

S. No	Industries	Non-Resident Indians	Foreigner PIO	Foreigner Others	Indians from other states	Total Inbound Demand
A 1. Tourism characteristic products		145389	221830	1098216	690182	2155617
1	Accommodation services/Hotels	34955	85974	528526	20548	670003
2	Food and beverage serving services/Restaurants	39331	39844	206408	41139	326722
3	Railway passenger transport services	1927	6889	15732	204928	229476
4	Road passenger transport services	16068	18771	65275	237820	337934
5	Water passenger transport	2928	149	1622	136	4835
6	Air passenger transport services	14874	32298	101276	33963	182411
7	Transport equipment rental services	3217	7131	18966	110324	139638
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	2138	3865	25962	24167	56132
9	Cultural and religious services	2879	6752	16915	1899	28445
10	Sports and other recreational services	14533	16468	34555	176	65732
11	Health and medical related services	12539	3690	82979	15084	114292
A.2 Tourism connected products		138424	63700	262237	186400	650761
12	Readymade garments	37241	19832	82832	57285	197190
13	Processed food	3160	2347	10761	9672	25940
14	Tobacco products	378	2495	2463	2865	8201
15	Beverages	2421	13519	25534	485	41959
16	Travel related consumer goods	1714	849	7916	103837	114316
17	Footwear	3607	2628	13616	4451	24302
18	Soaps, cosmetics and glycerine	451	220	1424	497	2592
19	Gems and jewellery	72727	16954	88726	6428	184835
20	Books, journals, magazines, stationery etc.	16727	4857	28965	881	51430
Total		283813	285530	1360452	876582	2806377
Estimated number of trips		222300	177586	878637	7228738	8507261
Expenditure per trip (Rs.)		127672	160784	154837	12126	455419

Source: NCAER computations

TSA 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	Religions	Education & training	Health & medical	Shopping	Other	All
A 1. Tourism characteristic products		38921	24830	758592	88471	17950	340770	2419	108054	1380006
1	Accommodation services/Hotels	3001	3412	876	936	2373	3911	54	1886	16448
2	Food and beverage serving services/Restaurants	2296	1854	23665	6838	943	13175	121	8494	57386
3	Railway passenger transport services	511	1012	57265	4208	1325	1037	0	2296	67654
4	Road passenger transport services	14204	17217	504112	58559	5927	73469	1176	22048	696711
5	Water passenger transport									
6	Air passenger transport services	0	0	0	0	0	28234	0	0	28234
7	Transport equipment rental services	970	1326	122903	14747	394	25930	881	47882	215033
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	17939	9	28080	2687	6988	3718	137	3858	63415
9	Cultural and religious services	0	0	299	304	0	13	0	0	616
10	Sports and other recreational services	0	0	252	15	0	13	0	2	281
11	Health and medical related services	0	0	21141	178	0	191270	50	21589	234228
A.2 Tourism connected products		1653	3330	337990	11716	5593	7032	1463	6119	374895
12	Readymade garments	47	2328	159415	3176	1742	597	246	953	168504
13	Processed food	204	209	29241	4045	1147	3055	5	991	38896
14	Tobacco products	215	14	8664	1392	117	1477	0	1831	13711
15	Beverages	0	0	8180	44	0	0	0	797	9021
16	Travel related consumer goods	1123	282	35203	2479	990	1703	1175	951	43906
17	Footwear	0	245	11980	364	274	72	31	447	13414
18	Soaps, cosmetics and glycerine	7	30	303	47	50	59	0	52	548
19	Gems and jewellery	0	196	83355	148	0	0	0	0	83699
20	Books, journals, magazines, stationery etc.	57	26	1648	20	1273	69	6	97	3195
Total		40573	28160	1096582	100187	23543	347801	3882	114173	1754901
Estimated number of trips		664955	522275	42806575	3223132	645718	2479365	83968	1527414	5195340 2
Expenditure per trip (Rs.)		6102	5392	2562	3108	3646	14028	4623	7475	3378

Source: NCAER computations

TSA 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
A 1. Tourism characteristic products		3085	2496	1771	442	402	265	1918	10379
1	Accommodation services/Hotels	647	700	332	142	34	169	41	2065
2	Food and beverage serving services/Restaurants	798	847	338	63	132	32	1208	3419
3	Railway passenger transport services	130	113	361	193	6	0	48	853
4	Road passenger transport services	911	337	461	5	183	9	38	1943
5	Water passenger transport	26	1	0	0	0	0	0	27
6	Air passenger transport services	112	224	18	0	0	11	52	418
7	Transport equipment rental services	0	24	3	0	5	3	477	512
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	363	179	42	12	26	0	52	674
9	Cultural and religious services	3	1	7	18	0	0	0	27
10	Sports and other recreational services	27	16	172	0	0	0	0	216
11	Health and medical related services	69	53	36	10	16	41	2	226
A.2 Tourism connected products		1386	8894	3547	9	595	3	149	14581
12	Readymade garments	336	647	1413	0	325	0	43	2765
13	Processed food	225	46	278	9	4	0	2	563
14	Tobacco products	17	7	1	0	0	0	0	24
15	Beverages	13	6	6	0	5	0	0	29
16	Travel related consumer goods	447	983	307	0	161	0	45	1943
17	Footwear	52	173	32	0	62	0	28	347
18	Soaps, cosmetics and glycerine	0	2	0	0	8	3	0	13
19	Gems and jewellery	199	7011	1508	0	0	0	12	8730
20	Books, journals, magazines, stationery etc.	97	19	1	0	30	0	19	166
Total		4471	11389	5317	451	997	267	2066	24960
Estimated number of trips		92234	57416	111347	34749	13752	1640	70001	381139
Expenditure per trip (Rs.)		4848	19836	4776	1298	7248	16309	2952	6549

Source: NCAER computations

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

(Rs. lakh)

S. No	Industries	Inbound Tourism Consumption	Domestic Tourism Consumption	Outbound Tourism Consumption	Total Tourism Consumption
A 1. Tourism characteristic products		2,155,617	1,380,006	10,379	3,546,001
1	Accommodation services/Hotels	670,002	16,448	2,065	688,515
2	Food and beverage serving services/Restaurants	326,722	57,386	3,419	387,527
3	Railway passenger transport services	229,476	67,654	853	297,982
4	Road passenger transport services	337,934	696,711	1,943	1,036,588
5	Water passenger transport	4,834	0	27	4,861
6	Air passenger transport services	182,411	28,234	418	211,063
7	Transport equipment rental services	139,638	215,033	512	355,183
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	56,132	63,415	674	120,220
9	Cultural and religious services	28,445	616	27	29,088
10	Sports and other recreational services	65,731	281	216	66,228
11	Health and medical related services	114,291	234,228	226	348,746
A.2 Tourism connected products		650,761	374,895	14,581	1,040,237
12	Readymade garments	197,190	168,504	2,765	368,459
13	Processed food	25,939	38,896	563	65,399
14	Tobacco products	8,200	13,711	24	21,936
15	Beverages	41,959	9,021	29	51,009
16	Travel related consumer goods	114,315	43,906	1,943	160,165
17	Footwear	24,302	13,414	347	38,063
18	Soaps, cosmetics and glycerine	2,591	548	13	3,153
19	Gems and jewellery	184,835	83,699	8,730	277,264
20	Books, journals, magazines, stationery etc.	51,429	3,195	166	54,791
A.3 Other imputed connected products			321,878		321,878
21	Vacation homes (assumed to be 1% of urban owner occupied dwelling services)		5502		5,502
22	Social transfers in kind (50% of GFCE of tourism and cultural services)		7145		7,145
23	FISIM (calculated from the share of FISIM in PFCE)		130848		130,848
24	Producers' guest houses (.5% of private organised sector share in output)		95885		95,885
25	Imputed expenditures of households on food for tourists staying with them		82499		82,499
Total		2,806,378	2,076,779	24,960	4,908,117

Source: NCAER computation

**TSA Table 5: Production account of tourism industries and other industries,
Rajasthan, 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	8258270	17824	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	24208	25099710	0	0	0
3	Trade	7880	274050	3861310	0	0
4	Transport freight services	0	0	0	1503628	0
5	All non-tourism specific services	0	1878	0	0	8091021
6	Processed food products	49640	36007	0	0	0
7	Beverages	1022	10894	0	0	0
8	Tobacco products	1	0	0	0	0
9	Readymade garments	0	117459	0	0	0
10	Printing and publishing	0	18875	0	0	0
11	Leather footwear	0	8802	0	0	0
12	Travel related consumer goods	0	31919	0	0	0
13	Soaps and cosmetics	0	21291	0	0	0
14	Gems and jewellery	0	12235	0	0	0
15	Railway passenger transport services	0	0	0	0	0
16	Land passenger transport including via pipeline	0	0	0	61248	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	444	0	0	0
24	Cultural and religious services	0	0	0	0	0
25	Sporting and recreational services	0	498	0	0	0
Total domestic output at basic prices		8341020	25651885	3861310	1564876	8091021

**TSA Table 5: Production account of tourism industries and other industries,
Rajasthan, 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	805423	0	0	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	51574	15199	60	30212	15763	37822
3	Trade	2526	2689	100	0	860	4835
4	Transport freight services	0	0	0	0	0	0
5	All non-tourism specific services	25	676	1	0	1	0
6	Processed food products	949028	6730	772	0	0	0
7	Beverages	1974	268626	0	0	0	0
8	Tobacco products	0	0	34739	0	0	0
9	Readymade garments	0	0	0	840254	0	40
10	Printing and publishing	0	0	0	0	66005	0
11	Leather footwear	0	0	0	0	0	35087
12	Travel related consumer goods	26	0	0	4989	48	5530
13	Soaps and cosmetics	478	127	108	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	6	168	0	0	0	0
24	Cultural and religious services	0	0	0	0	0	0
25	Sporting and recreational services	0	0	0	0	7	0
Total domestic output at basic prices		181106 1	294216	35780	875455	82684	83313

**TSA Table 5: Production account of tourism industries and other industries,
Rajasthan, 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	21231	22059	5505	0	0	0
3	Trade	404	2769	7848	0	0	0
4	Transport freight services	0	0	0	0	60107	0
5	All non-tourism specific services	1	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	35	10	0	0	0	0
10	Printing and publishing	10	0	0	0	0	0
11	Leather footwear	2155	0	0	0	0	0
12	Travel related consumer goods	6413	4	9	0	0	0
13	Soaps and cosmetics	22	173809	30	0	0	0
14	Gems and jewellery	9	33	744763	0	0	0
15	Railway passenger transport services	0	0	0	154659	0	0
16	Land passenger transport including via pipeline	0	0	0	0	109802 3	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	0	0	0	0	0	0
24	Cultural and religious services	0	0	0	0	0	0
25	Sporting and recreational services	2	0	0	0	0	0
Total domestic output at basic prices		30282	198685	758155	154659	115813 0	0

**TSA Table 5: Production account of tourism industries and other industries,
Rajasthan, 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	26900	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	4748	0	0	0	0
20	Hotels	0	0	21705	6934	0	0
21	Restaurants	0	0	8483	122589 9	0	0
22	Medical and health	0	0	0	0	949001	0
23	Renting of transport equipment	0	0	0	0	0	9214
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		26900	4748	30187	123283 3	949001	9214

**TSA Table 5: Production account of tourism industries and other industries,
Rajasthan, 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	9081518	2038712
2	Mining, other manufacturing, construction, electricity, gas and water supply	0	0	25323341	3362204
3	Trade	0	0	4165271	-4165271
4	Transport freight services	0	0	1563735	-1570416
5	All non-tourism specific services	0	0	8093604	0
6	Processed food products	0	0	1042177	146320
7	Beverages	0	0	282515	22292
8	Tobacco products	0	0	34740	7651
9	Readymade garments	0	0	957797	61905
10	Printing and publishing	0	0	84891	15511
11	Leather footwear	0	0	46043	28136
12	Travel related consumer goods	0	0	48938	13132
13	Soaps and cosmetics	0	0	195866	8600
14	Gems and jewellery	0	0	757041	31225
15	Railway passenger transport services	0	0	154659	0
16	Land passenger transport including via pipeline	0	0	1159271	0
17	Water passenger transport	0	0	0	0
18	Air passenger transport	0	0	26900	0
19	Tourism related supporting and auxiliary transport activities	0	0	4748	0
20	Hotels	0	0	28639	0
21	Restaurants	0	0	1234382	0
22	Medical and health	0	0	949001	0
23	Renting of transport equipment	0	0	9832	0
24	Cultural and religious services	71553	0	71553	0
25	Sporting and recreational services	0	354470	354977	0
Total domestic output at basic prices		71553	354470	55671438	0

**TSA Table 5: Production account of tourism industries and other industries,
Rajasthan, 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	41097	737844	-696746	10423483
2	Mining, other manufacturing, construction, electricity, gas and water supply	1897919	444301	1453618	30139162
3	Trade	0	0	0	0
4	Transport freight services	10623	3942	6681	0
5	All non-tourism specific services	139183	24367	114816	8208419
6	Processed food products	18576	4766	13811	1202308
7	Beverages	69220	0	69220	374028
8	Tobacco products	12688	0	12688	55079
9	Readymade garments	13834	664	13170	1032871
10	Printing and publishing	806	204	602	101004
11	Leather footwear	612	0	612	74791
12	Travel related consumer goods	1654	580	1074	63144
13	Soaps and cosmetics	24985	371	24614	229080
14	Gems and jewellery	5630	0	5630	793896
15	Railway passenger transport services	164	0	164	154824
16	Land passenger transport including via pipeline	5262	3592	1671	1160942
17	Water passenger transport	0	0	0	0
18	Air passenger transport	289	711	-422	26477
19	Tourism related supporting and auxiliary transport activities	146	0	146	4895
20	Hotels	24	12	12	28651
21	Restaurants	663	337	327	1234708
22	Medical and health	0	0	0	949001
23	Renting of transport equipment	116	0	116	9949
24	Cultural and religious services	267	503	-236	71317
25	Sporting and recreational services	38466	63946	-25480	329497
Total domestic output at basic prices		2282227	1286140	996086	56667524

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

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

(Rs. lakh)

Contd.

S. No.	Industry	Industry as per the Serial No. given in first column				
		1	2	3	4	5
1	Agriculture	1375205	1397471	0	36445	9240
2	Mining, other manufacturing, construction, electricity, gas and water supply	719865	15199224	219193	758615	506062
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	104594	972761	233995	87714	478051
6	Processed food products	23095	110277	0	77	782
7	Beverages	0	10579	0	9	697
8	Tobacco products	0	44	0	0	0
9	Readymade garments	256	46792	283	811	3886
10	Printing and publishing	1317	3848	11623	3017	5956
11	Leather footwear	0	1383	0	533	0
12	Travel related consumer goods	65	10231	197	325	526
13	Soaps and cosmetics	0	9975	0	35	50
14	Gems and jewellery	0	4114	0	0	0
15	Railway passenger transport services	1162	17131	373	881	7392
16	Land passenger transport including via pipeline	29515	109621	110652	12623	42884
17	Water passenger transport	17	33	2	1	0
18	Air passenger transport	435	47031	354	483	9402
19	Tourism related supporting and auxiliary transport activities	0	774	0	181	0
20	Hotels	3778	3816	16154	35205	32496
21	Restaurants	11107	11217	47492	103498	95534
22	Medical and health	0	0	0	2358	22744
23	Renting of transport equipment	69	1640	2	509	308
24	Cultural and religious services	48	9415	40	291	2857
25	Sporting and recreational services	6206	39574	31	756	3028
IC-PP		2276734	18006951	640392	1044367	1221896
GVA-basic prices		6064286	7644934	3220918	520509	6869125
CoE		916616	3063199	494228	188099	2785449
OS/MI		4672524	2957960	2626306	267488	3334256
CFC		423056	1458338	82785	58007	613359
net taxes on production		52958	170752	18114	7065	139220
GO-basic prices		8341020	25651885	3861310	1564876	8091021
Employment (lakh)		170.10	100.59	19.71	5.35	20.03

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

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

(Rs. lakh)

Contd.

S. No.	Industry	Industry as per the Serial No. given in first column				
		6	7	8	9	10
1	Agriculture	1368143	50176	6738	3993	38
2	Mining, other manufacturing, construction, electricity, gas and water supply	147170	54275	3572	555900	46374
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	33671	4587	1527	74637	3378
6	Processed food products	65164	53561	2939	657	336
7	Beverages	336	15503	0	0	0
8	Tobacco products	0	0	9180	0	0
9	Readymade garments	91	0	0	32955	122
10	Printing and publishing	15	3	3	48	2440
11	Leather footwear	0	0	0	0	0
12	Travel related consumer goods	28	34	1	1514	35
13	Soaps and cosmetics	20	161	357	3545	77
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	456	45	169	1818	69
16	Land passenger transport including via pipeline	2237	276	417	4311	477
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	130	84	100	457	122
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	13	0	0	0	0
21	Restaurants	37	0	0	0	0
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	3	1	1	4	1
24	Cultural and religious services	56	0	2	1976	59
25	Sporting and recreational services	127	44	431	3040	58
IC-PP		1617698	178751	25437	684856	53586
GVA-basic prices		193363	115464	10343	190599	29098
CoE		57639	6637	1917	45075	4719
OS/MI		84095	78064	6236	96671	17456
CFC		46348	27609	1907	43646	6128
net taxes on production		5375	3210	288	5298	809
GO-basic prices		1811061	294216	35780	875455	82684
Employment (lakh)		1.03	0.05	0.76	2.58	0.71

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

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

(Rs. lakh)

Contd.

S. No.	Industry	Industry as per the Serial No. given in first column				
		11	12	13	14	15
1	Agriculture	4303	2508	5548	0	1
2	Mining, other manufacturing, construction, electricity, gas and water supply	51663	12809	105824	275645	53257
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	6024	823	12061	82494	3885
6	Processed food products	1675	233	7099	0	0
7	Beverages	0	5	438	0	0
8	Tobacco products	0	0	0	0	0
9	Readymade garments	763	70	1	0	1
10	Printing and publishing	2	0	71	0	36
11	Leather footwear	390	9	0	0	0
12	Travel related consumer goods	3542	2755	19	636	36
13	Soaps and cosmetics	0	8	20177	0	0
14	Gems and jewellery	4	32	0	191297	0
15	Railway passenger transport services	430	7	204	2849	65
16	Land passenger transport including via pipeline	855	92	1544	28615	262
17	Water passenger transport	0	0	0	529	0
18	Air passenger transport	84	29	853	6019	11
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	0	0	0	0	58
21	Restaurants	0	0	0	0	171
22	Medical and health	0	0	0	0	1924
23	Renting of transport equipment	2	0	2	57	286
24	Cultural and religious services	1	7	103	1275	0
25	Sporting and recreational services	488	108	547	804	27
IC-PP		70227	19496	154490	590222	60021
GVA-basic prices		13087	10786	44195	167933	94639
CoE		1549	1157	1872	43104	65843
OS/MI		8405	7061	30793	95623	8258
CFC		2775	2377	10322	24618	17785
net taxes on production		364	195	1228	4668	2753
GO-basic prices		83313	30282	198685	758155	154659
Employment (lakh)		0.45	0.01	0.05	1.17	0.22

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

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

(Rs. lakh)

Contd.

S. No.	Industry	Industry as per the Serial No. given in first column				
		16	17	18	19	20
1	Agriculture	180342	0	0	0	14723
2	Mining, other manufacturing, construction, electricity, gas and water supply	363261	0	11696	686	2968
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	22603	0	1694	494	243
6	Processed food products	224	0	0	0	1385
7	Beverages	0	0	0	0	346
8	Tobacco products	0	0	0	0	0
9	Readymade garments	5	0	240	0	137
10	Printing and publishing	613	0	10	51	4
11	Leather footwear	5	0	0	0	0
12	Travel related consumer goods	39	0	46	1	0
13	Soaps and cosmetics	0	0	191	0	28
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	22	0	3	19	2
16	Land passenger transport including via pipeline	120	0	892	397	18
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	28	0	6	1	7
19	Tourism related supporting and auxiliary transport activities	0	0	0	8	0
20	Hotels	17693	0	95	150	73
21	Restaurants	52016	0	280	441	214
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	183	0	15	0	0
24	Cultural and religious services	89	0	1	6	1
25	Sporting and recreational services	374	0	15	2	4
IC-PP		637617	0	15183	2255	20154
GVA-basic prices		520513	0	11717	2494	10034
CoE		98303	0	8720	1805	2759
OS/MI		374306	0	1613	397	6366
CFC		44990	0	1301	275	832
net taxes on production		3036	0	86	18	77
GO-basic prices		1158130	0	26900	4748	30187
Employment (lakh)		3.73	0.00	0.00	0.06	0.06

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

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

(Rs. lakh)

Contd.

S. No.	Industry	Industry as per the Serial No. given in first column				
		21	22	23	24	25
1	Agriculture	635984	27853	0	0	902
2	Mining, other manufacturing, construction, electricity, gas and water supply	90464	238802	394	4476	56385
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	4956	16790	663	4685	67971
6	Processed food products	59810	0	0	0	39
7	Beverages	14950	0	0	0	0
8	Tobacco products	3	0	0	0	0
9	Readymade garments	3656	5612	0	0	112
10	Printing and publishing	79	963	0	19	182
11	Leather footwear	0	0	0	0	0
12	Travel related consumer goods	9	22	0	29	63
13	Soaps and cosmetics	250	0	0	0	173
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	30	490	0	7	133
16	Land passenger transport including via pipeline	213	6327	34	9	174
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	84	80	1	15	48
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	3138	16733	40	92	74
21	Restaurants	9225	49195	116	269	216
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	1	1	2	1	1514
24	Cultural and religious services	51	134	6	132	2392
25	Sporting and recreational services	163	349	0	35	33843
IC-PP		823065	363349	1256	9770	164223
GVA-basic prices		409769	585652	7958	61783	190248
CoE		112687	341780	1237	36056	102785
OS/MI		254803	211516	4653	22371	24921
CFC		33959	27067	1859	2855	60673
net taxes on production		8392	6732	209	638	2379
GO-basic prices		1232833	949001	9214	71553	354470
Employment (lakh)		2.38	1.24	0.00	0.59	0.63

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

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

(Rs. lakh)

Contd.

S. No.	Industry	IC	FD	output
1	Agriculture	5119612	5303871	10423483
2	Mining, other manufacturing, construction, electricity, gas and water supply	19478581	10660581	30139162
3	Trade	0	0	0
4	Transport freight services	0	0	0
5	All non-tourism specific services	2220302	5988117	8208419
6	Processed food products	327353	874955	1202308
7	Beverages	42865	331163	374028
8	Tobacco products	9227	45852	55079
9	Readymade garments	95794	937077	1032871
10	Printing and publishing	30302	70701	101004
11	Leather footwear	2319	72472	74791
12	Travel related consumer goods	20155	42989	63144
13	Soaps and cosmetics	35047	194033	229080
14	Gems and jewellery	195447	598448	793896
15	Railway passenger transport services	33758	121065	154824
16	Land passenger transport including via pipeline	352562	808379	1160942
17	Water passenger transport	583	-583	0
18	Air passenger transport	65863	-39385	26477
19	Tourism related supporting and auxiliary transport activities	962	3932	4895
20	Hotels	129606	-100955	28651
21	Restaurants	381028	853680	1234708
22	Medical and health	27026	921975	949001
23	Renting of transport equipment	4602	5347	9949
24	Cultural and religious services	18944	52373	71317
25	Sporting and recreational services	90054	239443	329497
IC-PP		28681993	27985531	56667524
GVA-basic prices		26989445	996086	0
CoE		8383235	0	0
OS/MI		15192142	0	0
CFC		2992871	0	0
net taxes on production		433863	0	0
GO-basic prices		55671438	0	0
Employment (lakh)		331.48	0.00	0.00

Source: NCAER's computations

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

Industries	Gross output at basic prices	Intermediate Consumption	Gross value added at basic prices	State Tourism Industry Ratios	TDGVA
1. Agriculture	8341020	2276734	6064286	0.00	0
2. Mining, other manufacturing, construction, electricity, gas and water supply	25651885	18006951	7644934	0.00	57
3. Trade	3861310	640392	3220918	0.66	21412
4. transport freight services	1564876	1044367	520509	2.25	11694
5. All non-tourism specific services	8091021	1221896	6869125	2.29	157300
6. Processed food products	1811061	1617698	193363	0.00	0
7. Beverages	294216	178751	115464	0.02	25
8. Tobacco products	35780	25437	10343	0.00	0
9. Readymade garments	875455	684856	190599	0.00	0
10. Printing and publishing	82684	53586	29098	0.00	0
11. Leather footwear	83313	70227	13087	0.00	0
12. Travel related consumer goods	30282	19496	10786	0.00	0
13. Soaps and cosmetics	198685	154490	44195	0.00	0
14. Gems and jewellery	758155	590222	167933	0.00	0
15. Railway passenger transport services	154659	60021	94639	56.22	53204
16. Land passenger transport including via pipeline	1158130	637617	520513	52.99	275797
17. Water passenger transport	0	0	0	0.00	0
18. Air passenger transport	26900	15183	11717	82.06	9615
19. Tourism related supporting and auxiliary transport activities	4748	2255	2494	59.86	1493
20. Hotels	30187	20154	10034	60.14	6034
21. Restaurants	1232833	823065	409769	19.27	78961
22. Medical and health	949001	363349	585652	50.58	296195
23. Renting of transport equipment	9214	1256	7958	23.84	1897
24. Cultural and religious services	71553	9770	61783	85.94	53096
25. Sporting and recreational services	354470	164223	190248	19.35	36822
Total	55671438	28681993	26989445		1003602
Share in State GVA					3.72

Source: NCAER computations

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

Industries	Number of Employees			Number of Employees		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	7498	46548	54046	396078	5105	401184
Accommodation services/Hotels	0	0	0	1172	0	1172
Food and beverage serving services/Restaurants	0	3338	3338	118786	2852	121637
Railway passenger transport services	1763	0	1763	0	0	0
Land passenger transport services	476	0	476	183230	0	183230
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	2961	0	2961
Cultural and religious services	0	0	0	37674	0	37674
Sporting and other recreational services	0	0	0	45254	2254	47507
Health and medical related services	5259	43210	48468	7003	0	7003
Tourism connected industries	0	0	0	206489	53953	260442
Readymade garments	0	0	0	107897	37207	145104
Processed Food	0	0	0	46514	0	46514
Tobacco products	0	0	0	0	16746	16746
Beverages	0	0	0	4526	0	4526
Travel related consumer goods	0	0	0	0	0	0
footwear	0	0	0	19375	0	19375
Soaps, cosmetics and glycerine	0	0	0	0	0	0
Gems and jewellery	0	0	0	28178	0	28178
Book, journals, magazines, stationery etc.	0	0	0	0	0	0

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

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

	Number of Employees			Number of Employees		
	Formal			Informal		
Industries	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	82607	12625	95231	291078	6669	297747
Accommodation services/Hotels	2054	0	2054	2591	0	2591
Food and beverage serving services/Restaurants	0	0	0	102792	3104	105896
Railway passenger transport services	20393	0	20393	0	0	0
Land passenger transport services	15570	0	15570	142939	0	142939
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	2971	0	2971
Cultural and religious services	1375	0	1375	18651	0	18651
Sporting and other recreational services	4218	0	4218	5384	3445	8829
Health and medical related services	38998	12625	51623	15751	121	15871
Tourism connected industries	8801	0	8801	274932	115920	390852
Readymade garments	1298	0	1298	64202	44659	108861
Processed Food	1058	0	1058	36754	1779	38532
Tobacco products	0	0	0	2289	56491	58780
Beverages	0	0	0	0	0	0
Travel related consumer goods	0	0	0	1129	0	1129
footwear	0	0	0	22280	2266	24546
Soaps, cosmetics and glycerine	5357	0	5357	0	0	0
Gems and jewellery	1087	0	1087	83141	4823	87964
Book, journals, magazines, stationery etc.	0	0	0	65138	5903	71041

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

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

	Number of Employees			Number of Employees		
	Formal			Informal		
Industries	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	90105	59173	149277	687156	11775	698931
Accommodation services/Hotels	2054	0	2054	3763	0	3763
Food and beverage serving services/Restaurants	0	3338	3338	221578	5955	227533
Railway passenger transport services	22156	0	22156	0	0	0
Land passenger transport services	16046	0	16046	326169	0	326169
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	5931	0	5931
Cultural and religious services	1375	0	1375	56325	0	56325
Sporting and other recreational services	4218	0	4218	50638	5698	56336
Health and medical related services	44257	55834	100091	22753	121	22874
Tourism connected industries	8801	0	8801	481422	169873	651295
Readymade garments	1298	0	1298	172099	81866	253965
Processed Food	1058	0	1058	83267	1779	85046
Tobacco products	0	0	0	2289	73237	75526
Beverages	0	0	0	4526	0	4526
Travel related consumer goods	0	0	0	1129	0	1129
footwear	0	0	0	41655	2266	43921
Soaps, cosmetics and glycerine	5357	0	5357	0	0	0
Gems and jewellery	1087	0	1087	111319	4823	116142
Book, journals, magazines, stationery etc.	0	0	0	65138	5903	71041

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

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

Industries	Number of Jobs			Number of Jobs		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	7498	46548	54046	433864	5105	438969
Accommodation services/Hotels	0	0	0	1172	0	1172
Food and beverage serving services/Restaurants	0	3338	3338	123759	2852	126611
Railway passenger transport services	1763	0	1763	0	0	0
Land passenger transport services	476	0	476	211796	0	211796
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	2961	0	2961
Cultural and religious services	0	0	0	38819	0	38819
Sporting and other recreational services	0	0	0	47226	2254	49480
Health and medical related services	5259	43210	48468	8131	0	8131
Tourism connected industries	0	0	0	225990	53953	279943
Readymade garments	0	0	0	110935	37207	148142
Processed Food	0	0	0	62334	0	62334
Tobacco products	0	0	0	0	16746	16746
Beverages	0	0	0	4526	0	4526
Travel related consumer goods	0	0	0	0	0	0
footwear	0	0	0	20017	0	20017
Soaps, cosmetics and glycerine	0	0	0	0	0	0
Gems and jewellery	0	0	0	28178	0	28178
Book, journals, magazines, stationery etc.	0	0	0	0	0	0

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

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

Industries	Number of Jobs			Number of Jobs		
	Formal		Total	Informal		
	Male	Female			Male	Female
Tourism characteristic industries	82607	12625	95231	294479	6994	301474
Accommodation services/Hotels	2054	0	2054	2591	0	2591
Food and beverage serving services/Restaurants	0	0	0	104166	3429	107595
Railway passenger transport services	20393	0	20393	0	0	0
Land passenger transport services	15570	0	15570	144798	0	144798
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	2971	0	2971
Cultural and religious services	1375	0	1375	18651	0	18651
Sporting and other recreational services	4218	0	4218	5552	3445	8996
Health and medical related services	38998	12625	51623	15751	121	15871
Tourism connected industries	8801	0	8801	275319	116274	391593
Readymade garments	1298	0	1298	64202	44820	109022
Processed Food	1058	0	1058	37140	1972	39112
Tobacco products	0	0	0	2289	56491	58780
Beverages	0	0	0	0	0	0
Travel related consumer goods	0	0	0	1129	0	1129
footwear	0	0	0	22280	2266	24546
Soaps, cosmetics and glycerine	5357	0	5357	0	0	0
Gems and jewellery	1087	0	1087	83141	4823	87964
Book, journals, magazines, stationery etc.	0	0	0	65138	5903	71041

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

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

Industries	Number of Jobs			Number of Jobs		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	90105	59173	149277	728343	12100	740443
Accommodation services/Hotels	2054	0	2054	3763	0	3763
Food and beverage serving services/Restaurants	0	3338	3338	227925	6281	234206
Railway passenger transport services	22156	0	22156	0	0	0
Land passenger transport services	16046	0	16046	356595	0	356595
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	5931	0	5931
Cultural and religious services	1375	0	1375	57470	0	57470
Sporting and other recreational services	4218	0	4218	52778	5698	58476
Health and medical related services	44257	55834	100091	23882	121	24003
Tourism connected industries	8801	0	8801	501309	170227	671536
Readymade garments	1298	0	1298	175137	82027	257164
Processed Food	1058	0	1058	99474	1972	101446
Tobacco products	0	0	0	2289	73237	75526
Beverages	0	0	0	4526	0	4526
Travel related consumer goods	0	0	0	1129	0	1129
footwear	0	0	0	42297	2266	44563
Soaps, cosmetics and glycerine	5357	0	5357	0	0	0
Gems and jewellery	1087	0	1087	111319	4823	116142
Book, journals, magazines, stationery etc.	0	0	0	65138	5903	71041

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

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

(In lakh)

State	2010		2011		2012		2013 (p)	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
Andhra Pradesh	1557.90	3.23	1531.20	2.65	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
Punjab	105.84	1.37	164.17	1.51	105.84	1.37	164.17	1.51
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
All India	7402.14	178.53	8645.33	194.97	7402.14	178.53	8645.33	194.97

Source: India Tourism Statistics

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Source of information	Rajasthan					
	Incredible India Campaign			Other promotional campaigns		
	Rural	Urban	Total	Rural	Urban	Total
Newspaper/Magazine	224	136	167	456	266	334
Radio	20	4	9	2	6	4
TV	518	632	593	323	479	424
Internet	38	15	23	0	21	14
Billboard/ Hoarding	0	13	8	8	6	7
More than one of these	199	199	199	209	221	217
Others	1	0	1	2	1	2
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	Rajasthan					
	Incredible India Campaign			Other promotional campaigns		
	Rural	Urban	Total	Rural	Urban	Total
Resulted into one or more trips	58	88	77	78	95	89
Planning to make a trip in near future	180	140	154	81	147	124
Willing to make a trip but could not make it due to other constraints	332	328	330	342	270	296
No impact	366	407	393	460	416	432
Cannot say	64	37	46	39	72	60
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 Rajasthan were 5.19 crore in 2008-09 (DTS, 2008-09). This amounts to 5.53 per cent of the total domestic trips undertaken in India.
- In addition to this, 72.1 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 12.78 lakh tourists visiting the state from other countries (MoT Report).
- With respect to outbound tourism, a total of 3,81,139 people living in Rajasthan undertook foreign trips during 2010-11 (IPS, 2010-11). This is 3.52 per cent of the total outbound tourists of India (Table 6.1).

Table 6.1: Number of trips / tourists

Item	Rajasthan	All India	Share of Rajasthan in All- India
Total domestic trips (No.) - within state	5,19,53,402	939,032,132	5.53
Total Inbound trips (No.) – from other states	72,12,007	-	
Total Inbound tourists (No.) – from other countries	12,78,523	6,603,897	19.36
Total outbound tourists (No.) – to other countries	3,81,139	10,842,124	3.52

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. 45,86,238 lakh which is 9.12 per cent of the total Tourism Expenditure for India (Table 6.2).

Table 6.2: Internal Tourism Expenditure (Rs. lakh)

Item	Rajasthan	All India	Share of Rajasthan in All- India (%)
1. Domestic Tourism Expenditure	17,54,901	39,296,109	4.47
2. Inbound Tourism Expenditure	28,06,378	9,967,885	28.15
- Total Expenditure on trips from other states	8,76,582	-	
- Total Expenditure on trips from other countries	19,29,795	9,967,885	19.36
3. Outbound Tourism Expenditure	24,960	1,014,854	2.46
4. Gross Internal Tourism Expenditure (1+2+3)	45,86,238	50,278,848	9.12

Source: NCAER computations

Employment in tourism industries

- The overall workforce (number of jobs) in Rajasthan was 3.31 crore in 2009-10.
- The number of jobs in tourism characteristic industries in the state stood at 8.90 lakh. This refers to the tourism employment of the state.
- **The direct share of tourism employment in total state employment is 2.68 per cent, as compared to the corresponding national share of 4.37 per cent (Table 6.3).**

Table 6.3: Employment in tourism industries

	Rajasthan	All India
Total Employment (in lakh)	331.48	5,355.4
Tourism Characteristic Industries	8.90	234.2
Tourism Connected Industries	6.80	203.7
Tourism Specific Industries	15.70	437.9
Shares in Total Employment (%)		
Tourism Characteristic Industries	2.68	4.37
Tourism Connected Industries	2.05	3.80
Tourism Specific Industries	4.74	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. 2,69,89,445 lakh for the reference year of 2009-10.
- The GVA of Tourism characteristic industries (GVATI) works out to be Rs. 18,94,805 lakh, which is 7.02 per cent of the total state GVA or GSDP (Table 6.4).

Table 6.4: Gross Value Added of tourism industries

	Rajasthan	All India
Gross Value Added (GVA) at basic prices	2,69,89,445	61,86,95,000
Tourism Characteristic Industries (GVATI)	18,94,805	4,42,92,221
Tourism Connected Industries	7,74,867	1,82,16,126
Tourism Specific Industries (1+2)	26,69,672	6,25,08,347
Shares in GVA		
Tourism Characteristic Industries (GVATI)	7.02	7.16
Tourism Connected Industries	2.87	2.94
Tourism Specific Industries	9.89	10.1
Tourism Direct GVA	10,03,602	2,34,91,181
Share of TDGVA in total GVA	3.72	3.80

Source: NCAER computations

Direct and indirect shares in GSDP & employment

- The Tourism Direct GVA (TDGVA) for the state is Rs. 10,03,602 lakh.
- **The share of TDGVA in the state GVA is 3.72 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 using the Input-Output analysis and are given in Table 6.5. The direct plus indirect shares in GDP and employment are obtained by multiplying their direct share with the respective multipliers.

- The overall (direct + indirect) share of tourism in the state GDP is 7.68 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 10.01 per cent (Table 6.5).

Table 6.5: Contribution of Tourism in the Economy

	Rajasthan	All India
TDGVA - direct	3.72	3.80
GVATI-direct	7.02	7.16
Tourism Employment - direct	2.68	4.37
GVA multipliers	2.0658	1.843
Employment multipliers	3.7277	2.3256
TDGVA - direct and indirect	7.68	7.00
GVATI-direct and indirect	14.5	13.19
Tourism Employment - direct and indirect	10.01	10.17

Source: NCAER computations

GLOSSARY

GLOSSARY²⁴

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

²⁴ 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>)

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

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

households	
Final consumption expenditure of NPISHs	Final consumption expenditure of NPISHs (non-profit institutions serving households) consists of the expenditure, including imputed expenditure, incurred by resident NPISHs on individual consumption goods and services.
FOB price	The FOB price (free on board price) of exports and imports of goods is the market value of the goods at the point of uniform valuation, (the customs frontier of the economy from which they are exported); it is equal to the CIF price less the costs of transportation and insurance charges, between the customs frontier of the exporting (importing) country and that of the importing (exporting) country.
General government	The general government sector consists of the totality of institutional units which, in addition to fulfilling their political responsibilities and their role of economic regulation, produce principally non-market services (possibly goods) for individual or collective consumption and redistribute income and wealth.
GDP	Is the total market value of goods and services produced in the economy within a given period after deducting the cost of goods and services used up in the process of production but before deducting allowances for the consumption of fixed capital. Thus gross domestic product, as here defined, is 'at market prices'.
Gross	The term "gross" is a common means of referring to values before deducting consumption of fixed capital (generally used as in "gross capital stock" or "gross domestic product").
Gross domestic product - expenditure based	Expenditure-based gross domestic product is total final expenditures at purchasers' prices (including the FOB value of exports of goods and services), less the FOB value of imports of goods and services.
Gross domestic product - income based	Income-based gross domestic product is compensation of employees, plus taxes less subsidies on production and imports, plus gross mixed income, plus gross operating surplus.
Gross domestic product - output based	Output-based gross domestic product is the sum of the gross values added of all resident producers at basic prices, plus all taxes less subsidies on products. Output-based GDP is the sum of the gross values added of all resident producers at producers' prices, plus taxes less subsidies on imports, plus all non-deductible VAT (or similar taxes).
Gross fixed capital formation	Gross fixed capital formation is measured by the total value of a producer's acquisitions, less disposals, of fixed assets during the accounting period plus certain additions to the value of non-produced assets (such as subsoil assets or major improvements in the quantity, quality or productivity of land) realised by the productive activity of institutional units.
Gross margin	The gross margin of a provider of reservation services is the difference between the value at which the intermediated service is sold and the value accrued to the provider of reservation services for this intermediated service.
Gross value added	Gross value added is the value of output less the value of intermediate consumption; it is a measure of the contribution to GDP made by an individual producer, industry or sector; gross value added is the source from which the primary incomes of the SNA are generated and is therefore carried forward into the primary distribution of income account.

Gross value added at basic prices	Gross value added at basic prices is output valued at basic prices less intermediate consumption valued at purchasers' prices.
Gross value added of the tourism industries (GVATI)	Gross value added of the tourism industries is the total gross value added of all establishments belonging to tourism industries, regardless of whether all their output is provided to visitors and of the degree of specialization of their production process.
Household tourism Consumption	Consists of the tourism consumption by resident households on tourism related products within economy.
Imports of goods	Imports of goods consist of imports of the following items from non-residents to residents, generally with a change of ownership being involved: general merchandise, goods for processing, goods procured in foreign ports by domestic carriers, and non-monetary gold.
Imports of services	Imports of services consist of the following services purchased by residents from non-residents: transportation; travel; communications; construction; insurance; financial; computer and information; royalties and licence fees; other business services; personal, cultural, and recreational services; and government services n.i.e.
Imports of goods and services	Imports of goods and services consist of purchases, barter, or receipts of gifts or grants, of goods and services by residents from non-residents; the treatment of exports and imports in the SNA is generally identical with that in the balance of payments accounts as described in the Balance of Payments Manual.
Imputed tourism consumption	Consists of imputations made for the consumption by visitors of certain goods and services for which they do not make a payment. Imputation is confined to a small number of cases where a reasonably satisfactory basis for the valuation of the implied transaction is available, and where their inclusion is consistent with the production boundary in the core national accounts.
Inbound travel	Travel to a country by non-residents is called inbound travel.
Inbound trip	An inbound trip is one with a main destination outside the country of residence of the visitor.
Inbound tourism	The travel of inbound visitors is called inbound tourism. It comprises the activities of a non-resident visitor within the country of reference on an inbound tourism trip.
Inbound tourism consumption	Inbound tourism consumption is the tourism consumption of a non-resident visitor within the economy of reference.
Input-output model	It provides a detailed breakdown of economic activity among business industries and a detailed breakdown of their inputs and outputs by commodity associated with some arbitrarily fixed exogenous demand. It also provides supply requirements from other sources such as imports and government production of goods and services. The input-output model is a structural model dealing primarily with resource allocation in the economy corresponding to an exogenously given demand.
Input-output	Input-output tables are derived from Supply and Use Tables, which show the process of flows

tables	of goods and services through the economic system between producers and consumers. The transactors involved in the production process are individuals (persons or households), establishments (production units of businesses and governments), non-business entities such as non-profit institutions, and governments. An input-output table presents a detailed analysis of the process of production and the use of goods and services (products) and the income generated in that production.; they can be either in the form of (a) supply and use tables or (b) symmetric input-output tables. These tables include the Imports Use and Domestic Use matrices, industry by industry and product by product matrices plus the Leontief inverse, multipliers and other analyses of their structure.
Intermediate consumption	Intermediate consumption consists of the value of the goods and services consumed as inputs by a process of production, excluding fixed assets whose consumption is recorded as consumption of fixed capital; the goods or services may be either transformed or used up by the production process.
Intermediate output	That part of the total output of each industry consumed by other industries in the production process.
Internal tourism	Comprises domestic tourism and inbound tourism, that is, the activities of resident and non-resident visitors within the country of reference as part of domestic or international tourism trips.
Internal tourism consumption	Internal tourism consumption is the tourism consumption of both resident and non-resident visitors within the economy of reference. It is the sum of domestic tourism consumption and inbound tourism consumption.
International tourism	Comprises inbound tourism and outbound tourism, that is, the activities of resident visitors outside the country of reference, either as part of domestic or outbound tourism trips and the activities of non-resident visitors within the country of reference on inbound tourism trips.
International tourism consumption	Also referred to as internal tourism consumption by international visitors. Consists of the tourism consumption within the economy by non-residents on tourism related products.
International travellers	Those who undertake international travel are considered as international travellers.
International visitor	An international traveller qualifies as an international visitor with respect to the country of reference if: (a) he/she is on a tourism trip and (b) he/she is a non-resident travelling in the country of reference or a resident travelling outside of it.
ISIC	ISIC is the United Nations International Standard Industrial Classification of All Economic Activities; the third revision of ISIC is used in the 1993 SNA.
Leontief inverse (input-output) table	The columns of the Leontief inverse (input-output) table show the input requirements, both direct and indirect, on all other producers, generated by one unit of output
Main destination	The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip.
Main purpose of	The main purpose of a trip is defined as the purpose in the absence of which the trip would not

a trip	have taken place. The main purpose of a trip is one of the criteria used to determine whether the trip qualifies as a tourism trip and the traveller qualifies as a visitor. If the main purpose is to be employed and earn income (compensation for the labour input provided), then the trip cannot be a tourism trip and the individual taking the trip cannot be considered as a visitor (even though it is outside his/her usual environment and for less than 12 months), but as an “other traveller”.
Margin	This is the difference between the resale price of a good and the cost to the retailer or wholesaler of the good sold. A transport margin consists of the transport charges invoiced separately by the producer in the delivery of a good.
Margin (trade)	A trade margin is the difference between the actual or imputed price realised on a good purchased for resale (either wholesale or retail) and the price that would have to be paid by the distributor to replace the good at the time it is sold or otherwise disposed of.
Margin (transport)	A transport margin consists of those transport charges paid separately by the purchaser in taking delivery of the goods at the required time and place.
Multipliers	An I-O multiplier is a quantitative measure created by a particular I-O based economic model. It is an analytical answer to a hypothetical question about how a certain expenditure is expected to impact the economy. The multipliers allow users to make estimates of the whole economy impacts of small changes in the economy.
National tourism	Comprises domestic tourism and outbound tourism, that is, the activities of resident visitors within and outside the country of reference, either as part of domestic or outbound tourism trips.
National tourism consumption	National tourism consumption is the tourism consumption of resident visitors, within and outside the economy of reference. It is the sum of domestic tourism consumption and outbound tourism consumption.
Net taxes on products	Also referred to as taxes less subsidies on products. A tax or subsidy on a product is payable per unit of a good or service. The tax or subsidy may be a specific amount of money per unit of quantity of a good or service (quantity being measured either in terms of discrete units or continuous physical variables such as volume, weight, strength, distance, time, etc.), or it may be calculated ad valorem as a specified percentage of the price per unit or value of the goods or services transacted. A tax or subsidy on a product usually becomes payable when the product is produced, sold or imported, but it may also become payable in other circumstances, such as when a good is exported, leased, transferred, delivered, or used for own consumption or own capital formation. See also Other taxes on production and Taxes less subsidies on production and imports.
Other taxes on production	Consist of all taxes that enterprises incur as a result of engaging in production, except taxes on products. Other taxes on production include: taxes related to the payroll or workforce numbers excluding compulsory social security contributions paid by employers and any taxes paid by the employees themselves out of their wages or salaries; recurrent taxes on land, buildings or other structures; some business and professional licences where no service is provided by the Government in return; taxes on the use of fixed assets or other activities; stamp duties; taxes on pollution; and taxes on international transactions. See also Taxes less subsidies on production and imports.
Outbound tourism	The travel of outbound visitors is called outbound tourism. It comprises the activities of a resident visitor outside the country of reference, either as part of an outbound tourism trip or

	as part of a domestic tourism trip.
Outbound tourism consumption	Outbound tourism consumption is the tourism consumption of a resident visitor outside the economy of reference. Also referred to as tourism imports. Consists of the tourism consumption by resident visitors outside of the economy while on an international trip.
Outbound trip	An outbound trip is one with a main destination outside the country of residence of the visitor.
Outbound travel	Travel outside a country by residents is called outbound travel.
Output	Output consists of those goods or services that are produced within an establishment that become available for use outside that establishment, plus any goods and services produced for own final use.
Output multiplier	Output multiplier for a particular industry is defined to be the total of all outputs from each domestic industry required in order to produce one additional unit of output: that is, the column sums (Σ_i) from Leontief inverse matrix (L_{ij}).
Principal activity	The principal activity of a producer is the activity whose value added exceeds that of any other activity carried out within the same unit. The output of the principal activity must consist of goods or services that are capable of being delivered to other units even though they may be used for own consumption or own capital formation.
Principal usual activity status of persons	The activity status of a person during the reference period of 365 days preceding the date of survey, which is determined on the basis of a person spending relatively longer time (i.e. major time criterion). Based on this a person is categorised as those (a) belonging to labour force and (b) not belonging to the labour force ('neither working nor available for work'). Within the labour force, the criteria of (i) 'working' and (ii) 'not working but seeking and/or available for work' is again based on the major time criterion. The principal status workers are from (i) whereas the subsidiary status workers can be from either or both of (i) and (ii).
Principal product	The principal product of an industry is the characteristic or main product produced by the relevant industry. Producing units are classified to industries according to which products they make. If they produce more than one product, they are classified according to whichever accounts for the greatest part of their GVA.
Production	Production is an activity, carried out under the responsibility, control and management of an institutional unit that uses inputs of labour, capital and goods and services to produce outputs of other goods and services.
Production account	The production account records the activity of producing goods and services as defined within the SNA; its balancing item, gross value added, is a measure of the contribution to GDP made by an individual producer, industry or sector.
Products	Products, also called "goods and services", are the result of production; they are exchanged and used for various purposes: as inputs in the production of other goods and services, as final consumption or for investment.
Purchaser's price	The purchaser's price is the amount paid by the purchaser, excluding any deductible VAT or similar deductible tax, in order to take delivery of a unit of a good or service at the time and place required by the purchaser; the purchaser's price of a good includes any transport

	charges paid separately by the purchaser to take delivery at the required time and place.
Same day visitor	A visitor (domestic, inbound or outbound) is classified as a same-day visitor (or excursionist) if his/her trip does not include an overnight stay
Social transfers in kind	Social transfers in kind consist of social security and social assistance benefits in kind together with goods and services provided to individual household outside any social insurance scheme by non-market producers owned by government units or non-profit institutions (NPIS).
Subsidies	Subsidies are current unrequited payments that government units, including non-resident government units, make to enterprises on the basis of the levels of their production activities or the quantities or values of the goods or services which they produce, sell or import. They include the financing of deficits on public trading services deliberately run at a loss. There are two types, see subsidies on production and subsidies on products.
Subsidy on a product	A subsidy on a product is a subsidy payable per unit of a good or service produced, either as a specific amount of money per unit of quantity of a good or service or as a specified percentage of the price per unit; it may also be calculated as the difference between a specified target price and the market price actually paid by a buyer. These are subsidies based on a quantity or value of goods or services sold.
supply	The supply of a good or service is the sum of the values of its domestic output (from all sectors), plus imports, c.i.f. when measured at basic prices. At purchasers' prices, trade and transport margins and net taxes on products are also added.
Supply Table	The main body of the Supply Table shows estimates of domestic industries' output by type of product at basic prices. The columns represent the supplying industries and the rows represent the products supplied. Additional columns covering imports of goods and services, distributors' trading margins and taxes (less subsidies) on products are added to show supply of all goods and services at purchasers' prices.
Supply and use tables	Supply and use tables are in the form of matrices that record how supplies of different kinds of goods and services originate from domestic industries and imports and how those supplies are allocated between various intermediate or final uses, including exports.
Tax on a product	A tax on a product is a tax that is payable per unit of some good or service, either as a specified amount of money per unit of quantity or as a specified percentage of the price per unit or value of the good or service transacted.
Taxes	Taxes are compulsory, unrequited payments, in cash or in kind, made by institutional units to government units; they are described as unrequited because the government provides nothing in return to the individual unit making the payment, although governments may use the funds raised in taxes to provide goods or services to other units, either individually or collectively, or to the community as a whole.
Taxes on production and imports	Taxes on production and imports consist of taxes payable on goods and services when they are produced, delivered, sold, transferred or otherwise disposed of by their producers plus taxes and duties on imports that become payable when goods enter the economic territory by crossing the frontier or when services are delivered to resident units by non-resident units; they also include other taxes on production, which consist mainly of taxes on the ownership or use of land, buildings or other assets used in production or on the labour employed, or

	compensation of employees paid.
Taxes on products	Taxes on products, excluding VAT, import and export taxes, consist of taxes on goods and services that become payable as a result of the production, sale, transfer, leasing or delivery of those goods or services, or as a result of their use for own consumption or own capital formation. These taxes are defined as product specific taxes, for example: value added tax, excise duties, air passenger tax, insurance premium tax and import duties, and are based on the volume or value of production sold.
Total economy	The total economy consists of all the institutional units which are resident in the economic territory of a country.
Total final expenditure	This is the sum total of final consumption, gross capital formation and exports of goods and services. Total final expenditure is the same as total demand by final buyers and is equal to total final output.
Total intermediate consumption	The total intermediate consumption of each industry is the industry's total purchases of the outputs of other industries as well as purchases of imports of goods and services and intra-industry purchases for use in its production process. This is adjusted for the change in inventories of materials and fuels and excludes primary inputs.
Total tourism internal demand	Total tourism internal demand, is the sum of internal tourism consumption, tourism gross fixed capital formation and tourism collective consumption. It does not include outbound tourism consumption.
Total output	The total output of an industry is the aggregate value of the goods and services together with the work-in-progress produced by the industry. It is equal to the value of the industry's sales plus any increase (and less any decrease) in the value of its inventories of finished products and work-in progress. Output is thus measured after deducting holding gains. The outputs of the distribution and service trades industries are measured on a 'gross margin' basis.
Taxes less subsidies on production and imports	Defined as 'taxes on products' plus 'other taxes on production' less 'subsidies on products' less 'other subsidies on production'. The taxes do not include any taxes on the profits or other income received by an enterprise. They are payable irrespective of the profitability of the production process. They may be payable on the land, fixed assets or labour employed in the production process, or on certain activities or transactions.
Tourism	Comprises the activities of visitors.
Tourism characteristic industries	Are those industries that would either cease to exist in their present form, producing their present product(s), or would be significantly affected if tourism were to cease. Under the international TSA standards, core lists of tourism characteristic industries, based on the significance of their link to tourism in the worldwide context, are recommended for implementation to facilitate international comparison. Some countries use the criteria of at least 25 per cent of an industry's output must be consumed by visitors to be a country-specific tourism characteristic industry.
Tourism characteristic products	These are defined in the international TSA standards as those products which would cease to exist in meaningful quantity, or for which sales would be significantly reduced, in the absence of tourism. Under the international TSA standards, core lists of tourism characteristic products, based on the significance of their link to tourism in the worldwide context, are

	recommended for implementation to facilitate international comparison. It is also recommended in the international TSA standards that country-specific tourism characteristic products are identified.
Tourism connected industries	Are those, other than tourism characteristic industries, for which a tourism related product is directly identifiable (primary) to, and where the products are consumed by visitors in volumes which are significant for the visitor and/or the producer. All other industries are classified as non-tourism industries, though some of their products may be consumed by visitors and are included in the calculation of direct tourism gross value added and direct tourism GDP.
Tourism connected products	Are those that are consumed by visitors but are not considered as tourism characteristic products. All other products in the supply and use table not consumed by visitors are classified as 'all other goods and services' in the TSA.
Tourism consumption	Tourism consumption has the same formal definition as tourism expenditure. Nevertheless, the concept of tourism consumption used in the TSA goes beyond that of tourism expenditure. Actually, besides “the amount paid for the acquisition of consumption goods and services, as well as valuables for own use or to give away, for and during tourism trips” that corresponds to monetary transactions (the focus of tourism expenditure), it also includes services associated with vacation accommodation on own account, tourism social transfers in kind, and other imputed consumption. These transactions need to be estimated using sources different from information collected directly from the visitors such as reports on home exchanges, estimations of rents associated to vacation homes, calculations of FISIM, etc.
Tourism demand	Expenditure made by, or on behalf of, the visitor before, during and after the trip and which expenditure is related to that trip and which trip is undertaken outside the usual environment of the visitor.
Tourism direct gross domestic product (TDGDP)	Tourism direct gross domestic product is the sum of the part of gross value added (at basic prices) generated by all industries in response to internal tourism consumption plus the amount of net taxes on products and imports included within the value of this expenditure at purchasers' prices.
Tourism direct gross value added (TDGVA)	Tourism direct gross value added is the part of gross value added generated by tourism industries and other industries of the economy that serve directly visitors in response to internal tourism consumption.
Tourism expenditure	The amount paid for the acquisition of consumption goods and services as well as valuables, for own use or to give away, for and during tourism trips. It includes expenditures by visitors themselves as well as expenses that are paid for or reimbursed by others.
Tourism exports	Tourism exports are domestically produced goods and services consumed by international visitors to the country.
Tourism industry ratio	This is the proportion of the total value added of an industry which is related to tourism.
Total tourism internal demand	Computed by adding tourism internal consumption (domestic and inbound tourism consumption) with other components of internal demand, such as tourism collective consumption and tourism gross fixed capital formation.
Tourism imports	Tourism imports are consumption of overseas produced goods and services by residents on

	overseas trips.
Tourism net taxes on products	Consists of taxes paid less subsidies received on tourism related products which is attributable to productive activity of tourism related industries that are in a direct relationship with visitors. In the case of goods purchased by visitors, only the net taxes attributable to the value of retail trade services on those goods will be included.
Tourism product ratio	This is the proportion of the total supply of a product which is consumed by visitors.
Tourism ratio	For each variable of supply in the TSA, the tourism ratio is the ratio between the total value of tourism share and total value of the corresponding variable in the TSA expressed in percentage form.
Tourism share	Tourism share is the share of the corresponding fraction of internal tourism consumption to each component of supply. For each industry, the tourism share of output (in value), is the sum of the tourism share corresponding to each product component of its output.
Tourism single purpose consumer durable goods	Tourism single-purpose consumer durables are a specific category of consumer durable goods that include durable goods that are used exclusively, or almost exclusively by individuals while on tourism trips.
Tourism Satellite Account	Tourism Satellite Account consists in analyzing in detail all the aspects of demand for goods and services which might be associated with tourism, in establishing the actual interface with the supply of such goods and services within the economy of reference, or outside and in describing how this supply (from domestic or imported origin) interacts with other economic activities, using the SUT as a reference.
Tourist	A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor) if his/her trip includes an overnight stay.
Tourism trip	Trips which are undertaken by visitors.
Tourism visit	The term tourism visit refers to a stay in a place visited during a tourism trip. However, while discussing the different forms of tourism (domestic, inbound and outbound), the term visitor is often used instead of tourism visit or tourism trip.
Travel	Travel refers to the activity of travellers.
Transportation in balance of payments statistics	Transportation (BoP item 205) covers services provided by all modes of transportation - sea, air, and other, which includes space, rail, road, inland waterway and pipeline - that are performed by residents of one economy for those of another. The different types of services offered include transport of passengers, transport of freight and other supporting and auxiliary services (e.g., storage and warehousing).
Travel in balance of payments statistics	The item Travel (BoP item 236) consists of goods and services which are acquired by residents who stay abroad or foreign travellers on the national territory for less than one year. Note that international transportation costs of the traveller to destination are recorded under the heading "transportation", but all movements within the country, including cruises, are entered under "travel".
Traveller	A traveller is someone who moves between different geographic locations for any purpose and

	any duration. Travel within a country by residents is called domestic travel. Travel to a country by non-residents is called inbound travel, whereas travel outside a country by residents is called outbound travel. Those who undertake travel, be it domestic, inbound or outbound, will be called domestic, inbound or outbound travellers, respectively.
Trip	A trip refers to the travel by a person from the time of departure from his usual residence until he/she returns to the same place: it thus refers to a round trip. A trip is made up of visits to different places. An inbound trip will correspond to the travel between arriving in a country and leaving, whereas a domestic trip or an outbound trip will correspond to the travel between leaving the place of residence and returning. A domestic trip has a main destination in the country of residence of the traveller, while an outbound trip has a main destination outside this country.
TSA aggregates	The compilation of the following aggregates, which represent a set of relevant indicators of the size of tourism in an economy is recommended: <ul style="list-style-type: none"> • Internal tourism expenditure; • Internal tourism consumption; • Gross value added of the tourism industries (GVATI); • Tourism direct gross value added (TDGVA); • Tourism direct gross domestic product (TDGDP)
Uses	The term refers to transactions in the current accounts that reduce the amount of economic value of a unit or sector, for example, wages and salaries are a type of use for the unit or sector that must pay them. By convention, uses are on the left-hand side of SNA accounts.
Usual environment	The geographical area (though not necessarily a contiguous one) within which an individual conducts his/her regular life routines. This is made up of one or more areas in which a person undertakes their regular activities such as their residence, place of work, place of study and other places frequently visited. The usual environment criteria has two dimensions – frequency (places that are visited on a routine basis) and distance (locations close from home for overnight trips).
Usual expenditures	In addition to the usual expenditures made by visitors while travelling (or preparing to travel) on commodities such as transport, meals or accommodation, these expenditures cover, inter alia, expenses incurred for the purposes of travel, such as suitcases which may be purchased some time before the planned trip. On the other hand, the measure excludes expenditure on capital equipment or other capital acquisition that may be made by a businessman while on a trip (even if that were the reason for the trip). If the trip were paid for by a non-visitor (such as parents paying for their child to visit them from abroad), it would be included because the expenditure was made on behalf of the visitor.
Valuables	Valuables are produced assets that are not used primarily for production or consumption, that are expected to appreciate or at least not to decline in real value, that do not deteriorate over time under normal conditions and that are acquired and held primarily as stores of value.
Visitor	A visitor is a traveller taking a trip to a main destination outside his/her usual environment for less than a year and for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited

APPENDIX

APPENDIX

Estimation Procedure

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

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

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

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

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

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

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

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

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