

Regional Tourism Satellite Account Tamil Nadu, 2009-10

Study Commissioned by the
Ministry of Tourism, Government of India

Prepared By

National Council of Applied Economic Research

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

© National Council of Applied Economic Research, 2014

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

Published by

Anil Kumar Sharma

Acting Secretary, NCAER

National Council of Applied Economic Research (NCAER)

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

Email: aksharma@ncaer.org

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

STUDY TEAM

Project Leader

Poonam Munjal

Senior Advisor

Ramesh Kolli

Core Research Team

Rachna Sharma

Amit Sharma

Monisha Grover

Praveen Kumar

Shashi Singh

PREFACE

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

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

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

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

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

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

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

New Delhi
October 30th, 2014

Shekhar Shah
Director-General
NCAER

ACKNOWLEDGEMENT

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

ABBREVIATIONS AND ACRONYMS

Units used in the Report

1 crore = 10 million

1 lakh = 100 thousand

Abbreviations

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

CONTENTS

Study Team		i
Preface		iii
Acknowledgement		v
Abbreviations and Acronyms		vii
List of Tables		xi
List of Figures		xiii
1. Introduction		1
About Tourism		1
Some Definitions of Tourism		1
UNWTO Definition		2
Tourism - World		2
Tourism – India		3
Tourism – Tamil Nadu		4
Measurement of Tourism		5
Satellite Accounts		6
Tourism Satellite Account		7
Uses and Applications of TSA		8
Regional Tourism Satellite Account		8
Structure of the Report		10
2. Profile of the State		11
Geographic Profile		11
Climate Profile		11
Historical Background		12
Demographic and Social Profile		16
Society		20
Economic Profile		24
Structure of the Economy		26
Tourism		28
3. Data Sources and their Key Findings		31
Data Sources		31
Domestic Tourism Survey (DTS)		31
Use of DTS in preparation of state TSA		32

DTS– key findings for Tamil Nadu	33
International Passenger Survey (IPS)	35
IPS – Key Findings for Tamil Nadu	36
Employment and Unemployment Survey	39
Use of EUS data in preparation of State TSA	39
Household Consumer Expenditure Survey	42
Use of CES data in preparation of State TSA	43
State GDP Accounts	46
4. Methodology	
Tourism Satellite Account	49
Expenditure or Demand Side Data	49
Production or Supply side data	50
Compilation of State TSAs	51
Inbound Tourism Expenditure	53
Inbound Tourism Expenditure by international tourists	54
Inbound Tourism Expenditure by Domestic Tourists Belonging to Other States	54
Inbound tourism expenditure	55
Domestic Tourism Expenditure	62
Outbound Tourism Expenditure	67
Total Internal Tourism Consumption	71
Production Account of Tourism Industries	73
Tourism Industry Ratios and TDGVA	74
Employment in Tourism Industries	81
Non-monetary Indicators	83
5. TSA Tables and Accounts	
6. Summary of Findings	
Number of trips	121
Internal tourism expenditure	121
Employment in tourism industries	122
Gross Value Added	123
Direct and indirect shares in GSDP & employment	123
Glossary	125
Appendix	141

LIST OF TABLES

2.1	The Demographic and Social Profile of the State	18
3.1	Estimated number of workers by status	41
3.2	Break-up of monthly per capita consumer expenditure over broad categories of goods	45
3.3	State GDP accounts, 2009-10	48
4.1	Availability of data for compiling State TSAs according to different approaches	51
4.2	Products recommended in TSA: RMF 2008 Vs. Products included in TSA, 2009-10	53
4.3	Consumption Expenditure Adjustment Factors	56
4.4	State-wise per-cent distribution of trips undertaken in the state from other states, by purposes of travel	58
4.5	State wise per-trip expenditure by purpose of travel (Inbound Tourism Consumption)	60
4.6	State-wise per-cent distribution of trips undertaken within the state, by purposes of travel	63
4.7	State wise per-trip expenditure by purpose of travel (Domestic Tourism Consumption)	65
4.8	State-wise per-cent distribution of number of Outbound Tourists, by purpose of travel	69
4.9	State wise expenditure per tourist by purpose of travel (Outbound Tourism Consumption)	70
4.10	State-specific Tourism Industry Ratios	80
4.11	Identification of Formal/Informal workers	83
TSA Tables		
Table 1A	Inbound Tourism Expenditure by products and by type of foreign tourists	87
Table 1B	Inbound Tourism Expenditure (incurred by tourists from other states) by products and purposes of travel	88
Table 1C	Total Inbound Tourism Expenditure by products	89
Table 2	Domestic Tourism Consumption (visitors from within the state of reference) by products and by purpose of travel	90
Table 3	Outbound Tourism Consumption by products and by purpose of travel	91
Table 4	Total Internal Tourism Consumption	92
Table 5	Production account of tourism industries and other industries	93
Table 6	Tourism direct output and value added	105
Table 7A	Employment in tourism industries by formal/informal and by gender, Rural	106
Table 7B	Employment in tourism industries by formal/informal and by gender, Urban	107
Table 7C	Employment in tourism industries by formal/informal and by gender, Total	108
Table 7D	Jobs in tourism industries by formal/informal and by gender, Rural	109
Table 7E	Jobs in tourism industries by formal/informal and by gender, Urban	110
Table 7F	Jobs in tourism industries by formal/informal and by gender, Total	111

Table 10.1	Domestic and foreign tourism visits to states/UTs during 2010-2013	112
Table 10.2	Average number of overnight trips per 100 households in different state /UTs, last 365 days	113
Table 10.3	Percentage of households and persons undertaking overnight trips: states/UTs, last 365 days	114
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	115
Table 10.5	Per 1000 distribution of overnight visitor-trips by purpose of trip separately for each State/UTs of destination	116
Table 10.6	Average no. of places visited per overnight trip by main destination for each State/UTs of destination	117
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	118
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	118
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	119
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	119
Table 6.1	Number of trips / tourists	121
Table 6.2	Internal Tourism Expenditure	122
Table 6.3	Employment in tourism industries	122
Table 6.4	Gross Value Added of tourism industries	123
Table 6.5	Contribution of Tourism in the Economy	124

LIST OF FIGURES

2.1	Growth in Gross State Domestic Product	26
2.2	Structural changes in GDP over the last decade	27
2.3	Sectoral growth in Gross State Domestic Product	28
3.1	Distribution of trips undertaken by purpose	34
3.2	Per cent distribution of trips by states of origin	34
3.3	Distribution of number of Outbound Tourists by purpose	37
3.4	Percentage Distribution of Mission for which Business Trip is Undertaken	38
3.5	Percentage distribution of Reasons for Preferring Foreign Destination When Leisure Trip is Undertaken	38
3.6	MPCE at MRP on food, non-food and total	44
4.1	Average per-trip expenditure incurred in inbound trips from other states	59
4.2	Percentage distribution of Inbound Tourism Expenditure (incurred by visitors from other states) by products for different purposes of travel	61
4.3	Average per-trip expenditure incurred in intrastate domestic trips	64
4.4	Percentage distribution of Domestic Tourism Expenditure (incurred by visitors from within the state) by products for different purposes of travel	66



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 – Tamil Nadu

1.15. Tamil Nadu's shares to India's domestic and foreign tourist arrivals are 3rd highest and 2nd highest respectively among all states in 2010. The most attractive tourism sites in TN include temples, shrines, heritage sites, hill stations, waterfalls, national parks and wildlife.

1.16. Large number of religious tourists visits TN every year since TN has many very famous religiously followed sites. Some of most visited religious sites in TN are Kancheepuram, Kanniyakumari, Madurai, Rameshwaram and Ervadi among many others. These religious sites of TN attract large number leisure-tourists also because of the architectural beauty of these places.

1.17. The tourism industry of TN is not limited to these religious sites only. Other major attractions for the visitors are its hill stations such as Kodaikanal, Udagamandalam (Ooty), Kolli Hills and Coonoor; waterfalls such as Catherine falls, Courtallam and Hogenakkal falls; beaches such as Marina beach, Elliot beach, Kanniyakumari beach and Poompuhar beach and Mudumalai National Park and Guindy National Park etc.

1.18. According to the data compiled by the India Tourism Statistics, the total domestic tourist arrivals in the state rose from 2.38 crore in 2001 to 24.42 crore in 2010, marking the compounded annual growth rate of 21.4 per cent.

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.

1.19. During the same period, foreign tourist arrival grew fivefold, from 7.7 lakh to 39.9 lakh with the compounded annual growth rate (CAGR) of 14.7 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 consumer, not according to the status of producer. Therefore, this special characteristic of tourism sector cannot be made explicit while compiling 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.

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

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.

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. According to TSA: RMF 2008, TSA comprises a set of tables and is mainly descriptive in nature. It provides accounts and tables and macroeconomic

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

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 interlinkages 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 Tamil Nadu 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 Tamil Nadu. 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. Tamil Nadu is the eleventh largest state of India with an area of 130,058 sqkm of total geographical area. The state is surrounded by the water on the three side, with Bay of Bengal to the east, Indian Ocean to the West and the Indian Peninsula to the south. The largers part of the western border of the state is shared with Kerala, towards the North East lies the state of Karnataka and towards the North is the state of Andhra Pradesh and on the border also lies the union territory of Pondicherry. The southernmost tip of the Indian Peninsula is the town known as Kanyakumari which is the meeting point of the Arabian Sea, the Bay of Bengal, and the Indian Ocean.

2.2. The western, southern and the north western parts are hilly and rich in vegetation. The Western Ghats and the Eastern Ghats meet at the Nirlgiri hills. The eastern parts of the state are fertile coastal plains and the northern parts are a mix of hills and plains. The central and the south central regions are arid plains and receive less rainfall than the other regions.

2.3. Tamil Nadu has a coastline of about 910 km (570 mi) which is the country's third longest coastline. Tamil Nadu falls mostly in a region of low seismic hazard with the exception of the western border areas that lie in a low to moderate hazard zone. A wide range of Biomass extending east from the South Western Ghats monotone rain forests in the Western Ghats through the South Deccan Plateau dry deciduous forests and Deccan thorn scrub forests to tropical dry broadleaf forests and then to the beaches, estuaries, salt marshes, mangroves, and coral reefs of the Bay of Bengal.

2.4. Tamil Nadu is home to five declared National parks located in Anamaslai, Mudumalai, Mukurithi, Gulf of Mannar and Guindy located in the centre of Chennai city. Satyamangalam Tigar Reserve, Mukurthi and Kalakkad Mundanthurai Tiger Reserve in the state. Sathyamangalam Tiger Reserve has the largest elephant population in India. Besides these bio reserves, there are many state and central run wild life sanctuaries for tiger, elephant and birds.

Climate profile

2.5. Tamil Nadu is mostly dependent on monsoon rains, and thereby is prone to droughts whenever the monsoons fail. The climate of the state ranges from dry sub-humid to semi-arid. The state has three distinct periods of rainfall; Advancing monsoon period, south west monsoon from June to September, with strong southwest winds; North east monsoon from October to December, with dominant north east winds AND Dry season from January to May.

2.6. The annual rainfall of the state is about 945 mm (37.2 in) of which 48 per cent is through the north east monsoon, and 32 per cent through the south west monsoon. Since the state is entirely dependent on rains for recharging its water resources, monsoon failures lead to acute water scarcity and severe drought.

2.7. Tamil Nadu is divided into seven agro-climatic zones: north east, northwest, west, southern, high rainfall, high altitude hilly, and Cauvery Delta (the most fertile agricultural zone). The table below shows the maximum and minimum temperatures that the state experiences in the plains and hills.

Historical background

2.8. Archaeological evidence points to Tamil Nadu being one of the longest continuous habitations in Indian peninsula. Archaeological Survey of India (ASI) unearthed clay urns containing human skulls, skeletons, bones, husks, grains of rice, charred rice and celts of the Neolithic period, 3,800 years ago, in Adichanallur, 24 km (15 mi) from Tirunvelveli. Virumandi Andithevar, of the Piramalai Kallar community from the Tamil Nadu region was identified as one of the direct descendants of the first modern human settlers in India. It is believed that the first migrants to South East Asia and Australia were from the African coast 60,000 years ago.

2.9. Mythical traditions indicate that Lord Shiva himself taught sage Agastya the Tamil language. Sage Agastya who is considered to be the father of Tamil literature, not only compiled the first Tamil grammar called Agathiyam, but also the scripts of Agathiyam which no longer exist. It is believed that he lived in the 7th or 6th century BC and specialised in language, alchemy, medicine and spirituality (yogam and gnanam) and there are 96 books in the name of Agathiyar.

Indus valley script between 2000 and 1500 BC

2.10. Neolithic people of the Tamil country spoke Dravidian language. The discovery of a Neolithic stone celt, a hand-held axe, with the Indus script on it at Sembian-Kandiyur in Tamil Nadu is, according to Iravatham Mahadevan, "Stone axe" with Indus Valley script found near Mayiladuthurai, Tamil Nadu was a major discovery because for the first time a text in the Indus script has been found in the State on a datable artefact, which is a polished *neolithic* celt. He estimated the date of the artefact with the script to be around 1500 BC.

Early history (Sangam Period 300 BC – AD 300)

2.11. The early history of the people and rulers of Tamil Nadu is a topic in Tamil literary sources known as Sangam literature. Sangam period lasted for about six centuries, from 300 BC to AD 300. Three dynasties, namely the Chera, Chola and Pandya, ruled the area of present-day Tamil Nadu and Kerala. The Chera ruled the whole of present day Kerala and parts of western Tamil Nadu comprising Coimbatore, Karur, Salem and Erode districts from the capital of

Vanchi Muthur (thought to be modern day Karur). The Chola dynasty ruled the northern and central parts of Tamil Nadu from their capital, Uariyur; and the Pandya dynasty ruled southern Tamil Nadu, from capitals at Korkai and Madurai. All three dynasties had extensive trade relationships with Rome, Greece, Egypt, Ceylon, Phoenicia, Arabia, Mesopotamia and Persia.

2.12. Trade flourished in commodities such as spices, ivory, pearls, beads and gems. Chera traded extensively from Muziris on the west coast, Chola from Arikamedu and Puhar and Pandya through Korkai port. A Greco-Roman trade and travel document, the *Periplus of the Erythrean Sea* (c. AD 60 – 100) gives a description of the Tamil country and its ports. Besides these three dynasties, the Sangam era Tamilakam was also divided into various provinces named 'nadu', meaning 'country'. Sangam literature refers these provinces as "Koduntamil mandalam" which were not exactly political or socio – cultural units but linguistic agglomerations like Kongu Nadu, Puzhinadu, Thondai Nadu, Nanjilnadu, Ay Nadu and Venadu. Between the 3rd and 7th centuries AD, the three Tamil kingdoms were overwhelmed by the Kalabhras which is sometimes referred to as the "Dark Age" in Tamil history and little is known about it. The Kalabhras were expelled by the Pallavas, Badami Chalukyas and Pandyas in the 6th century.

*Medieval
Period (600–
1300)*

2.13. During the Kalabhras' rule Buddhism flourished in the land of the Tamils. The didactic work *Naaladiyar* was composed during their reign. Following the tradition of Tamil Buddhism, *Naaladiyar* emphasises virtues such as control of the senses, Dhamma (Lord Buddha's teaching), renunciation, and other desirable social qualities. Pali was the court language of the Kalabhras who were also called Kalapara or Kalaparaya according to the Koramangalam inscription.

2.14. During the 4th to 8th centuries AD, Tamil Nadu saw the rise of the Pallavas under Mahendravarman-I and his son *Mamalla* Narasimhavarman. The Pallavas ruled parts of South India with Kanchipuram their capital. Dravidian architecture reached its peak during Pallava rule.

2.15. Narasimhavarman II built the Shore Temple which is a UNESCO World Heritage Site. They came into conflict with the Kannada Chalukya of Badami. During this period, The great Badami Chalukya King Pulkesi II extended the Chalukya Empire up to the northern extents of the Pallava kingdom and defeated the Pallavas in several battles. Pallava Narasimhavarman, however, reversed this victory in 642 by attacking and occupying Badami temporarily. However, a later Chalukya King Vikramaditya II took revenge by repeated invasions of the territory of Tondaimandalam and his subsequent victories over Pallava Pramesvaravarman I and the temporary occupation of Kanchipuram.

2.16. The Pallava dynasty was overthrown in the 9th century by the imperial Rashtrakutas who ruled from Gulbarga. King Krishna III, the last great Rashtrakuta king consolidated the empire so that it stretched from the Narmada River to Kaveri River and included the northern Tamil country (Tondaimandalam) while levying tribute on the king of Ceylon.

2.17. During the 9th century, the Chola dynasty was once again revived by Vijayalaya Chola, who established Thanjavur as Chola's new capital by conquering central Tamil Nadu from the local clans of Mutharayar and the Pandya king Varaguavarman II. Aditya I and his son Prantaka I expanded the kingdom to the northern parts of Tamil Nadu by defeating the last Pallava king, Aparajitavarman. Parantaka Chola II expanded the Chola empire into what is now interior Andhra Pradesh and coastal Karnataka, while under the great Rajaraja Chola and his son Rajendra Chola, the Cholas rose to a notable power in south east Asia. Now the Chola Empire stretched as far as Bengal and Sir Lanka. At its peak, the empire spanned almost 3,600,000 km² (1,400,000 sq mi).

2.18. The Cholas were prolific temple builders right from the times of the first medieval king Vijayalaya Chola. Among the existing specimens in museums around the world and in the temples of southern India the fine figures of Siva in various forms.

2.19. Later Cholas were constantly under attack from Chalukyas under Vikramasditya VI in the late 11th to early 12th centuries, the Western Chalukyas defeated the Cholas on several occasions weakening their empire.

2.20. With the decline of the Chola dynasty between 1116 and 1185 AD, the Hoysalas of Kannada country rose to prominence, under King Vishnuvaradhana and his grandson, Veera Ballala II. The Hoysalas extended their foothold in Tamil Nadu around 1225, making the city of Kannanur Kuppam near Srirangam a provincial capital that give them control over South Indian politics that began a period of Hoysala hegemony in the southern Deccan. The Hoysala influence spread over Pandya kingdom from who they gained tribute. This revival was short-lived as the Pandya capital of Madurai itself was sacked by Alauddin Khilji's troops under General Malik Kafur in 1316. The Muslim invasion led to the establishment of the short-lived Madurai Sultanate.

*Vijayanagar
and Nayak
period (1336–
1646)*

2.21. Muslim invasions of southern India triggered the establishment of the Hindu Vijayanagara Empire with Vijayanagara in modern Karnataka as its capital. The Vijayanagara empire eventually conquered the entire Tamil country by c. 1370 AD and ruled for almost two centuries until its defeat in the

Battle of Talikota in 1565 by a confederacy of Deccan sultanates.

2.22. Subsequently, as the Vijayanagara Empire went into decline after the mid-16th century, many local rulers, called Nayaks, succeeded in gaining the trappings of independence. This eventually resulted in the further weakening of the empire; many Nayaks declared themselves independent, despite initially maintaining loose links with the Vijayanagara kingdom. The Nayaks of Madurai and Nayaks of Thanjavur were the most prominent of Nayaks in the 17th century. They reconstructed some of the well-known temples in Tamil Nadu such as the Meenakshi Temple.

*Rule of
poligars
(1692–1801)*

2.23. In the early 18th century, the fall of Nayaka period brought up many small Nayakars of southern Tamil Nadu, who ruled small parcels of land called Palayams. Some of these Palaiyakkarar ('polygar' as called by British) were ruling under Nawabs of Carnatic.

2.24. Nawabs granted taxation rights to the British which led to conflicts between British and the Palaiyakkarar, which resulted in series of wars to establish independent states by the aspiring Palaiyakkarar. Puli Thevar was one of the earliest opponents of the British rule in South India, was involved in a vendetta with the Nawab of Arcot who was supported by the British. Thevar's prominent exploits were his confrontations with Marudhanayagam, who later rebelled against the British in the late 1750s and early 1760s.

2.25. Azhagu Muthu Kone (1728–1757) was an Indian revolutionary and independence activist who is regarded for having raised one of the revolts against the British East India Company in India. Puli Thevar (1715–1767), Vennikkaladi Kudumbar, Thalpathi in Puli Thevar Force chieftain who fought the British East India Company in the 1750s and 1760s. Rani Velu Nachiyar, First Woman Freedom fighter of India and Queen of Sivagangai. She was drawn to war after her husband Muthu Vaduganatha Thevar (1750–1772), King of Sivaganga was murdered at Kalayar Kovil temple by British generals Joseph Smith and Benjour. Before her death, Queen Velu Nachi granted powers to Maruthu brothers to rule Sivaganga. Kattabomman (1760–1799), Palaiyakkara chief of Panchalakurichi who fought the British in the First Polygar War. He was captured by the British at the end of the war and hanged near Kayattar in 1799. Veeran Sundaralingam (1700–1800) was the General of Kattapomman Nayakan's palayam, who died in the process of blowing up a British ammunition dump killed more than 150 British soldiers to save Kattapomman Palace.

2.26. Oomaithurai, younger brother of Kattabomman, took asylum under the Maruthu brothers Periya Marudhu and Chinna Marudhu and raised army. They formed a coalition with Dheeran Chinnmalai and Kerala Varma Pazhassi Raja

which fought the British in Second Polygar Wars. Dheeran Chinnamalai (1756–1805), Polygar chieftain of Kongu and feudatory of Tipu Sultan who fought the British in the Second Polygar War.

*European rule
(1801–1947)*

2.27. Around 1609, the Dutch established a settlement in Pulicat, while the Danes had their establishment in Tharangambadi. In 1639, the British, under the East India Company, established a settlement further south of Pulicat, in present day Chennai. In the late 18th century, the British fought and reduced the French dominions in India to Puducherry. Nizams of Hyderabad and the Nawabs of the Carnatic bestowed tax revenue collection rights on the East India Company for defeating the Kingdom of Mysore. After winning the Polygar wars, the East India Company consolidated most of southern India into the Madras Presidency with the dominions of Nizam of Hyderabad. Pudukkottai remained as a princely state.

2.28. The Vellore Mutiny on 10 July 1806 was the first instance of a large-scale and violent mutiny by Indian *sepoys* against the British East India Company, prior to the Indian Rebellion of 1857. The revolt, which took place in the South Indian city of Vellore, was brief, lasting only one full day, but mutineers managed to break into the Vellore fort and killed or wounded 200 British troops, before they were subdued by reinforcements from nearby Arcot.

*India (1947–
present)*

2.29. Re-organisation of Indian states according to linguistic and ethnic basis moderated Tamil nationalism, especially the demand for separation from the Indian Union. When India became independent in 1947, Madras Presidency became Madras State, comprising present day Tamil Nadu, coastal Andhra Pradesh up to Ganjam district in Orissa, South Canara district Karnataka, and parts of Kerala. The state was subsequently split up along linguistic lines. In 1969, Madras State was renamed Tamil Nadu, meaning "Tamil country". Srivilliputhur Andal Temple tower is adapted for the official Seal of Tamil Nadu.

**Demographic
& social
profile**

2.30. The state of Tamil Nadu is the 11th largest state occupying approximately 4 per cent of the total geographical area, of which 89.5 per cent is the rural area. Tamil Nadu along with two other states Kerala and Goa are the only three states where the share of Urban land area is in double digits. The state is 7th most populated state with 72.15 million populations (5.96% of total population), 51.6 per cent of this population resides in rural and remaining in the urban areas. The urban Tamil Nadu with approximately 48 per cent of the total state population and as compared marginal land area (10.5 % of geographical land area of the state) is more densely populated (2561 persons sq km) than the rural Tamil Nadu (320 persons per sq km). Unlike the national trend the rural Tamil Nadu sex ratio (993) is lower than the sex ratio of the urban areas of Tamil Nadu. The Urban areas of Tamil Nadu along with Manipur,

Meghalaya, Kerala and Puducherry are the only five states and UTs where the sex ratio is 1000 or more i.e. for every man in these areas, there is at least one woman.

2.31. Tamil Nadu is also predominantly a Hindu State with nearly 88 per cent of population. The state is also home to people following other religions, with Muslim and Christians accounting for 5.6 and 6.1 per cent of the population respectively. The average household size in the state of Tamil Nadu is the smallest among all the states and UTs. This holds for the rural parts also. In the urban parts of the household size is larger than the Urban Daman and Diu.

2.32. With very clear geographical location and cultural diversity, Tamil Nadu is divided into four divisions, Northern Tamil Nadu, Central-East Tamil Nadu, Central-West Tamil Nadu and Southern Tamil Nadu. The regions in the state are more or less similar with the Southern region being the largest with 29.5 per cent land area and the Central-East region being the smallest with 18.5 per cent of the total land area of the state. The population share of the Northern region of the state is highest with 34.4 per cent and is most densely populated region of the state with 796 persons per sq km. The Central –East region with lowest share of population (16.6%) has a density of 500 persons per sq.km. the least densely populated region is the Southern region with only 464 persons per sq. km. Similar to other states the urban areas are more densely populated (2197 persons per sq km) than the rural areas (255 persons per sq km) of the state of Tamil Nadu.

2.33. Tamil Nadu with its very long list of educational institutions, known for the commendable contribution in the field of education of children's as well as women in the rural areas. The literacy levels in all the four divisions in the state have higher rates than the national levels for both males and females. And as a result, the sex ratio in all the regions of the state is higher than the national level sex ratio.

Table 2.1: The Demographic and Social Profile of the State

	Year	Northern	Central-East	Central-West	Southern	State: Tamil Nadu	
Area (sq km)	2011	31212	24007	36527	38314	130060	
		24.0	18.5	28.1	29.5	(11 th Largest state in India)	
Households (in Lakhs)	2011	60.62	30.66	47.41	46.55	185.25	
		32.7	16.6	25.6	25.1	(7.43% of Total households)	
Household Size	2011	4.10	3.92	3.70	3.82	3.89	
Population (in Lakhs & %)	Total	2011	248.39	120.12	175.20	177.77	721.47 (5.96% of Total population) (7 th Most Populated State)
	Males	2011	124.75	59.48	88.51	88.64	361.38 (5.80% of Total Male Popn.) (50.1% of State Population)
	Females	2011	123.64	60.64	86.69	89.12	360.09 (6.13% of Total Female Popn.) (49.9% of State Population)
	Rural	2011	116.24	82.68	86.26	87.11	372.30 (4.47% of Total Rural Popn.) (51.6% of State Population)
	Urban	2011	132.15	37.44	88.93	90.66	349.17 (9.26% of Total Urban Popn.) (48.4% of State Population)
Percentage of Population	Hindus	2001				88.1	
	Muslims	2001				5.6	
	Christians	2001				6.1	
	Others	2001				0.3	

Contd..

		Year	Northern	Central-East	Central-West	Southern	State: Tamil Nadu
Density (pop per sq.km.)	Total	2011	796	500	480	464	555
	Rural	2011	408	371	274	255	320
	Urban	2011	4801	2186	1764	2197	2561
No of Districts		2011	7	8	8	9	32
Literacy Rate		2011	81.22	80.47	76.04	82.28	80.09
Male Literacy rate		2011	87.68	87.66	82.99	88.68	86.77
Female Literacy rate		2011	74.75	73.48	68.97	75.95	73.44
Sex ratio		2011	991.12	1019.56	979.42	1005.38	996.43
Work Force (percentage)		2011	43.60	44.66	49.09	45.50	45.58
Dependency Ratio		2011	1.29	1.24	1.04	1.20	1.19

Source: Census of India, GOI

Society

2.34. Tamil Nadu with a long tradition of venerable culture is known for its rich tradition of literature, music and dance which continue to flourish today. Unique cultural features like Bharatanatyam (dance), Tanjore painting, and Tamil architecture were developed and continue to be practised in Tamil Nadu.

2.35. The state is home to the core schools of medieval and modern Hinduism as well as several non-mainstream Hindu movements. These include Nayanmars Saivism, Saiva Siddhanta, Alvars Vaidnavism, and Ayya-Vazhi. Several important Hindu Tamil figures became important figures for Hinduism as a whole. In modern times, well-known figures for Hinduism in the state include Ramana Maharishi and the Kanchi Sankaracharya. Samanars or Tamil Jains have a legacy dating back to 250 BC. They made significant contributions to Tamil literature.

2.36. Most early Tamil literary works are in verse form, with prose not becoming more common until later periods. Throughout its history, Tamil literature has sought to inform and inspire, educate and entertain.

2.37. The state has not only contributed to the field of Art & Dance and Music but has given the Indian Army and Air force General Paramasiva Prabhakar Kumaramangalam as the 7th, General Krishnaswamy Sundararajan as the 14th, and General Sundararajan Padmanabhan as the 20th Chief of Army Staff and Air Chief Marshal Srinivasapuram Krishna Swamy as the 19th Chief of Air Staff and Major Ramaswamy Parmeshwaran (1946–1987) who was awarded India's highest military honor the Param Vir Chakra in 1987 (Posthumous) for IPKF operations in Sri Lanka.

2.38. The state is home to Nobel laureates; C. V. Raman, Nobel Prize in Physics, 1930, Subrahmanyam Chandrasekhar, Nobel Prize in Physics, 1983 and Venkatraman Ramakrishnan, Nobel Prize in Chemistry, 2009. The Ramon Magsaysay Award was established in April 1957 in memory of Ramon Magsaysay, the late president of the Philippines.

2.39. It is often considered to be Asia's Nobel Prize, which has been conferred to M.S. Subbulakshmi, for classical carnatic genre – 1974, Jockin Arputham, for Peace and International Understanding – 2000, Palagummi Sainath, eminent journalist – 2007 and Kulandei Francis – 2012 all from the state of Tamil Nadu. Tamil Nadu is home to many winners of The Bharat Ratna is India's highest civilian honour by the government of India. C. V. Raman-First Asian Nobel Laureate to win, Prize in the Science Field, C. Rajagopalachari for public affairs in January 26, 1955, Sarvapalli Radhakrishnan in 1954 has a distinction that his birthday is celebrated in India as Teachers' Day throughout the country on September 5, K. Kamaraj for Public Affairs 1976 (Posthumous), A. P. J. Abdul

Kalam for Science & Engineering in 1997, C Subramaniam for Public Affairs 1998 and Madurai Shanmukhavadivu Subbulakshmi-was the first musician ever to be awarded the Bharat Ratna who had also receive the Ramon Magsaysay award. The list of awardees of Padma Vibhushan and Padma Bhushan for the field of Public Affairs, Medicines, Science and Engineering, Civil Service, Arts, Literature and Education, Sports, Medicine, Music, industrialist and philanthropist.

2.40. The talk of India's Independence movement is incomplete without talking about the contributions of the great Tamilians. V.O. Chidambaram Pillai was Indian revolutionary, Rettamalai Srinivasan (1860–1945), Dalitactivist and a politician, Dheeran Chinnamalai (1756–1805) a Polygar chieftain and feudatory of Tipu Sultan who fought the British in the Second Polygar War, Subramanya Bharathi (1882–1921) a Tamil poet and social reformer and the national poet of Tamil Nadu, Bharathidasan (1891–1964) was a Tamil poet and rationalist, V. Kalyanasundaram (1883–1953) a Scholar and independence fighter, Subramaniya Siva (1884–1925) a writer, Jeevanandham (1907–1963) a Social reformer and a political leader, Champakaraman Pillai (1891–1934) a independence fighter, Tiruppur Kumaran (1904–1932), Indian Revolutionary, Muhammad Ismail (1896–1972), "Quaid-E-Millat," Member of Parliament and was the President of Indian Union Muslim League, Lakshmi Sehgal (1914–2012) was the Head of Rani Jhansi Brigade, women's wing of the Indian National Army, Chempakaraman Pillai was a revolutionary during the Anti-British Movements in India.

2.41. The contribution of Tamil nadu to the field of entertainment is substaintial, from some the greated=st leading ladies in the Hindi cinema who rule the boolywood in their times Vyjayanthimala, Hema Malini, Rekha, Sridevi and in the current list is Vidya Balan. Among the long list of well-known actors, few of them are Sivaji Ganesan, Kamal Hassan, Rajni Kanth, Vijay, Ajith Kumar, Suriya, Vikram, Silambarasan, Sathyaraj, Dhanush, Prabhu Ganesan etc. along with them is the long list of film directors, music composers and director who have won many accolades both at the national and international level. A long list of Academicians, Scientists, Agriculturist or agriculture scientist, Botanists, Economist, Financial Experts, Lawyers, Mathematicians, Medicine, Engineers, Zoologist from Tamil Nadu are pride to their state because of the pioneering work they have done for the country.

2.42. Some of the greatest contribution of the Tamil Mathematician were: Srinivasa Ramanujan (1887–1920) contribution in the area of mathematical analysis, number theory, infinite series and continued fractions, Ramachandran Balasubramanian is the Indian Number Theorist, Subbayya Sivasankaranarayana Pillai (1901–1950), known for his work in Number

theory, Kollagunta Gopalaiyer Ramanathan (1920–1992), known work in Number theory, C. P. Ramanujam (1938–1974), worked on number theory and algebraic geometry, T.S.Vijayaraghavan (1902–1955), Worked on Pisot-Vijayaraghavan number, A. A. Krishnaswami Ayyangar Exponent of Vedic Mathematics, Raman Parimala, known for her contributions to algebra.

2.43. Tamil Nadu state has given the country a number of Governors of the Reserve bank of India; C. Rangarajan, H. V. R. Iyengar, S. Jagannathan, M. Narasimham S. Venkitaramanan and the latest RBI Governor Raghuram Rajan also belong to the state of Tamil Nadu. The list of the famous personalisteies here is just a fraction of the total list of contributors in the development of not only the country but the humanity also. Social reformers, religious leaders, spiritual leaders and writers, poets all can be found not only the history of the state but in the modern day era also.

2.44. Tamil Nadu is the home to Dr M.S. Swami Nathan, known as the "father of the Green Revolution" in India.

Festivals and traditions

2.45. Pongal, also called as Tamizhar Thirunaal (festival of Tamils) or Makara Sankranti elsewhere in India, a four-day harvest festival is one of the most widely celebrated festivals throughout Tamil Nadu. "Thai Pirandhal Vazhi Pirakkum" literally means, the birth of the month of Thai will pave way for new opportunities. The first day, Bhogi Pongal, is celebrated by throwing away and destroying old clothes and materials by setting them on fire to mark the end of the old and emergence of the new. The second day, Surya Pongal, is the main day which falls on the first day of the tenth Tamil month Thai (14 January or 15 January in western calendar). The third day, Maattu Pongal, is meant to offer thanks to the cattle, as they provide milk and are used to plough the lands. Jallikattu, a bull taming contest, marks the main event of this day. Alanganallur is famous for its Jallikattu contest usually held on 3rd day of Pongal. During this final day, Kaanum Pongal – the word "kaanum", means 'to view' in Tamil.

2.46. Apart from the major festivals, in every village and town of Tamil Nadu, the inhabitants celebrate festivals for the local gods once a year and the time varies from place to place. Most of these festivals are related to the goddess Maariyamman, the mother goddess of rain. Other major Hindu festivals including Deepavali (Death of Narakasura), Ayudha Poojai, Saraswathi Poojai (Dasara), Krishna Jayanthi and Vinayaka Chathurthi are also celebrated. Eid-ul-Fitr, Bakrid, Milad un Nabi, Muharram are celebrated by Muslims whereas Christmas, Good Friday, Easter are celebrated by Christians in the state.

2.47. Mahamagam a bathing festival at Kumbakonam in Tamil Nadu is celebrated once in 12 years. People from all the corners of the country come to

Kumbakonam for the festival. This festival is also called as Kumbamela of South.

Music

2.48. The Kings of ancient Thamizhagam created sangams for Iyal Isai Nadagam (Literature, Music and Drama). Music played a major role in sangams. Music in Tamil Nadu had different forms. Odhuvars, Sthanikars or Kattalaiyars offer short musical programmes in the temples by singing the devotional Thevaram songs. In sharp contrast with the restrained and intellectual nature of Carnatic music, Tamil folk music tends to be much more exuberant. Some of the leading Tamil folk artists in the early 21st century are Pushpuvanam Kuppuswamy, Dr. Viajyalakshmi Navaneethakrishnan Chinnaponnu, Paravai muniammal, etc.

2.49. Carnatic music is the classical music form of southern India, which is the world's oldest & richest musical tradition. The Trinity of Carnatic music Tyagaraja, Muthuswami Dikshitar and Syama Sastri were from Tamil Nadu. Every year in the month of Marghazhi; Thyagarajar Aaradhanai (worship) takes place in Thiruvaiyaru where all Carnatic musicians render their obeisance to Saint Thyagarajar by singing his compositions. Muthu Thandavar (1560 – 1640), Arunachala Kavi (1712–1779) and Marimutthu Pillai (1717–1787) are the composers belonging to the Tamil Trinity who have composed hundreds of devotional songs in Tamil and helped in the evolution of Carnatic music.

2.50. Along with the traditional music the modern cine-music has co-existed in Tamil Nadu, **Ilayaraja** was a prominent composer of film music in Tamil cinema during the late 1970s and 1980s. His work highlighted Tamil folk lyricism and introduced broader western musical sensibilities to the south Indian musical mainstream. Tamil Nadu is also the home of the double Oscar Winner **A.R. Rahman** who has composed film music in Tamil, Telugu, Hindi films, English and Chinese films, was once referred to by Time magazine as "The Mozart of Madras".

Art & culture

2.51. There are a large number of folk dances, which are performed on every possible occasion, to celebrate the arrival of seasons, birth of a child, weddings and festivals in the state and the Tamil dance is closely interweaved with the Tamil theatrical tradition. Karakattam a religious form of dance performed in front of an image of the goddess Mariamman where the dancer bears on his or her head a brass pot filled with uncooked rice, decorated with flowers and surrounded by a bamboo frame, and tumbles and leaps to the rhythm of a song without spilling a grain. Another form of dances are mayilattam, where the dancers tie a string of peacock feathers around their waist; oyilattam, danced in a circle while waving small pieces of cloth of various colours; poikkal kuthiraiyaatam, where the dancers use dummy horses; manattam, where the

dancers imitate the graceful leaping of deer; paraiyāṭṭam, a dance to the sound of rhythmical drumbeats, and thīppandāṭṭam, a dance involving playing with burning wooden torches. Bharatanatyam, classical dance form which originated in Tamil Nadu was performed in Hindu temples by Devadasis. Bharatanatyam is a traditional dance-form known for its grace, purity, tenderness, and sculptural poses. It continues to be a popular dance style at present times and is practised by male and female dancers all over India. Terukkuttu or Kattaikkuttu is a traditional form of Tamil street theatre folk dance/drama.

2.52. Some of the dancers who have been impeccable dancers from Tamil Nadu are **Rukmini Devi**; born in Madurai who brought about a great revolution in the field of Bharatanatyam, established the Kalakshetra in training students in the art of Bharatanatyam. A rare combination of a flawless dancer, choreographer, music composer, singer, research scholar, teacher and author, **Dr. Padma Subramanyam** is one of the most respected and reputed Bharatanatyam dancers of India and was the first dancer to introduce "Pushpanjali" as a dance piece and also composed a Bengali Varanam, the first of its kind whose lyrics have been penned by Salil Chaudhry. Her many articles that have been compiled as "Legacy of a Legend". This versatile dancer has received many awards and honors. **Yamini Krishnamurthy** an eminent classical dancer of India, attained mastery over the dances of Bharatanatyam and Kuchipudi. She has received the credit of being Asthana Nartaki (Resident Dancer) of the Tirumala Tirupati Devasthanam and her dance talent brought many awards to her fame; in 1968, she got the title of 'Padma Shree' by the Government of India, 'Sangeet Natak Academy Award' in 1977 and 'Padma Bhushan' in 2001. Anita Ratnam another very talented dancers of the Indian subcontinent. is counted amongst the best choreographers of the South.

2.53. Versatility could very well be **Mallika Sarabhai's** middle name, not only just a fabulous dancer of Bharatanatyam and Kuchipudi but also a film maker, editor, TV anchor, social activist and a famous alumna of IIM Ahmedabad. In 1948 she founded the dance academy called "Darpana" for imparting training in Bharatanatyam and other allied arts. Also well-known for the choreography of several dance dramas, She has attempted contemporary interpretations of mythological themes and received awards from the French archives.

Economic profile

2.54. Tamil Nadu has historically been an agricultural state and is a leading producer of agricultural products in India. The Cauvery delta region is known as the Rice Bowl of Tamil Nadu. The contribution of the state in production of Fruits and vegetables to the total production of the country are significant. Mango and banana are the leading fruit crops in Tamil Nadu accounting for

more than 85 per cent of the total fruit production. The main vegetables grown in the state are tapioca, tomato, onion, brinjal (eggplant), and drumstick. The state has the distinction of being the largest producer of bananas, flowers, tapioca, the second largest producer of mango, natural rubber, coconut, groundnut and the third largest producer of coffee, sapota, Tea and Sugarcane. Tamil Nadu's sugarcane yield per hectare is the highest in India. The state has almost 17,000 hectares of land under oil palm cultivation, the second highest in India. Tamil Nadu is also a leading state in the production of flowers with the total production of horticultural crops. The main flowers grown in Tamil Nadu are jasmine, mullai, chrysanthemum, marigold and rose.

2.55. The forest produces in Tamil Nadu includes timber, sandalwood, pulp wood and fuel wood. The state also occupies a premier position in the production and extensive application of bio-fertilizers.

2.56. The agriculture industry has been blessed with the contribution of the Tamil Nadu Agricultural University with its seven colleges and thirty two research stations spread over the entire state contributing in evolving of new crop varieties and technologies and disseminating through various extension agencies. Among the states in India, Tamil Nadu is one of the leaders in livestock, poultry and fisheries production.

2.57. Tamil Nadu with its relatively good infrastructure, the good telecommunications and road network has been able to decentralise its activities and a very long coast line has been a great advantage to the industrial development of the state. Tamil Nadu is one of the most industrialised state with dispersed pattern of industrialization. Known for its textiles, leather, firework and automobile components, the beginning of the refinery, chemical industry the state has been able to diversify itself. The other major Industries in the State are cotton, heavy commercial vehicles, railway coaches, power pumps, cement, sugar, paper, automobiles and safety matches.

2.58. The knowledge based industries like I.T. and Biotechnology have become the thrust area in the industrial scene in Tamil Nadu. TIDEL, a software technology park, has been established in Tharamani, Chennai.

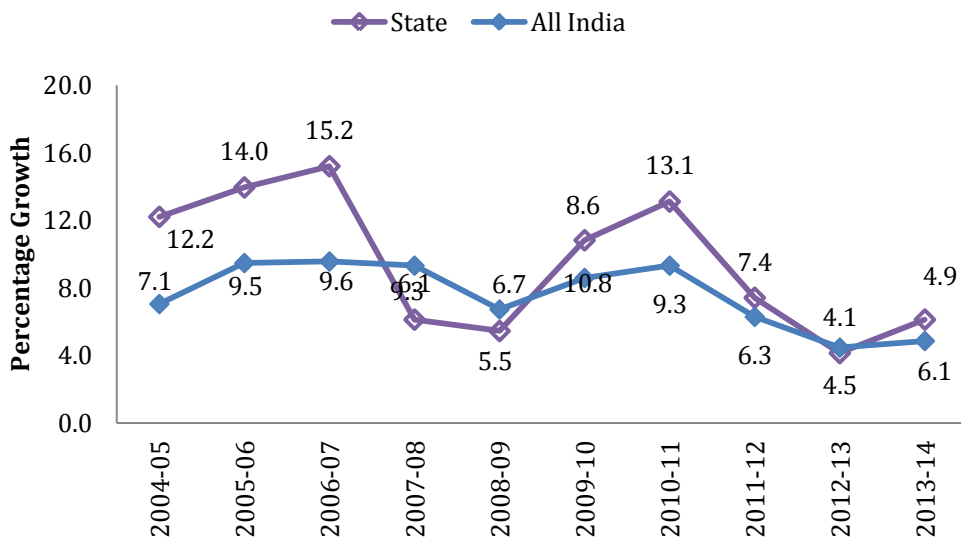
2.59. The state's mineral wealth includes granite, lignite and limestone. The state is an important exporter of tanned skin and leather goods, yarn, tea, coffee, spices, engineering goods, tobacco, handicrafts and black granite. Tamil Nadu is a leading contributor to the tannery industry in India.

Gross State Domestic Product

2.60. 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.

2.61. Tamil Nadu whose share in total population is merely 5.96 per cent making it the 7th most populated state, but is the second largest contributor (8.6 per cent) to the All India GDP after Maharashtra. The overall Economy of Tamil Nadu in the last 10 years, since 2004-05, has grown with an average growth of 9.5 per cent when the country grew by just 7.6 per cent. The state’s growth rate revamped from 4.1 per cent in the FY 2012-13 to 6.1 percent in 2012-13, when India’s overall growth slightly rose from 4.5 per cent in 2012-13 to 4.9 per cent in 2013-14.

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



Structure of the economy

2.62. During the last decade since 2004-05, the structure of the economy of Tamil Nadu has not experienced a drastic change (Figure 2.2). The minor change has been gradual decline in the contribution of the agriculture & allied sectors which was 11.1 per cent in 2004-05 and had reduced to 7.4 per cent in 2013-14, the average contribution of the sector in last decade has been 9.2 per cent with maximum contribution being 11.1 per cent in both the years 2004-05 and 2005-06. Minimum contribution of 7.3 per cent was reported in the fiscal year 2012-13.

2.63. The contribution of the Industry in the state of Tamil Nadu has more or less remained static at around 31 per cent, with no significant fluctuation in the last ten year data that is available for the state and the contribution of the sector in 2013-14 is 30.3 per cent.

2.64. With almost 60 per cent share, the service sector is the largest contributor to the state's economy. The sector has contributed an average of 59.9 per cent in the last ten years since 2004-05 and has remained more or less the same throughout the decade; with maximum contribution being 62.6 per cent in the year 2008-09 and the minimum share was recorded at 57.2 per cent in the year 2004-05. The share of the services sector is 62.3 per cent in the year 2013-14.

2.65. The state of Tamil Nadu is the second and third largest contributor to the GSDP for the services and Industry sector respectively among all states and UTs.

2.66. The rise in the state's overall GSDP in 2013-14 from 4.1 per cent in 2011-12 to 6.1 is largely because of the huge growth in the agriculture sector from negative 10.2 per cent in 2012-13 to positive 7.9 per cent in 2013-14 and also rise in service sector's growth.

Figure 2.2: Structural changes in GDP over the last decade

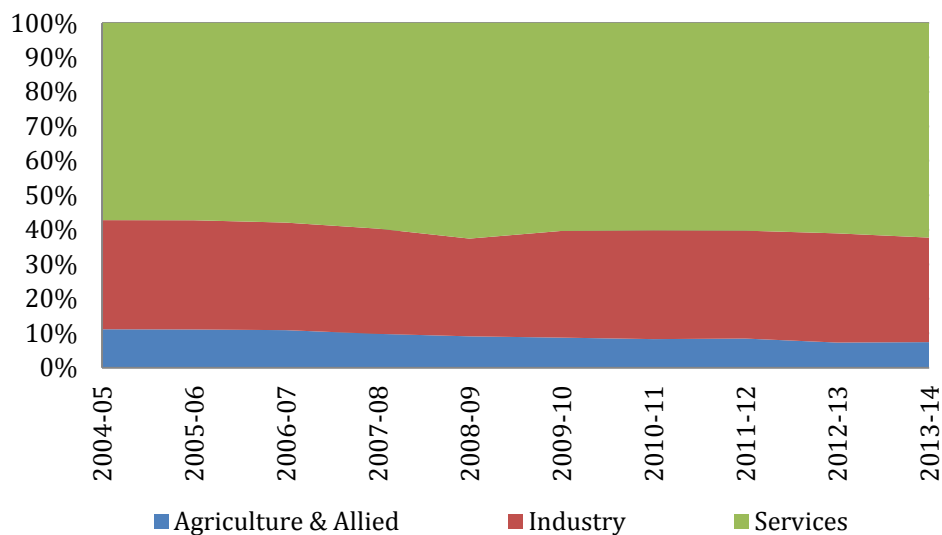
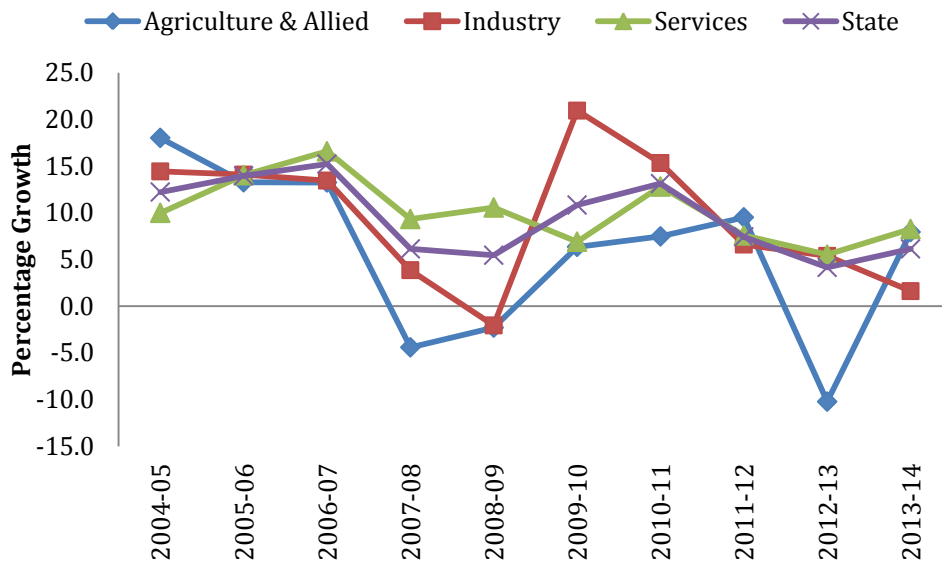


Figure 2.3: Sectoral growth in Gross State Domestic Product (Constant Prices)

Tourism

2.67. Tamil Nadu dominates the list of largest Hindu Temples in the world. The emblem of Government of Tamil Nadu depicts the Gopuram (gateway tower) of the Andal Temple at Srivilliputhur. The state boasts some of the grand Hindu temples built in Dravidian architecture. The Brihadishwara Temple in Tanjavaur and Gangaikonda Cholapuram built by the Cholas, the Airavateswara temple in Darasuram, the Shore Temple, along with the collection of other monuments in Mahabalipuram have been declared as UNESCO World Heritage Sites.

2.68. Madurai is home to the Madurai Meenakshi Amman Temple. Sri Ranganathaswami Temple, Srirangam Tiruchirappalli is the largest functioning temple in the Tamil Nadu, Ekambareswarar Temple at Kanchipuram, Chidambaram Nataraja Temple, Tiruvannamalai Arunachaleswar Temple, Tiruchairappalli where the famous Rock fort Temple is located, Rameshwaram whose temple walk-ways corridor (Praagarams) are the longest 1.2 km (0.75 mi) of all Indian temples in the world, Kanchipuram and Palani are important pilgrimage sites for Hindus. Other popular temples in Tamil Nadu include those in, Tiruvarur, Kumbakonam, Sankarankovil, Srivilliputhur, Tiruttani, Namakkal, Vellore, Karur, Bhavani, Coimbatore, Kanniakumari.

2.69. Tamil Nadu is also home to hill stations like Udhagamandalam (Ooty), Kodaikanal, Yercaud, Coonoor, Topslip, Valaparai, Yelagiri and Manjulai. The Nilgiri hills, Palani hills, Shevaroy hills, Kolli Hills Hills and Cardamom hills are all abodes of thick forests and wildlife.

2.70. Tamil Nadu has many National Parks, Biosphere Reserves, Wildlife Sanctuaries, Elephant and Bird Sanctuaries, Reserved Forests, Zoos and Crocodile farms. Prominent among them are Mudumalai National Park, The Gulf of Mannar Biosphere Reserve, Annamalai Wildlife Sanctuary, Vedanthangal Bird Sanctuary and Arignar Zoological Park. The mangrove forests at Pichavaram are also eco-tourism spots of importance.

2.71. The prominent waterfalls in the state are Courtallam, Hogenakkal, Papanasam, Manimuthar, Thirparappu, Pykara and Silver Cascade. The Chettinad region of the state is renowned for its palatial houses and cuisine. With medical care in Chennai, Vellore, Coimbatore and Madurai.

2.72. Kanyakumari, the southernmost tip of peninsular India, is famous for its beautiful sunrise, Vivekananda Rock Memorial and Thiruvalluar's statue built off the coastline. Marine Beach in Chennai is one of the longest beaches in the world. The stretch of beaches from Chennai to Mahabalipuram is home to many resorts, theme parks and eateries.

2.73. The St. Thomas Mount in Chennai, place where St. Thomas, one of the disciples of Jesus, was believed to have been martyred, is an important pilgrimage site for Indian Christians. The Santhome Basilica, built atop the site is widely believed by Christians to have been the tomb of St. Thomas, and the Vailankanni Basilica of Our Lady of Good Health are the churches revered by Christians in India.

2.74. Erwadi in Ramanathapuram district and Nagore in Nagapattinam district are important pilgrimage sites for Muslims. The Kazimar Big Mosque in Kazipur Street, Madurai and Karpudaiyar masjid in Kayalpatnam are among the earlier mosques in Tamil Nadu.

Education tourism

2.75. Tamil Nadu holds a prime attraction for the students seeking admission for higher studies, be it in humanities, science, engineering or medical with several alternatives spread all over the state. Tamil Nadu has 37 universities, 455 engineering colleges, 449 Polytechnic Colleges and 566 arts and science colleges, 34,335 elementary schools, 5,167 high schools, 5,054 higher secondary schools and 5,000 hospitals. Some of the notable educational institutes present in Tamil Nadu are Indian Institute of Technology, Madras, Indian Institute of Management, Tiruchirappalli, National Institute of Technology, Tiruchirappalli, College of Engineering, Guindy, Madras Medical College and Tamil Nadu Agricultural University.

Medical & health tourism

2.76. Tamil Nadu has the largest numbers of tourist for the purpose of Medical tourism in India. With world class facilities, latest testing facilities, we trained and dedicated team of doctors, nurses and other Para medical staff, manning the hospitals and host of private hospitals run professionally offering treatment at a very economical cost, Tamil Nadu is become a desired destination for it. The other significant advantage of the state is the significantly low cost of treatment than the cost of a similar treatment in developed countries and a very high success rate, which compares very favourably to the best of hospitals in the West.

2.77. Tamil Nadu is undoubtedly a leader in the field of eye care in India and the latest technologies and treatment for Cancer, Cardiac Care, Dialysis and Kidney Transplant, Cosmetic Surgery are available in all hospitals in Tamil Nadu and at very reasonable rates.

2.78. Though Kerala, the neighbouring state, is spoken of in the same breath as Ayurveda, Tamil Nadu also does not lag far behind. There are plenty of reputed of places in Tamil Nadu providing alternate healing practices. Ayurveda, Siddha, Homoeopathy, Acupuncture, Acupressure Pranic Healing, Reiki are all practiced here. Yoga Schools are aplenty here where one can undergo a short-term course for a reasonable fee.

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 Tamil Nadu, the sample number of households was 9489, comprising 4787 from rural areas and 4702 from urban areas. Number of households reporting overnight visitors were 8986. In other words, 95 per cent of the sample households reported overnight visitors.

3.9. For India, total number of households reporting overnight visitors was estimated at 20.61 crore and total number of overnight visitors was estimated at 78.35 crore. These numbers for Tamil Nadu were 1.57 crore and 5.11 crore respectively. The rural-urban breakup suggests that of the total 5.11 crore overnight visitors, as much as 54.9 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. Tamil Nadu secured 22nd rank in terms of the intensity of overnight domestic tourism, with an average of just 331 trips per 100 households, significantly lower than the all-India average of 418 trips per 100 households. The incidence of trips per 100 rural households was recorded at 334 for Tamil Nadu as against 440 for India. The same for urban Tamil Nadu was also quite low at 328 for Tamil Nadu 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 TN 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 TN. 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 TN

3.12. In all, 14.22 crore visitor-trips originated from Tamil Nadu (here, Tamil Nadu is the state of origin), of which only 10.3 per cent of the trips were undertaken in the states other than Tamil Nadu.

3.13. Of the total 14.22 crore visitor-trips, 54.9 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 Tamil Nadu as the state of destination, a total of 15.31 crore visitor-trips were undertaken. Of these 12.9 per cent of the trips were undertaken from states other than Tamil Nadu. Hence, the majority or the tourism activity occurred within the state.

3.15. While the share of Tamil Nadu in total population of India stands at 6.10 per cent¹⁴, the share of visitor-trips undertaken in Tamil Nadu (from within and other states) in the All-India total of 211.7 crore is a little higher at 7.23 per cent.

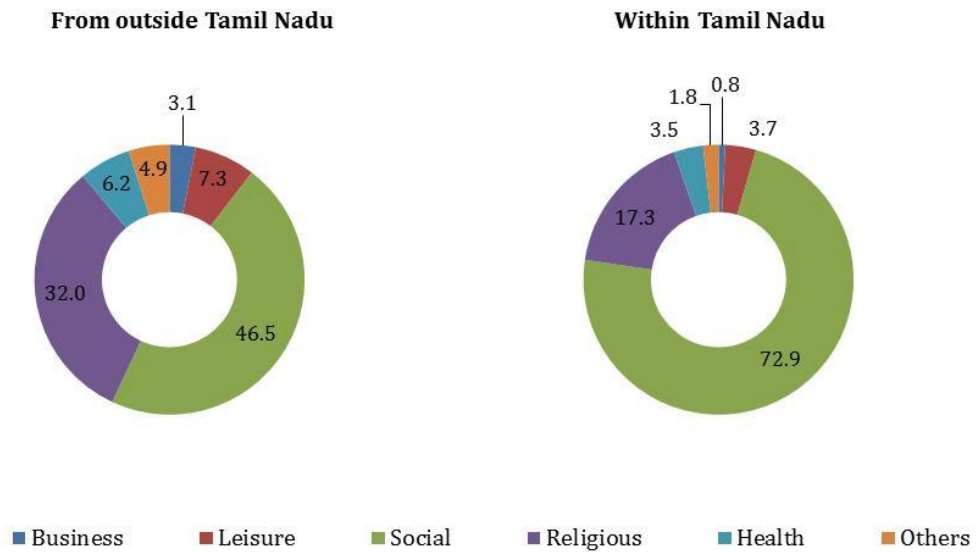
Trips by purpose of travel

3.16. The distribution of trips by purposes reveals that of all the trips that were undertaken within the state (Tamil Nadu being both the state of origin and the state of destination), 72.9 percent were social trips, so most of the trips were undertaken to visit friends or relatives. Only 3.7 per cent of the trips were leisure trips while business trips accounted only for 0.8 per cent of the total trips.

3.17. As compared to this, among the trips that were undertaken from outside the state to TN, as much as 46.5 per cent were social trips and 32 per cent were religious trips. The share of leisure trips was just 7.3 per cent (figure 3.1).

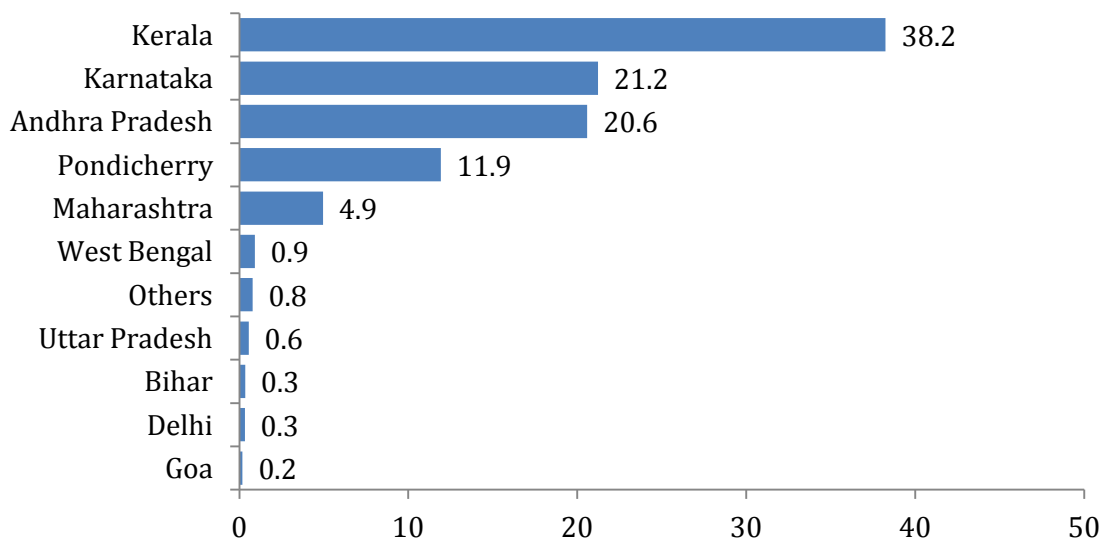
¹⁴ Population numbers also obtained from NSSO survey on Domestic Tourism

Figure 3.1: Distribution of trips undertaken by purpose – Tamil Nadu



3.18. As shown in figure 3.2, of the total visitor-trips undertaken from other states with Tamil Nadu as the main destination, southern state accounted for 92 per cent of the trips of which Kerala recorded the maximum share of trips (38.2 per cent), followed by Karnataka (21.2 per cent), AP (20.6 per cent) and Pondicherry (11.9 per cent) and the remaining 8 per cent from rest of the states.

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



3.19. Further analysis reveals that trips originating from Kerala and AP were largely undertaken for religious purpose (43 and 36.1 per cent respectively) but those from Karnataka and Pondicherry were predominately Social trips. Of the total trips originating from Karnataka, as much as 68.6 per cent were social trips. The same from Pondicherry were 68.3 per cent.

3.20. Interestingly most of the business, leisure and religious trips undertaken in TN originated from Kerala (48, 62.2 and 51.4 per cent respectively). AP contributed the highest share to the total medical trips made to TN (42.3 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 Raxual (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 TN

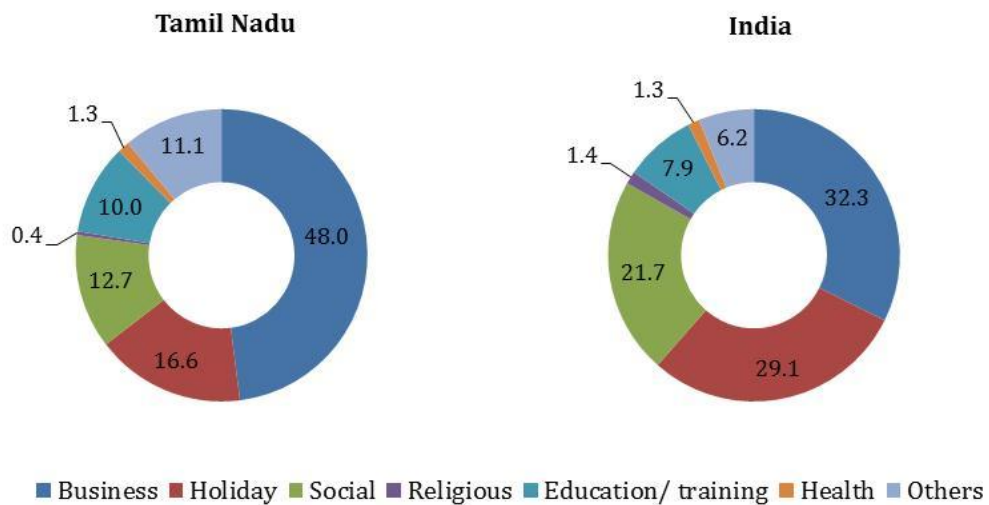
3.28. According to the India Tourism Statistics, the foreign tourist visits in Tamil Nadu grew from about 773073 in 2001 to more than 5 times in 2013. The state hosted a total of 3990490 foreign tourists during 2013, posting an annual growth of 12 per cent as against the all-India growth of 9.2 per cent for the year 2013.

3.29. With regard to outbound tourists, the latest data (based on IPS survey) reveal that the number of people living in Tamil Nadu who travelled abroad during 2010-11 was 6,47,023. With this, the state accounted for about 6 per cent of the total 1.08 crore outbound tourists in India.

3.30. According to figure 3.3, percentage distribution of outbound tourists

(after normalising for “No Response”) reveals that at all-India level, majority of the tourists travelled abroad for business purposes, that is, 32.3 per cent. This is closely followed by outbound tourists travelling for leisure (29.1 per cent). Tourists travelling for social purpose accounted for 21.7 per cent and the remaining 16.8 per cent travelled for religious (1.4), education (7.9), medical (1.3) and other (6.2) purposes.

Figure 3.3: Distribution of number of Outbound Tourists by purpose – Tamil Nadu and India



3.31. As compared to this, of the total outbound tourists of TN, about 65 per cent travelled abroad for business and leisure purpose. As much as 48 per cent travelled for business purpose and 16.6 per cent travelled for leisure. Tourists travelling for social purpose accounted for 12.7 per cent, those for religious purpose were 0.4 per cent, education 10 per cent, medical 1.3 per cent and for other purposes were 11.1 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 TN and who travelled for business purposes shows that almost 60 per cent of business trips were made for participation in meetings and seminars while 21.4 per cent trips were undertaken with a mission of installing equipment, inspections, purchase or sales. About 12.2 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 TN across the reasons of such trips, it is observed that 14.9 per cent of the leisure trips were undertaken because of the fact that foreign countries have better tourism infrastructure in comparison with India. Almost

13.6 per cent of leisure trips were undertaken as the tourists have relatives or friends living outside India who can host them. As much as 11.7 per cent of outbound tourists find themselves attracted more towards foreign destinations than towards similar Indian destinations. Cheaper tour packages conducted 7.5 per cent of such trips made outside India. However, almost 40 per cent of the leisure trips to foreign destinations undertaken in Tamil Nadu did not specify any specific reason (refer to figure 3.5).

Figure 3.4: Percentage Distribution of mission for which Business is Trip Undertaken – Tamil Nadu

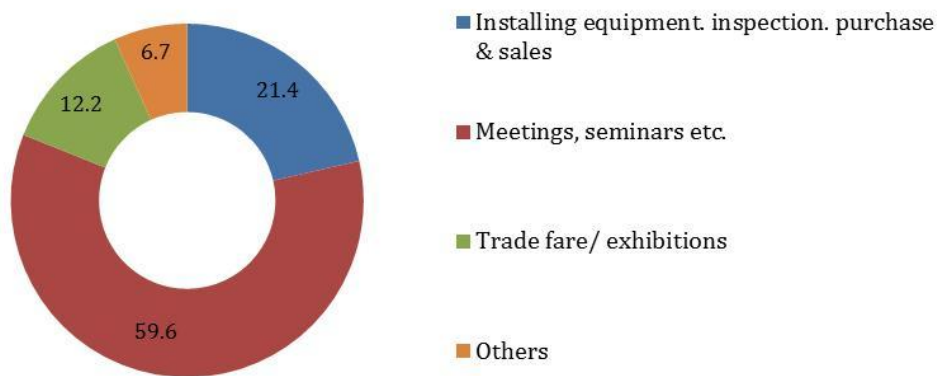
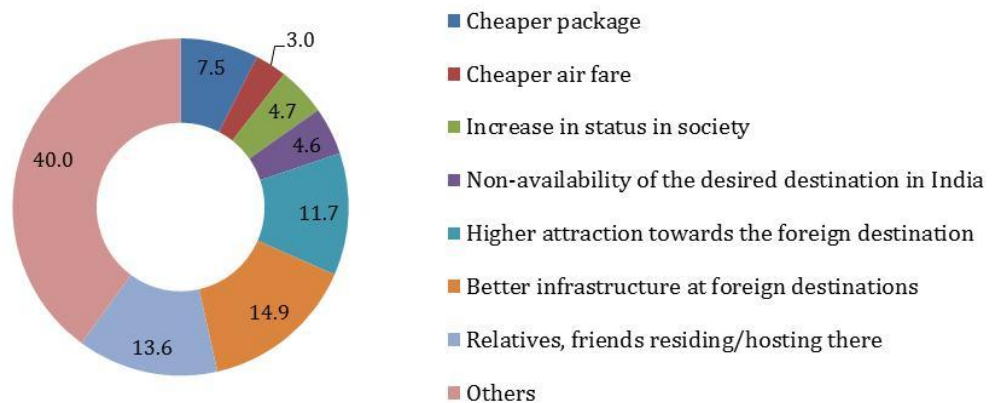


Figure 3.5: Percentage distribution of reasons for preferring foreign destination when Leisure Trip is undertaken – Tamil Nadu



Employment and Unemployment Survey

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

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

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

Use of EUS data in preparation of State TSA

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

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

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

3.40. A schedule of enquiry was used in the 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 Tamil Nadu.

Table 3.1: Estimated number of workers by status - Tamil Nadu (Numbers in lakh)

		Rural			Urban			All		
Worker		Male	Female	Total	Male	Female	Total	Male	Female	Total
Principal	Own account worker	31.0	23.0	53.9	23.9	8.9	32.8	54.8	31.9	86.7
	Employer	2.9	0.9	3.8	1.5	0.0	1.5	4.4	0.9	5.3
	Regular Employee	12.4	4.6	16.9	34.3	8.6	42.9	46.7	13.2	59.8
	Casual wage labor	55.4	42.2	97.6	21.8	7.8	29.6	77.2	49.9	127.2
Subsidiary	Own account worker	4.4	4.3	8.7	1.0	1.6	2.6	5.4	6.0	11.4
	Employer	0.3	0.0	0.3	0.1	0.0	0.1	0.4	0.0	0.4
	Regular Employee	0.2	0.4	0.6	0.3	0.2	0.5	0.5	0.6	1.1
	Casual wage labor	7.2	13.3	20.5	0.8	0.5	1.4	8.1	13.8	21.9
Principal + Subsidiary	Own account worker	35.4	27.3	62.6	24.9	10.5	35.4	60.2	37.8	98.0
	Employer	3.3	0.9	4.1	1.5	0.0	1.6	4.8	0.9	5.7
	Regular Employee	12.5	5.0	17.5	34.6	8.8	43.4	47.2	13.8	60.9
	Casual wage labor	62.7	55.4	118.1	22.6	8.3	31.0	85.3	63.8	149.1

Source: NCAER Computations

Household Consumer Expenditure Survey

3.42. NSSO has been conducting the 'Household Consumer Expenditure' (HCE) surveys on quinquennial basis. The first round of the HCE survey (October 1972 - September 1973) in the quinquennial series was the 27th round. The ninth survey in the series, had been embarked for the 68th round conducted during July 2011 - June 2012. By a decision of the National Statistical Commission, the quinquennial survey of consumer expenditure (and employment-unemployment) was repeated in the 68th round (2011-12) although it was only two years since the 66th round survey had taken place. 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 HCE survey was to generate estimates on monthly per capita consumer expenditure (MPCE) and its distribution across the different sections of the population like rural and urban and different socio- economic groups etc. both at country level as well as the State level.

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

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

3.46. 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 HCE rounds. For less frequently consumed items, the information was collected for last 30 days and last 365 days consumption while for more frequently used items like food and fuel etc. the information was

collected for the last 30 days consumption only.

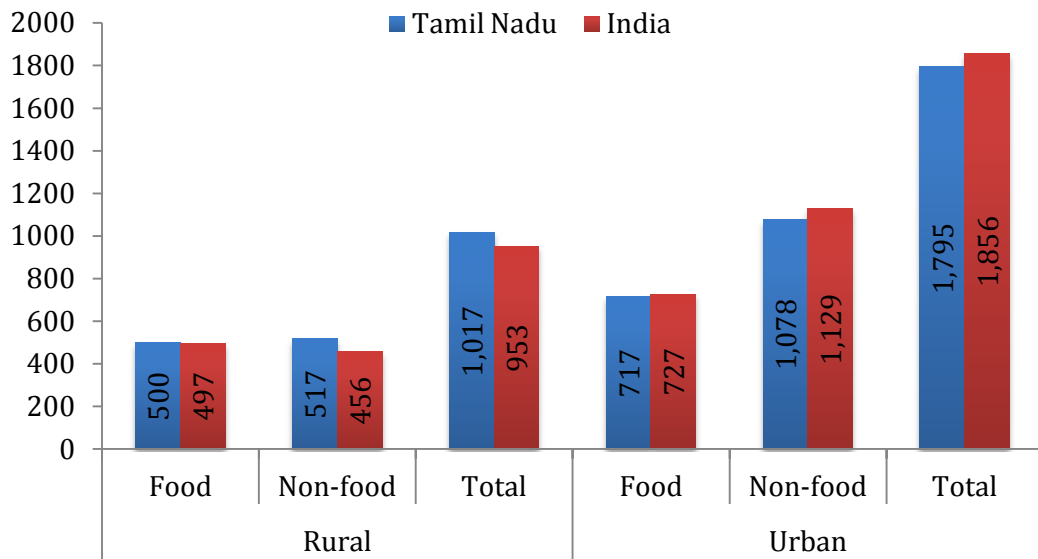
3.48. On the other hand, the reference periods for schedule type 2 were last 365 days (only) for the infrequently purchased items, last 7 days for very frequently consumed items like some of the food items, pan, tobacco and intoxicants etc. and last 30 days for other food items, fuel etc.

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

*Use of CES
data in
preparation of
State TSA*

3.50. 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 food and non-food in rural Tamil Nadu is higher than that for All India MPCEs respectively. Whereas, in the urban Tamil Nadu both food and non-food MPCEs are lower than that for all India MPCEs for respective groups. The overall MPCE in rural Tamil Nadu (Rs. 1,017) is marginally higher (6.7 per cent) than the rural all India MPCE. The overall MPCE in urban Tamil Nadu (Rs 1,795) is however marginally lower (3.3 per cent) than the urban all India MPCE (Rs 1,856). The Table 3.2 reveals MPCEs for major items and broad groups for Tamil Nadu and All India.

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

Source: NCAER Computations

3.52. Table given below presents MPCE for major items and broad groups for TN and All India (see Table 3.2).

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

Sl. No.	Item Category	Tamil Nadu		All India	
		Rural	Urban	Rural	Urban
1	Cereal	107.0	153.3	145.1	161.9
2	Cereal Substitutes	0.1	0.1	0.7	0.8
3	Pulses and Pulse Products	47.0	59.7	35.7	49.8
4	Milk and Milk Products	60.2	109.9	80.2	138.7
5	Sugar	11.8	15.1	22.6	27.6
6	Salt	2.1	2.4	2.1	2.4
7	Edible Oil	29.7	38.4	34.1	46.1
8	Egg, Fish & Meat	48.7	64.9	32.3	48.0
9	Vegetables	54.2	70.5	57.2	76.7
10	Fruits (Fresh)	20.7	35.9	11.8	29.5
11	Fruits (Dry)	1.0	3.0	3.1	7.8
12	Spices	32.6	36.5	20.3	25.2
13	Beverages, Refreshments, etc.	84.9	126.9	52.0	113.0
14	Food: Total (1-13)	500.1	716.5	497.1	727.5
15	Pan, Tobacco & Intoxicants	20.4	24.4	20.6	21.9
16	Fuel and Light	78.0	112.8	87.8	142.8
17	Clothing and Bedding	53.5	88.3	57.6	98.6
18	Footwear	6.9	13.7	10.0	19.8
19	Education	45.8	119.1	40.3	162.2
20	Medical (Institutional)	20.5	28.2	17.8	34.0
21	Medical (Non-institutional)	50.2	76.5	39.3	64.7
22	Entertainment	22.4	32.9	8.2	31.5
23	Minor Durable-type Goods	1.0	2.9	2.5	4.3
24	Toilet Articles	31.5	43.8	23.2	44.0
25	Other Household Consumables	28.4	41.3	20.3	35.8
26	Consumer Services Excluding Conveyance	51.9	106.9	44.5	127.3
27	Conveyance	59.5	115.0	37.6	115.2
28	Rent	12.3	187.5	4.8	117.8
29	Taxes and Cesses	4.2	11.5	2.3	16.0
30	Durable Goods	30.5	73.2	39.3	92.6
31	Non-food: Total (15-30)	517.0	1078.0	456.0	1128.5
32	Total Expenditure (14+31)	1017.1	1794.5	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 Tamil Nadu, 2009-10 (Rs. lakh)

	At current prices	GVO – FC	IC – PP	GVA – FC	GVA – others
1	Total agriculture and livestock	6615738	1030939	5493725	91074
2	Forestry and logging	534622	83401	451221	
3	Fishing	505840	99032	406808	
4	Mining	474174		294915	
5	Meat, fish, fruits, vegetables and oils	494810	445347	49463	90092
6	Dairy products	417881	425000	-7119	17376
7	Grain mill products	934694	854393	80301	70492
8	Other food products	1431821	1180071	251750	172589
9	Beverages	346500	246148	100352	16800
10	Tobacco products	30686	25773	4913	132160
11	Spinning, weaving and finishing of textiles	5082711	4050613	1032098	875044
12	Wearing apparel	591661	525034	66627	263157
13	Leather & fur products	1148742	966677	182065	97985
14	Wood and wood products	76061	66286	9775	171358
15	Furniture	42205	32676	9529	53687
16	Paper and printing etc	881985	643471	238514	65801
17	Rubber, petroleum products etc.	3645905	3340111	305794	46241
18	Chemical and chemical products	1754052	1428106	325946	200213
19	Non-metallic products	1152605	747486	405119	130687
20	Basic metals	3248717	2893735	354982	69377
21	Recycling	9444	8390	1054	2877
22	Metal products and machinery	5648962	3936434	1712528	135378
23	Electrical machinery	1683210	1347820	335390	32596
24	Other manufacturing	816885	665801	151084	142428
25	Transport equipment	6884943	5655353	1229590	48046
	Total Manufacturing	36324480	29484725	6839755	2834384
26	Construction			1107653	
27	Electricity, gas and water supply			158051	
28	Railway transport services			401989	
29	Land transport including via pipeline			1676364	
30	Water transport			680647	
31	Air transport			114260	
32	Supporting and aux. tpt activities			455216	
33	Storage and communication			18829	740307
34	Trade			6922324	
35	Hotels and restaurants			1032264	
36	Banking and insurance			2764759	
37	Real estate and business services			6105891	
38	Education and research			2364002	
39	Medical and health			586967	
40	Other services			1698661	
41	Public administration			1853847	
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

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, Tamil Nadu) and for which main destination was the state of reference (Tamil Nadu), 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 TAMIL
NADU*

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, Tamil Nadu received a total of 28.05 lakh inbound tourists from other countries during 2009-10. Besides, the state played host to 94.2 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, 46.1 per cent were social trips, followed by 26.9 per cent religious trips and 7 per cent medical 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. 12,030. However, among the various purposes of travel, leisure trip turns out to be the most expensive, with per-trip expenditure of Rs. 31,433 ([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 73.5 per cent of the total expenditure ([Figure 4.2](#)).

4.29. The share of expenditure incurred on passenger transport services is the maximum across all the purposes of travel except for the trips undertaken with medical and shopping purposes, highest being in religious trips at 83.8 per cent. However, in case of social trips, share of expenditure incurred on tourism connected goods was also fairly high at 15.7 per cent.

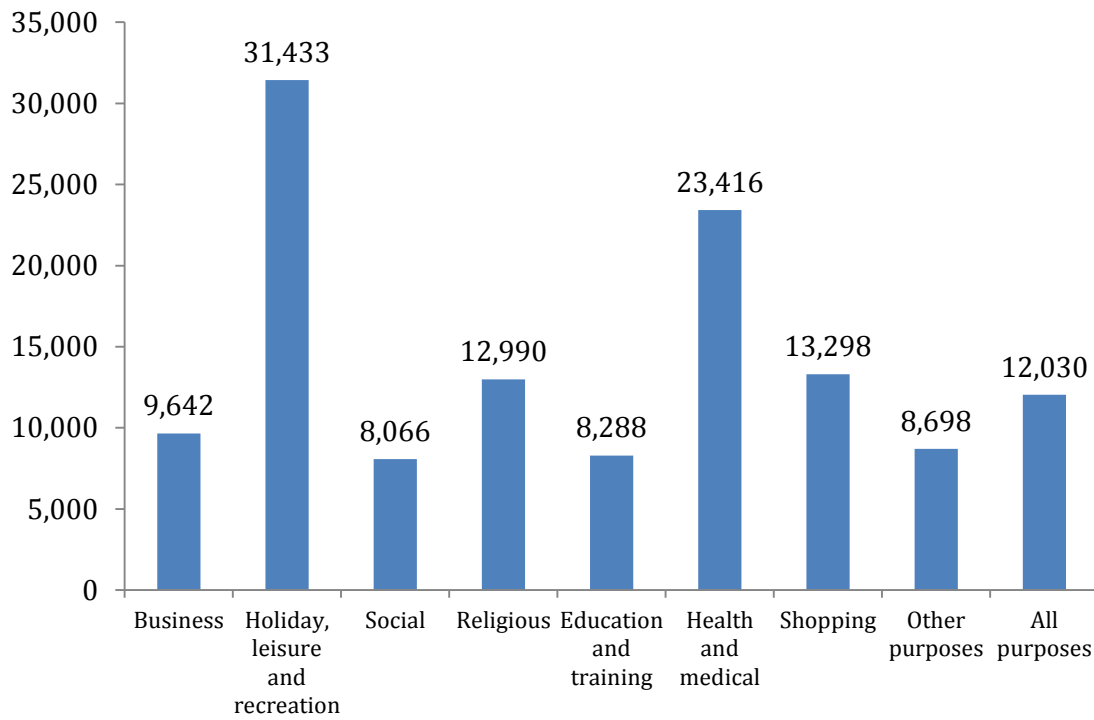
4.30. Also, the share of expenses on health and medical related services (47.2 per cent) and tourism connected services (51.8 per cent) was the highest respectively for medical or health related trips and shopping related trips. The share of expenses incurred on passenger transport services was 41.9 and 44.1 per cent respectively for medical or health related trips and shopping related trips ([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 Tamil Nadu



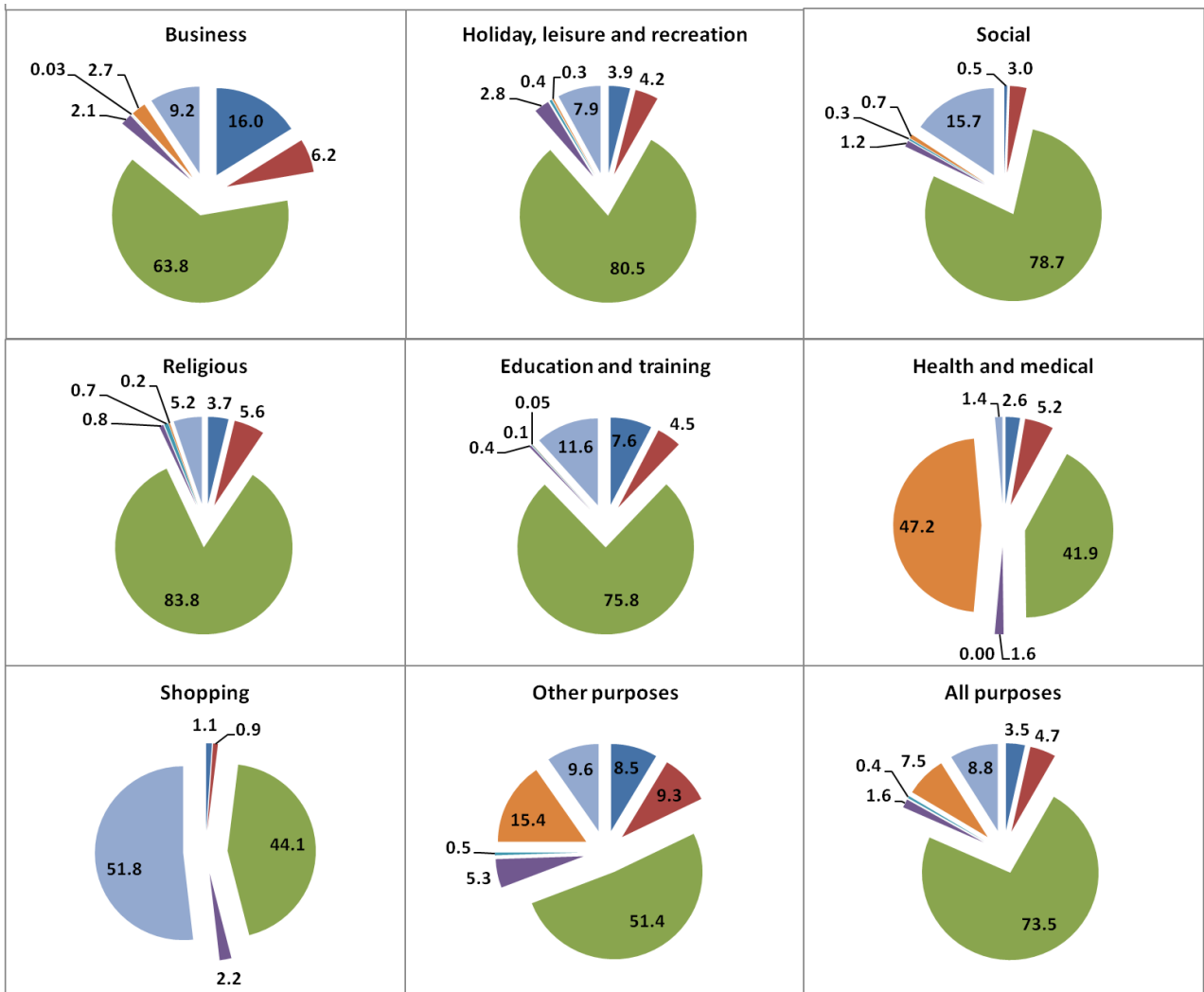
Source: NCAER computations

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 – Tamil Nadu



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, 50.8 crore domestic or intrastate trips were undertaken in 2008-09 in Tamil Nadu.

4.37. The per cent distribution of intrastate trips by purpose of travel was different from that of interstate trips. While maximum number of trips (46.1 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 74.4 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, 14.8 per cent were religious trips and only 4.1 per cent were leisure trips.

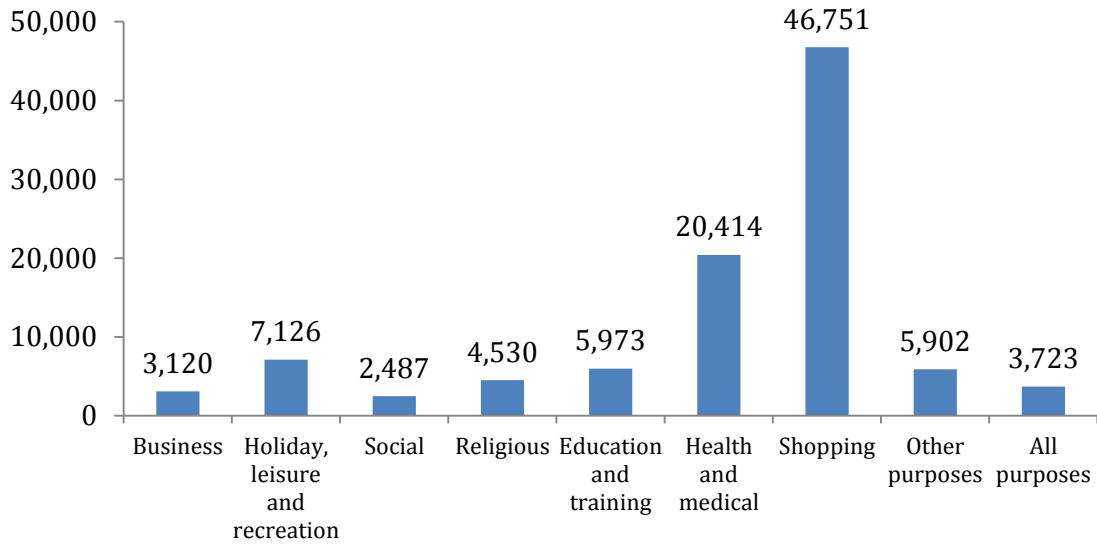
4.39. The average per-trip expenditure incurred during domestic trips in Tamil Nadu was Rs. 3,723. The per-trip expenditure is the highest for shopping trips (Rs. 46,751) followed by medical trips (Rs 20,414) (see Figure 4.3).

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 Tamil Nadu



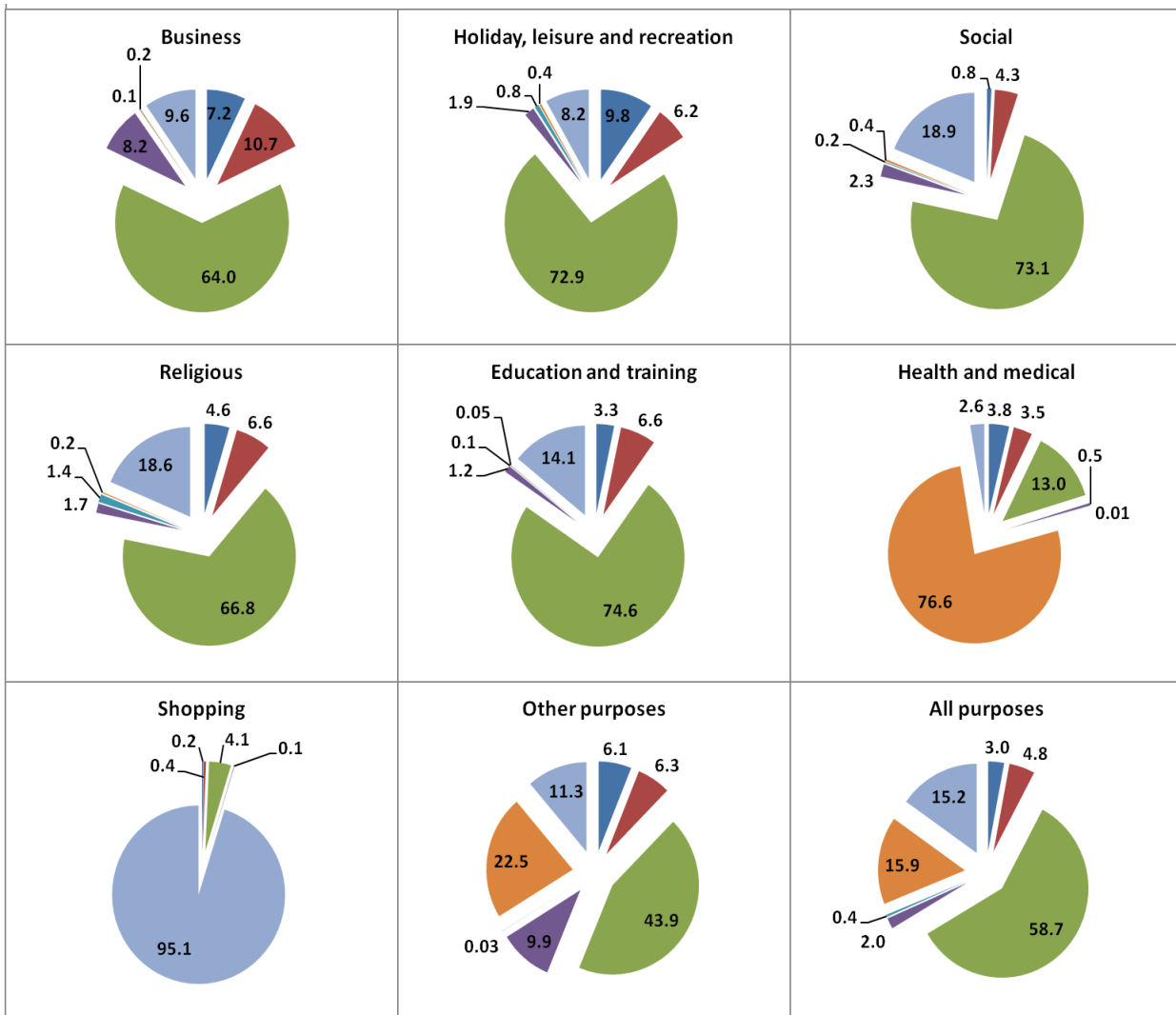
Source: NCAER computations

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 – Tamil Nadu



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 58.7 per cent of the total expenditure.

4.42. When observed by purposes of travel (see Figure 4.4), the share of passenger transport expenses is the highest in most of the trips except for the trips undertaken with medical and shopping purposes. The maximum share, 76.6 per cent, is of expenditure incurred on health and medical related services in case of medical trips while the share of expenses on tourism connected services in total expenditure was highest at 95.1 per cent in case of shopping related trips.

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 6,47,023 outbound tourists from Tamil Nadu in 2010-11.

4.53. The per-cent distribution of trips by purposes of travel reveals that almost half the people (48 per cent) travelling abroad travelled for business purposes. This was followed by trips undertaken for leisure purposes, whose share in total stood at 16.6 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 Tamil Nadu are given in the table below:

Table 4.10: Table: State-specific Tourism Industry Ratios

Industries	India		Tamil Nadu		
	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	0.65	1.20	61.08
2 Food and beverage serving services/Restaurants	0.54	16.37	0.65	1.20	19.57
3 Railway passenger transport services	0.99	57.63	0.99	1.00	57.38
4 Road passenger transport services	0.77	54.42	0.51	0.67	36.31
5 Water passenger transport services	5.28	12.10	7.19	1.36	16.47
6 Air passenger transport services	4.71	77.20	4.50	0.95	73.71
7 Transport equipment rental services	14.63	28.82	12.32	0.84	24.27
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	14.63	72.36	12.32	0.84	60.95
9 Cultural and religious services	0.95	17.06	2.45	2.57	43.84
10 Sports and other recreational services	0.95	3.84	2.45	2.57	9.87
11 Health and medical related services	0.31	30.05	0.54	1.76	53.03
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 Tamil Nadu 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		318939	486627	2409148	3214714
1	Accommodation services/Hotels	76681	188600	1159424	1424705
2	Food and beverage serving services/Restaurants	86280	87406	452796	626482
3	Railway passenger transport services	4228	15112	34510	53851
4	Road passenger transport services	35247	41178	143194	219620
5	Water passenger transport	6423	326	3557	10306
6	Air passenger transport services	32629	70852	222168	325649
7	Transport equipment rental services	7058	15643	41606	64307
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	4690	8479	56952	70121
9	Cultural and religious services	6316	14812	37106	58234
10	Sports and other recreational services	31881	36125	75803	143809
11	Health and medical related services	27506	8094	182030	217630
A.2 Tourism connected products		303660	139737	575267	1018665
12	Readymade garments	81695	43505	181709	306909
13	Processed food	6932	5148	23606	35686
14	Tobacco products	829	5473	5402	11704
15	Beverages	5311	29656	56014	90981
16	Travel related consumer goods	3760	1862	17364	22986
17	Footwear	7912	5765	29869	43546
18	Soaps, cosmetics and glycerine	988	482	3124	4595
19	Gems and jewellery	159540	37192	194638	391370
20	Books, journals, magazines, stationery etc.	36693	10654	63541	110888
Total		622599	626365	2984415	4233379
Estimated number of trips		487657	389569	1927461	2804687
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		51135	166760	295655	312435	11136	151454	45295	1033870	
1	Accommodation services/Hotels	9030	7044	1746	12242	953	4025	4219	39259	
2	Food and beverage serving services/Restaurants	3507	7687	10643	18452	565	8034	4585	53475	
3	Railway passenger transport services	5222	21754	104022	30076	3286	18542	17913	200815	
4	Road passenger transport services	19696	24090	131695	100406	4762	13911	3604	298165	
5	Water passenger transport	0	16	3558	740	88	21	179	4602	
6	Air passenger transport services	5930	56446	23032	3268	1331	2372	1181	93561	
7	Transport equipment rental services	5069	43406	13396	141450	80	29547	3076	236024	
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	1173	5047	4032	2603	47	2484	2661	18047	
9	Cultural and religious services	8	454	592	2396	15	3	138	3605	
10	Sports and other recreational services	7	347	437	33	2	2	124	952	
11	Health and medical related services	1493	468	2502	769	6	72511	7616	85364	
A.2 Tourism connected products		5165	14235	54878	17041	1458	2088	5409	100273	
12	Readymade garments	1742	8863	32659	6692	337	523	2209	53025	
13	Processed food	424	1237	5991	2659	431	697	495	11934	
14	Tobacco products	332	49	840	121	0	56	51	1448	
15	Beverages	753	80	116	91	0	0	0	1040	
16	Travel related consumer goods	1416	2114	6806	5429	169	666	2424	19024	
17	Footwear	118	1079	986	409	24	25	14	2655	
18	Soaps, cosmetics and glycerine	183	146	137	232	10	81	15	804	
19	Gems and jewellery	118	524	7136	780	0	19	150	8726	
20	Books, journals, magazines, stationery etc.	79	142	208	628	487	21	52	1617	
Total		56300	180995	350532	329476	12594	153542	50704	1134144	
Estimated number of trips		583897	575812	4345927	2536311	151948	655704	577796	9427395	
Expenditure per trip (Rs.)		9642	31433	8066	12990	8288	23416	21996	12030	

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		318939	486627	2409148	1033870	4248584
1	Accommodation services/Hotels	76681	188600	1159424	39259	1463964
2	Food and beverage serving services/Restaurants	86280	87406	452796	53475	679957
3	Railway passenger transport services	4228	15112	34510	200815	254665
4	Road passenger transport services	35247	41178	143194	298165	517784
5	Water passenger transport	6423	326	3557	4602	14908
6	Air passenger transport services	32629	70852	222168	93561	419210
7	Transport equipment rental services	7058	15643	41606	236024	300331
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	4690	8479	56952	18047	88168
9	Cultural and religious services	6316	14812	37106	3605	61839
10	Sports and other recreational services	31881	36125	75803	952	144761
11	Health and medical related services	27506	8094	182030	85364	302994
A.2 Tourism connected products		303660	139737	575267	100273	1118937
12	Readymade garments	81695	43505	181709	53025	359934
13	Processed food	6932	5148	23606	11934	47620
14	Tobacco products	829	5473	5402	1448	13152
15	Beverages	5311	29656	56014	1040	92021
16	Travel related consumer goods	3760	1862	17364	19024	42010
17	Footwear	7912	5765	29869	2655	46201
18	Soaps, cosmetics and glycerine	988	482	3124	804	5398
19	Gems and jewellery	159540	37192	194638	8726	400096
20	Books, journals, magazines, stationery etc.	36693	10654	63541	1617	112505
Total		622599	626365	2984415	1134144	5367523
Estimated number of trips		487657	389569	1927461	9427395	12232082
Expenditure per trip (Rs.)		127672	160784	154837	12030	455323

Source: NCAER computation

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

		(Package + Non-package)								(Rs. Lakh)
S. No	Industries	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Other	All
A 1. Tourism characteristic products		21181	134925	762899	276868	10853	366057	868	31163	1604815
1	Accommodation services/Hotels	1688	14368	7696	15643	416	14122	40	2151	56124
2	Food and beverage serving services/Restaurants	2508	9063	40618	22594	840	13220	79	2198	91121
3	Railway passenger transport services	2734	12161	109764	24487	4416	2716	0	1179	157457
4	Road passenger transport services	11398	42317	517754	150661	4804	23025	611	9442	760013
5	Water passenger transport	0	0	137	0	0	0	0	0	137
6	Air passenger transport services	0	0	1440	0	0	0	0	0	1440
7	Transport equipment rental services	876	52611	59124	52233	202	23153	120	4794	193115
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	1924	2735	21270	5698	157	1704	17	3485	36989
9	Cultural and religious services	16	623	1266	4796	10	25	0	9	6745
10	Sports and other recreational services	2	532	460	25	1	24	0	1	1044
11	Health and medical related services	36	515	3370	730	6	288069	0	7903	300629
A.2 Tourism connected products		2257	12042	178028	63339	1783	9888	16998	3955	288290
12	Readymade garments	493	5895	60950	45781	25	3472	790	2160	119566
13	Processed food	893	1933	32896	5903	167	2634	22	821	45270
14	Tobacco products	263	657	5790	1261	0	167	35	201	8375
15	Beverages	331	117	2144	303	0	32	17	127	3069
16	Travel related consumer goods	219	2433	36837	7274	1413	2302	16135	504	67114
17	Footwear	27	687	4613	937	21	41	0	56	6382
18	Soaps, cosmetics and glycerine	20	107	972	239	2	292	0	49	1681
19	Gems and jewellery	0	43	31733	477	0	675	0	0	32927
20	Books, journals, magazines, stationery etc.	12	171	2093	1164	155	272	0	38	3905
Total		23438	146967	940927	340207	12636	375945	17867	35118	1893105
Estimated number of trips		751238	2062543	37841357	7510183	211566	1841643	38217	595032	50851779
Expenditure per trip (Rs.)		3120	7126	2487	4530	5973	20414	46751	5902	3723

Source: NCAER computation

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

(Package + Non-package)		(Rs. Lakh)							
S. No	Industries	Business	Leisure	Social	Religious	Education & training	Health & medical	Other	All
A 1. Tourism characteristic products		26474	7993	7269	612	4977	935	4341	52601
1	Accommodation services/Hotels	8640	796	2225	424	1308	39	679	14111
2	Food and beverage serving services/Restaurants	3406	1183	2176	100	514	75	436	7890
3	Railway passenger transport services	1711	301	105	0	93	0	26	2236
4	Road passenger transport services	1504	700	1037	26	321	14	455	4058
5	Water passenger transport	38	4	169	0	1	0	40	253
6	Air passenger transport services	3877	3425	1163	0	1235	6	2269	11973
7	Transport equipment rental services	2787	87	40	0	110	0	145	3170
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	871	503	151	0	513	381	152	2571
9	Cultural and religious services	7	72	40	0	144	26	14	302
10	Sports and other recreational services	1622	750	85	0	702	271	25	3455
11	Health and medical related services	2012	174	77	61	35	124	100	2582
A.2 Tourism connected products		28423	7357	7532	375	4113	569	702	49073
12	Readymade garments	1335	1430	695	80	1853	200	173	5766
13	Processed food	474	114	47	55	137	3	18	848
14	Tobacco products	96	7	1	2	0	0	4	111
15	Beverages	104	173	21	80	0	0	0	379
16	Travel related consumer goods	24436	4257	2669	116	1395	364	400	33637
17	Footwear	758	244	2454	41	313	0	83	3893
18	Soaps, cosmetics and glycerine	23	29	13	1	27	0	4	96
19	Gems and jewellery	1059	925	1382	0	200	0	9	3577
20	Books, journals, magazines, stationery etc.	138	178	250	0	189	3	10	766
Total		54897	15351	14801	987	9090	1505	5043	101674
Estimated number of trips		310456	107259	81893	2669	64738	8311	71697	647023
Expenditure per trip (Rs.)		17683	14312	18074	36983	14042	18106	7033	15714

Source: NCAER computation

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

(Rs. lakh)

S. No	Industries	Inbound Tourism Consumption	Domestic Tourism Consumption	Outbound Tourism Consumption	Total Tourism Consumption
A 1. Tourism characteristic products		4,248,584	1,604,815	52,601	5,906,000
1	Accommodation services/Hotels	1,463,963	56,124	14,111	1,534,198
2	Food and beverage serving services/Restaurants	679,957	91,121	7,890	778,968
3	Railway passenger transport services	254,666	157,457	2,236	414,359
4	Road passenger transport services	517,785	760,013	4,058	1,281,856
5	Water passenger transport	14,908	137	253	15,298
6	Air passenger transport services	419,210	1,440	11,973	432,624
7	Transport equipment rental services	300,331	193,115	3,170	496,615
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	88,168	36,989	2,571	127,729
9	Cultural and religious services	61,839	6,745	302	68,887
10	Sports and other recreational services	144,761	1,044	3,455	149,260
11	Health and medical related services	302,995	300,629	2,582	606,207
A.2 Tourism connected products		1,118,938	288,290	49,073	1,456,301
12	Readymade garments	359,934	119,566	5,766	485,266
13	Processed food	47,620	45,270	848	93,739
14	Tobacco products	13,152	8,375	111	21,638
15	Beverages	92,021	3,069	379	95,469
16	Travel related consumer goods	42,010	67,114	33,637	142,761
17	Footwear	46,201	6,382	3,893	56,476
18	Soaps, cosmetics and glycerine	5,398	1,681	96	7,175
19	Gems and jewellery	400,096	32,927	3,577	436,600
20	Books, journals, magazines, stationery etc.	112,505	3,905	766	117,176
A.3 Other imputed connected products			473,915		473,915
21	Vacation homes (assumed to be 1% of urban owner occupied dwelling services)		9784		9,784
22	Social transfers in kind (50% of GFCE of tourism and cultural services)		11574		11,574
23	FISIM (calculated from the share of FISIM in PFCE)		210050		210,050
24	Producers' guest houses (.5% of private organised sector share in output)		173402		173,402
25	Imputed expenditures of households on food for tourists staying with them		69105		69,105
Total		5,367,522	2,367,020	101,674	7,836,216

Source: NCAER computation

TSA Table 5: Production account of tourism industries and other industries, Tamil Nadu, 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	7464000	37315	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	21880	52546082	0	0	0
3	Trade	7122	573722	8359603	0	0
4	Transport freight services	0	0	0	3820550	0
5	All non-tourism specific services	0	3931	0	0	17828029
6	Processed food products	44866	75381	0	0	0
7	Beverages	923	22806	0	0	0
8	Tobacco products	1	0	0	0	0
9	Readymade garments	0	245899	0	0	0
10	Printing and publishing	0	39514	0	0	0
11	Leather footwear	0	18428	0	0	0
12	Travel related consumer goods	0	66821	0	0	0
13	Soaps and cosmetics	0	44573	0	0	0
14	Gems and jewellery	0	25614	0	0	0
15	Railway passenger transport services	0	0	0	0	0
16	Land passenger transport including via pipeline	0	0	0	155624	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	928	0	0	0
24	Cultural and religious services	0	0	0	0	0
25	Sporting and recreational services	0	1042	0	0	0
Total domestic output at basic prices		7538791	53702057	8359603	3976175	17828029

TSA Table 5: Production account of tourism industries and other industries, Tamil Nadu, 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	134586 8	1	0	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	86180	20624	1433	117856	92819	378983
3	Trade	4221	3649	2364	0	5067	48447
4	Transport freight services	0	0	0	0	0	0
5	All non-tourism specific services	42	917	19	0	7	0
6	Processed food products	158583 2	9133	18299	0	0	0
7	Beverages	3298	364519	0	0	0	0
8	Tobacco products	0	0	823877	0	0	0
9	Readymade garments	0	0	0	327786 0	0	401
10	Printing and publishing	0	0	0	0	388676	0
11	Leather footwear	0	0	0	0	0	351577
12	Travel related consumer goods	44	0	7	19462	281	55415
13	Soaps and cosmetics	799	173	2556	0	0	0
14	Gems and jewellery	0	0	0	4	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	10	228	5	0	0	0
24	Cultural and religious services	0	0	0	0	0	0
25	Sporting and recreational services	0	0	0	0	38	0
Total domestic output at basic prices		302629 5	399243	848560	341518 2	486888	834823

TSA Table 5: Production account of tourism industries and other industries, Tamil Nadu, 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	195529	38600	15984	0	0	0
3	Trade	3719	4845	22789	0	0	0
4	Transport freight services	0	0	0	0	114683	0
5	All non-tourism specific services	7	2	0	0	0	0
6	Processed food products	0	0	0	0	0	0
7	Beverages	0	0	0	0	0	0
8	Tobacco products	0	0	0	0	0	0
9	Readymade garments	318	17	0	0	0	0
10	Printing and publishing	96	0	0	0	0	0
11	Leather footwear	19843	0	0	0	0	0
12	Travel related consumer goods	59057	8	27	0	0	0
13	Soaps and cosmetics	205	304147	88	0	0	0
14	Gems and jewellery	85	57	216265 9	0	0	0
15	Railway passenger transport services	0	0	0	244580	0	0
16	Land passenger transport including via pipeline	0	0	0	0	209499 4	0
17	Water passenger transport	0	0	0	0	0	690295
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	1	1	0	0	0	0
24	Cultural and religious services	0	0	0	0	0	0
25	Sporting and recreational services	22	0	0	0	0	0
Total domestic output at basic prices		278882	347677	220154 8	244580	220967 6	690295

TSA Table 5: Production account of tourism industries and other industries, Tamil Nadu, 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	244288	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	206738	0	0	0	0
20	Hotels	0	0	224292	15974	0	0
21	Restaurants	0	0	87656	282409 8	0	0
22	Medical and health	0	0	0	0	149801 6	0
23	Renting of transport equipment	0	0	0	0	0	14544
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		244288	206738	311948	284007 2	149801 6	14544

TSA Table 5: Production account of tourism industries and other industries, Tamil Nadu, 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	8847183	2516271
2	Mining, other manufacturing, construction, electricity, gas and water supply	0	0	53515971	9002052
3	Trade	0	0	9035548	-9035548
4	Transport freight services	0	0	3935233	-3952046
5	All non-tourism specific services	0	0	17832955	0
6	Processed food products	0	0	1733511	308350
7	Beverages	0	0	391547	39143
8	Tobacco products	0	0	823877	229871
9	Readymade garments	0	0	3524494	288604
10	Printing and publishing	0	0	428286	99146
11	Leather footwear	0	0	389848	301815
12	Travel related consumer goods	0	0	201121	68373
13	Soaps and cosmetics	0	0	352541	19611
14	Gems and jewellery	0	0	2188420	114358
15	Railway passenger transport services	0	0	244580	0
16	Land passenger transport including via pipeline	0	0	2250618	0
17	Water passenger transport	0	0	690295	0
18	Air passenger transport	0	0	244288	0
19	Tourism related supporting and auxiliary transport activities	0	0	206738	0
20	Hotels	0	0	240266	0
21	Restaurants	0	0	2911754	0
22	Medical and health	0	0	1498016	0
23	Renting of transport equipment	0	0	15717	0
24	Cultural and religious services	112947	0	112947	0
25	Sporting and recreational services	0	559538	560641	0
Total domestic output at basic prices		112947	559538	112176395	0

TSA Table 5: Production account of tourism industries and other industries, Tamil Nadu, 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	40037	718805	-678768	10684687
2	Mining, other manufacturing, construction, electricity, gas and water supply	4010883	938944	3071939	65589962
3	Trade	0	0	0	0
4	Transport freight services	26734	9921	16813	0
5	All non-tourism specific services	306667	53689	252978	18085933
6	Processed food products	30899	7927	22972	2064833
7	Beverages	95934	0	95934	526624
8	Tobacco products	300911	0	300911	1354660
9	Readymade garments	50908	2445	48463	3861562
10	Printing and publishing	4067	1030	3037	530468
11	Leather footwear	5178	0	5179	696841
12	Travel related consumer goods	6797	2382	4415	273909
13	Soaps and cosmetics	44971	668	44302	416454
14	Gems and jewellery	16275	0	16275	2319052
15	Railway passenger transport services	260	0	260	244840
16	Land passenger transport including via pipeline	10216	6973	3244	2253862
17	Water passenger transport	38303	0	38303	728598
18	Air passenger transport	2621	6455	-3834	240454
19	Tourism related supporting and auxiliary transport activities	6368	0	6368	213106
20	Hotels	203	103	100	240366
21	Restaurants	1565	794	770	2912525
22	Medical and health	0	0	0	1498016
23	Renting of transport equipment	186	0	186	15903
24	Cultural and religious services	422	795	-372	112575
25	Sporting and recreational services	60753	100995	-40242	520399
Total domestic output at basic prices		5061158	1851925	3209232	115385627

TSA Table 5: Production account of tourism industries and other industries, Tamil Nadu, 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	717178	3200946	0	85206	21792
2	Mining, other manufacturing, construction, electricity, gas and water supply	375414	34814233	474546	1773615	1193521
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	54547	2228135	506591	205073	1127458
6	Processed food products	12044	252593	0	180	1845
7	Beverages	0	24232	0	22	1644
8	Tobacco products	0	101	0	0	0
9	Readymade garments	133	107179	612	1895	9165
10	Printing and publishing	687	8814	25163	7055	14047
11	Leather footwear	0	3167	0	1246	0
12	Travel related consumer goods	34	23434	426	761	1241
13	Soaps and cosmetics	0	22848	0	81	117
14	Gems and jewellery	0	9424	0	0	0
15	Railway passenger transport services	606	39240	808	2059	17434
16	Land passenger transport including via pipeline	15392	251089	239559	29511	101139
17	Water passenger transport	9	76	4	2	0
18	Air passenger transport	227	107726	766	1129	22173
19	Tourism related supporting and auxiliary transport activities	0	1773	0	423	0
20	Hotels	1970	8740	34974	82307	76639
21	Restaurants	5792	25694	102819	241975	225311
22	Medical and health	0	0	0	5512	53641
23	Renting of transport equipment	36	3756	5	1191	727
24	Cultural and religious services	25	21564	87	681	6739
25	Sporting and recreational services	3236	90645	68	1768	7140
IC-PP		1187332	41245407	1386427	2441692	2881775
GVA-basic prices		6351459	12456650	6973176	1534482	14946254
CoE		960022	4991174	1069986	554525	6060746
OS/MI		4893791	4819697	5685861	788566	7254874
CFC		443090	2376215	179226	171008	1334582
net taxes on production		55465	278223	39217	20828	302923
GO-basic prices		7538791	53702057	8359603	3976175	17828029
Employment (lakh)		160.64	88.04	27.53	7.42	30.95

TSA Table 5: Production account of tourism industries and other industries, Tamil Nadu, 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	2172444	79057	186681	14707	242
2	Mining, other manufacturing, construction, electricity, gas and water supply	233687	85516	98973	2047293	297306
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	53465	7228	42306	274876	21660
6	Processed food products	103473	84391	81434	2420	2154
7	Beverages	533	24426	0	0	1
8	Tobacco products	0	0	254334	0	0
9	Readymade garments	145	0	0	121370	781
10	Printing and publishing	24	5	85	178	15643
11	Leather footwear	0	0	0	0	0
12	Travel related consumer goods	44	54	22	5576	223
13	Soaps and cosmetics	32	254	9905	13054	495
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	724	71	4669	6696	443
16	Land passenger transport including via pipeline	3552	435	11547	15877	3056
17	Water passenger transport	1	0	0	0	0
18	Air passenger transport	207	132	2772	1683	781
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	20	0	0	0	0
21	Restaurants	59	0	0	0	0
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	4	1	31	16	7
24	Cultural and religious services	89	0	66	7279	377
25	Sporting and recreational services	202	70	11943	11195	373
IC-PP		2568706	281641	704767	2522219	343543
GVA-basic prices		457588	117603	143793	892962	143345
CoE		136401	6760	26654	211178	23246
OS/MI		199008	79509	86703	452907	85994
CFC		109681	28121	26509	204485	30189
net taxes on production		12720	3269	3997	24822	3985
GO-basic prices		3026295	399243	848560	3415182	486888
Employment (lakh)		2.96	0.25	4.05	6.96	1.23

TSA Table 5: Production account of tourism industries and other industries, Tamil Nadu, 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	44301	25653	10259	0	2
2	Mining, other manufacturing, construction, electricity, gas and water supply	531945	131046	195689	845837	84221
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	62030	8420	22303	253139	6143
6	Processed food products	17245	2382	13128	0	0
7	Beverages	0	55	811	0	0
8	Tobacco products	0	0	0	0	0
9	Readymade garments	7860	721	2	0	2
10	Printing and publishing	21	1	131	0	57
11	Leather footwear	4014	88	0	0	0
12	Travel related consumer goods	36472	28186	35	1953	56
13	Soaps and cosmetics	0	84	37311	1	0
14	Gems and jewellery	43	323	0	587009	0
15	Railway passenger transport services	4431	74	378	8744	103
16	Land passenger transport including via pipeline	8800	940	2854	87806	415
17	Water passenger transport	0	0	0	1624	0
18	Air passenger transport	865	297	1578	18470	18
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	0	0	0	0	92
21	Restaurants	0	0	0	0	270
22	Medical and health	0	0	0	0	3043
23	Renting of transport equipment	24	1	3	174	452
24	Cultural and religious services	14	74	190	3913	0
25	Sporting and recreational services	5023	1108	1012	2469	43
IC-PP		723087	199453	285683	1811140	94917
GVA-basic prices		111736	79428	61994	390407	149662
CoE		13225	8517	2626	100208	104125
OS/MI		71765	51996	43195	222304	13059
CFC		23694	17506	14480	57232	28125
net taxes on production		3106	1434	1723	10852	4353
GO-basic prices		834823	278882	347677	2201548	244580
Employment (lakh)		0.35	0.56	0.14	1.61	0.30

TSA Table 5: Production account of tourism industries and other industries, Tamil Nadu, 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	344087	7786	2	1	152147
2	Mining, other manufacturing, construction, electricity, gas and water supply	693090	198579	106215	29883	30675
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	43125	31911	15383	21512	2513
6	Processed food products	427	964	0	0	14308
7	Beverages	0	281	0	0	3577
8	Tobacco products	0	0	0	0	1
9	Readymade garments	9	6215	2183	11	1419
10	Printing and publishing	1170	438	93	2213	45
11	Leather footwear	9	0	0	0	0
12	Travel related consumer goods	75	78	422	32	2
13	Soaps and cosmetics	0	67	1732	0	289
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	42	219	29	817	25
16	Land passenger transport including via pipeline	228	22557	8097	17296	181
17	Water passenger transport	0	1	0	0	0
18	Air passenger transport	53	277	51	49	71
19	Tourism related supporting and auxiliary transport activities	0	0	0	328	0
20	Hotels	33758	3198	864	6525	751
21	Restaurants	99245	9402	2541	19182	2207
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	350	290	132	6	0
24	Cultural and religious services	170	4	6	241	12
25	Sporting and recreational services	713	524	132	71	39
IC-PP		1216554	282791	137882	98165	208263
GVA-basic prices		993123	407504	106406	108573	103685
CoE		187560	51885	79189	78585	28514
OS/MI		714164	318635	14651	17264	65786
CFC		85840	34111	11816	11958	8593
net taxes on production		5793	2993	782	798	800
GO-basic prices		2209676	690295	244288	206738	311948
Employment (lakh)		8.49	0.23	0.04	0.22	0.66

TSA Table 5: Production account of tourism industries and other industries, Tamil Nadu, 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	1465113	43966	0	0	1425
2	Mining, other manufacturing, construction, electricity, gas and water supply	208403	376954	622	7065	89005
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	11417	26503	1047	7396	107294
6	Processed food products	137784	0	0	0	61
7	Beverages	34441	0	0	0	1
8	Tobacco products	7	0	0	0	0
9	Readymade garments	8421	8859	0	0	176
10	Printing and publishing	181	1520	0	30	288
11	Leather footwear	0	0	0	0	0
12	Travel related consumer goods	20	35	0	47	100
13	Soaps and cosmetics	577	0	0	0	273
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	68	773	0	12	210
16	Land passenger transport including via pipeline	490	9987	54	15	275
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	193	126	1	24	76
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	7229	26414	62	145	116
21	Restaurants	21251	77655	183	425	341
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	2	1	3	1	2390
24	Cultural and religious services	118	211	10	208	3776
25	Sporting and recreational services	376	550	0	55	53422
IC-PP		1896090	573554	1982	15422	259229
GVA-basic prices		943982	924463	12562	97526	300310
CoE		259596	539507	1953	56915	162249
OS/MI		586989	333882	7346	35313	39338
CFC		78231	42726	2935	4507	95773
net taxes on production		19333	10626	330	1006	3756
GO-basic prices		2840072	1498016	14544	112947	559538
Employment (lakh)		6.05	2.65	0.02	0.76	0.99

TSA Table 5: Production account of tourism industries and other industries, Tamil Nadu, 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	8572994	2111692	10684687
2	Mining, other manufacturing, construction, electricity, gas and water supply	44923334	20666628	65589962
3	Trade	0	0	0
4	Transport freight services	0	0	0
5	All non-tourism specific services	5141474	12944459	18085933
6	Processed food products	726832	1338001	2064833
7	Beverages	90023	436601	526624
8	Tobacco products	254442	1100217	1354660
9	Readymade garments	277159	3584403	3861562
10	Printing and publishing	77890	452578	530468
11	Leather footwear	8525	688317	696841
12	Travel related consumer goods	99329	174581	273909
13	Soaps and cosmetics	87118	329336	416454
14	Gems and jewellery	596799	1722253	2319052
15	Railway passenger transport services	88673	156166	244840
16	Land passenger transport including via pipeline	831151	1422710	2253862
17	Water passenger transport	1717	726881	728598
18	Air passenger transport	159745	80709	240454
19	Tourism related supporting and auxiliary transport activities	2523	210583	213106
20	Hotels	283804	-43438	240366
21	Restaurants	834354	2078171	2912525
22	Medical and health	62197	1435820	1498016
23	Renting of transport equipment	9604	6299	15903
24	Cultural and religious services	45855	66720	112575
25	Sporting and recreational services	192179	328220	520399
IC-PP		63367722	52017906	115385627
GVA-basic prices		48808673	3209232	0
CoE		15715344	0	0
OS/MI		26882596	0	0
CFC		5420630	0	0
net taxes on production		813134	0	0
GO-basic prices		112176395	0	0
Employment (lakh)		353.12	0.00	0.00

Source: NCAER computations

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

Industries	Gross output at basic prices	Intermediate Consumption	Gross value added at basic prices	Tourism Ratios	TDGVA
1. Agriculture	7538791	1187332	6351459	0.00	0
2. Mining, other manufacturing, construction, electricity, gas and water supply	53702057	41245407	12456650	0.00	92
3. Trade	8359603	1386427	6973176	0.66	46356
4. transport freight services	3976175	2441692	1534482	2.25	34473
5. All non-tourism specific services	17828029	2881775	14946254	2.29	342263
6. Processed food products	3026295	2568706	457588	0.00	1
7. Beverages	399243	281641	117603	0.02	26
8. Tobacco products	848560	704767	143793	0.00	0
9. Readymade garments	3415182	2522219	892962	0.00	0
10. Printing and publishing	486888	343543	143345	0.00	0
11. Leather footwear	834823	723087	111736	0.00	0
12. Travel related consumer goods	278882	199453	79428	0.00	0
13. Soaps and cosmetics	347677	285683	61994	0.00	0
14. Gems and jewellery	2201548	1811140	390407	0.00	0
15. Railway passenger transport services	244580	94917	149662	57.38	85872
16. Land passenger transport including via pipeline	2209676	1216554	993123	36.31	360578
17. Water passenger transport	690295	282791	407504	16.47	67121
18. Air passenger transport	244288	137882	106406	73.71	78429
19. Tourism related supporting and auxiliary transport activities	206738	98165	108573	60.95	66171
20. Hotels	311948	208263	103685	61.08	63331
21. Restaurants	2840072	1896090	943982	19.57	184744
22. Medical and health	1498016	573554	924463	53.03	490200
23. Renting of transport equipment	14544	1982	12562	24.27	3049
24. Cultural and religious services	112947	15422	97526	43.84	42759
25. Sporting and recreational services	559538	259229	300310	9.87	29653
Total	112176395	63367722	48808673		1895119
Share in State GVA					3.88

Source: NCAER computations

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

Industries	Number of Employees			Number of Employees		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	57989	49517	107506	464315	104965	569280
Accommodation services/Hotels	0	0	0	27090	624	27713
Food and beverage serving services/Restaurants	0	0	0	153361	80450	233811
Railway passenger transport services	726	0	726	128	0	128
Land passenger transport services	46455	0	46455	235391	0	235391
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	224	0	224
Cultural and religious services	7068	0	7068	6381	0	6381
Sporting and other recreational services	0	0	0	15244	0	15244
Health and medical related services	3741	49517	53258	26495	23892	50387
Tourism connected industries	2603	0	2603	186810	325856	512666
Readymade garments	74	0	74	102455	91786	194241
Processed Food	2236	0	2236	12797	19825	32622
Tobacco products	292	0	292	32339	204612	236951
Beverages	0	0	0	127	127	254
Travel related consumer goods	0	0	0	9693	2744	12437
footwear	0	0	0	4171	0	4171
Soaps, cosmetics and glycerine	0	0	0	525	3866	4391
Gems and jewellery	0	0	0	16620	1064	17684
Book, journals, magazines, stationery etc.	0	0	0	8083	1832	9915

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 – Tamil Nadu, URBAN – 2009-10

Industries	Number of Employees			Number of Employees		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	162725	57610	220335	964009	114260	1078269
Accommodation services/Hotels	4602	1706	6308	21574	10834	32407
Food and beverage serving services/Restaurants	16926	153	17079	275381	63799	339180
Railway passenger transport services	27731	0	27731	1456	0	1456
Land passenger transport services	60238	0	60238	494171	587	494757
Water passenger transport services	12601	0	12601	10065	0	10065
Air passenger transport services	3557	0	3557	0	0	0
Transport equipment rental services	0	0	0	1708	0	1708
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	2846	0	2846	19196	0	19196
Cultural and religious services	1729	0	1729	37896	5249	43145
Sporting and other recreational services	0	0	0	55165	7755	62919
Health and medical related services	32495	55751	88246	47398	26037	73435
Tourism connected industries	66686	11005	77691	731462	456794	1188256
Readymade garments	4558	11005	15564	280028	200307	480335
Processed Food	18764	0	18764	164015	64499	228514
Tobacco products	0	0	0	23653	136397	160050
Beverages	4389	0	4389	14000	3176	17176
Travel related consumer goods	0	0	0	31843	11784	43627
footwear	9968	0	9968	20849	0	20849
Soaps, cosmetics and glycerine	3796	0	3796	3904	2314	6218
Gems and jewellery	0	0	0	130495	12621	143116
Book, journals, magazines, stationery etc.	25211	0	25211	62675	25696	88371

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 – Tamil Nadu, TOTAL – 2009-10

Industries	Number of Employees			Number of Employees		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	220714	107127	327841	142832	219225	164754
Accommodation services/Hotels	4602	1706	6308	48663	11457	60121
Food and beverage serving services/Restaurants	16926	153	17079	428742	144249	572991
Railway passenger transport services	28457	0	28457	1584	0	1584
Land passenger transport services	106693	0	106693	729562	587	730149
Water passenger transport services	12601	0	12601	10065	0	10065
Air passenger transport services	3557	0	3557	0	0	0
Transport equipment rental services	0	0	0	1708	0	1708
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	2846	0	2846	19420	0	19420
Cultural and religious services	8797	0	8797	44278	5249	49527
Sporting and other recreational services	0	0	0	70408	7755	78163
Health and medical related services	36236	105268	141504	73893	49929	123822
Tourism connected industries	69289	11005	80294	918272	782650	170092
Readymade garments	4632	11005	15638	382483	292093	674576
Processed Food	21001	0	21001	176812	84324	261136
Tobacco products	292	0	292	55992	341009	397001
Beverages	4389	0	4389	14127	3303	17430
Travel related consumer goods	0	0	0	41537	14528	56064
footwear	9968	0	9968	25019	0	25019
Soaps, cosmetics and glycerine	3796	0	3796	4428	6181	10609
Gems and jewellery	0	0	0	147114	13685	160799
Book, journals, magazines, stationery etc.	25211	0	25211	70758	27528	98286

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 –
Tamil Nadu, RURAL – 2009-10**

Industries	Number of Jobs			Number of Jobs		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	57989	49517	107506	491782	110169	601951
Accommodation services/Hotels	0	0	0	27090	624	27713
Food and beverage serving services/Restaurants	0	0	0	154750	85654	240403
Railway passenger transport services	726	0	726	128	0	128
Land passenger transport services	46455	0	46455	241496	0	241496
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	224	0	224
Cultural and religious services	7068	0	7068	22261	0	22261
Sporting and other recreational services	0	0	0	19339	0	19339
Health and medical related services	3741	49517	53258	26495	23892	50387
Tourism connected industries	2603	0	2603	196396	332373	528769
Readymade garments	74	0	74	102455	91786	194241
Processed Food	2236	0	2236	19011	23516	42528
Tobacco products	292	0	292	32339	207438	239777
Beverages	0	0	0	3498	127	3625
Travel related consumer goods	0	0	0	9693	2744	12437
footwear	0	0	0	4171	0	4171
Soaps, cosmetics and glycerine	0	0	0	525	3866	4391
Gems and jewellery	0	0	0	16620	1064	17684
Book, journals, magazines, stationery etc.	0	0	0	8083	1832	9915

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 –
Tamil Nadu, URBAN – 2009-10**

Industries	Number of Jobs			Number of Jobs		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	162725	57610	220335	992301	119488	1111789
Accommodation services/Hotels	4602	1706	6308	21574	10834	32407
Food and beverage serving services/Restaurants	16926	153	17079	278272	69027	347299
Railway passenger transport services	27731	0	27731	1456	0	1456
Land passenger transport services	60238	0	60238	500188	587	500774
Water passenger transport services	12601	0	12601	10065	0	10065
Air passenger transport services	3557	0	3557	0	0	0
Transport equipment rental services	0	0	0	1708	0	1708
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	2846	0	2846	19381	0	19381
Cultural and religious services	1729	0	1729	40008	5249	45258
Sporting and other recreational services	0	0	0	72251	7755	80006
Health and medical related services	32495	55751	88246	47398	26037	73435
Tourism connected industries	66686	11005	77691	740677	462803	1203480
Readymade garments	4558	11005	15564	284907	201234	486142
Processed Food	18764	0	18764	168351	64499	232850
Tobacco products	0	0	0	23653	141478	165132
Beverages	4389	0	4389	14000	3176	17176
Travel related consumer goods	0	0	0	31843	11784	43627
footwear	9968	0	9968	20849	0	20849
Soaps, cosmetics and glycerine	3796	0	3796	3904	2314	6218
Gems and jewellery	0	0	0	130495	12621	143116
Book, journals, magazines, stationery etc.	25211	0	25211	62675	25696	88371

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 –
Tamil Nadu, TOTAL – 2009-10**

Industries	Number of Jobs			Number of Jobs		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	220714	107127	327841	148408	229657	171374
Accommodation services/Hotels	4602	1706	6308	48663	11457	60121
Food and beverage serving services/Restaurants	16926	153	17079	433022	154681	587702
Railway passenger transport services	28457	0	28457	1584	0	1584
Land passenger transport services	106693	0	106693	741683	587	742270
Water passenger transport services	12601	0	12601	10065	0	10065
Air passenger transport services	3557	0	3557	0	0	0
Transport equipment rental services	0	0	0	1708	0	1708
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	2846	0	2846	19605	0	19605
Cultural and religious services	8797	0	8797	62270	5249	67519
Sporting and other recreational services	0	0	0	91590	7755	99345
Health and medical related services	36236	105268	141504	73893	49929	123822
Tourism connected industries	69289	11005	80294	937073	795176	173224
Readymade garments	4632	11005	15638	387363	293020	680383
Processed Food	21001	0	21001	187363	88015	275378
Tobacco products	292	0	292	55992	348917	404909
Beverages	4389	0	4389	17499	3303	20801
Travel related consumer goods	0	0	0	41537	14528	56064
footwear	9968	0	9968	25019	0	25019
Soaps, cosmetics and glycerine	3796	0	3796	4428	6181	10609
Gems and jewellery	0	0	0	147114	13685	160799
Book, journals, magazines, stationery etc.	25211	0	25211	70758	27528	98286

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	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	Tamil Nadu					
	Incredible India Campaign			Other promotional campaigns		
	Rural	Urban	Total	Rural	Urban	Total
Newspaper/Magazine	207	206	206	222	350	311
Radio	73	30	40	105	38	59
TV	514	507	509	478	348	388
Internet	13	78	63	7	0	2
Billboard/ Hoarding	5	16	13	8	32	24
More than one of these	184	161	166	159	223	230
Others	3	3	3	22	9	13
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	Tamil Nadu					
	Incredible India Campaign			Other promotional campaigns		
	Rural	Urban	Total	Rural	Urban	Total
Resulted into one or more trips	19	50	43	23	51	42
Planning to make a trip in near future	238	243	242	262	238	245
Willing to make a trip but could not make it due to other constraints	411	341	356	449	408	421
No impact	324	363	354	265	232	242
Cannot say	9	4	5	2	71	50
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 Tamil Nadu were 5.08 crore in 2008-09 (DTS, 2008-09). This amounts to 5.42 per cent of the total domestic trips undertaken in India.
- In addition to this, 94.17 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 28.05 lakh tourists visiting the state from other countries (MoT Report).
- With respect to outbound tourism, a total of 6.47 lakh people living in Tamil Nadu undertook foreign trips during 2010-11 (IPS, 2010-11). This is 5.97 per cent of the total outbound tourists of India (Table 6.1).

Table 6.1: Number of trips / tourists

Item	Tamil Nadu	All India	Share of TN in All- India
Total domestic trips (No.) - within state	5,08,51,779	939,032,132	5.42
Total Inbound trips (No.) – from other states	94,17,035	-	
Total Inbound tourists (No.) – from other countries	28,04,687	6,603,897	42.47
Total outbound tourists (No.) – to other countries	6,47,023	10,842,124	5.97

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. 73,62,301 lakh which is 14.64 per cent of the total Tourism Expenditure for India (Table 6.2).

Table 6.2: Internal Tourism Expenditure (Rs. lakh)

Item	Tamil Nadu	All India	Share of TN in All- India (%)
1. Domestic Tourism Expenditure	18,93,105	39,296,109	4.82
2. Inbound Tourism Expenditure	53,67,522	9,967,885	53.85
- Total Expenditure on trips from other states	11,34,144	-	
- Total Expenditure on trips from other countries	42,33,379	9,967,885	42.47
3. Outbound Tourism Expenditure	1,01,674	1,014,854	10.02
4. Gross Internal Tourism Expenditure (1+2+3)	73,62,301	50,278,848	14.64

Source: NCAER computations

Employment in tourism industries

- The overall workforce (number of jobs) in Tamil Nadu was 3.53 crore in 2009-10.
- The number of jobs in tourism characteristic industries in the state stood at 20.42 lakh. This refers to the tourism employment of the state.
- **The direct share of tourism employment in total state employment is 5.78 per cent, as compared to the corresponding national share of 4.37 per cent (Table 6.3).**

Table 6.3: Employment in tourism industries

	Tamil Nadu	All India
Total Employment (in lakh)	353.12	5,355.4
Tourism Characteristic Industries	20.42	234.2
Tourism Connected Industries	18.13	203.7
Tourism Specific Industries	38.54	437.9
Shares in Total Employment (%)		
Tourism Characteristic Industries	5.78	4.37
Tourism Connected Industries	5.13	3.80
Tourism Specific Industries	10.91	8.18

Source: NCAER computations

Gross Value Added

- According to the Supply and Use Table of the state, prepared using the state GSDP accounts, the Gross Value Added (GVA) of all industries was Rs. 4,88,08,673 lakh for the reference year of 2009-10.
- The GVA of Tourism characteristic industries (GVATI) works out to be Rs. 41,47,795 lakh, which is 8.50 per cent of the total state GVA or GSDP (Table 6.4).

Table 6.4: Gross Value Added of tourism industries

	Tamil Nadu	All India
Gross Value Added (GVA) at basic prices	4,88,08,673	61,86,95,000
Tourism Characteristic Industries (GVATI)	41,47,795	4,42,92,221
Tourism Connected Industries	23,98,856	1,82,16,126
Tourism Specific Industries (1+2)	65,46,652	6,25,08,347
Shares in GVA		
Tourism Characteristic Industries (GVATI)	8.50	7.16
Tourism Connected Industries	4.91	2.94
Tourism Specific Industries	13.41	10.1
Tourism Direct GVA	18,95,119	2,34,91,181
Share of TDGVA in total GVA	3.88	3.80

Source: NCAER computations

Direct and indirect shares in GSDP & employment

- The Tourism Direct GVA (TDGVA) for the state is Rs. 18,95,119 lakh.
- The share of TDGVA in the state GVA is 3.88 per cent. This is the direct share of tourism in the state GDP.
- Using the GVA and employment multipliers, we arrive at the direct and indirect contribution of tourism in the state GDP and employment respectively.
- These multipliers have been computed for the state of reference using the Input-Output analysis and are given in Table 6.5. The direct plus indirect shares in GDP and employment are obtained by multiplying their direct shares with the respective multipliers.
- **The overall (direct + indirect) share of tourism in the state GDP is**

8.10 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 14.99 per cent (Table 6.5).**

Table 6.5: Contribution of Tourism in the Economy

	Tamil Nadu	All India
TDGVA - direct	3.88	3.80
GVATI-direct	8.5	7.16
Tourism Employment - direct	5.78	4.37
GVA multipliers	2.0862	1.843
Employment multipliers	2.592	2.3256
TDGVA - direct and indirect	8.10	7.00
GVATI-direct and indirect	17.73	13.19
Tourism Employment - direct and indirect	14.99	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.

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>)

Direct tourism gross value added	The value of direct tourism output at basic prices, less the value of the inputs used in producing these tourism products. This measure is directly comparable with the value added of 'conventional' industries such as mining and manufacturing and should also be used for comparisons across countries. See also Direct tourism output and Direct tourism GDP.
Direct tourism output	The value of goods and services, at basic prices, which are consumed by visitors and produced in the economy by industries in a direct relationship with visitors.
Domestic output	Domestic output is output produced by resident enterprises.
Domestic tourism	The travel of domestic visitors is called domestic tourism. It comprises the activities of a resident visitor within the country of reference either as part of a domestic tourism trip or part of an outbound tourism trip.
Domestic tourism consumption	Consists of the tourism consumption by resident visitors on tourism related products within the economy. It is the sum of household tourism consumption and business and government tourism consumption.
Domestic travel	Travel within a country by residents is called domestic travel.
Domestic travellers	Those who undertake domestic travel are domestic travellers.
Domestic trip	A domestic trip is one with a main destination within the country of residence of the visitor.
Domestic visitor	<p>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.</p> <p>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/musafirkhanas/ 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.</p>
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	Number of persons usually employed in the principal and subsidiary statuses.

persons	
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	Household final consumption expenditure consists of the expenditure, including imputed expenditure, incurred by resident households on individual consumption goods and services,

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

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

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

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

tourism	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.