

Regional Tourism Satellite Account West Bengal, 2009-10

Study Commissioned by the
Ministry of Tourism, Government of India

Prepared By

National Council of Applied Economic Research

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PREFACE

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

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

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

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

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

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

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

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ABBREVIATIONS AND ACRONYMS

Units used in the Report

1 crore = 10 million

1 lakh = 100 thousand

Abbreviations

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

Abbreviations

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

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1. INTRODUCTION

About tourism

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

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

Some definitions of Tourism

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

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

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

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

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

*UNWTO
Definition*

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

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

**Tourism -
World**

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

*International
Tourist
arrivals hit 1
billion mark in
2012*

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

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

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

⁴UNWTO: IRTS 2008, para 2.9

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

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

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

Tourism- India

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

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

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

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

⁶National Tourism Policy, 2002, Department of Tourism

goes up to 22.6 per cent. This implies that almost every 4th to 5th person employed in non-agricultural activities is directly or indirectly engaged in tourism activities.

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

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

Tourism – West Bengal

1.15. West Bengal contributes significantly to the domestic and foreign tourist arrivals in India (9th and 6th highest among all the states respectively in 2010). WB is well renowned for its rich natural and architectural heritage, and of course for the sugar-rich milk products.

1.16. Many holy pilgrimages are located in WB which attract a large number of religious tourists from across the world. A few of them include Kalighat in Kolkata, one of the four Adi Shaktipeethas. Out of other 52 Shaktipeethas, 11 exist only in WB. Other than the Shaktipeethas, many other famous temples like Belur Math, Mayapur ISKCON Temple, Hangseshwari Temple, Tarakeshwar Temple and Dakshineswar Kali Temple are there to visit in WB.

1.17. Seven Wonders of West Bengal (compiled by NDTV along with Ministry of tourism in 2008-09) include Sunderbans, Victoria Memorial, Darjeeling Himalayan Railway (Toy Train), Bishnupur Terracotta Temples, Acharya Jagadish Chandra Bose Indian Botanic Garden with the Great Banyan Tree, Howrah Bridge and B. B. D. Bagh (Formerly called, the Dalhousie Square). These are the major tourism attractions in WB.

1.18. Apart from the above, WB is home to many other famous spots which contribute significantly to the Indian tourism sector. These include 15 wildlife sanctuaries and 5 national parks (including Sunderbans), hills stations

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.

(Darjeeling being the most known one), many beaches, Shantiniketan town (made by Nobel Laureate Rabindranath Tagore) and Jorasanko Thakur Bari, the ancestral home of the Tagore family in Jorasanko.

1.19. According to the data compiled by the India Tourism Statistics, the total domestic tourist arrivals in the state rose from 49.4 lakh in 2001 to 2.55 crore in 2013, marking the compounded annual growth rate of 14.7 per cent. However, the period witnessed sporadic phases of negative growth owing to the turbulence caused by terrorist activities.

1.20. During the same period, foreign tourist arrival grew to its four times, from 2.8 lakh to 12.5 lakh with the compounded annual growth rate (CAGR) of 13.1 per cent.

Measurement of tourism

1.21. 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.

1.22. 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.

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

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

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

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

1.25. 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.

1.26. 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

1.27. 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

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.

accounts are distinct from the central system.

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

*Tourism
Satellite
Account*

1.29. 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.

1.30. 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.

1.31. 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.

1.32. 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

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

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.

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

Uses and Applications of TSA

1.34. The important uses and applications of TSA are:

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

Regional Tourism Satellite Account

1.35. 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.

1.36. 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.

1.37. 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.

1.38. 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.

1.39. 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.

1.40. The TSAs, 2009-10 for West Bengal 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

1.41. 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.

1.42. Section 2 presents a snapshot of the state of reference, which here is West Bengal. 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.

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

1.44. 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.

1.45. 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.

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

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

1.48. 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. West Bengal, the Gateway to eastern India boasts of a cultural legacy and glorious history. It was after the Independence of India in 1947, the widespread Bengal province ceased to exist. The Muslim-dominated districts were separated to form East Pakistan the present-day Bangladesh and the state of West Bengal came into existence in 1947. This present-day state located in eastern region, stretching from the Himalayas in the north to the Bay of Bengal in the south was given the status as a separate state in the Indian union, purely on linguistic basis on 1st May 1960.

2.2. West Bengal has a unique geographical location, to the North it stretches almost 480 kms from the Himalayas to the Bay of Bengal ocean in the south. A very peculiar shape, the state expands almost 320 km with Purulia district to the tip of North 24 Paraganas and to just 16 kms towards the northern stretch of the state. The state at the borders of the Murshidabad and Maldah districts. West Bengal share its international borders in the north western parts with Nepal, the North eastern borders with Bhutan and the entire eastern border with Bangladesh. West Bengal shares its borders with other states of the Indian union; towards the north east lies the green valley of Assam, the northern tip of the state is shared with Sikkim, the western borders of the state are shared with two neighbouring states of Bihar and Jharkhand, towards the southwest lies Orissa, the southern end of the state lies the Bay of Bengal. This expanse of the state is the reason for the physical and geographical diversity and also the vastness of the culture in West Bengal.

2.3. West Bengal is blessed with one of the most pious rivers in India, the Ganges, the Gangetic plains with fertile alluvial soil in the southern parts of the state, the sub-Himalayan zone also known as the West Bengal Duars is the tarai lowland belt between the Himalayas and the plains, where one finds the finest tea plantations of India. Towards the northern region of the state, are the beautiful landscapes of Darjeeling and the views of the snow clad mountains, Kanchanjunga in Sikkim and Mount Everest on any clear day.

2.4. The Ganges river beginning at the confluence of the Bhagirathi and Alaknanda rivers at Devprayag, it flows through Uttarakhand, Uttar Pradesh, Bihar Jharkhand enters into Malda district of West Bengal branches its first distributry as the Bhāgirathi-Hooghly, to become the Hooghly River and the other enter Bangladesh where it is known as Padma.

2.5. From the northern hilly region flows the Teesta, Torsa, Jaldhaka, Raidak,

Sankosh, Mahanada and many other rivulets the Western plateau has rivers like Damodar, Kangsabati, Ajoy and Mayurrakshi and the Ganges Delta and the Sundarbans area has numerous rivers and creeks.

2.6. The Sundarbans delta is the largest mangrove forest in the world, lying at the mouth of the Ganges and spread across areas of Bangladesh and West Bengal, India. The Bangladeshi and Indian portions of the jungle are listed in the UNESCO world heritage list separately as the Sundarbans and Sundarbans National Park respectively, though they are parts of the same forest. The Sundarbans are intersected by a complex network of tidal waterways, mudflats and small islands of salt-tolerant mangrove forests, and presents an excellent example of ongoing ecological processes. Known for wide range of fauna and the famous Bengal Tigers, numerous species of birds, spotted deer, crocodiles and snakes are also the inhabitants of these forests.

Climate profile

2.7. Just like is geographic and cultural diversities, the climate in the state varies from tropical savannah in the southern portions to humid subtropical in the north. West Bengal has four clear seasons; summer, rainy season, a short autumn, and winter. The summers in the southern region as very humid and the highland or the western region have dry summer just like that in northern India. The nights are cooler because of the southerly breeze which carries moisture from the Bay of Bengal.

2.8. In the beginning of summer, there are brief squalls and thunderstorms also known as "kal-baisakhi", which arrive from the north or northwest directions. During June to September, the monsoon season brings orroriental rain to the entire state and it receives the Bay of Bengal branch of the Indian ocean monsoon that moves in a northwest direction. Winter months December and January are mild in the plains and the cold and dry northern wind blowing in the winter lowers the humidity levels significantly. However, the norther regions or Darjeeling Himalayan Hill region of the state experiences harsh winter, with occasional snowfall at places.

2.9. **Autumn** season is there for a very short span of time in West Bengal and it usually begins from beginning of October and end in mid-November. With usually clear skies and temperature starting to fall, is the most appropriate time which coincides with the major festivals in the state; like Durga Puja. The winters in the plains are milder. Where as the mountainous regions of Darjeeling and Jalpaiguri enjoy a cool weather almost throughout the year.

Historical background

2.10. The name of the region Bengal or Bangla or Bongo in Bengali language is of unknown origins, one of the theories suggest that the word derives from "Bang", a Dravidian tribe that settled the region around 1000 BC. Or the word might have been derived from the ancient kingdom of Vanga (or Banga). It was at the time of independence of India in 1947 from the clutches of the British rule, when the Bengal region was partitioned along religious lines into east and west. The east came to be known as East Bengal or East Pakistan (which later succeeded as an independent nation of Bangladesh) and the west came to known as West Bengal which remained as an Indian state.

2.11. West Bengal is a rich state in every sense of the word and it possesses a great history too. This Indian state possesses a glorious past and has played a vital role in the history of the nation. Many famous people in the history can be associated with West Bengal and these people not only enlightened the country but the entire world with their works in various fields. Prosperity and beauty can be found in every nook and corner of this state.

2.12. West Bengal, the gateway to eastern India is shrouded in history that dates back to time immemorial. Not only does one find the historic references to the state in the Vedic annals but also in the chronicles of the Murayan, Gupta and Mughal eras and the musty archives of the Pala and Sena dynasties.

Early history: Vedic Era or the Stone Age

2.13. During the Vedic era the state was occupied by people of diversified origin and ethnicity, the state was ruled by several chieftains during the epic Mahabharata period and was inhabited by the Aryans in the post-Vedic period that soon followed. Some evidences confirming the existence of this region in the stone age era are the excavation of stone age tools dating back 20,000 years. The region was a part of the Vanga Kingdom, one of ancient kingdoms of Epic India. The kingdom of Magadha was formed in 7th century BC, consisting of the Bihar and Bengal regions. And it was one of the four main kingdoms of India at the time of Mahavira and the Buddha, and consisted of several Janapadas, or Vedic realms /kingdoms. Several Vedic realms those were present in Bengal region, included Vanga, Rarh, Pundra and Suhma. During the rule of Maurya dynasty, the Magadha Empire extended over nearly all of South Asia, including Afghanistan and parts of Persia under Ashoka the Great in the 3rd century BC.

2.14. One of the earliest foreign references to Bengal is a mention of a land named Gangaridai by the Ancient Greeks around 100 BC, the word is conjectured to have come from Gangahrd (Land with the Ganges in its heart) in reference to an area in Bengal. Bengal had overseas trade relations with Suvarnabhumi (Burma, Lower Thailand, Lower Malay Peninsula and the Sumatra).

2.15. After a period of anarchy, the Buddhist Pala dynasty ruled the region for four hundred years, followed by a shorter reign of the Hindu Sena dynasty. Islam made its first appearance in Bengal during the 12th century when Sufi missionaries arrived and later, occasional Muslim raiders reinforced the process of conversion by building mosques, madrassas and Sufi Khanqah.

2.16. From 13th century till mid of 18th century the Muslims ruled Bengal and then came the British. The proximity to the sea also resulted in the influence with the foreigners -- the Portuguese in the early 16th century, the Dutch in about 1632, the French influence between 1673-1676, the Danish in 1676 and British in 1690. The increased influence of the British resulted in conflicts with the Nawab. The diplomatic efforts with a series of conspiracies resulted in the ultimate capture of power in Bengal by the British. The battle of Plassey (1757) and the battle of Buxar (1764) sealed the fate of the Mughal rule. The British later brought forth the Dual system of administration. In 1905 the English partitioned Bengal on the basis of religion. Calcutta remained the Capital of the British empire in India till 1911. After that the capital was shifted from Calcutta to Delhi.

2.17. In 1947 when India became independent Bengal was partitioned between India and Pakistan. India's share came to be known as West Bengal and Pakistan's share was called East Pakistan. Later, the state of Cooch Behar, French enclave of Chandranagore and some parts of Bihar were added to West Bengal. Bengal represents the land that possess a distinct culture with its indigenous art and crafts and make it an important part of the Indian Union.

2.18. The famous battle of Plassey took place in 1757 in which overcame the nawab of that time. Warren Hastings became the first ever British Governor General in Bengal and it was in 1773.

2.19. Bengal suffered from the Great Bengal famine in 1943 which struck the Province of pre-partition British. It was estimated that between 1.5 and 4 million people died of starvation, malnutrition and disease, half of them dying from diseases after food became available in December 1943. Similar to the previous Bengal famines, the highest mortality was not in the very poor households, but among artisans and small traders whose income vanished when people spent all they had on food and did not employ cobblers, carpenters, etc. The impact of the famine was not only loss of human population, but also caused a major economic and social disruption, further ruining millions of families.

2.20. The 1974 smallpox epidemic of India was one of the worst smallpox epidemics of 20th century. When at least 15,000 people died of

*Unpleasant
event in
history of
independent
India*

smallpox, mostly belonging to Bihar, Orissa and West Bengal. Thousands of those who survived were disfigured or blinded. Almost 61482 cases of smallpox were reported in India, it was over 86% of the world's smallpox cases in that year (1974).

2.21. The State has been witness to clashes with the administration at several sensitive places specially on the issue of land acquisition.

2.22. It was under the rule of CPI(M), the massacre in Marichjhanpi, took place in 1979 when refugees who had fled from East Pakistan were forcibly evicted, leading to the death of a sizable population among them. It was said that

“Out of the 14,388 families who deserted East Pakistan for West Bengal, 10,260 families returned to their previous places ... and the remaining 4,128 families perished in transit, died of starvation, exhaustion, and many were killed in Kashipur, Kumirmari, and Marichjhapi by police firings (Biswas 1982, 19).”

2.23. In 2007, the Nandigram violence which took place on the orders of the Left Front government, when more than 4,000 heavily armed police stormed the Nandigram area with the aim of stamping out protests against the government's plans to confiscate 10,000 acres of land for a Special Economic Zone (SEZ) to be developed by the Indonesian-based Salim Group. The police shot dead at least 14 villagers and wounded 70 more.

Modern or pre independence history

2.24. The Gateway to eastern India which boasts of a cultural legacy and glorious history, West Bengal was a former kingdom of several powerful rulers and part of the splendid Mughal culture. Besides, the state had also been an established colony of several foreign nations and subjugated to the oppressive British rule.

2.25. The East India Company which had arrived in India to set up a trading center known for its business potential. The first notable footprint of the British in West Bengal was in the three large villages of Sutanuti, Gobindpur and Kolikata suitable for the establishment of a trade center and the agglomeration of these three villages culminated in what is known as modern day Kolkata, the present day capital of West Bengal.

2.26. The effectiveness of the East India Company's rule in Bengal is questionable considering the number of deaths that occurred following the catastrophic famine of 1770. After the disaster following the Sepoy Mutiny of 1857, the control of Bengal was passed on to the hands of British crown.

2.27. The state of West Bengal, a center for east India's trade, commerce, culture and education, has a past that goes way back into the pages of history. Ruled by several powerful dynasties, the state was also an established colony of the French, British, Dutch and Portuguese traders.

2.28. The French like the other foreigners arrived in India to further their commercial interests and set up their industrial enterprises in the bustling lands of Bengal. In the year 1673, the French established their colony at Chandernagore or as the current name goes Chandannagar, having sought permission from Nawab Shaista Khan, the erstwhile Mughal governor of Bengal. Those were the French days of glory when all they touched turned to gold.

*Post
independence*

2.29. West Bengal, located in eastern India, played an instrumental role in India's tumultuous struggle for freedom. The state that witnessed the triumphs and tribulations of ancient monarchs also has a saga of tragic suffering caused by its heart wrenching partition. Post Independence however the state has come a long way.

2.30. The post independence days in Bengal were in no way a smooth sailing affair for the state. However, the people of Bengal, known to endure struggle and having earned the much-desired freedom fought back zealously to ensure the state's future progress.

2.31. Post Independence, the jute mills of Calcutta, a major source of revenue and employment had to bear the brunt of the partition of Bengal. The raw materials required to facilitate work in the mills were now left in the other side of the newly created boundary and thus industrial growth was severely hindered.

2.32. In 1950, the Princely State of Koch Bihar merged with West Bengal after King Jagaddipendra Narayan signed the Instrument of Accession with India. Following the integration of the former French enclave of Chandan nagar into West Bengal in 1955, portions of Bihar were subsequently merged with West Bengal. And it was under the Chief Minister-ship of Bidhan Chandra Roy (1947-1962), few manufacturing industries were set up in the state. It was during his tenure as Chief Minister, West Bengal faced a massive food crisis, a near-famine condition.

2.33. It was in 1967, when the CPI(M) was the main force behind the United Front government formed under the Chief Ministership of Ajoy Mukherjee of the Bangla Congress. It was the same period when a peasant uprising broke out in Naxalbari, the insurgency or the Naxalbari movement was aggressively

suppressed by the West Bengal government. During the 70s and 80s, state incurred huge damages to state's infrastructure leading to a period of economic stagnation. The Bangladesh Liberation War of 1971 resulted in the inflow of millions of refugees, causing substantial pressures on its infrastructure; the 1974 smallpox epidemic killing thousands of people, West Bengal underwent a major political change and the Left Front, led by Communist Party of India (Marxist), governed for the state for the following three decades, with Jyoti Basu as the Chief Minister from 1977 to 2000.

Demographic & social profile

2.34. The state of West Bengal is the 13th largest state occupying approximately 2.7 per cent of the total geographical area, of which 94 per cent is the rural area. The state is 4th most populated state with 91.3 million populations (7.54% of total population), 67.8 per cent of this population resides in rural and remaining in the urban areas. The urban West Bengal with approximately 32 per cent of the total state population but with marginal land area (5.8% of total area of the state) is almost eight times more densely populated than the rural West Bengal and the state is 7th most densely populated state. Following the national trend the rural West Bengal fares better than the urban areas in terms of sex ratio.

2.35. Gujarat is primarily a Hindu State with nearly 72.5 per cent of population, and the Muslims population constitutes one fourth of the population of the state. West Bengal is also home to people following other religions such as the Christians, Buddhist etc.. The average household size in rural West Bengal is significantly lower and that of the urban parts of West Bengal is marginally higher than the national level figures.

2.36. With very clear geographical location and cultural diversity, West Bengal is divided into three divisions, Burdwan division, Jalpaiguri division and the Presidency division.

2.37. Burdwan division the largest division covers nearly 47.3 per cent of the land area and houses 37.6 per cent of the population while the Presidency division occupies 28 per cent of the total land area but houses 43.6 per cent of the population, making it the most densely populated area among all the divisions but in rural and urban areas..

2.38. The overall literacy levels of males and female population in West Bengal is higher than the national literacy levels. The literacy levels in the Jalpaiguri division is the lowest among the three divisions also among the males and females literacy levels too.

2.39. Although the sex ratio in the state is 950 as compared to the all India

figure of 943. The urban areas sex ratio is 944 as compared to 929 at the national level and that in rural West Bengal the sex ratio is 953 in comparison to 949 at national level.

Table 2.1: The Demographic and Social Profile of the State

	Year	Burdwan division	Jalpaiguri division	Presidency division	State: West Bengal	
Area (sq. km.)		41940 (47.3%)	21855 (24.6%)	24957 (28.1%)	88752 (13 th Largest state in India)	
Households (in lakhs)	2011	75.87 (37.2%)	37.74 (18.5%)	90.19 (44.3%)	203.80 (8.2% of Total households)	
Household size	2011	4.52	4.56	4.41	4.48	
Population (in Lakhs & %)	Total	2011	342.75 (37.6%)	172.11 (18.9%)	397.90 (43.6%)	912.76 (7.54% of Total population) (4 th Most Populated State)
	Males	2011	175.45 (37.5%)	88.32 (18.9%)	204.32 (43.6%)	468.09 (7.51% of Total Male Popn.) (51.3% of State Population)
	Females	2011	167.30 (37.6%)	83.79 (18.8%)	193.58 (43.5%)	444.67 (7.57% of Total Female Popn.) (48.7% of State Population)
	Rural	2011	266.31 (42.8%)	139.93 (22.5%)	215.60 (34.7%)	621.83 (7.46% of Total Rural Popn.) (67.8% of State Population)
	Urban	2011	76.45 (26.3%)	32.18 (11.1%)	182.30 (62.7%)	290.93 (7.71% of Total Urban Popn.) (32.2% of State Population)
Percentage of Population	Hindus	2001				36.9
	Muslims	2001				59.9
	Christians	2001				1.57
	Others	2001				1.59
Density (persons per sq.km.)	Total	2011	817	788	1594	551
	Rural	2011	668	664	949	362
	Urban	2011	3644	4169	8104	4136
No of Districts	2011	7	6	6	19	
Literacy Rate	2011	76.9	69.2	78.7	76.3	
Male literacy rate	2011	84.0	75.0	82.6	81.7	
Female literacy rate	2011	69.5	63.0	74.6	70.5	
Sex ratio	2011	954	949	947	950	
Work force (percentage)	2011	39.5	38.6	36.7	38.1	
Dependency ratio	2011	1.53	1.59	1.73	1.63	

Society

2.40. The illustrious personalities belonging to various sectors have glorified the name of not only their homeland/West Bengal but of their country too. Their contributions to the field of Science, Literature, Poetry, Politics, Music, Dance, Religion, Philosophy, Sports etc have been extremely significant.

2.41. The Bengali youths and revolutionaries were actively involved in India's freedom movement. Guided by the able leadership of visionaries of the likes of Chittranjan Das, S. N. Bannerjee, Netaji Subhash Chandra Bose, Prafulla Chaki, Khudiram Bose and Rashbehari Bose, the people of Bengal were stirred up in patriotic fervor and were unified in the cause of liberating their country from the tyrannical British Raj.

2.42. Muslim leaders like A. K. Fazlul Huq and Huseyn Shaheed Suhrawardy were noted for their active participation in liberating India.

2.43. Subhas Chandra Bose was the leader of the younger, radical, wing of the Indian National Congress in the late 1920s and 1930s and rose to become Congress President in 1938 and 1939. He organized Azad Hind Fauj to overthrow British Empire from India and gave India his famous motto to his freedom moment "*Give me blood and I will give you freedom*". He was instrument in challenging the British authority and formed the Indian National Army and also established liaison with Adolph Hitler to free India.

2.44. Greatest writer in modern Indian literature, Bengali poet, novelist, educator, and an early advocate of Independence for India, Rabindranath tagore born on 7th may, 1861 at Jorasanko(Tagore House,)Calcutta into a wealthy and prominent family.

2.45. The **Works of Rabindranath Tagore** consist of poems, novels, short stories, dramas, travelogues, paintings, drawings, songs and music that Bengali poet and Brahma philosopher **Rabindranath Tagore** created over his lifetime. His works are frequently noted for their rhythmic, optimistic, and lyrical nature. And he was the first Indian to bring an element of psychological realism to his novels. Tagore's best-known collection of poetry for which he was awarded the Nobel Prize in 1913 for his book 'Gitanjali'. Tagore founded the school Shantiniketan (now known as Visva-Bharati University) in 1901. The **Rabindra Sangeet**, also known as **Tagore Songs**, are songs written and composed by Rabindranath Tagore, they have distinctive characteristics in the music of Bengal, popular in India and Bangladesh. And its distinctive rendition while singing includes a significant amount of ornamentations like meend, murki, etc. and is filled with expressions of romanticism. The music is mostly based on Hindustani classical music and folk music of Bengal. As a patriot, he composed the music and lyrics for India's national anthem "Jana-

Gana-Mana"[Thou Art the Ruler of All Minds]. And when Bangladesh became independent in 1971 they chose Tagore's song Amar Sonar Bangla [My Golden Bengal] as its national anthem.

2.46. Swami Vivekananda, an Indian Hindu monk and the greatest disciple of 19th century religious legend Sri Ramakrishna Paramahansa and the founder of Ramakrishna mission. He was a key figure in the introduction of the Indian philosophies of Vedanta and Yoga to the Western world. He is best known for his inspiring speech which began, "Sisters and brothers of America ...," in which he introduced Hinduism at the Parliament of the World's Religions in Chicago in 1893.

2.47. He was not just actively involved in writing and speaking, but also was a great singer and composed several songs. He compiled a number of books on the four Yogas, namely Raja Yoga, Karma Yoga, Bhakti Yoga and Jnana Yoga. A patriot saint of modern India and an inspirer of his dormant national consciousness, he devoted his life to the propagation of the Hindu spiritual culture not only in the Swami's native land, but also in America and in other parts of the world. In 1893, Swami Vivekananda went to America to attend the Conference of World Religions in Chicago. After touring the Western world started spreading the message of spiritual development among Indians.

2.48. Sri Aurobindo was an Indian nationalist, freedom fighter, philosopher, yogi, guru, and poet and passed the Indian Civil Service Examination with great credit in 1890. A veritable god and was known as Aru Da, meaning elder brother. Main moto of Sri Aurobindo's vision was the evolution of human life into life divine.

2.49. The political activity of Aurobindo was to work with other co-workers for the beginnings of the Swadeshi (Indian Nationalist) movement, till the agitation in Bengal furnished an opening for the public initiation of a more forward and direct political action. Sri Aurobindo began his Yoga in 1904. His principal philosophical writings are 'The Life Divine' and 'The Synthesis of Yoga', while his principal poetic work is 'Savitri: A Legend and a Symbol'. His other publications are Essays on Gita, Ideal and Progress, Isa Upanishad, The Superman, Evolution, Heraclitus, The Ideal of the Karmayogin, The Brain of India, the Renaissance in India, Bases of Yoga, Kalidasa, Vikramorvasi or The Hero and the Nymph, Poems, The Riddle of This World, etc.

2.50. Although she was not born in West Bengal nor was she a Bengali, Mother Teresa and West Bengal are inseparable. The great servants of humanity Mother Teresa in an impressive introduction about herself says "By blood- I am Albanian and by citizenship- an Indian, by faith- I am a Catholic

nun, as own calling- belong to the world, as to heart- belong entirely to the Heart of Jesus. She started The Missionaries of Charity in 1950; received Nobel Prize for Peace in 1979; received Bharat Ratna in 1980; Internationally famed as a humanitarian and advocate for the poor and helpless by the 1970s. Mother Teresa's other achievements included the Pope John XXIII Peace Prize (1971), Nehru Prize for Promotion of International Peace & Understanding (1972), Balzan Prize (1978), Nobel Peace Prize (1979) and Bharat Ratna (1980). By 1997, Mother Teresa's Sisters numbered nearly 4,000 members and were established in 610 foundations in 123 countries of the world.

2.51. Hemanta Kumar Mukhopadhyay was the most prolific and legendary singer, composer and film producer in India. A great Bengali, he was one of the foremost exponents of Rabindrasangeet and the most sought after male singer not only for the Bengali movies but Hindi as well.

2.52. Rishi Bankim Chandra Chattopadhyay a Bengali writer, poet and journalist and most importantly the author of India's national song Vande Mataram, originally a Bengali and Sanskrit stotra personifying India as a mother goddess and inspiring the activists during the Indian Freedom Movement. Bankim Chandra wrote 13 novels and several 'serious, serio-comic, satirical, scientific and critical treatises' in Bengali. His works were widely translated into other regional languages of India as well as in English.

2.53. Amartya Sen a reputed Indian economist philosopher and winner of Nobel Memorial Prize in Economic sciences in 1998 for his contributions to the welfare economics.

2.54. The film industry is incomplete if one does not talk about the contribution of West Bengal, Satyajit Ray, Ritwik Ghatak, Hrishikesh Mukherjee, Rituporno Ghosh, Basu Chatterjee, Mirnal Sen, Basu Bhattacharaya, Gautam Ghose are some of the best filmmakers. Uttam Kumar, Ashok Kumar, Kishore Kumar, Biswajit, Utpal Dutta, Pradeep Kumar, Suchitra Sen, Moushumi Chatterjee, Jaya Bachchan, Sharmila Tagore, Aparna Sen, Kajol, Rani Mukerjee, Raakhee Gulzar, Mithun Chakraborty, Bipasha Basu, Sushmita Sen are just a few names whose contribution to the Indian film industry has been unmatched.

2.55. Who can forget the contributions of Manna Dey, S D Burman, R D Burman, Abhijeet Bhattacharaya, Kishore Kumar, Vilayat Khan, Hemant Kumar, Pritam Chakraborty, Kumar Savnu, Shaan, Babul Supriyo, Geeta Dutt, Shreya Ghoshal to the music industry. The world renowned Sitar Maestro, Pandit Ravi Shankar and his daughter Anoushka Shankar have put the name of West Bengal and India on International arena.

2.56. Along with Brojen Das, Mhir Sen, Arti Saha were first Asian/Indian to swim across the English channel, Sourav Ganguly or dada for some and The Prince of Kolkata, the former captain of the Indian cricket team, was the most successful Test captain, Poulami Ghatak-Table Tennis player, Ritwik Bhattacharya-Squash player and innumerable footballers from West Bengal and the famous football clubs are pride of West Bengal.

2.57. West Bengal is also proud to be home to some of the famous scientists and educationist; Mani Lal Bhaumik- a Physicist who developed the first excimer laser at the University of California, Jagdish Chandra Bose, also a Physicist who was a pioneer of radio and wireless transmission, Prasanta Chandra Mahalanobis – a Statistician are just few from the long list well known for their contributions.

Economic profile

2.58. The economy of one of the key eastern states of the country; West Bengal, is primarily dependent on agriculture and medium-sized industry, although services and heavy industries play an increasingly significant role in the economy of the state. A significant part of the state is still economically backward, specially in the northern districts and some of the western districts and the Sundarbans area.

Agriculture sector

2.59. After years of dependence on Central government for meeting its demands for food; food production which remained stagnant and the Green Revolution bypassed the state, there has been a significant spurt in food production since the 1980s, and is today one of the few Indian states with a surplus in food production. One of the most important food producing states in India, producing nearly 20% of the rice and 33% of the potato yield.

2.60. It was in the early 1980s with the expansion of cultivation by using high yielding seeds (HYVs) and chemicals-based technology within the frame of more equitable distribution of land through agrarian reforms, that saw the turn around in the agriculture production.

2.61. In West Bengal, agriculture accounts for the largest share of the labour force and majority of the state's population are peasant farmers. Rice and potato are the principal food crops of West Bengal; the largest producer of rice in India and the second-largest producer of potatoes in India.

2.62. Jute, sugarcane and wheat are the other important crops of the state and other major food crops produced in the state are maize, pulses, oil seeds, wheat, barley, and vegetables. The Tea important cash crop; from the tea plantation of Darjeeling are not only famous in India but also internationally.

Industry sector

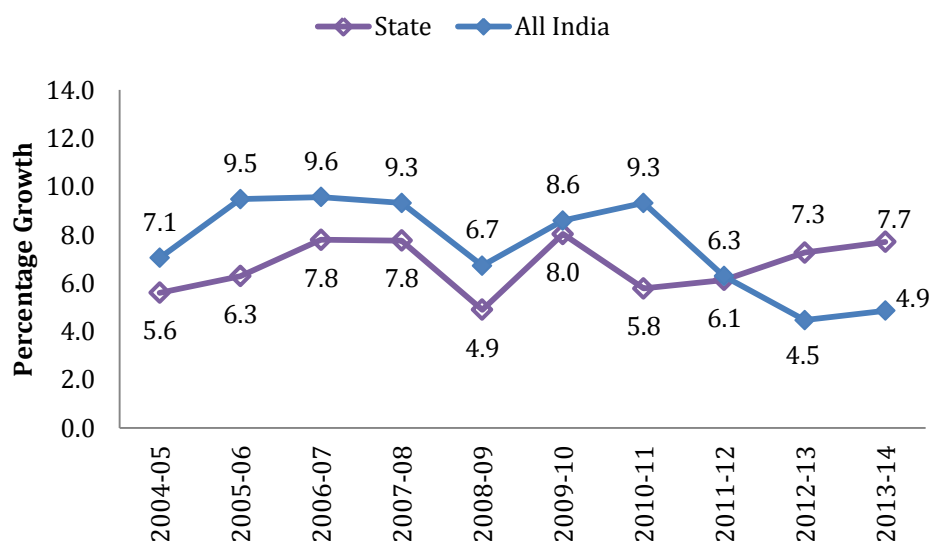
2.63. The industries in West Bengal are mostly localised in the Kolkata region, the mineral-rich western highlands, and Haldia port region. With more than 10,000 registered factories in the state and the West Bengal state government has opened Shilpa bandhu, a single window agency in order to provide investors with all kinds of assistance in establishing and running industrial units. Calcutta is noted as one of the major centre for industries including the jute industry. There are numerous steel plants in the state apart from the alloy steel plant at Durgapur. The centre has established a number of industries in the areas of tea, sugar, chemicals and fertilisers. Natural resources like tea and jute in and nearby parts has made West Bengal a major centre for the jute and tea industries.

2.64. West Bengal is one of the country's leading exporters of finished leather goods. In the recent years, the rapid industrialisation process has given rise to debate over land acquisition for industry in this agrarian state.

Gross State Domestic Product

2.65. 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.

2.66. West Bengal whose share in total population is merely 7.54 per cent making it the 4th most populated state, but was the sixth largest contributor (6.55 per cent) to the All India GDP after Maharashtra, Tamil Nadu, Uttar Pradesh, Andhra Pradesh and Gujarat. The overall Economy of West Bengal in the last 10 years has grown with an average growth of 6.7 per cent when the country grew by 7.9 per cent and in last five period the annual growth of the state has been slower than the annual growth of the country. West Bengal posted 9.4 per cent growth rate for the fiscal year 2013-14 when India's overall growth has been significantly lower at 4.9 per cent.

Figure 1: Growth in Gross State Domestic Product (Constant Prices)

Structure of the Economy

2.67. In the financial year 2013-14, West Bengal's contribution of 7 per cent to All India GDP for the Industry Sector. Services sector and the Agriculture & Allied Sectors of West Bengal contributed 10.5 per cent and 9.5 per cent respectively to all states' Services and Agriculture & Allied sector respectively.

2.68. The structure of the economy of West Bengal has not experienced a major structural change over the last decade (Figure 2.2), however the contribution of the Agriculture & Allied sectors has gradually declined from 23.9 per cent in 2004-05 to almost 16.5 per cent in 2013-14. And, the contribution, on an average in last decade, has been 19.9 per cent.

2.69. The Industry sector's contribution has hovered around 20 per cent mark with maximum contribution in last one decade being 21.7 per cent in the year 2004-05 and was 19.1 per cent in the latest data for 2013-14.

2.70. The services sector has been the major contributor to West Bengal's GSDP with an average share of 58.7 per cent during the last one decade and has risen to largest share of 63.9 per cent in the latest data for 2012-13.

2.71. Although the agriculture sector has the smallest share in the state's GSDP, it has a significant contribution to the All India's GDP for agriculture sector and same is in case of the industry also..

2.72. The 7.7 per cent growth in 2013-14 in the state's over all GSDP is attributed to about 9.6 per cent growth of the Industries sector and 7.8 per cent and 5.3 per cent growth of the Services and Agriculture & Allied sector

respectively for the year 2013-14.

Figure 2: Structural changes in GSDP over the last decade

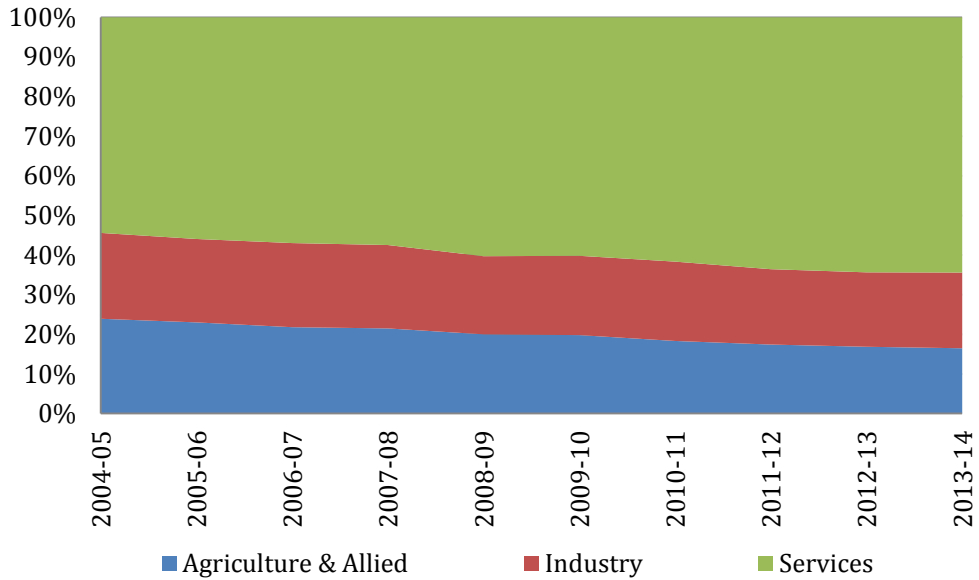
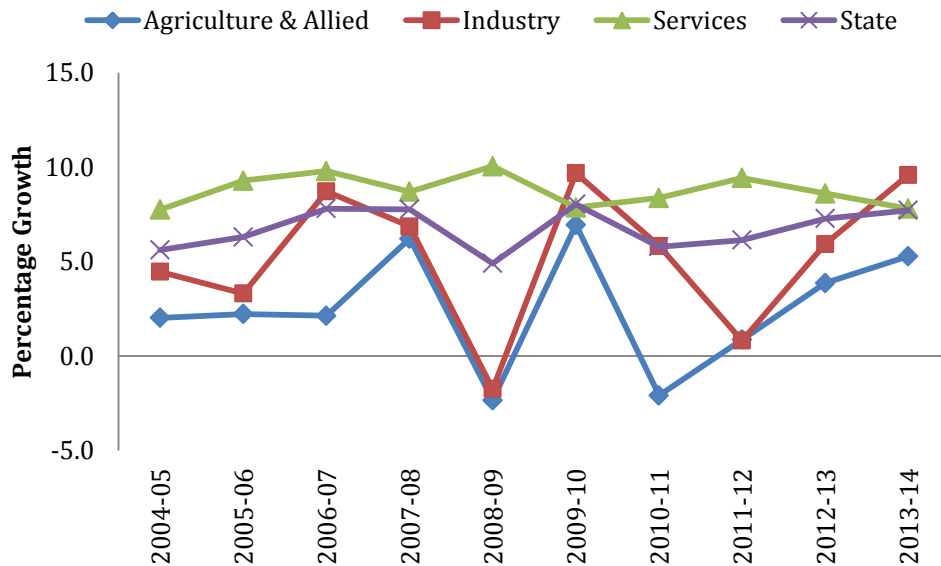


Figure 3: Sectoral growth in Gross State Domestic Product (Constant Prices)



Tourism

2.73. *“Banglar mati, banglar jol”*West Bengal is one of the most culturally and ethnically diverse states of India. The people of West Bengal inherit their identity and aspiration from the larger Indian mosaic. One can still recapture the colonial era in its relics which survived the state’s progressive development. The land of West Bengal has in it intricately woven stories of many bright mornings and dark nights; stories of many civilisations have left their footprints here. Awash in the memory of that rich history and heritage West Bengal boasts of different ethnicities, cultures, religions, people and languages which add to this beautiful diverse landscape-flanked by Himalayas as the top and decorated decorated by the natural beaches and a unique biosphere, the Sunderbans in the south. And that is why Deshbandhu Chittaranjan once said – “There is an eternal truth in the soil of Bengal.It is that eternal truth that has been expressed through innumerable changes, evolution and revolutions in Bengal. It is that truth which has proclaimed itself in literature, philosophy, poetry, war, revolution, religion and karma, in ignorance, in unrighteousness, in freedom and in subjection. That is Bengal’s life – Bengal’s soil and Bengal’s water are the external forms of that life.”

2.74. a popular tourist destination and has a lot of worth seeing places. Darjeeling, Belur Math, Shanti Niketan and Sunderbans are some of the noteworthy tourist points in West Bengal. West Bengal happens to be a land where unity lies in diversity. Kanchenjunga decorates the top portion of the state while the Bay of Bengal flows at the bottom and the river Ganga flows through the heart of the state.

Himalayas

2.75. Mesmerizing visions of snow peaks, tranquillity of vivacious green hills steeped in magnificence, a land of breathtaking beauty crowned by the majestic Himalayas, Darjeeling is one of the most magnificent hill resorts in the world. This heavenly retreat is bathed in hues of every shade. Flaming red rhododendrons, sparkling white magnolias, miles of undulating hillsides covered with emerald green tea bushes, the exotic forests of silver fir - all under the blanket of a brilliant azure sky dappled with specks of clouds, compellingly confounds Darjeeling as the QUEEN OF HILL STATIONS. The crest of Kanchenjunga shining in the first dawn light truly supports the title.

2.76. Surrounded by virgin pine forests and often hidden in mists and clouds at an altitude of 2,350 meters, Lava this small village lies 34 kilometers away from Kalimpong on the old trade route to Bhutan. It has a beautiful monastery of Bhutanese origin and a Nature Interpretation Centre. Popular for nature exploration and bird watching, it is also the starting point for treks into the Neora National Park, which abounds with floral and faunal wealth.

2.77. Kaffer / Lolay Gaon is a small peaceful hamlet in the Kalimpong Sub

division of Darjeeling District, Loley Gaon is nature's paradise on its own with beautiful landscape, comprising lush green forest & serene valleys. The peaks of Kanchenjunga rises majestically in the morning mist. Loley Gaon is a one hour journey from Kalimpong & Lava through the serpentine forest road. Loleygaon offers small treks and trails. An Ideal destination for unwinding & relaxation.

Religious & spiritual tourism

2.78. Apart from the Hindu temples, there are churches and Muslim religious as well as the Buddhist centres that make West Bengal is religious tourism place.

2.79. Kalighat or the scared kali temple, was a Ghat sacred to Kali on the old course of the Hooghly river in the city of Calcutta. The name Calcutta is said to have been derived from the word Kalighat. The river over a period of time has moved away from the temple. The temple is now on the banks of a small canal called Adi Ganga which connects to the Hoogly. The Adi Ganga was the original course of the river Hoogly (the Ganges). Hence the name Adi Ganges.

2.80. Kalighat is regarded as one of the 51 Shakti Peethas of India, where the various parts of Sati's body are said to have fallen, in the course of Shiva's Rudra Tandava. Kalighat represents the site where the toes of the right foot of Dakshayani or Sati fell. Legend has it that a devotee discovered a luminant ray of light coming from the Bhāgirathi river bed, and upon investigating its source came upon a piece of stone carved in the form of a human toe. He also found a Svayambhu Lingam of Nakuleshwar Bhairav nearby, and started worshiping Kaali in the midst of a thick jungle.

2.81. Ancient temples, mosques, historic forts and magnificent handicrafts make Nadia District a great tourist destination. Nadia has gained as a tourist destination from the advent of the Bhakti movement and Sri Chaitanya.

Nature and wildlife tourism

2.82. The Sunderbans are a part of the world's largest delta, formed by the mighty rivers Ganga, Brahmaputra and Meghna. Situated on the lower end of Gangetic West Bengal, the Sunderbans is criss-crossed by hundreds of creeks and tributaries. It is one of the most attractive and alluring places remaining on earth, a truly undiscovered paradise. The Sunderbans is the largest single block of tidal, halophytic mangrove forests in the world. The name can be literally translated as beautiful jungle. The name may have been derived from the Sundari trees that are found in the Sunderbans. The Sunderbans is a UNESCO World Heritage Site. It spans a vast area covering 4,264 sq. km in India alone. It is the largest Tiger Reserve and National Park in India.

2.83. Reaching Dooars, in the foothills of the Himalayas is a journey through

the rolling hill slopes, mesmerizing lush green tea gardens separated by meandering silvery mountain streams, high Sal forests, quite ethnic villages, vast meadows with a blue outline of the great Himalayan ranges in the horizon, endless sky.

2.84. Lying in the Himalayan foothills in North Bengal, Dooars has great natural beauty. The wildlife-rich tropical forests, innumerable hill streams cutting across the green carpet of tea gardens and undulating plains, low hills rising up from the rivers all make it one of the most picturesque destinations. A drive through the Dooars plains, the gateway to Bhutan and the whole of North east India, can be the experience of a lifetime. The Dooars valley (also called Duars), stretching from the river Teesta on the west to the river Sankosh on the east, an area covering roughly 130 km by 40 km, forms a major part of the Jalpaiguri district. The name Dooars is derived from “doors” as the region is the gateway to the whole of North-east India and Bhutan. Dooars is also the gateway to the hill stations of the Darjeeling – Sikkim region.

2.85. Dooars is famous for its rich biodiversity and forests, the most notable of which are Gorumara National Park, Jaldapara Wild Life Sanctuary, and Buxa Tiger Reserve.

Fairs and festivals

2.86. The most famous and most celebrated festival of West Bengal is Durga Puja, "Worship of Durga", also referred to as Durgotsava or Sharadotsav. An annual Hindu festival in South Asia that celebrates worship of the Hindu goddess Durga. It refers to all the six days observed as Mahalaya, Shashthi, Maha Saptami, Maha Ashtami, Maha Nabami and Vijayadashami. The dates of Durga Puja celebrations are set according to the traditional Hindu calendar and the fortnight corresponding to the festival is called Devi Paksha, "Fortnight of the Goddess". Devi Paksha is preceded by Mahalaya, the last day of the previous fortnight Pitri Paksha, "Fortnight of the Forefathers", and is ended on Kojagori Lokkhi Puja ("Worship of Goddess Lakshmi on Kojagori Full Moon Night").

2.87. Durga Puja festival marks the victory of Goddess Durga over the evil buffalo demon Mahishasura. Thus, Durga Puja festival epitomises the victory of Good over Evil.

2.88. Beautifully decorated images of the goddess Durga are worshipped in specially erected Puja Pandals throughout the state, community prayers (pujas) are organised in every locality, around which shops and eateries spring up. Cultural events and shows are held every evening of the nine-day celebrations. Families visit each other to share feasts. On the final day, the idols are taken in elaborate processions to be immersed in the river or the sea.

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 West Bengal, the sample number of households was 12060, comprising 7571 from rural areas and 4489 from urban areas. Number of households reporting overnight visitors were 11353. In other words, 94 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 West Bengal were 1.65 crore and 5.87 crore respectively. The rural-urban breakup suggests that of the total 5.87 crore overnight visitors, as much as 79 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. West Bengal witnessed the intensity of overnight domestic tourism at an average of 371 trips per 100 households, almost 11 per cent lower than that for all-India average of 418 trips per 100 households. The incidence of trips per 100 rural households was recorded at 393 for West Bengal as against 440 for India. The same for urban sector was at 308 for West Bengal 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 WB 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 WB. 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 WB

3.12. In all, 15.18 crore visitor-trips originated from West Bengal (here, West Bengal is the state of origin), of which only 5.8 per cent of the trips were undertaken in the states other than West Bengal.

3.13. Of the total 15.18 crore visitor-trips, 79.4 per cent originated from the rural parts of the state. As compared to this, at national level, 73.5 per cent of the total 211.7 crore visitor-trips originated from the rural sector

3.14. On the other hand, with West Bengal as the state of destination, a total of 15.88 crore visitor-trips were undertaken. Of these just 2.9 per cent of the trips were undertaken from states other than West Bengal. Hence, the majority of the tourism activity occurred from within the state.

3.15. While the share of West Bengal in total population of India stands at 7.5 per cent¹⁴, the share of visitor-trips undertaken in West Bengal (from within and other states) in the All-India total of 211.7 crore was also at 7.5 per cent.

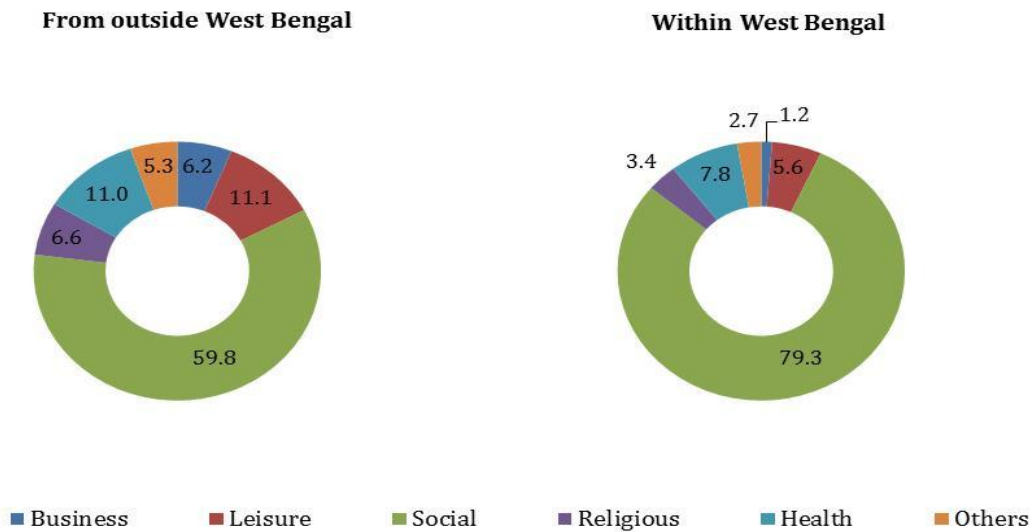
Trips by purpose of travel

3.16. The distribution of trips by purposes reveals that of all the trips that were undertaken within the state (West Bengal being both the state of origin and the state of destination), 79.8 percent were social trips, so most of the trips were undertaken to visit friends or relatives followed by 7.8 per cent medical trips, 5.6 per cent leisure trips and 3.4 per cent religious trips. Share of business trips in total trips undertaken was just 1.2.

3.17. As compared to this, among the trips that were undertaken from outside the state to WB, as much as 59.8 per cent were social trips. The share of leisure trips was second highest with 11.1 per cent followed closely by health related trips (11 per cent) (figure 3.1).

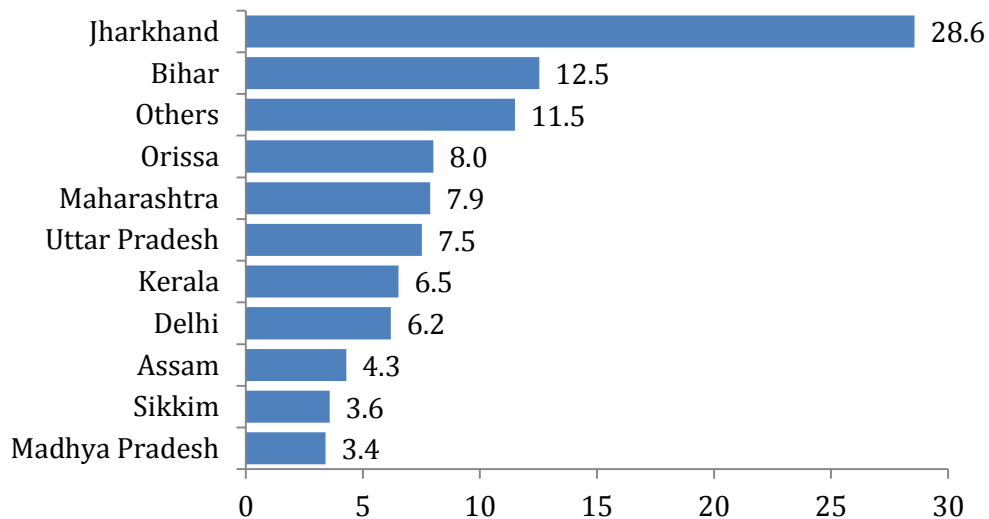
¹⁴ Population numbers also obtained from NSSO survey on Domestic Tourism

Figure 3.1: Distribution of trips undertaken by purpose – West Bengal



3.18. As shown in figure 3.2, of the total visitor-trips undertaken from other states with WB as main destination, Jharkhand contributed the maximum number of trips (28.6 per cent), followed by Bihar (12.5 per cent), Orissa (8 per cent) and Maharashtra (7.9 per cent).

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



3.19. Further analysis reveals that maximum of the trips to West Bengal originated from Jharkhand and Bihar which were largely undertaken for social purposes (44.8 and 58.6 per cent respectively). Interestingly, the trips originating from the southern Indian states (Tamil Nadu – 100 per cent, Kerala – 99 per cent, Karnataka – 96.4 per cent and AP – 95 per cent) were majorly social visits to West Bengal. Also, the purpose of 85.6

per cent of the trips originating from Chhattisgarh was religious and more than 50 per cent of the trips originating from Tripura were for medical purpose. Surprisingly 100 per cent of the trips originating from Haryana were for the purpose of leisure.

3.20. Interestingly most of the business trips undertaken in WB originated from Bihar (28.5 per cent), most of the leisure and medical trips originated from Jharkhand (44.5 and 74.8 per cent respectively) whereas most of the religious trips originated from MP (29.9 per cent).

International Passenger Survey (IPS)

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

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

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

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

66.03 lakh foreign tourists visited India in 2010-11

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

3.25. The principal objectives of the survey were:

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

Indians.

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

Use of IPS data in preparation of State TSA

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

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

IPS – Key Findings for WB

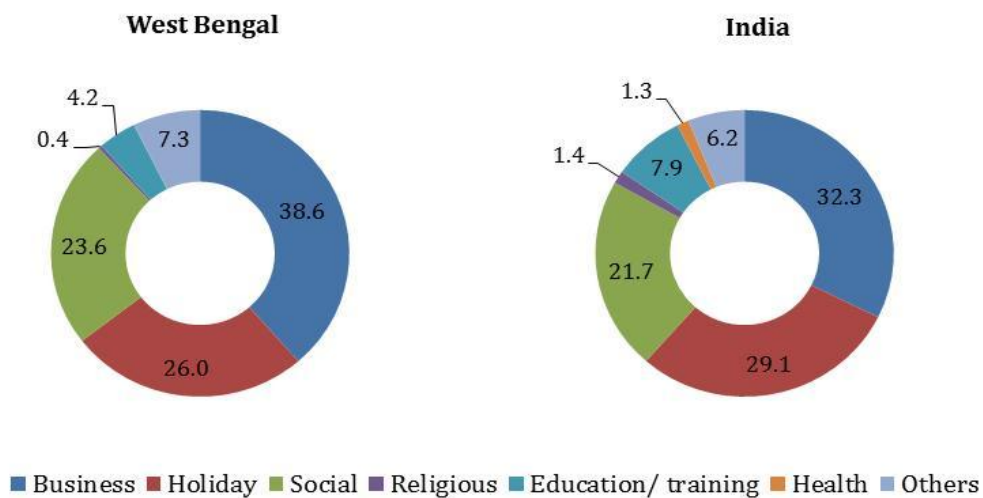
3.28. According to the India Tourism Statistics, the foreign tourist visits in West Bengal grew from about 284092 in 2001 to more than 4 times in 2013. The state hosted a total of 1245230 foreign tourists during 2013, posting an annual growth of just 2.1 per cent as against the all-India growth of 9.2 per cent over the year 2012.

3.29. With regard to outbound tourists, the latest data (based on IPS survey) reveal that the number of people living in West Bengal who travelled abroad during 2010-11 was 4,59,547. With this, the state accounted for 4.24 per cent of the total 1.08 crore outbound tourists in India.

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

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

Figure 3.3: Distribution of number of Outbound Tourists by purpose – West Bengal and India



3.31. As compared to this, of the total outbound tourists of WB, 38.6 per cent travelled for business purpose and 26 per cent travelled for the purpose of leisure and holidaying. Tourists travelling for social purpose accounted for 23.6 per cent and those for educational purpose accounted for 4.2 per cent of the total outbound tourists (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 WB and who travelled for business purposes shows that major (63.1 per cent) business trips were made for participation in meetings or seminars while 28.5 per cent trips were undertaken with a mission of installing equipments, inspections, purchase or sales. Just 4.3 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 WB across the reasons of such trips, it is observed that most of the leisure trips (27.8 per cent) were undertaken because of the fact that the outbound tourists have relatives or friends to host them in the foreign destinations while 27.1 per cent travel abroad because they find themselves

attracted more towards foreign destinations than towards similar Indian destinations. Almost 7.3 per cent of the outbound leisure trips were undertaken as tourist infrastructure is better in foreign countries than in India while cheaper air fare conduced 13.4 per cent of such trips made outside India (refer to figure 3.5).

Figure 3.4: Percentage Distribution of mission for which Business Trip is Undertaken – West Bengal

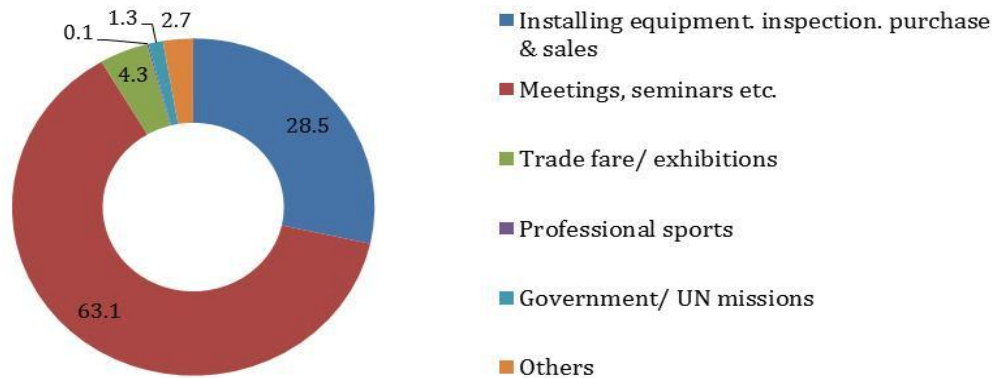
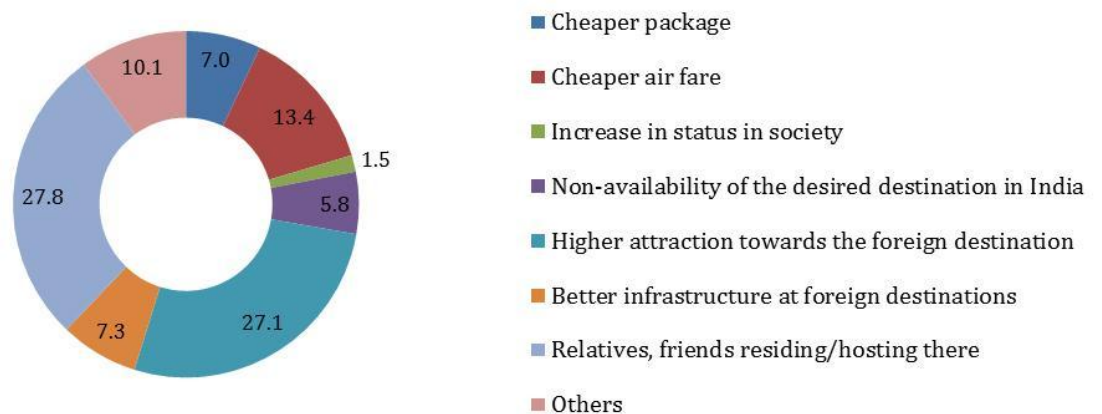


Figure 3.5: Percentage distribution of reasons for preferring foreign destination when Leisure Trip is undertaken – West Bengal



Employment and Unemployment Survey

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

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

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

Use of EUS data in preparation of State TSA

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

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

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

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

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

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

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

Table 3.1: Estimated number of workers by status - West Bengal (Numbers in lakh)

		Rural			Urban			All		
Worker		Male	Female	Total	Male	Female	Total	Male	Female	Total
Principal	Own account worker	75.6	10.5	86.2	24.9	3.9	28.8	100.6	14.4	115.0
	Employer	2.5	0.0	2.5	0.6	0.0	0.6	3.1	0.0	3.1
	Regular Employee	14.7	3.3	18.0	20.3	4.3	24.6	35.0	7.5	42.6
	Casual wage labor	81.0	10.3	91.3	8.5	1.2	9.6	89.5	11.5	100.9
Subsidiary	Own account worker	22.6	12.6	35.2	2.5	3.3	5.8	25.1	15.9	41.0
	Employer	0.8	0.2	1.0	0.0	0.0	0.0	0.8	0.2	1.0
	Regular Employee	1.6	0.4	2.0	0.2	0.3	0.6	1.8	0.7	2.6
	Casual wage labor	21.6	6.5	28.0	1.2	0.4	1.6	22.8	6.8	29.6
Principal + Subsidiary	Own account worker	98.2	23.2	121.4	27.4	7.2	34.6	125.6	30.3	156.0
	Employer	3.3	0.2	3.5	0.7	0.0	0.7	3.9	0.2	4.1
	Regular Employee	16.3	3.7	20.0	20.6	4.6	25.2	36.8	8.3	45.1
	Casual wage labor	102.5	16.7	119.3	9.7	1.6	11.3	112.2	18.3	130.5

Household Consumer Expenditure Survey

3.42. NSSO has been conducting the 'Household Consumer Expenditure' (HCE) surveys on quinquennial basis. The first round of the HCE survey (October 1972 - September 1973) in the quinquennial series was the 27th round. The ninth survey in the series, had been embarked for the 68th round conducted during July 2011 – June 2012. By a decision of the National Statistical Commission, the quinquennial survey of consumer expenditure (and employment-unemployment) was repeated in the 68th round (2011-12) although it was only two years since the 66th round survey had taken place. 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. 3.43. A stratified multi-stage design was adopted for the CES. The number of households surveyed in 66th round was 1,00,794 (59,097 in rural areas and 41,697 in urban areas). The prime aim of the HCE survey was to generate estimates on monthly per capita consumer expenditure (MPCE) and its distribution across the different sections of the population like rural and urban and different socio- economic groups etc. both at country level as well as the State level.

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

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

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

3.47. Schedule Type 1 was canvassed following the traditional way of the previous quinquennial 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.

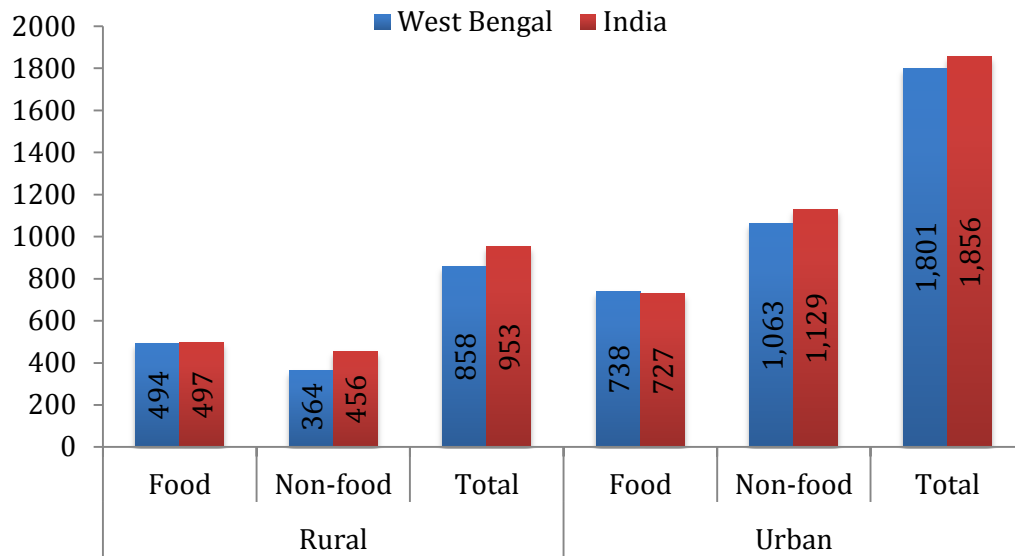
3.49. A very detailed item classification was adopted to collect information on consumption of more than 300 items consumed by the households. The items on which the information was collected include 142 items of food, 15 items of energy (fuel, light and household appliances), 28 items of clothing, bedding 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. 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 in urban sector of West Bengal was slightly higher than that for urban India's MPCE while the same for rural WB is slightly on lower side than rural India's MPCE. MPCE on non-food items in both rural and urban sectors of West Bengal was lower than the respective all India average MPCEs. Overall MPCE in rural West Bengal (Rs. 857.8) is lower by 95 rupees than that for India (Rs. 953) while the total MPCE in urban West Bengal (Rs. 1801) is lower by 55 rupees than that for urban India's MPCE (Rs. 1856). Table given below reveals MPCE for major items and broad groups for West Bengal and All India, as given in figure 3.6.

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



3.52. Table 3.2 given below reveals MPCE for major items and broad groups for WB and All India.

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

Sl. No.	Item Category	Andhra Pradesh		All India	
		Rural	Urban	Rural	Urban
1	Cereal	175.9	179.0	145.1	161.9
2	Cereal Substitutes	0.0	0.0	0.7	0.8
3	Pulses and Pulse Products	22.9	32.3	35.7	49.8
4	Milk and Milk Products	26.9	64.1	80.2	138.7
5	Sugar	14.5	20.8	22.6	27.6
6	Salt	2.3	2.8	2.1	2.4
7	Edible Oil	35.6	50.4	34.1	46.1
8	Egg, Fish & Meat	69.0	132.7	32.3	48.0
9	Vegetables	69.1	91.8	57.2	76.7
10	Fruits (Fresh)	9.2	24.5	11.8	29.5
11	Fruits (Dry)	1.0	2.7	3.1	7.8
12	Spices	19.1	23.8	20.3	25.2
13	Beverages, Refreshments, etc.	48.5	112.9	52.0	113.0
14	Food: Total (1-13)	494.0	737.9	497.1	727.5
15	Pan, Tobacco & Intoxicants	18.0	29.5	20.6	21.9
16	Fuel and Light	86.0	149.8	87.8	142.8
17	Clothing and Bedding	49.5	105.0	57.6	98.6
18	Footwear	6.6	14.3	10.0	19.8
19	Education	31.3	135.6	40.3	162.2
20	Medical (Institutional)	11.7	45.3	17.8	34.0
21	Medical (Non-institutional)	36.2	90.2	39.3	64.7
22	Entertainment	7.3	34.0	8.2	31.5
23	Minor Durable-type Goods	3.4	6.3	2.5	4.3
24	Toilet Articles	21.0	41.4	23.2	44.0
25	Other Household Consumables	15.2	31.0	20.3	35.8
26	Consumer Services Excluding Conveyance	25.0	135.8	44.5	127.3
27	Conveyance	23.1	106.6	37.6	115.2
28	Rent	1.0	57.8	4.8	117.8
29	Taxes and Cesses	0.6	8.0	2.3	16.0
30	Durable Goods	27.6	72.6	39.3	92.6
31	Non-food: Total (15-30)	363.8	1063.2	456.0	1128.5
32	Total Expenditure (14+31)	857.8	1801.0	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 West Bengal, 2009-10 (Rs. lakh)

	At current prices	GVO – FC	IC – PP	GVA – FC	GVA – others
1	Total agriculture and livestock	8952215	1419016	7436531	96668
2	Forestry and logging	484923	756	4093	
3	Fishing	1581841	195350	1386491	
4	Mining	434294		316133	
5	Meat, fish, fruits, vegetables and oils	844257	784804	59453	33189
6	Dairy products	44763	39890	4873	3001
7	Grain mill products	521377	492332	29045	74951
8	Other food products	710245	597024	113221	97653
9	Beverages	133040	105675	27365	11036
10	Tobacco products	141659	121100	20559	118719
11	Spinning, weaving and finishing of textiles	962179	785081	177098	199031
12	Wearing apparel	409526	377166	32360	199881
13	Leather & fur products	341782	285961	55821	94440
14	Wood and wood products	165069	137428	27641	76494
15	Furniture	31826	28223	3603	113307
16	Paper and printing etc	141262	116317	24945	29998
17	Rubber, petroleum products etc.	2027388	1883152	144236	59445
18	Chemical and chemical products	1287495	1103710	183785	33022
19	Non-metallic products	431421	331199	100222	114297
20	Basic metals	4790216	4078605	711611	100176
21	Recycling	0	0	0	46344
22	Metal products and machinery	1136402	920838	215564	210630
23	Electrical machinery	533766	414835	118931	41838
24	Other manufacturing	73150	52296	20854	193801
25	Transport equipment	339323	279146	60177	22205
	Total Manufacturing	15066146	12934782	2131364	1873458
26	Construction			583163	
27	Electricity, gas and water supply			806393	
28	Railway transport services			648704	
29	Land transport including via pipeline			1753873	
30	Water transport			207095	
31	Air transport			102760	
32	Supporting and aux. tpt activities			150404	
33	Storage and communication			64744	533170
34	Trade			5525118	
35	Hotels and restaurants			587198	
36	Banking and insurance			2210891	
37	Real estate and business services			3362672	
38	Education and research			3239610	
39	Medical and health			979744	
40	Other services			1110526	
41	Public administration			2403073	
42	Total all industries				

Source: CSO

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

4. METHODOLOGY

Tourism Satellite Account

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

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

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

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

Expenditure or demand side data

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

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

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

Production or Supply side data

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

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

Supply side data

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

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

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

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

information for state TSAs in respect of both the approaches. This is presented in the following table:

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

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

Source: NCAER computation

Compilation of State TSAs

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

of these data at state level. Even at national level, the TSA:RMF 2008 placed these compilations under research agenda and did not recommend their compilations, although NCAER included experimental compilations of these two tables in the all India TSA, 2009-10. Each of these tables is described in the following sections of this chapter.

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

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

Products Recommended in the TSA: RMF 2008	Products Used for TSA of India 2009-10
Product	Product
1 Accommodation services for visitors	20 Hotels
2 Food and beverage serving services	21 Restaurants
3 Railway passenger transport	15 Railway passenger transport services
4 Road passenger transport services	16 Land passenger transport including via pipeline
5 Water passenger transport services	17 Water passenger transport
6 Air passenger transport services	18 Air passenger transport
7 Transport equipment rental services	23 Renting of transport equipment
8 Travel agencies and other reservation services	19 Tourism related supporting and auxiliary transport activities
9 Cultural services	24 Cultural and religious services
10 Sports and recreational services	25 Sporting and recreational services
11 Country-specific tourism characteristic goods	22 Medical and health
12 Country-specific tourism characteristic services	6 Processed food products
	7 Beverages
	8 Tobacco products
	9 Readymade garments
	10 Printing and publishing

	11 Leather footwear
	12 Travel related consumer goods
	13 Soaps and cosmetics
	14 Gems and jewellery

Source: NCAER computation

Inbound Tourism Expenditure

4.11. Inbound Tourism Expenditure forms Table 1 of the TSA. At regional orstate 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, West Bengal) and for which main destination was the state of reference (West Bengal), 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 WEST
BENGAL*

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, West Bengal received a total of 11,92,187 inbound tourists from other countries during 2009-10. Besides, the state played host to 19.1 lakh inbound trips from the other states of India. In terms of visitor-trips, this number stood at 45.7 lakh.

4.24. The per-cent distribution of trips by purposes is almost the same as that of visitor-trips (as given in Chapter 3). Of the total trips undertaken in the state from the other states, 53.7 per cent were social trips, followed by 12.5 per cent medical trips and 9.9 per cent business 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. 19,239. However, among the various purposes of travel, social trip turns out to be the most expensive, with per-trip expenditure of Rs. 24,618 (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 72.5 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 shopping-related trips, maximum being in educational trips at 87.6 per cent. However, in case of health-related trips, share of expenditure incurred on health and medical related services was also fairly high at 34.8 per cent.

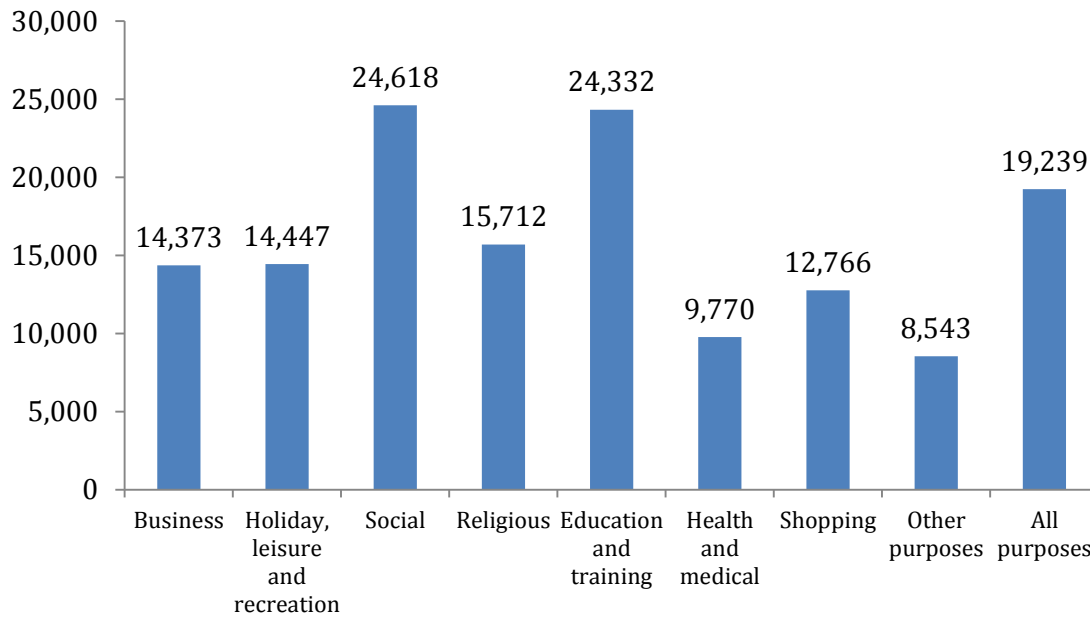
4.30. For shopping related trips, the share of expenses on tourism connected services was the highest at 71.2 per cent followed by expenses incurred on passenger transport services (23.8 per cent) (see Figure 4.2).

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

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

Source: NCAER computations

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



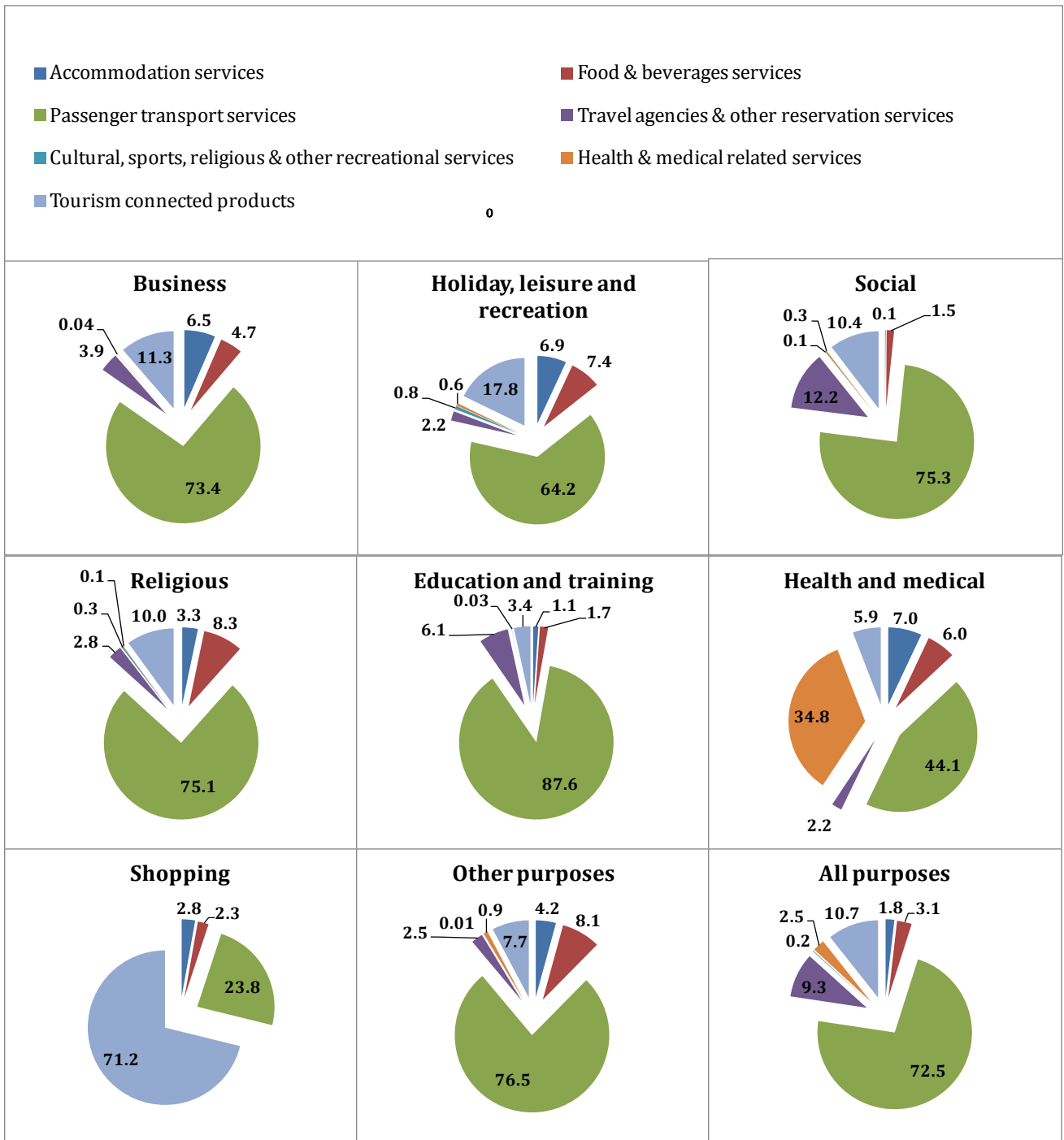
Source: NCAER computations

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 – West Bengal



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, 6.35 crore domestic or intrastate trips were undertaken in 2008-09 in West Bengal.

4.37. The per cent distribution of intrastate trips by purpose of travel was somewhat similar to that of interstate trips. While maximum number of trips (53.7 per cent of the total, as given in Table 4.4) undertaken from other states to the state of reference were social trips, this proportion stood at 76 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, 8.8 per cent were medical trips and only 5.8 per cent were leisure trips.

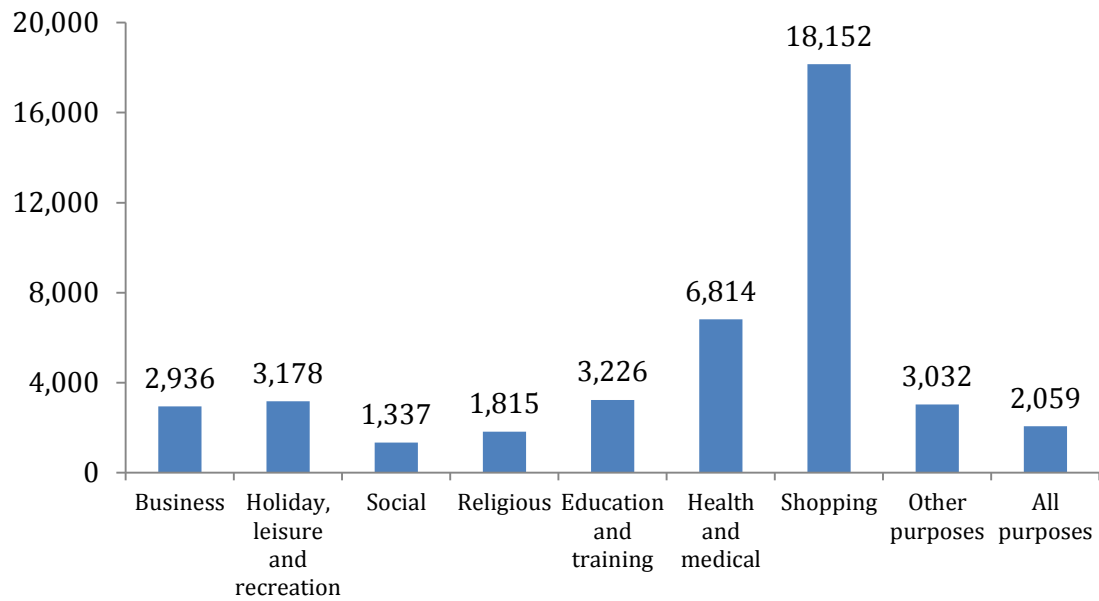
4.39. The average per-trip expenditure incurred during domestic trips in West Bengal was Rs. 2,059. The per-trip expenditure is the highest for shopping trips (Rs. 18,152) followed by medical trips (Rs 6,814) (see Figure 4.3).

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 West Bengal



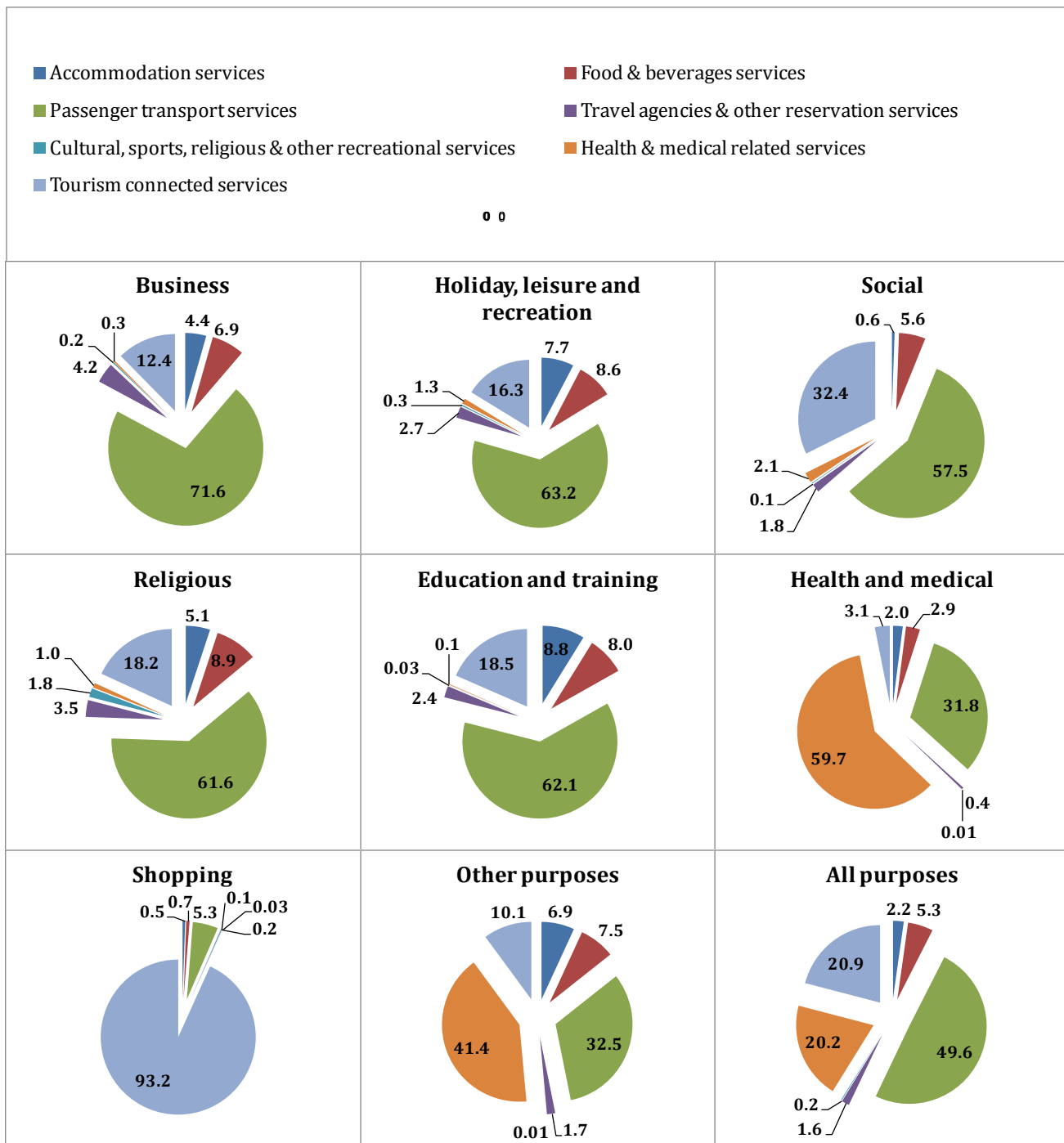
Source: NCAER computations

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 – West Bengal



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 49.6 per cent of the total expenditure.

4.42. When observed by purposes of travel (see Figure 4.4), the share of passenger transport expenses is the highest in case of business (71.6 per cent), leisure (63.2 per cent), social (57.5 per cent), religious (61.6 per cent) and educational trips (62.1 per cent). In case of health-related trips and trips undertaken with other purposes, the highest share in total expenses was that of expenses incurred on health and medical related services which stood at 59.7 per cent and 41.4 per cent respectively. The highest share was that of expenses on tourism related services (93.2 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 4,59,547 outbound tourists from West Bengal in 2010-11.

4.53. The per-cent distribution of trips by purposes of travel reveals that more than one third the people (38.6 per cent) travelling abroad travelled for business purposes. This was followed by trips undertaken for leisure purposes, whose share in total stood at 26 per cent (Table 4.8) and social trips (23.6 per cent).

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 Jammu & Kashmir are given in the table below:

Table 4.10: Table: State-specific Tourism Industry Ratios

Industries	India		West Bengal		
	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	1.05	1.93	98.57
2 Food and beverage serving services/Restaurants	0.54	16.37	1.05	1.93	31.58
3 Railway passenger transport services	0.99	57.63	1.18	1.19	68.48
4 Road passenger transport services	0.77	54.42	0.20	0.26	14.07
5 Water passenger transport services	5.28	12.10	1.49	0.28	3.41
6 Air passenger transport services	4.71	77.20	2.24	0.48	36.72
7 Transport equipment rental services	14.63	28.82	17.60	1.20	34.67
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	14.63	72.36	17.60	1.20	87.07
9 Cultural and religious services	0.95	17.06	1.65	1.73	29.56
10 Sports and other recreational services	0.95	3.84	1.65	1.73	6.66
11 Health and medical related services	0.31	30.05	0.36	1.17	35.19
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 West Bengal 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		135571	206851	1024055	1366477
1	Accommodation services/Hotels	32595	80168	492836	605599
2	Food and beverage serving services/Restaurants	36675	37154	192470	266298
3	Railway passenger transport services	1797	6424	14669	22890
4	Road passenger transport services	14983	17504	60867	93354
5	Water passenger transport	2730	139	1512	4381
6	Air passenger transport services	13869	30117	94437	138423
7	Transport equipment rental services	3000	6649	17685	27335
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	1994	3604	24209	29806
9	Cultural and religious services	2685	6296	15773	24754
10	Sports and other recreational services	13552	15356	32222	61129
11	Health and medical related services	11692	3441	77375	92508
A.2 Tourism connected products		129077	59398	244529	433003
12	Readymade garments	34726	18493	77239	130458
13	Processed food	2946	2188	10034	15169
14	Tobacco products	352	2326	2296	4975
15	Beverages	2257	12606	23810	38673
16	Travel related consumer goods	1598	791	7381	9771
17	Footwear	3363	2450	12697	18510
18	Soaps, cosmetics and glycerine	420	205	1328	1953
19	Gems and jewellery	67816	15809	82735	166360
20	Books, journals, magazines, stationery etc.	15597	4529	27009	47135
Total		264648	266249	1268584	1799480
Estimated number of trips		207288	165594	819305	1192187
Expenditure per trip (Rs.)		127672	160784	154837	150939

Source: NCAER computation

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		24230	20932	227572	22532	5320	22172	7637	330395
1	Accommodation services/Hotels	1775	1768	291	818	60	1652	367	6731
2	Food and beverage serving services/Restaurants	1296	1887	3930	2088	94	1420	671	11386
3	Railway passenger transport services	11709	10395	87186	10966	800	2804	5131	128992
4	Road passenger transport services	1350	1611	9300	5830	195	1966	530	20782
5	Water passenger transport	29	0	397	1062	0	0	0	1489
6	Air passenger transport services	3406	1166	80841	0	3376	3949	81	92819
7	Transport equipment rental services	3578	3170	13567	950	456	1677	587	23986
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	1076	571	31079	709	337	507	195	34473
9	Cultural and religious services	0	124	248	79	1	0	1	453
10	Sports and other recreational services	0	88	29	0	0	0	0	117
11	Health and medical related services	11	151	703	30	0	8198	73	9166
A.2 Tourism connected products		3101	4529	26391	2505	190	1385	1387	39488
12	Readymade garments	2168	3303	17365	1243	15	598	806	25498
13	Processed food	84	179	2349	347	14	259	61	3293
14	Tobacco products	45	156	1027	0	4	59	41	1331
15	Beverages	49	1	173	3	0	0	0	226
16	Travel related consumer goods	238	182	3399	560	40	108	295	4821
17	Footwear	413	432	1137	93	0	332	155	2562
18	Soaps, cosmetics and glycerine	6	21	62	59	2	6	9	166
19	Gems and jewellery	0	166	512	2	0	3	0	684
20	Books, journals, magazines, stationery etc.	99	89	368	197	116	18	22	908
Total		27331	25461	253963	25037	5510	23557	9024	369883
Estimated number of trips		190161	176239	1031635	159350	22645	241117	101414	1922560
Expenditure per trip (Rs.)		14373	14447	24618	15712	24332	9770	21310	19239

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		135571	206851	1024055	330395	1696872
1	Accommodation services/Hotels	32595	80168	492836	6731	612330
2	Food and beverage serving services/Restaurants	36675	37154	192470	11386	277685
3	Railway passenger transport services	1797	6424	14669	128992	151882
4	Road passenger transport services	14983	17504	60867	20782	114136
5	Water passenger transport	2730	139	1512	1489	5870
6	Air passenger transport services	13869	30117	94437	92819	231242
7	Transport equipment rental services	3000	6649	17685	23986	51320
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	1994	3604	24209	34473	64280
9	Cultural and religious services	2685	6296	15773	453	25207
10	Sports and other recreational services	13552	15356	32222	117	61247
11	Health and medical related services	11692	3441	77375	9166	101674
A.2 Tourism connected products		129077	59398	244529	39488	472492
12	Readymade garments	34726	18493	77239	25498	155956
13	Processed food	2946	2188	10034	3293	18461
14	Tobacco products	352	2326	2296	1331	6305
15	Beverages	2257	12606	23810	226	38899
16	Travel related consumer goods	1598	791	7381	4821	14591
17	Footwear	3363	2450	12697	2562	21072
18	Soaps, cosmetics and glycerine	420	205	1328	166	2119
19	Gems and jewellery	67816	15809	82735	684	167044
20	Books, journals, magazines, stationery etc.	15597	4529	27009	908	48043
Total		264648	266249	1268584	369883	2169364
Estimated number of trips		207288	165594	819305	1922560	3114747
Expenditure per trip (Rs.)		127672	160784	154837	19239	462532

Source: NCAER computations

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

		(Package + Non-package)						(Rs. Lakh)		
S. No	Industries	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Other	All
A 1. Tourism characteristic products		38998	98583	436306	33853	9378	367558	971	48006	1033652
1	Accommodation services/Hotels	1963	9025	3641	2103	1016	7675	79	3670	29173
2	Food and beverage serving services/Restaurants	3050	10120	35832	3676	919	11119	98	3983	68798
3	Railway passenger transport services	4462	21652	56181	8676	2302	9085	301	2246	104904
4	Road passenger transport services	7999	26448	208508	12062	3815	41018	237	12278	312366
5	Water passenger transport	43	571	5407	42	431	122	0	135	6751
6	Air passenger transport services	16867	5963	19547	0	0	12891	0	0	55268
7	Transport equipment rental services	2494	19738	81328	4679	600	57345	221	2689	169093
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	1884	3220	11310	1450	276	1703	8	922	20773
9	Cultural and religious services	52	222	501	743	2	31	12	2	1566
10	Sports and other recreational services	53	124	412	8	1	1	12	2	613
11	Health and medical related services	132	1499	13638	413	17	226567	4	22079	264347
A.2 Tourism connected products		5515	19140	208910	7508	2122	11787	13410	5387	273780
12	Readymade garments	575	11198	105447	2736	625	2347	6268	1312	130508
13	Processed food	492	2309	34232	1783	260	4638	19	1811	45543
14	Tobacco products	945	1206	9023	780	68	861	4	221	13107
15	Beverages	180	269	768	82	0	0	12	5	1318
16	Travel related consumer goods	1153	1791	18490	1704	386	1775	861	1889	28047
17	Footwear	1957	1563	5169	44	0	192	154	30	9108
18	Soaps, cosmetics and glycerine	12	129	417	12	9	113	13	77	781
19	Gems and jewellery	12	465	34078	309	0	1500	6072	17	42452
20	Books, journals, magazines, stationery etc.	190	209	1287	58	775	362	8	26	2914
Total		44513	117723	645216	41361	11500	379345	14380	53393	1307431
Estimated number of trips		151590 1	370463 6	48241473	2278889	356505	556703 1	79223	176120 0	6350485 8
Expenditure per trip (Rs.)		2936	3178	1337	1815	3226	6814	18152	3032	2059

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		7909	2243	993	16	577	0	531	12268
1	Accommodation services/Hotels	596	564	31	0	216	0	78	1485
2	Food and beverage serving services/Restaurants	759	328	154	4	140	0	123	1509
3	Railway passenger transport services	138	104	57	1	62	0	3	364
4	Road passenger transport services	647	372	199	5	108	0	89	1421
5	Water passenger transport	4	8	0	0	0	0	0	12
6	Air passenger transport services	4500	412	78	0	21	0	71	5082
7	Transport equipment rental services	124	130	13	5	12	0	24	309
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	80	80	5	0	0	0	64	228
9	Cultural and religious services	94	2	7	0	10	0	9	121
10	Sports and other recreational services	911	10	11	0	3	0	58	993
11	Health and medical related services	55	233	438	1	5	0	12	743
A.2 Tourism connected products		1284	2895	2407	60	1310	0	489	8445
12	Readymade garments	480	1699	1276	16	881	0	275	4628
13	Processed food	139	408	128	15	15	0	22	727
14	Tobacco products	70	39	6	1	1	0	1	118
15	Beverages	12	9	0	0	9	0	2	32
16	Travel related consumer goods	302	271	121	13	166	0	84	956
17	Footwear	80	221	231	0	86	0	36	654
18	Soaps, cosmetics and glycerine	67	55	25	2	7	0	8	164
19	Gems and jewellery	2	112	544	12	0	0	8	678
20	Books, journals, magazines, stationery etc.	132	81	76	1	145	0	52	487
Total		9193	5137	3400	75	1888	0	1020	20714
Estimated number of trips		177169	119475	108292	1740	19191	59	33621	459547
Expenditure per trip (Rs.)		5189	4300	3140	4336	9837	328	3034	4507

Source: NCAER computation

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

(Rs. lakh)

S. No	Industries	Inbound Tourism Consumption	Domestic Tourism Consumption	Outbound Tourism Consumption	Total Tourism Consumption
A 1. Tourism characteristic products		278,984	185,061	4,061	468,105
1	Accommodation services/Hotels	33,379	3,215	1,192	37,785
2	Food and beverage serving services/Restaurants	23,126	12,195	551	35,872
3	Railway passenger transport services	87,106	841	255	88,203
4	Road passenger transport services	59,454	107,014	633	167,100
5	Water passenger transport	244	69	0	313
6	Air passenger transport services	6,896	3,335	1,271	11,501
7	Transport equipment rental services	27,622	14,642	1	42,265
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	31,628	21,208	41	52,877
9	Cultural and religious services	1,758	202	3	1,963
10	Sports and other recreational services	2,764	63	3	2,830
11	Health and medical related services	5,006	22,277	112	27,395
A.2 Tourism connected products		51,844	48,649	922	101,415
12	Readymade garments	25,869	22,265	456	48,590
13	Processed food	4,400	5,958	136	10,494
14	Tobacco products	781	610	3	1,393
15	Beverages	1,726	631	0	2,356
16	Travel related consumer goods	5,323	12,331	292	17,947
17	Footwear	2,498	5,713	4	8,215
18	Soaps, cosmetics and glycerine	166	436	0	602
19	Gems and jewellery	8,667	127	20	8,814
20	Books, journals, magazines, stationery etc.	2,416	579	11	3,005
A.3 Other imputed connected products			364,432		364,432
21	Vacation homes (assumed to be 1% of urban owner occupied dwelling services)		9378		9,378
22	Social transfers in kind (50% of GFCE of tourism and cultural services)		14566		14,566
23	FISIM (calculated from the share of FISIM in PFCE)		99786		99,786
24	Producers' guest houses (.5% of private organised sector share in output)		145151		145,151
25	Imputed expenditures of households on food for tourists staying with them		95552		95,552
Total		2,169,363	1,671,863	20,714	3,861,940

Source: NCAER computation

TSA Table 5: Production account of tourism industries and other industries, West Bengal, 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	60976048	21706	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	178742	30566137	0	0	0
3	Trade	58181	333735	6905920	0	0
4	Transport freight services	0	0	0	2990127	0
5	All non-tourism specific services	0	2287	0	0	15006283
6	Processed food products	366524	43849	0	0	0
7	Beverages	7544	13266	0	0	0
8	Tobacco products	6	0	0	0	0
9	Readymade garments	0	143040	0	0	0
10	Printing and publishing	0	22985	0	0	0
11	Leather footwear	0	10719	0	0	0
12	Travel related consumer goods	0	38870	0	0	0
13	Soaps and cosmetics	0	25928	0	0	0
14	Gems and jewellery	0	14900	0	0	0
15	Railway passenger transport services	0	0	0	0	0
16	Land passenger transport including via pipeline	0	0	0	121798	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	540	0	0	0
24	Cultural and religious services	0	0	0	0	0
25	Sporting and recreational services	0	606	0	0	0
Total domestic output at basic prices		61587045	31238569	6905920	3111925	15006283

TSA Table 5: Production account of tourism industries and other industries, West Bengal, 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	1301592	0	0	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	83345	9980	1685	49973	26908	206889
3	Trade	4082	1766	2778	0	1469	26448
4	Transport freight services	0	0	0	0	0	0
5	All non-tourism specific services	41	444	23	0	2	0
6	Processed food products	1533662	4419	21506	0	0	0
7	Beverages	3190	176391	0	0	0	0
8	Tobacco products	0	0	968265	0	0	0
9	Readymade garments	0	0	0	1389856	0	219
10	Printing and publishing	0	0	0	0	112674	0
11	Leather footwear	0	0	0	0	0	191928
12	Travel related consumer goods	42	0	8	8252	81	30252
13	Soaps and cosmetics	773	84	3004	0	0	0
14	Gems and jewellery	0	0	0	2	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	110	6	0	0	0
24	Cultural and religious services	0	0	0	0	0	0
25	Sporting and recreational services	0	0	0	0	11	0
Total domestic output at basic prices		2926737	193194	997274	1448083	141145	455736

TSA Table 5: Production account of tourism industries and other industries, West Bengal, 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	107281	21709	8009	0	0	0
3	Trade	2041	2725	11418	0	0	0
4	Transport freight services	0	0	0	0	99741	0
5	All non-tourism specific services	4	1	0	0	0	0
6	Processed food products	0	0	0	0	0	0
7	Beverages	0	0	0	0	0	0
8	Tobacco products	0	0	0	0	0	0
9	Readymade garments	174	10	0	0	0	0
10	Printing and publishing	52	0	0	0	0	0
11	Leather footwear	10887	0	0	0	0	0
12	Travel related consumer goods	32403	4	14	0	0	0
13	Soaps and cosmetics	112	171053	44	0	0	0
14	Gems and jewellery	46	32	1083573	0	0	0
15	Railway passenger transport services	0	0	0	394687	0	0
16	Land passenger transport including via pipeline	0	0	0	0	1822048	0
17	Water passenger transport	0	0	0	0	0	174594
18	Air passenger transport	0	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0	0
20	Hotels	0	0	0	0	0	0
21	Restaurants	0	0	0	0	0	0
22	Medical and health	0	0	0	0	0	0
23	Renting of transport equipment	0	0	0	0	0	0
24	Cultural and religious services	0	0	0	0	0	0
25	Sporting and recreational services	12	0	0	0	0	0
Total domestic output at basic prices		153014	195535	1103057	394687	1921790	174594

TSA Table 5: Production account of tourism industries and other industries, West Bengal, 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	182633	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	56782	0	0	0	0
20	Hotels	0	0	119900	9500	0	0
21	Restaurants	0	0	46859	1679532	0	0
22	Medical and health	0	0	0	0	1704449	0
23	Renting of transport equipment	0	0	0	0	0	16549
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		182633	56782	166759	1689032	1704449	16549

TSA Table 5: Production account of tourism industries and other industries, West Bengal, 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	62299347	7702961
2	Mining, other manufacturing, construction, electricity, gas and water supply	0	0	31260657	2286009
3	Trade	0	0	7350562	-7350562
4	Transport freight services	0	0	3089868	-3103070
5	All non-tourism specific services	0	0	15009083	0
6	Processed food products	0	0	1969960	152334
7	Beverages	0	0	200390	8709
8	Tobacco products	0	0	968271	117447
9	Readymade garments	0	0	1533299	54583
10	Printing and publishing	0	0	135712	13658
11	Leather footwear	0	0	213535	71868
12	Travel related consumer goods	0	0	109926	16246
13	Soaps and cosmetics	0	0	200998	4861
14	Gems and jewellery	0	0	1098553	24956
15	Railway passenger transport services	0	0	394687	0
16	Land passenger transport including via pipeline	0	0	1943846	0
17	Water passenger transport	0	0	174594	0
18	Air passenger transport	0	0	182633	0
19	Tourism related supporting and auxiliary transport activities	0	0	56782	0
20	Hotels	0	0	129400	0
21	Restaurants	0	0	1726391	0
22	Medical and health	0	0	1704449	0
23	Renting of transport equipment	0	0	17216	0
24	Cultural and religious services	128512	0	128512	0
25	Sporting and recreational services	0	636645	637275	0
Total domestic output at basic prices		128512	636645	132535946	0

TSA Table 5: Production account of tourism industries and other industries, West Bengal, 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	281927	5061618	-4779691	65222617
2	Mining, other manufacturing, construction, electricity, gas and water supply	2342905	548472	1794433	35341099
3	Trade	0	0	0	0
4	Transport freight services	20991	7790	13201	0
5	All non-tourism specific services	258106	45187	212918	15222002
6	Processed food products	35114	9008	26106	2148400
7	Beverages	49098	0	49098	258198
8	Tobacco products	353649	0	353649	1439367
9	Readymade garments	22147	1064	21084	1608965
10	Printing and publishing	1289	326	962	150332
11	Leather footwear	2836	0	2837	288240
12	Travel related consumer goods	3715	1302	2413	128585
13	Soaps and cosmetics	25640	381	25258	231117
14	Gems and jewellery	8170	0	8170	1131679
15	Railway passenger transport services	420	0	420	395106
16	Land passenger transport including via pipeline	8824	6022	2801	1946648
17	Water passenger transport	9688	0	9688	184282
18	Air passenger transport	1959	4826	-2866	179766
19	Tourism related supporting and auxiliary transport activities	1749	0	1749	58531
20	Hotels	109	55	54	129454
21	Restaurants	928	471	457	1726847
22	Medical and health	0	0	0	1704449
23	Renting of transport equipment	203	0	203	17419
24	Cultural and religious services	480	904	-424	128088
25	Sporting and recreational services	69057	114800	-45743	591532
Total domestic output at basic prices		3499004	5802227	-2303223	130232723

TSA Table 5: Production account of tourism industries and other industries, West Bengal, 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	31250819	1899196	0	68094	16665
2	Mining, other manufacturing, construction, electricity, gas and water supply	16358567	20656101	392025	1417418	912737
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	2376851	1322005	418498	163888	862216
6	Processed food products	524811	149870	0	144	1411
7	Beverages	0	14377	0	18	1257
8	Tobacco products	0	60	0	0	0
9	Readymade garments	5811	63592	506	1514	7009
10	Printing and publishing	29927	5230	20787	5638	10743
11	Leather footwear	0	1879	0	996	0
12	Travel related consumer goods	1487	13904	352	608	949
13	Soaps and cosmetics	0	13556	0	64	90
14	Gems and jewellery	0	5591	0	0	0
15	Railway passenger transport services	26406	23282	667	1645	13332
16	Land passenger transport including via pipeline	670722	148977	197901	23585	77345
17	Water passenger transport	395	45	3	2	0
18	Air passenger transport	9877	63916	633	902	16957
19	Tourism related supporting and auxiliary transport activities	0	1052	0	338	0
20	Hotels	85852	5185	28892	65777	58609
21	Restaurants	252396	15245	84940	193379	172305
22	Medical and health	0	0	0	4405	41022
23	Renting of transport equipment	1565	2228	4	952	556
24	Cultural and religious services	1091	12795	72	544	5154
25	Sporting and recreational services	141027	53782	56	1413	5461
IC-PP		51737603	24471867	1145336	1951325	2203818
GVA-basic prices		9849442	6766702	5760584	1160601	12802465
CoE		1488742	2711306	883922	419413	5191434
OS/MI		7588981	2618156	4697125	596430	6214284
CFC		687115	1290808	148060	129341	1143159
net taxes on production		86012	151136	32397	15753	259474
GO-basic prices		61587045	31238569	6905920	3111925	15006283
Employment (lakh)		188.95	72.04	41.91	7.22	38.47

Source: NCAER computations

TSA Table 5: Production account of tourism industries and other industries, West Bengal, 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	2239546	42775	223309	6933	80
2	Mining, other manufacturing, construction, electricity, gas and water supply	240905	46270	118393	965130	98392
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	55116	3911	50606	129581	7168
6	Processed food products	106669	45661	97412	1141	713
7	Beverages	549	13216	0	0	0
8	Tobacco products	0	0	304237	0	0
9	Readymade garments	150	0	0	57216	259
10	Printing and publishing	24	3	101	84	5177
11	Leather footwear	0	0	0	0	0
12	Travel related consumer goods	46	29	27	2629	74
13	Soaps and cosmetics	33	137	11848	6154	164
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	746	38	5585	3157	147
16	Land passenger transport including via pipeline	3662	235	13813	7484	1011
17	Water passenger transport	1	0	0	0	0
18	Air passenger transport	214	72	3316	793	259
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	21	0	0	0	0
21	Restaurants	61	0	0	0	0
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	4	1	37	8	2
24	Cultural and religious services	92	0	79	3431	125
25	Sporting and recreational services	208	38	14286	5277	124
IC-PP		2648048	152387	843049	1189019	113694
GVA-basic prices		278688	40807	154225	259064	27451
CoE		83073	2346	28587	61267	4452
OS/MI		121203	27589	92993	131396	16468
CFC		66800	9758	28432	59325	5781
net taxes on production		7747	1134	4287	7201	763
GO-basic prices		2926737	193194	997274	1448083	141145
Employment (lakh)		3.81	0.02	14.52	8.24	0.89

TSA Table 5: Production account of tourism industries and other industries, West Bengal, 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	24075	14001	6049	0	3
2	Mining, other manufacturing, construction, electricity, gas and water supply	289082	71521	115386	436087	135910
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	33710	4595	13151	130511	9914
6	Processed food products	9371	1300	7741	0	0
7	Beverages	0	30	478	0	0
8	Tobacco products	0	0	0	0	0
9	Readymade garments	4271	393	1	0	3
10	Printing and publishing	11	0	77	0	93
11	Leather footwear	2182	48	0	0	0
12	Travel related consumer goods	19820	15383	21	1007	91
13	Soaps and cosmetics	0	46	22000	0	0
14	Gems and jewellery	23	176	0	302644	0
15	Railway passenger transport services	2408	41	223	4508	166
16	Land passenger transport including via pipeline	4782	513	1683	45270	670
17	Water passenger transport	0	0	0	837	0
18	Air passenger transport	470	162	930	9523	29
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	0	0	0	0	148
21	Restaurants	0	0	0	0	435
22	Medical and health	0	0	0	0	4910
23	Renting of transport equipment	13	1	2	90	730
24	Cultural and religious services	8	40	112	2018	0
25	Sporting and recreational services	2730	605	597	1273	69
IC-PP		392956	108856	168450	933767	153172
GVA-basic prices		62780	44158	27085	169290	241515
CoE		7430	4735	1147	43453	168029
OS/MI		40322	28907	18872	96396	21074
CFC		13313	9732	6326	24817	45387
net taxes on production		1745	797	753	4706	7025
GO-basic prices		455736	153014	195535	1103057	394687
Employment (lakh)		0.61	1.01	0.28	1.70	1.18

TSA Table 5: Production account of tourism industries and other industries, West Bengal, 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	299258	1969	2	0	81334
2	Mining, other manufacturing, construction, electricity, gas and water supply	602791	50226	79407	8207	16398
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	37507	8071	11501	5908	1343
6	Processed food products	371	244	0	0	7649
7	Beverages	0	71	0	0	1912
8	Tobacco products	0	0	0	0	0
9	Readymade garments	8	1572	1632	3	759
10	Printing and publishing	1018	111	69	608	24
11	Leather footwear	8	0	0	0	0
12	Travel related consumer goods	65	20	315	9	1
13	Soaps and cosmetics	0	17	1295	0	155
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	37	55	22	224	13
16	Land passenger transport including via pipeline	199	5705	6054	4750	97
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	46	70	38	13	38
19	Tourism related supporting and auxiliary transport activities	0	0	0	90	0
20	Hotels	29360	809	646	1792	401
21	Restaurants	86315	2378	1900	5269	1180
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	304	73	99	2	0
24	Cultural and religious services	148	1	4	66	7
25	Sporting and recreational services	621	133	99	19	21
IC-PP		1058055	71525	103083	26962	111332
GVA-basic prices		863734	103069	79550	29820	55427
CoE		163123	13123	59203	21584	15243
OS/MI		621120	80591	10953	4742	35167
CFC		74656	8628	8834	3284	4593
net taxes on production		5038	757	584	219	428
GO-basic prices		1921790	174594	182633	56782	166759
Employment (lakh)		15.30	0.05	0.11	0.64	0.51

TSA Table 5: Production account of tourism industries and other industries, West Bengal, 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	871324	50024	0	0	1621
2	Mining, other manufacturing, construction, electricity, gas and water supply	123940	428900	708	8038	101270
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	6790	30156	1191	8415	122079
6	Processed food products	81942	0	0	0	69
7	Beverages	20482	0	0	0	1
8	Tobacco products	4	0	0	0	0
9	Readymade garments	5008	10079	0	0	201
10	Printing and publishing	108	1729	0	34	328
11	Leather footwear	0	0	0	0	0
12	Travel related consumer goods	12	39	0	53	114
13	Soaps and cosmetics	343	0	0	0	311
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	40	879	0	13	239
16	Land passenger transport including via pipeline	291	11363	61	17	313
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	115	144	1	27	86
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	4299	30054	71	165	132
21	Restaurants	12638	88356	209	484	389
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	1	2	3	2	2720
24	Cultural and religious services	70	240	11	237	4296
25	Sporting and recreational services	224	626	0	63	60783
IC-PP		1127632	652592	2255	17547	294951
GVA-basic prices		561400	1051857	14294	110965	341694
CoE		154386	613853	2222	64758	184607
OS/MI		349091	379892	8358	40179	44759
CFC		46525	48614	3339	5129	108971
net taxes on production		11497	12091	375	1145	4274
GO-basic prices		1689032	1704449	16549	128512	636645
Employment (lakh)		5.19	3.29	0.02	0.98	0.88

TSA Table 5: Production account of tourism industries and other industries, West Bengal, 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	37097078	28125539	65222617
2	Mining, other manufacturing, construction, electricity, gas and water supply	43673811	-8332712	35341099
3	Trade	0	0	0
4	Transport freight services	0	0	0
5	All non-tourism specific services	5814681	9407321	15222002
6	Processed food products	1036519	1111881	2148400
7	Beverages	52393	205805	258198
8	Tobacco products	304301	1135066	1439367
9	Readymade garments	159987	1448978	1608965
10	Printing and publishing	81924	68408	150332
11	Leather footwear	5112	283127	288240
12	Travel related consumer goods	57055	71531	128585
13	Soaps and cosmetics	56212	174905	231117
14	Gems and jewellery	308435	823244	1131679
15	Railway passenger transport services	83875	311231	395106
16	Land passenger transport including via pipeline	1226503	720145	1946648
17	Water passenger transport	1283	182999	184282
18	Air passenger transport	108631	71135	179766
19	Tourism related supporting and auxiliary transport activities	1480	57051	58531
20	Hotels	312215	-182761	129454
21	Restaurants	917878	808970	1726847
22	Medical and health	50337	1654112	1704449
23	Renting of transport equipment	9397	8022	17419
24	Cultural and religious services	30640	97448	128088
25	Sporting and recreational services	289533	301999	591532
IC-PP		91679280	38553444	130232723
GVA-basic prices		40856666	-2303223	0
CoE		12391437	0	0
OS/MI		23885048	0	0
CFC		3980725	0	0
net taxes on production		617340	0	0
GO-basic prices		132535946	0	0
Employment (lakh)		407.82	0.00	0.00

Source: NCAER's computations

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

Industries	Gross output at basic prices	Intermediate Consumption	Gross value added at basic prices	Tourism Ratios	TDGVA
1. Agriculture	61587045	51737603	9849442	0.00	0
2. Mining, other manufacturing, construction, electricity, gas and water supply	31238569	24471867	6766702	0.00	50
3. Trade	6905920	1145336	5760584	0.66	38295
4. transport freight services	3111925	1951325	1160601	2.25	26074
5. All non-tourism specific services	15006283	2203818	12802465	2.29	293172
6. Processed food products	2926737	2648048	278688	0.00	0
7. Beverages	193194	152387	40807	0.02	9
8. Tobacco products	997274	843049	154225	0.00	0
9. Readymade garments	1448083	1189019	259064	0.00	0
10. Printing and publishing	141145	113694	27451	0.00	0
11. Leather footwear	455736	392956	62780	0.00	0
12. Travel related consumer goods	153014	108856	44158	0.00	0
13. Soaps and cosmetics	195535	168450	27085	0.00	0
14. Gems and jewellery	1103057	933767	169290	0.00	0
15. Railway passenger transport services	394687	153172	241515	68.48	165392
16. Land passenger transport including via pipeline	1921790	1058055	863734	14.07	121567
17. Water passenger transport	174594	71525	103069	3.41	3511
18. Air passenger transport	182633	103083	79550	36.72	29208
19. Tourism related supporting and auxiliary transport activities	56782	26962	29820	87.07	25963
20. Hotels	166759	111332	55427	98.57	54633
21. Restaurants	1689032	1127632	561400	31.58	177303
22. Medical and health	1704449	652592	1051857	35.19	370152
23. Renting of transport equipment	16549	2255	14294	34.67	4956
24. Cultural and religious services	128512	17547	110965	29.56	32800
25. Sporting and recreational services	636645	294951	341694	6.66	22747
Total	132535946	91679280	40856666		1365832
Share in State GVA					3.34

Source: NCAER computations

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

	Number of Employees			Number of Employees		
	Formal			Informal		
Industries	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	35129	34978	70107	117136 ₁	105461	127682 ₂
Accommodation services/Hotels	0	0	0	8992	0	8992
Food and beverage serving services/Restaurants	0	0	0	212910	53865	266774
Railway passenger transport services	20618	2289	22907	0	0	0
Land passenger transport services	6449	0	6449	789403	14959	804362
Water passenger transport services	0	0	0	833	0	833
Air passenger transport services	0	0	0	0	0	0
Transport equipment rental services	0	0	0	1636	0	1636
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	0	0	7447	0	7447
Cultural and religious services	0	0	0	71236	0	71236
Sporting and other recreational services	0	0	0	22425	1025	23450
Health and medical related services	8062	32689	40751	56480	35611	92091
Tourism connected industries	6206	26673	32879	847741	121632 ₆	206406 ₇
Readymade garments	0	0	0	282755	87898	370652
Processed Food	6206	0	6206	168968	97638	266605
Tobacco products	0	26673	26673	184670	102777 ₄	121244 ₄
Beverages	0	0	0	0	0	0
Travel related consumer goods	0	0	0	61845	1603	63448
footwear	0	0	0	25226	0	25226
Soaps, cosmetics and glycerine	0	0	0	638	638	1275
Gems and jewellery	0	0	0	74519	776	75295
Book, journals, magazines, stationery etc.	0	0	0	49121	0	49121

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 – West Bengal, URBAN – 2009-10

Industries	Number of Employees			Number of Employees		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	191042	41037	232079	677149	45011	722160
Accommodation services/Hotels	462	0	462	37543	462	38004
Food and beverage serving services/Restaurants	3489	0	3489	168734	25746	194480
Railway passenger transport services	84740	3280	88021	7564	0	7564
Land passenger transport services	12174	594	12767	323481	0	323481
Water passenger transport services	0	0	0	4364	0	4364
Air passenger transport services	10510	0	10510	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	21005	355	21360	12314	0	12314
Cultural and religious services	2227	0	2227	19741	838	20580
Sporting and other recreational services	1485	0	1485	37423	1030	38453
Health and medical related services	54951	36808	91759	65984	16935	82919
Tourism connected industries	22524	0	22524	517884	315209	833092
Readymade garments	0	0	0	260889	186788	447677
Processed Food	5093	0	5093	61124	7228	68352
Tobacco products	0	0	0	27138	72388	99526
Beverages	0	0	0	1341	312	1653
Travel related consumer goods	3577	0	3577	21332	12149	33481
footwear	5037	0	5037	31040	0	31040
Soaps, cosmetics and glycerine	7580	0	7580	6858	12060	18918
Gems and jewellery	0	0	0	77527	16553	94080
Book, journals, magazines, stationery etc.	1237	0	1237	30633	7731	38364

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 – West Bengal, TOTAL – 2009-10

Industries	Number of Employees			Number of Employees		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	226170	76016	302186	184851 ₀	150471	199898 ₁
Accommodation services/Hotels	462	0	462	46535	462	46997
Food and beverage serving services/Restaurants	3489	0	3489	381643	79611	461254
Railway passenger transport services	105358	5570	110928	7564	0	7564
Land passenger transport services	18623	594	19217	111288 ₃	14959	112784 ₃
Water passenger transport services	0	0	0	5198	0	5198
Air passenger transport services	10510	0	10510	0	0	0
Transport equipment rental services	0	0	0	1636	0	1636
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	21005	355	21360	19761	0	19761
Cultural and religious services	2227	0	2227	90977	838	91815
Sporting and other recreational services	1485	0	1485	59848	2055	61904
Health and medical related services	63012	69497	132510	122464	52546	175010
Tourism connected industries	28730	26673	55403	136562 ₅	153153 ₅	289716 ₀
Readymade garments	0	0	0	543644	274686	818330
Processed Food	11299	0	11299	230092	104866	334957
Tobacco products	0	26673	26673	211808	110016 ₂	131197 ₁
Beverages	0	0	0	1341	312	1653
Travel related consumer goods	3577	0	3577	83177	13752	96929
footwear	5037	0	5037	56266	0	56266
Soaps, cosmetics and glycerine	7580	0	7580	7496	12697	20193
Gems and jewellery	0	0	0	152046	17329	169376
Book, journals, magazines, stationery etc.	1237	0	1237	79753	7731	87484

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 –
West Bengal, RURAL – 2009-10**

Industries	Number of Jobs			Number of Jobs		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	35129	34978	70107	159324 ₉	113592	170684 ₁
Accommodation services/Hotels	0	0	0	9325	0	9325
Food and beverage serving services/Restaurants	0	0	0	256544	53865	310409
Railway passenger transport services	20618	2289	22907	0	0	0
Land passenger transport services	6449	0	6449	114799 ₇	23091	117108 ₈
Water passenger transport services	0	0	0	833	0	833
Air passenger transport services	0	0	0	0	0	0
Transport equipment rental services	0	0	0	1636	0	1636
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	0	0	8387	0	8387
Cultural and religious services	0	0	0	75677	0	75677
Sporting and other recreational services	0	0	0	30791	1025	31816
Health and medical related services	8062	32689	40751	62060	35611	97671
Tourism connected industries	6206	26673	32879	924416	129434 ₃	221875 ₉
Readymade garments	0	0	0	288052	87898	375949
Processed Food	6206	0	6206	200659	100514	301174
Tobacco products	0	26673	26673	223198	110291 ₅	132611 ₃
Beverages	0	0	0	0	0	0
Travel related consumer goods	0	0	0	62227	1603	63830
footwear	0	0	0	25226	0	25226
Soaps, cosmetics and glycerine	0	0	0	638	638	1275
Gems and jewellery	0	0	0	75295	776	76071
Book, journals, magazines, stationery etc.	0	0	0	49121	0	49121

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 –
West Bengal, URBAN – 2009-10**

Industries	Number of Jobs			Number of Jobs		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	191042	41037	232079	761437	45314	806750
Accommodation services/Hotels	462	0	462	40967	462	41429
Food and beverage serving services/Restaurants	3489	0	3489	179092	25746	204838
Railway passenger transport services	84740	3280	88021	7564	0	7564
Land passenger transport services	12174	594	12767	339752	0	339752
Water passenger transport services	0	0	0	4364	0	4364
Air passenger transport services	10510	0	10510	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	21005	355	21360	34520	0	34520
Cultural and religious services	2227	0	2227	19741	838	20580
Sporting and other recreational services	1485	0	1485	53854	1030	54883
Health and medical related services	54951	36808	91759	81583	17238	98821
Tourism connected industries	22524	0	22524	518373	315209	833582
Readymade garments	0	0	0	261379	186788	448167
Processed Food	5093	0	5093	61124	7228	68352
Tobacco products	0	0	0	27138	72388	99526
Beverages	0	0	0	1341	312	1653
Travel related consumer goods	3577	0	3577	21332	12149	33481
footwear	5037	0	5037	31040	0	31040
Soaps, cosmetics and glycerine	7580	0	7580	6858	12060	18918
Gems and jewellery	0	0	0	77527	16553	94080
Book, journals, magazines, stationery etc.	1237	0	1237	30633	7731	38364

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 –
West Bengal, TOTAL – 2009-10**

Industries	Number of Jobs			Number of Jobs		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	226170	76016	302186	235468 ₅	158906	251359 ₁
Accommodation services/Hotels	462	0	462	50291	462	50753
Food and beverage serving services/Restaurants	3489	0	3489	435636	79611	515247
Railway passenger transport services	105358	5570	110928	7564	0	7564
Land passenger transport services	18623	594	19217	148774 ₉	23091	151083 ₉
Water passenger transport services	0	0	0	5198	0	5198
Air passenger transport services	10510	0	10510	0	0	0
Transport equipment rental services	0	0	0	1636	0	1636
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	21005	355	21360	42907	0	42907
Cultural and religious services	2227	0	2227	95418	838	96256
Sporting and other recreational services	1485	0	1485	84644	2055	86699
Health and medical related services	63012	69497	132510	143643	52849	196492
Tourism connected industries	28730	26673	55403	144278 ₉	160955 ₂	305234 ₁
Readymade garments	0	0	0	549431	274686	824116
Processed Food	11299	0	11299	261783	107742	369526
Tobacco products	0	26673	26673	250336	117530 ₃	142563 ₉
Beverages	0	0	0	1341	312	1653
Travel related consumer goods	3577	0	3577	83559	13752	97311
footwear	5037	0	5037	56266	0	56266
Soaps, cosmetics and glycerine	7580	0	7580	7496	12697	20193
Gems and jewellery	0	0	0	152822	17329	170152
Book, journals, magazines, stationery etc.	1237	0	1237	79753	7731	87484

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 2009-2012

(in lakh)

State	2010		2011		2012		2013 (p)	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
Andhra Pradesh	1557.90	3.23	1531.20	2.65	1557.90	3.23	1531.20	2.65
Arunachal Pradesh	2.28	0.03	2.33	0.05	2.28	0.03	2.33	0.05
Assam	40.51	0.15	43.39	0.16	40.51	0.15	43.39	0.16
Bihar	184.92	6.36	183.97	9.72	184.92	6.36	183.97	9.72
Goa	22.02	4.41	22.25	4.46	22.02	4.41	22.25	4.46
Gujarat	188.61	1.31	210.17	1.66	188.61	1.31	210.17	1.66
Haryana	69.15	1.06	59.88	1.30	69.15	1.06	59.88	1.30
Himachal Pradesh	128.74	4.54	146.05	4.85	128.74	4.54	146.05	4.85
Jammu & Kashmir	99.73	0.48	130.72	0.72	99.73	0.48	130.72	0.72
Karnataka	382.02	3.81	841.07	5.74	382.02	3.81	841.07	5.74
Kerala	85.95	6.59	93.81	7.33	85.95	6.59	93.81	7.33
Madhya Pradesh	380.80	2.50	441.20	2.70	380.80	2.50	441.20	2.70
Maharashtra	484.65	50.83	553.33	48.15	484.65	50.83	553.33	48.15
Manipur	1.14	0.00	1.35	0.01	1.14	0.00	1.35	0.01
Meghalaya	6.53	0.04	6.68	0.05	6.53	0.04	6.68	0.05
Mizoram	0.57	0.01	0.62	0.01	0.57	0.01	0.62	0.01
Nagaland	0.21	0.01	0.25	0.02	0.21	0.01	0.25	0.02
Orissa	75.92	0.50	82.71	0.61	75.92	0.50	82.71	0.61
Punjab	105.84	1.37	164.17	1.51	105.84	1.37	164.17	1.51
Rajasthan	255.44	12.79	271.37	13.52	255.44	12.79	271.37	13.52
Sikkim	7.00	0.21	5.52	0.24	7.00	0.21	5.52	0.24
Tamil Nadu	1116.37	28.05	1375.13	33.74	1116.37	28.05	1375.13	33.74
Tripura	3.42	0.05	3.60	0.06	3.42	0.05	3.60	0.06
Uttaranchal	302.06	1.27	259.46	1.25	302.06	1.27	259.46	1.25
Uttar Pradesh	1447.55	16.75	1554.30	18.87	1447.55	16.75	1554.30	18.87
Chhattisgarh	5.66	0.02	143.21	0.04	5.66	0.02	143.21	0.04
Jharkhand	68.85	0.16	107.96	0.72	68.85	0.16	107.96	0.72
West Bengal	210.72	11.92	222.57	12.13	210.72	11.92	222.57	12.13
Andaman & Nicobar Islands	1.81	0.15	2.02	0.16	1.81	0.15	2.02	0.16
Chandigarh	9.05	0.39	9.10	0.37	9.05	0.39	9.10	0.37
Daman & Diu	7.74	0.05	8.33	0.04	7.74	0.05	8.33	0.04
Delhi	135.58	18.94	154.29	21.60	135.58	18.94	154.29	21.60
Dadra & Nagar Haveli	4.96	0.02	4.22	0.01	4.96	0.02	4.22	0.01
Lakshadweep	0.08	0.02	0.09	0.01	0.08	0.02	0.09	0.01
Pondicherry	8.36	0.51	8.98	0.52	8.36	0.51	8.98	0.52
All India	7402.14	178.53	8645.33	194.97	7402.14	178.53	8645.33	194.97

Source: India Tourism Statistics

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Source of information	West Bengal					
	Incredible India Campaign			Other promotional campaigns		
	Rural	Urban	Total	Rural	Urban	Total
Newspaper/Magazine	119	155	136	106	254	164
Radio	61	5	34	40	11	29
TV	498	617	555	302	359	324
Internet	0	5	3	0	2	1
Billboard/ Hoarding	28	5	17	57	34	48
More than one of these	265	197	233	352	304	333
Others	28	16	22	143	36	102
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	West Bengal					
	Incredible India Campaign			Other promotional campaigns		
	Rural	Urban	Total	Rural	Urban	Total
Resulted into one or more trips	29	44	36	48	66	55
Planning to make a trip in near future	97	164	129	82	119	97
Willing to make a trip but could not make it due to other constraints	561	429	498	592	533	569
No impact	285	302	293	258	255	257
Cannot say	28	61	44	19	28	22
Total	1000	1000	1000	1000	1000	1000

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

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

Source of information	All India					
	Incredible India Campaign			Other promotional campaigns		
	Rural	Urban	Total	Rural	Urban	Total
Resulted into one or more trips	32	45	40	43	65	54
Planning to make a trip in near future	143	169	158	131	155	143
Willing to make a trip but could not make it due to other constraints	406	406	406	442	422	433
No impact	341	315	326	321	290	306
Cannot say	78	64	70	62	67	65
Total	1000	1000	1000	1000	1000	1000

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

6. SUMMARY OF FINDINGS

Number of trips

- Total domestic or intrastate trips undertaken in West Bengal were 6.35 crore in 2008-09 (DTS, 2008-09). This amounts to 6.76 per cent of the total domestic trips undertaken in India.
- In addition to this, 19.14 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 11.92 lakh tourists visiting the state from other countries (MoT Report).
- With respect to outbound tourism, a total of 4.59 lakh people living in West Bengal undertook foreign trips during 2010-11 (IPS, 2010-11). This is 4.24 per cent of the total outbound tourists of India (Table 6.1).

Table 6.1: Number of trips / tourists

Item	West Bengal	All India	Share of WB in All- India
Total domestic trips (No.) - within state	6,35,04,858	939,032,132	6.76
Total Inbound trips (No.) – from other states	19,13,606	-	
Total Inbound tourists (No.) – from other countries	11,92,187	6,603,897	18.05
Total outbound tourists (No.) – to other countries	4,59,547	10,842,124	4.24

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. 34,97,509 lakh which is 6.96 per cent of the total Tourism Expenditure for India (Table 6.2).

Table 6.2: Internal Tourism Expenditure (Rs. lakh)

Item	West Bengal	All India	Share of WB in All- India (%)
1. Domestic Tourism Expenditure	13,07,431	39,296,109	3.33
2. Inbound Tourism Expenditure	21,69,363	9,967,885	21.76
- Total Expenditure on trips from other states	3,69,883	-	
- Total Expenditure on trips from other countries	17,99,480	9,967,885	18.05
3. Outbound Tourism Expenditure	20,714	1,014,854	2.04
4. Gross Internal Tourism Expenditure (1+2+3)	34,97,509	50,278,848	6.96

Source: NCAER computations

Employment in tourism industries

- The overall workforce (number of jobs) in West Bengal was 4.08 crore in 2009-10.
- The number of jobs in tourism characteristic industries in the state stood at 28.16 lakh. This refers to the tourism employment of the state.
- **The direct share of tourism employment in total state employment is 6.90 per cent, as compared to the corresponding national share of 4.37 per cent (Table 6.3).**

Table 6.3: Employment in tourism industries

	West Bengal	All India
Total Employment (in lakh)	407.82	5,355.4
Tourism Characteristic Industries	28.16	234.2
Tourism Connected Industries	31.08	203.7
Tourism Specific Industries	59.24	437.9
Shares in Total Employment (%)		
Tourism Characteristic Industries	6.90	4.37
Tourism Connected Industries	7.62	3.80
Tourism Specific Industries	14.52	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. 4,08,56,666 lakh for the reference year of 2009-10.
- The GVA of Tourism characteristic industries (GVATI) works out to be Rs. 34,53,325 lakh, which is 8.45 per cent of the total state GVA or GSDP (Table 6.4).

Table 6.4: Gross Value Added of tourism industries

	West Bengal	All India
Gross Value Added (GVA) at basic prices	4,08,56,666	61,86,95,000
Tourism Characteristic Industries (GVATI)	34,53,325	4,42,92,221
Tourism Connected Industries	10,63,548	1,82,16,126
Tourism Specific Industries (1+2)	45,16,873	6,25,08,347
Shares in GVA		
Tourism Characteristic Industries (GVATI)	8.45	7.16
Tourism Connected Industries	2.60	2.94
Tourism Specific Industries	11.06	10.1
Tourism Direct GVA	13,65,832	2,34,91,181
Share of TDGVA in total GVA	3.34	3.80

Source: NCAER computations

Direct and indirect shares in GSDP & employment

- The Tourism Direct GVA (TDGVA) for the state is Rs. 13,65,832 lakh.
- The share of TDGVA in the state GVA is 3.34 per cent. This is the direct share of tourism in the state GDP.
- Using the GVA and employment multipliers, we arrive at the direct and indirect contribution of tourism in the state GDP and employment respectively.
- These multipliers have been computed for the state using the Input-Output analysis and are given in Table 6.5. The direct plus indirect shares in GDP and employment are obtained by multiplying their direct

share with the respective multipliers.

- **The overall (direct + indirect) share of tourism in the state GDP is 7.13 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 16.26 per cent (Table 6.5).**

Table 6.5: Contribution of Tourism in the Economy

	West Bengal	All India
TDGVA - direct	3.34	3.80
GVATI-direct	8.45	7.16
Tourism Employment - direct	6.9	4.37
GVA multipliers	2.1331	1.843
Employment multipliers	2.3549	2.3256
TDGVA - direct and indirect	7.13	7.00
GVATI-direct and indirect	18.03	13.19
Tourism Employment - direct and indirect	16.26	10.17

Source: NCAER computations

GLOSSARY

GLOSSARY²⁴

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

²⁴ Sources of glossary:

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

gross value added	producing these tourism products. This measure is directly comparable with the value added of 'conventional' industries such as mining and manufacturing and should also be used for comparisons across countries. See also Direct tourism output and Direct tourism GDP.
Direct tourism output	The value of goods and services, at basic prices, which are consumed by visitors and produced in the economy by industries in a direct relationship with visitors.
Domestic output	Domestic output is output produced by resident enterprises.
Domestic tourism	The travel of domestic visitors is called domestic tourism. It comprises the activities of a resident visitor within the country of reference either as part of a domestic tourism trip or part of an outbound tourism trip.
Domestic tourism consumption	Consists of the tourism consumption by resident visitors on tourism related products within the economy. It is the sum of household tourism consumption and business and government tourism consumption.
Domestic travel	Travel within a country by residents is called domestic travel.
Domestic travellers	Those who undertake domestic travel are domestic travellers.
Domestic trip	A domestic trip is one with a main destination within the country of residence of the visitor.
Domestic visitor	<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/musafir khanas/ agrashalas/ choultries, etc for a duration of not less than 24 hours or one night and for not more than 12 months at a time.</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 persons	Number of persons usually employed in the principal and subsidiary statuses.

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

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

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

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

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

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

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

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

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

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

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

APPENDIX

APPENDIX

*Estimation
Procedure*

A.4.1. The unit-level data (micro-data) of the survey provides the estimated number of trips for both “last 30 days” and “last 365 days”. However, estimated number of trips by different categories such as main destination of trip, purpose and types of trip, mode of travel, etc. is available only for “last 30 days” and not for “last 365 days”. Therefore, to arrive at the estimates for “last 365 days”, it is assumed that the joint distribution for the last 365 days for households/trips/visitor-trips is the same as the joint distribution obtained for the last 30 days.

A.4.2. Accordingly, the distribution of trips by purpose of travel for “last 30 days” is applied on the marginal total estimated number of trips for “last 365 days” to arrive at the estimated number of trips by purpose of travel for the “last 365 days”. Also obtained is the estimated number of trips originating from each state when their main destination is the state of reference.

A.4.3. Further, the survey data provides information on item-wise expenditure incurred during the latest 3 overnight trips only that were undertaken during the “last 30 days”. This information is neither available for all the trips undertaken during “last 30 days” nor for trips undertaken during “last 365 days”.

A.4.4. Therefore, it is assumed that the average expenditure per trip based on last 3 overnight trips during the last 30 days for any group of trips or visitor/trips remains invariant for the last 30 days. Also, average expenditure for last 30 days for any group of trips or a particular category of expenditure is assumed to be the same for the last 365 days.

A.4.5. Under these assumptions, average expenditure per overnight trip for a group or category of trip is obtained as the ratio of total estimated expenditure incurred on the group or category of overnight trips to the estimated number of overnight trips on the basis of the latest three trips during the last 30 days for which the expenditure has been reported.

A.4.6. This ratio multiplied with the estimated total number of overnight trips during the “last 365 days” gives the total estimated expenditure for all the trips taken during “last 365 days”. It should be noted that these estimates are obtained at state-level such that the expenditures refer to those trips which originate from any state of India (other than the state of reference) and whose main destination is the state of reference.

A.4.7. The DTS also recorded item-wise expenditure incurred by non-package tourists and a lump sum expenditure incurred by package tourists. In such cases, the package cost is distributed across the items of expenditure in the same structure as observed in the expenditure pattern of non-package tourists.

A.4.8. Hence total item-wise expenditure incurred by package as well as non-package tourists is arrived at.

A.4.9. Since the reference period of DTS is 2008-09 whereas TSA is prepared for 2009-10, the expenditure data obtained from DTS are inflated for 2009-10 using the PFCE deflator.