

REGIONAL TOURISM SATELLITE ACCOUNT FOR KERALA AND MADHYA PRADESH, 2009-10

Study Commissioned by the
Ministry of Tourism, Government of India

Prepared by

National Council of Applied Economic Research

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ABBREVIATIONS AND ACRONYMS

Units used in the Report

1 crore = 10 million
1 lakh = 100 thousand

Abbreviations

ADB	Asian Development Bank
ADG	Additional Director General
ASI	Annual Survey of Industries
BOP/BoP	Balance of Payments
CES	Consumer Expenditure Survey
CFC	Consumption of Fixed Capital
CIF/cif	Cost, insurance and freight (valuation of imports)
CII	Change in Inventories
CIS	Change in stocks, same as change in inventories
COE/CoE	Compensation of Employees
COFOG	Classification of the Functions of Government
COICOP	Classification of Individual Consumption According to Purpose
COPNI	Classification of the Purposes of NPISH
CPC	Central Product Classification (United Nations)
CPI	Consumer price index
CSO	Central Statistical Office
DEPR	Department of Economic and Policy Research
DGE&T	Directorate General of Employment and Training
DSIM	Department of Statistics and Information Management
DP	Domestic Production
DTS	Domestic Tourism Survey
ES	Economic Survey
Eurostat	Statistical Office of the European Union
EUS	Employment and Unemployment Survey
EXP	Exports of goods and services
FISIM	Financial Intermediation Services Indirectly Measured
FOB/fob	Free on board/alongside (valuation of exports)
FSU	First stage unit (used in the sampling design)
FTA	Foreign Tourist Arrival

GCE/GFCE	Government Final Consumption Expenditure
GCF	Gross capital formation
GDP	Gross Domestic Product
GFCF	Gross Fixed Capital Formation
GSO	General Statistics Office (Viet Nam)
GVA	Gross Value Added
GVATI	Gross Value Added of Tourism Industries
HCE	Household consumer expenditure
HFCE	Household Final Consumption Expenditure
HS	Harmonised System (international classification for merchandise trade)
IC	Intermediate consumption
IITTM	Indian Institute of Tourism and Travel Management
IMF	International Monetary Fund
IMP	Imports of goods and services
INV	Inventories
I-O Table	Input-Output table
IOTT	Input output transaction table
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
MI	Mixed Income
MRP	Mixed reference period
MMRP	Modified Mixed Reference Period
MNREGA	Mahatma Gandhi National Rural Employment Guarantee Act
MPCE	Monthly per capita consumer expenditure
MPCE_{mrp}	Monthly per capita consumer expenditure based on mixed reference period
MPCE_{urp}	Monthly per capita consumer expenditure based on uniform reference period
NA	National Accounts
NAS	National Accounts Statistics (of India)
NCAER	National Council of Applied Economic Research
NCS	Net capital stock
NGO	Non-Governmental Organisation
NIC	National Industrial Classification of India
NIT	Net Indirect tax
NPISH	Non Profit Institutions Serving Households
NRI	Non-Resident Indian

NSO	National Statistical Office
NSSO	National Sample Survey Office
NVA	Net Value Added
OECD	Organisation for Economic Cooperation and Development
OS	Operating Surplus
OS/MI	Operating Surplus/Mixed Income
PFCE	Private Final Consumption Expenditure
PIM	Perpetual Inventory Method/Model
PIO	People of Indian Origin
RBI	Reserve Bank of India
RMF	Recommended Methodological Framework
Rs.	Indian Rupees
SDRD	Survey Design and Research Division
SICTA	Standard International Classification of Tourism Activities
SNA	System of National Accounts
SUT	Supply and Use Tables
TDGDP	Tourism Direct Gross Domestic Product
TDGVA	Tourism Direct Gross Value Added
TRA	Tourism Research Australia
TSA	Tourism Satellite Account
TSA:RMF	Tourism Satellite Account: Recommended Methodological Framework
TTM	Trade and transport margins
UN	United Nations
UFS	Urban Frame Survey
UNSC	United Nations Statistical Commission
UNWTO	United Nations World Tourism Organisation
URP	Uniform Reference Period
USU	Ultimate stage unit (used in the sampling design)
VAT	Value Added Tax
WTO	World Tourism Organisation

CONTENTS

Section No.	Description	Page no.
	Abbreviations and Acronyms	i
1.	Introduction	1
	Definition of Tourism	1
	Importance of Tourism	2
	Measurement of Tourism	5
	Satellite Accounts	7
	Tourism Satellite Account	8
	Uses and Applications of TSA	10
	Regional TSAs	11
	Structure of the Report	13
2.	Concepts and Definitions followed in TSA, Tourism Aggregates and State TSAs	15
	Basic Concepts and Definitions used in TSA	17
	The Demand perspective	22
	The Supply perspective	27
	Special Issues and their treatment in TSA	29
	TSA Tables and Accounts	32
	Main aggregates derived from TSA	36
	Approach followed for compiling the two State TSAs	40
3.	Methodology Adopted for Regional TSA Tables	43
	TSA Table 1: Inbound Tourism Expenditure	45
	TSA Table 2: Domestic Tourism Expenditure	59
	TSA Table 3: Outbound Tourism Expenditure	67
	TSA Table 4: Total Internal Tourism Consumption	77
	TSA Table 5: Production Account of Tourism Industries	83
	TSA Table 6: Tourism Industry Ratios and TDGVA	114
	TSA Table 7: Employment in Tourism Industries	121
	TSA Table 10: Non-monetary Indicators	129
4.	Summary Findings	141
Boxes		
1.	Adapting the TSA to subnational levels (Selected text from TSA:RMF 2008)	16

Table No.	List of Tables	Page No.
2.1	List of tourism characteristic consumption products and tourism characteristic activities	29
2.2	Measures of Tourism Economic Aggregates from point of view of supply	39
2.3	Availability of data for compiling State TSAs according to different approaches	40
3.1	Products recommended in TSA:RMF 2008 Vs. Products included in TSA, 2009-10	44
3.2	Activities recommended in TSA:RMF 2008 Vs. Activities included in TSA, 2009-10	45
3.3	Consumption Expenditure Adjustment Factors	48
3.4	Inbound Tourism Consumption (incurred by international tourists) by products (expenditure at market prices) – Kerala	49
3.5	Inbound Tourism Consumption (incurred by tourists from other states) by products (expenditure at market prices) – Kerala	50
3.6	Inbound Tourism Consumption (incurred by international tourists) by products (expenditure at market prices) – Madhya Pradesh	52
3.7	Inbound Tourism Consumption (incurred by tourists from other states) by products (expenditure at market prices) – Madhya Pradesh	53
3.8	Percentage distribution of tourist-trips in States of Destination by their State of Origin (column distribution of trips)	56
3.9	Percentage distribution of Domestic Tourism Expenditure across items of Expenditure – Kerala	66
3.10	Percentage distribution of Domestic Tourism Expenditure across items of Expenditure – Madhya Pradesh	66
3.11	Percentage distribution of outbound tourists by purpose of travel	71
3.12	Percentage distribution of tourist-trips from State of Origin to States of Destination (row distribution of trips)	73
3.13	SUT-142 Industries disaggregated to form new industries	85
3.14	GVA and Employment by Industries and their shares in total- Kerala	111
3.15	GVA and Employment by Industries and their shares in total- Madhya Pradesh	112
3.16	Shares of GVATI and Employment in Tourism Industries within the economies' aggregates	113
3.17	Share of TDGVA in the Total GVA	120
3.18	Identification of Formal/Informal Workers	123
4.1	Key Indicators from Tourism Satellite Accounts, 2009-10	141

TSA Table No.	List of TSA Tables	Page No.
1(KL)	Total Inbound Tourism Consumption by products (expenditure at market prices) – Kerala	51
1(MP)	Total Inbound Tourism Consumption by products (expenditure at market prices) – Madhya Pradesh	54
2 (KL)	Domestic Tourism Expenditure, by products and by purpose of travel – Kerala	60
2 (MP)	Domestic Tourism Expenditure, by products and by purpose of travel – Madhya Pradesh	62
3 (KL)	Outbound (Pre-trip) Tourism Expenditure by products and by purpose of travel – Kerala	69
3 (MP)	Outbound (Pre-trip) Tourism Expenditure by products and by purpose of travel – Madhya Pradesh	70
4 (KL)	Total Internal tourism Consumption - Kerala	80
4 (MP)	Total Internal tourism Consumption - Madhya Pradesh	81
5 (KL)	Production Account of Tourism Industries and Other Industries – Kerala	87
5 (MP)	Production Account of Tourism Industries and Other Industries – Madhya Pradesh	99
6 (KL)	Tourism Direct output and Value added at basic prices – Kerala	118
6 (MP)	Tourism Direct output and Value added at basic prices – Madhya Pradesh	119
7A (KL)	Employment in Tourism Industries by Work Status and by Gender – Kerala	124
7B (KL)	Employment in Tourism Industries by Formal/Informal - Kerala	125
7A (MP)	Employment in Tourism Industries by Work Status and by Gender – Madhya Pradesh	126
7B (MP)	Employment in Tourism Industries by Formal/Informal – Madhya Pradesh	127
10.1	Domestic and Foreign Tourist Visits to States/ UTs during 2009 - 2011	130
10.2	Average number of overnight trips per 100 households in different state /UTs	131
10.3	Percentage of households and persons undertaking overnight trips: states/UTs	132
10.4	Share of States in total households reporting overnight visitors and in total number of overnight visitors	133
10.5a	Per 1000 distribution of households in Kerala who are aware of 'Incredible India' campaign and other tourism promotional campaigns by source of information about the campaign	134
10.5b	Per 1000 distribution of households in MP who are aware of 'Incredible India' campaign and other tourism promotional campaigns by source of information about the campaign	134
10.5c	Per 1000 distribution of households in India who are aware of 'Incredible India' campaign and other tourism promotional campaigns by source of information about the campaign	135
10.6a	Per 1000 distribution of households in Kerala who are aware of 'Incredible India' campaign and other tourism promotional campaigns by impact of the campaign	135
10.6b	Per 1000 distribution of households in MP who are aware of 'Incredible India' campaign and other tourism promotional campaigns by impact of the campaign	136

10.6c	Per 1000 distribution of households in India who are aware of 'Incredible India' campaign and other tourism promotional campaigns by impact of the campaign	136
10.7	Per 1000 distribution of overnight visitor-trips by purpose of trip separately for each State/UT of destination	137
10.8	Average no. of places visited per overnight trip by main destination for each State/UT of destination, all India, Rural + Urban	138

1. INTRODUCTION

Definition of 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 which arises when a resident/non-resident decides to undertake a visit outside his/her usual environment that involves an overnight stay and ceases once the visitor returns to his/her usual place of stay, 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. These two aspects of tourism give rise to a number of alternate definitions of tourism, though they all can be understood similarly in the context of tourism. Some of the definitions available in the public domain are:

- Tourism arises from a movement of people to, and their stay in, various destinations.
- Tourism is travel for recreational, leisure or business purposes.
- The temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs.²
- The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors.³

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

²Mathieson, Alistair, 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)

- 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.

1.3. 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.”

1.4. Tourism has several dimensions, such as (i) motivation for traveling that involves natural resources, culture, ethnicity, entertainment and adventure tourism; (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; and (iv) hospitality – interaction of tourists with local population. All these dimensions of tourism are important in the context of compiling statistics on tourism and TSA.

Importance of Tourism

1.5. Tourism is an important social and economic phenomenon in many countries. It is 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 UN World Tourism Organisation (UNWTO), international tourist arrivals are 982 million in the year 2011⁶ and

⁴UNWTO: IRTS 2008, para 2.9

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

⁶ UNWTO World Tourism Barometer, volume 10-January 2012

international tourism receipts amounted to an estimated US\$ 1,030 billion worldwide. In real terms (adjusted for exchange rate fluctuations and inflation), international tourism receipts grew by 3.9 per cent, while international tourist arrivals increased by 4.6 per cent in 2011. As regards exports, receipts from international tourism are only covered for destination countries (the travel item of the Balance of Payment) and do not include receipts from international passenger transport⁷ contracted from companies outside the travellers' countries of residence, which are reported under international passenger transport⁸. Therefore, if international passenger transport is included, total receipts generated by international tourism goes up to US\$ 1.2 trillion, or US\$ 3.4 billion a day on average to global export earnings. As a result, international tourism (travel and passenger transport) currently accounts for 30 per cent of the world's exports of services and 6 per cent of overall exports of goods and services. As a worldwide export category, tourism ranks fourth after fuels, chemicals and food, while ranking first in many developing countries⁹. For many developing countries it is one of the main sources of foreign exchange income and the number one export category, creating much needed employment and opportunities for development¹⁰. In over 150 countries tourism is one of the five top export earners, and in 60, it is the number one export. It is the main source of foreign exchange for one – third of developing countries and one- half of each Least Developed Countries (LDCs), where it accounts for up to 40 per cent of their GDP.

1.6. According to UNWTO-Tourism Highlights, tourism's contribution to worldwide gross domestic product (GDP) is estimated at some 5 per cent. Tourism's contribution to employment tends to be slightly higher¹¹ and is estimated in the order of 6-7 per cent of the overall number of jobs worldwide (direct and indirect). For advanced, diversified economies, the contribution of tourism to GDP ranges from approximately 2 per cent for countries where tourism is a comparatively small sector, to over 10 per cent for countries where tourism is an important pillar of the economy.

⁷In the balance of payments statistics, travel refers to the acquisition of goods and services by individuals staying outside their country of residence for less than one year, whereas transportation covers transport of passengers, transport of freight and other supporting and auxiliary services, including storage and warehousing.

⁸UNWTO Tourism Highlights, 2012 edition

⁹UNWTO press release of 07 May 12

¹⁰2010 Tourism Report, UNWTO, 2011

¹¹This, however, may not be true for countries which have large employment in agricultural activities. For instance, in the case of India, agricultural activities account for over 50% of employment but have a share of less than 15% in GVA.

For small islands and developing countries, the weight of tourism can be even larger, accounting for up to 25 per cent in some destinations.

1.7. 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.¹²

1.8. Bulk of tourism in India is from the domestic sector. In 2008-09, there were as many as 783.5 million domestic tourists in India undertaking in all about 939 million domestic trips. On the other hand, there were 6.6 million inbound tourists who visited India during 2010-11¹³. India's share in international tourist arrivals in 2011 is estimated at 2.9 per cent with a growth rate of 8.9 per cent¹⁴. India's share of international tourism receipts is 6.1 per cent in 2011. The growth of inbound tourism in India has been better than the world. India registered a compound annual growth rate (CAGR) of 9.1 per cent during 2001 to 2010 as against 3.6 per cent for the world during the same period. UNWTO has forecast that the Travel & Tourism Industry in India will grow by 8 per cent per annum, in real terms, between 2008 and 2016. Foreign exchange earnings from tourism could show annualized growth of 14 per cent during the same period.¹⁵

1.9. Tourism sector contributes significantly to the national economy as well as the creation of jobs in the country. The travel and tourism characteristic industries are estimated to have created 23.4 million jobs in 2009-10 with a share of 4.4 per cent. However, this sector has also contributed indirectly to 54.5 million jobs¹⁶.

¹²National Tourism Policy, 2002, Department of Tourism

¹³From the results of India's Domestic Tourism Survey, 2008-09 and International Passenger Survey, 2010-11

¹⁴UNWTO Tourism Highlights, 2012

¹⁵2010 Tourism Report, UNWTO, 2011

¹⁶From the results presented in this Report

1.10. Service activities, within which the tourism activities are mainly embedded and not separately identified in the national accounts, dominate the Indian economy. Services contribute 59.0 per cent¹⁷ of gross domestic product (GDP) at factor cost¹⁸ and have been consistently growing at an economic growth of over 9 per cent during the last few years. Services GDP grew at 9.4 per cent as compared to 6.9 per cent growth in the economy at overall level in 2011-12. Tourism is one of the key drivers of service sector growth. According to the Second Tourism satellite account (TSA), 2009-10, tourism GDP accounted for 3.7 per cent of GDP in terms of direct impact and 6.8 per cent of GDP when indirect effects are included, bringing it to one of the top sectors of Indian economy in terms of contribution to GDP. In terms of employment, this TSA showed that direct share of employment in tourism service industries is 4.4 per cent and if indirect share is also included, this goes up 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 goes up to 22.6 per cent. This implies almost every 4th to 5th person employed in non-agricultural activities is directly or indirectly engaged in tourism activities.

1.11. Tourism is an important contributor to the economy in terms of output and employment in Kerala and Madhya Pradesh. An estimated number of 3.53 crore tourism trips have taken place from domestic tourists in 2008-09 in Kerala, accounting for 3.76 per cent of total domestic trips in India. The corresponding figures for Madhya Pradesh are 6.04 crore with a share of 6.43 per cent in all India. In terms of inbound tourists (from other countries), Kerala received higher number (6.59 lakh with a share of 10.0 per cent in all India) as compared to Madhya Pradesh (2.50 lakh with a share of 3.8 per cent). In line with this, outbound tourists from Kerala (15.28 lakh with a share of 14.1 per cent in all India) are also higher in number as compared to Madhya Pradesh (0.89 lakh with a share of 0.8 per cent).

Measurement of Tourism

1.12. Tourism primarily relates to movement of people to places outside their usual place of residence, pleasure being the usual motivation. Tourism induces economic activity either directly or indirectly, sometimes in places beyond those

¹⁷At constant 2004-05 prices in 2011-12.

¹⁸India's headline GDP data is released at factor cost, though this valuation is no more recommended in the System of National Accounts, 1993.

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. It is, therefore, important to measure the impacts of increased social and economic activity due to tourism and identify these data separately in the official statistics.

1.13. 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) focuses on the activities carried out by visitors and on measuring them with both monetary and non-monetary indicators. It 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. The IRTS, 2008 provides a framework to compile both demand and supply side tourism statistics in order to ensure a better and coherent information base for analysis of tourism and its economic contributions.

1.14. However, as already mentioned, tourism is not defined separately in either the standard international industry or product classifications¹⁹ or in the accounting framework of national accounts, which focuses on accounting of economic activities undertaken in the country according to standard international classifications. This is because tourism, unlike other sectors of the SNA, is not defined as an industry by the characteristic of the product it makes as an output. It is identified rather by the characteristic of the purchaser demanding the products, that is, a visitor. This means

¹⁹These 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.

the tourism industry is defined according to the status of the consumer, not according to the status of producer. That is, it is the characteristics of the consumer that determine whether the production is included within the scope of tourism. Therefore, this special characteristic of tourism sector cannot be made explicit while compiling the national accounts according to System of National Accounts (SNA)²⁰, 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.

1.15. The SNA (1993 and 2008 versions) consists of concepts, definitions, classifications, accounting rules, accounts and tables that constitute a comprehensive, integrated framework for the estimation of production, consumption, capital investment, income, stocks and flows of financial and non-financial wealth and other related economic variables. It includes a specific framework showing the interface between demand for goods and services and the supply of these goods and services within an economy, namely the supply and use tables (SUT).

1.16. 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.

Satellite Accounts

1.17. 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

²⁰A 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.

of economic and social life. Such detailed analysis is usually not available in the central framework. Therefore, the satellite accounts are distinct from the central system.

1.18. Elaborating more on satellite accounts, the SNA states that broadly, there are two types of satellite accounts. The first type, sometimes called an internal satellite, takes the full set of accounting rules and conventions of the SNA but focuses on a particular aspect of interest by moving away from the standard classifications and hierarchies. Examples are tourism, and environmental protection expenditure. The second type, called an external satellite, may add non-economic data or vary some of the accounting conventions or both. It is a particularly suitable way to explore new areas in a research context. An example may be the role of volunteer labour in the economy²¹.

1.19. The first type involves some rearrangement of central classifications or grouping of activities (group of industries) or introduction of complementary elements. Such satellite accounts mostly cover accounts specific to given fields such as education, tourism and environmental protection expenditures and may be seen as an extension of the key sector accounts. They may involve some differences from the central system but they do not change the underlying concepts of the SNA in a fundamental way. The main reason for developing such a satellite account is to present detailed information of the sectors, which otherwise is not possible in the core national accounts.

1.20. The satellite accounts maintain a loose relationship with the SNA, with boundaries expanded and reclassified and by focusing 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.

²¹SNA, 2008, Chapter 29

Tourism Satellite Account

1.21. The most comprehensive way to measure the economic importance of tourism in national economies is through the TSA framework provided by UNWTO. The TSA highlights tourism within the national accounting framework. 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 measured²². Also, the TSA is an accounting procedure designed to measure goods and services associated with tourism, according to internationally agreed standards, concepts, classifications and definitions. The TSA focuses on the economic dimension of tourism trips²³, mostly through expenditure by visitors or by others for their benefit. The TSA is a unique tool now available to policymakers in many countries to document the direct Gross Domestic Product (GDP) and employment contributions of tourism to national economies.

1.22. The TSA maintains the concepts, definitions, classifications, structure and accounting rules provided in SNA. In the 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 side. 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.

1.23. A TSA provides the means by which the economic aspects of tourism can be separated out and analysed individually, while remaining within the main accounts and retaining their relationship with them. One of the major features of a TSA is that it is set in the framework of the economy as a whole (the national accounts), so that tourism need not be studied in isolation. It is also important that tourism be framed in the context of the rest of the economy so that its economic role can be better understood.

²²Eurostat: European Implementation Manual on TSA

²³IRTS 2008, para. 2.29

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

1.25. According to TSA: RMF 2008, TSA comprises a set of tables and is mainly descriptive in nature. It does not include any measurement of the indirect and induced effects of tourism consumption on the economy as a whole. The TSA helps in assessing the size and contribution of tourism to the economy. 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.

1.26. At regional level, there is no recommended framework for compiling TSAs. However, this report discusses the possible alternatives for preparing regional TSAs outlined in TSA:RMF 2008 and the approach followed for compiling the two state TSAs, in Chapter 2.

Uses and Applications of TSA

1.27. The TSA provides valuable information on (i) purchases made by visitors and industries which are affected by these purchases, (ii) characteristics of visitors and visits; (iii) employment and investment profile; and (iv) links with non-monetary tourism data.

1.28. The answers to these questions will provide analysts in industry and government with a profile of tourism and will offer insights on how tourism fits into the domestic economy. Moreover, volume measures, once developed, will provide important additional information on how tourism is evolving over time in real (as

opposed to nominal) terms. The TSA allows tourism to be measured on a comparable basis with other standard industries (such as mining, manufacturing, agriculture).

1.29. The TSA provides an in-depth understanding of the structure of the tourism industry and a conceptual framework that may, at a later stage, be adapted to calculate the socio-economic impact of tourism at the regional level. Finally, it offers a model for policy analysis in terms of issues relating to the tourism economy, as well as for the design of models, growth analysis and evaluating productivity in this business sector.

1.30. The other important uses and applications of TSA are:

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

Regional TSAs

1.31. 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.

1.32. So far, state TSAs have not been prepared in India. Also, there are no standard international guidelines to prepare regional TSAs. However, Tourism Satellite Accounts at regional 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.

1.33. 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.

1.34. 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.

1.35. 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.

1.36. The TSAs, 2009-10 for Kerala and Madhya Pradesh presented in this Report followed the guidelines provided in the TSA RMF: 2008 to the extent they are applicable at regional level and the report includes the first seven tables, and Table 10 on non-monetary indicators. In comparison to the all-India TSA tables, the state TSA tables do not include the supply table, as no information on imports to the state from other states or from abroad is available. The data sources mainly include (i) Domestic Passenger Survey, 2008-09 conducted by the National Sample Survey Office of the NSO, India, (ii) International Passenger Survey, 2009-10 conducted by the Indian Statistical Institute, India and (iii) National Accounts Statistics, 2012 published by CSO.

Structure of the Report

1.37. 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.

1.38. Section 2 deals with the conceptual issues and operational definitions of tourism, its types, forms, dimensions and related issues. This section also provides the framework of the 8 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.

1.39. Section 3 presents the TSA tables for the year 2009-10. This Section also includes the tourism aggregates that have been derived from the TSA tables.

1.40. Section 4 presents a summary of findings of TSA, 2009-10.

2. CONCEPTS AND DEFINITIONS FOLLOWED IN TSA, TOURISM AGGREGATES AND STATE TSAs

2.1. Tourism is a temporary activity when a resident/non-resident decides to undertake a visit outside his/her usual environment that involves an overnight stay. The activity ceases once the visitor returns to his/her usual place of stay. Therefore, tourism is essentially a demand concept. This 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.

2.2. The information available on demand and supply side of tourism activity and products are dealt in a statistical framework in the form of tourism satellite account (TSA), which in turn is built up from the conceptual framework of system of national accounts (SNA). The TSA is an exercise that analyses in detail all the aspects of demand for goods and services associated with the activity of tourists and compares it with the supply of such goods and services within the economy. The tourism consumption expenditure together with imputed consumption, as obtained from the domestic and international passenger/tourism surveys and other sources, constitutes the demand side while the production account of tourism industries together with imports, trade and transport margins and net product taxes²⁴ (generally available from the national accounts statistics), forms the supply side of the satellite account.

2.3. The demand side aspect of TSA relates to the measurement of characteristics and activities of tourists by means of physical and monetary indicators. On the other hand, supply side of TSA deals with activities of tourism industries and other industries in producing goods and services and imports that are meant to be supplied to tourists. All these aspects require an understanding of the tourism related concepts, definitions and classifications, which are presented in the publication, International Recommendations for Tourism Statistics (IRTS-2008) and further articulated into analytical tables in the Tourism Satellite Account: Recommended Methodological Framework, 2008 (TSA: RMF 2008) of the World

²⁴Product taxes net of product subsidies. The other component of taxes on production and imports, namely, the other taxes on production net of other subsidies on production are part of the gross value added.

Tourism Organisation (WTO), United Nations (UN), Eurostat, and Organisation for Economic Cooperation and Development (OECD).

Box 1: Adapting the TSA to subnational levels (Selected text from TSA:RMF 2008)

Tourism in a country is unevenly “localized” in the national territory, from the perspective of both demand and supply. Consequently, it generates additional demand at the different territorial levels that needs to be measured using reliable and suitable tourism statistics, within a framework of coherence and compatibility with national and regional statistics.

There are two possible approaches to compile regional TSAs:

- the *interregional* approach, which would be common to all the regions of the national territory and 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, which would entail 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.

For either of these approaches, the first thing to note is that SNA 93 does not define a specific framework for regional accounting. When the national accounts speak of regional accounts, they refer to a table or set of aggregates but never to a set of associated accounts developed to a similar degree. This is due not only to observation difficulties, owing to the non-existence of border controls in these territories, but also to the fact that many national accounting concepts are not directly applicable at sub-national level.

At present, for neither of the two approaches (*interregional* or strictly *regional*) is it possible to make a strict identification of tourism activity in the terms of SNA93 and the TSA, whose formal representation is a body of interconnected accounts and accounting aggregates. There are three main reasons for this:

- not all tourism variables (for instance, trips, residence and forms of tourism) are additive or easily transportable from the national environment to sub-national level; the same applies to other variables, such as the export and import of goods and services;
- some activities cannot, strictly speaking, be regionalized (auxiliary activities of multiregional units and central government services related to tourism), and for others, such as the interregional transport of passengers and tour of the tourism package), measurement is even more complicated than at national level;
- the enormous amount of statistical information required because, although officially there are administrative boundaries separating the regions, there is free movement of people, goods, services, capital, etc., which means that no instruments are in place for monitoring flows to and from the region.

Among statisticians and national accountants in particular, the first option (*interregional*) corresponds to what is known as the “top-down” approach, whereas the second (*regional*) is known as the “bottom-up” approach. It should be noted that the top-down approach provides a set of regional estimates that sum to the national TSA totals and can be interpreted as shares of those totals and are comparable to one another, while the bottom-up approach is likely to produce a set of regional estimates that sum to greater than the national TSA totals and can only fairly be compared to one another.

2.4. From the discussion on regional TSAs included in TSA:RMF 2008 (presented in the box), it is evident that there are no standard guidelines for compiling regional TSAs. However, the discussion suggests adoption of either of *top-down* or *bottom-up* approaches depending on the extent of availability of information at regional level on tourism or regional accounts.

2.5. Since regional TSAs are not strictly isolated from the national TSAs or the associated concepts and definitions, this section presents these concepts and definitions at the beginning and subsequently discusses the approaches adopted for compiling the State TSAs of Kerala and Madhya Pradesh for the year 2009-10. Accordingly, this section presents (i) basic concepts and definitions, (ii) demand perspective, and (iii) supply perspective in respect of tourism. In addition, the Section also covers (iv) special issues concerning TSA, (v) variables characterising tourism industries and tables, accounts (vi) aggregates in respect of tourism and (vii) approach followed for compiling the two State TSAs. The text for this chapter on conceptual issues has been drawn mainly from the two documents, IRTS, 2008 and TSA: RMF 2008.

(i) Basic concepts and definitions used in TSA

Travel and Travellers

2.6. Travel refers to the activity of travellers. A traveller is someone who moves between different geographic locations for any purpose and any duration. Travel within a country by residents is called domestic travel. Travel to a country by non-residents is called inbound travel, whereas travel outside a country by residents is called outbound travel. Those who undertake travel, be it domestic, inbound or outbound are called domestic, inbound or outbound travellers, respectively.

Trip

2.7. A trip refers to the travel by a person from the time of departure from his/her 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 again destination outside this country.

Visitor

2.8. A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. These trips taken by visitors qualify as tourism trips. Tourism refers to the activity of visitors. A domestic, inbound or outbound traveller on a tourism trip is called a domestic, inbound or outbound visitor, respectively. Furthermore, the travel of domestic, inbound or outbound visitors is called domestic, inbound or outbound tourism, respectively. Tourism is therefore a subset of travel and visitors are a subset of travellers. These distinctions are crucial for the compilation of data on flows of travellers and visitors and for the credibility of tourism statistics. A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor) if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist). However, the following are recommended to be excluded from visitors:

- Travellers crossing the international (or administrative) border on a regular basis in order to work in a country (or region) different from that of their place of usual residence (border workers);
- Travellers employed under a short-term contract to work in a country (or region) other than that of their residence (seasonal workers in agriculture, construction, hotels, restaurants and other services, as well as other workers), with or without a formal work contract, as long as it might be considered that these travellers are involved in an employer-employee relationship between a resident and a non-resident.

Usual environment

2.9. The usual environment of an individual, a key concept in tourism, is defined as the geographical area (though not necessarily a contiguous one) within which an individual conducts his/her regular life routine. It differs from that of residence and from that of place of usual residence which is generally used in household statistics. In tourism statistics, the usual environment is a characteristic attached to individuals. Two individuals of the same household may have different usual environments based on their life routine.

2.10. The purpose of introducing the concept of usual environment is to exclude from visitors those travellers commuting regularly between their place of usual residence and place of work or study, or frequently visiting places within their current life routine, for instance homes of friends or relatives, shopping centres, religious, healthcare or any other facilities that might be at a substantial distance away or in a different administrative area but are regularly and frequently visited. In other words, the usual environment of an individual includes the place of usual residence of the household to which he/she belongs, his/her own place of work or study and any other place that he/she visits regularly and frequently, even when this place is located far away from his/her place of usual residence or in another locality.

Main destination

2.11. Trips taken by visitors are tourism trips. A tourism trip is characterized by its main destination, besides other characteristics (such as, main purpose). The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip. A domestic trip is one with a main destination within the country of residence of the visitor. An inbound or outbound trip is one with a main destination outside the country of residence of the visitor. 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. Vacation homes are also included in the main destination for the purpose of tourism visit and as a consequence, vacation home stay forms part of imputed consumption of households and is included in the tourism consumption.

Main purpose

2.12. The main purpose of a trip is defined as the purpose in the absence of which the trip would not have taken place. The main purpose of a trip is one of the criteria used to determine whether the trip qualifies as a tourism trip and the traveller qualifies as a visitor. If the main purpose is to be employed and earn income (compensation for the labour input provided), then the trip cannot be a tourism trip and the individual taking the trip cannot be considered as a visitor (even though it is outside his/her usual environment and for less than 12 months), but as an “other traveller”. By this criterion, travellers crossing the administrative region’s border on a regular basis in order to work there, including under a short-term basis to work in that region (seasonal workers in agriculture, construction, hotels, restaurants and other services, as well as other workers) are excluded from visitors.

2.13. The RMF recommends following categories as characterising the main purpose of visit for tourists:

- Leisure, recreation and holidays
- Visiting friends and relatives
- Business and professional (including for study)
- Health treatment
- Religion, pilgrimage, and
- Other (e.g., airline or ship crews, transit travellers, etc.)

Forms of tourism

2.14. The three basic forms of tourism in relation with country of reference are:

- *Domestic tourism*, which 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;
- *Inbound tourism*, which comprises the activities of a non-resident visitor within the country of reference on an inbound tourism trip;

- *Outbound tourism*, which 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.

2.15. These three basic forms of tourism can be combined to derive other forms of tourism, such as:

- *Internal tourism*, which 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;
- *National tourism*, which 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;
- *International tourism*, which 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.

Classification of visitors

2.16. In tourism statistics, visitors to a place are classified according to their country of residence in the case of international visitors but are classified according to their place of usual residence in the case of domestic visitors.

2.17. From the perspective of the country of reference, 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. On the other hand, 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. The international visitor whose trip does not include an overnight stay is referred as excursionist.

2.18. International travel consists of both inbound and outbound travel, and refers to situations in which the country of residence of the traveller is different from the

country or countries visited. Those who undertake international travel will be considered as international travellers. From the perspective of the country of reference, international travellers are either inbound or outbound travellers. Therefore, among international travellers arriving at the border, it is possible to define two categories: that of international visitors (returning outbound visitors in the case of residents or arriving inbound visitors in the case of non-residents) and that of other international travellers who are not included in tourism. Included under other international travellers are (i) border workers (ii) seasonal workers, (iii) other short term workers, (iv) long term workers, (v) nomads and refugees, (vi) transit passengers not entering the economic and legal territory, (vii) crews on public modes of transport, (viii) persons entering the country to establish there their country of residence, (ix) long -term students and patients and their family joining them, (x) other travellers deemed not to enter the economic territory (diplomats, consular staff, military personnel and their dependants, armed forces on manoeuvre).

2.19. On the other hand, domestic visitors are those who travel within the country to a place other than their usual place of residence and stay at hotels or other accommodation establishments run on commercial basis or in dharamshalas/sarais/musafirkhanas/agrashalas/countries, etc. for a duration of not less than 24 hours or one night and for not more than 12 months at a time for any of the following purposes:

- Business & Trading
- Leisure & Holiday
- Religious & Pilgrimage
- Social Purposes

(ii) The Demand perspective

2.20. According to SNA, the demand side of GDP includes the components of (a) consumption expenditure (comprising household final consumption expenditure (HFCE), government final consumption expenditure (GFCE), and final consumption expenditure of non-profit institutions serving households (NPISHs)), (b) gross capital formation (GCF) (comprising - gross fixed capital formation (GFCF), change in inventories (CII), and valuables), and (c) net exports (exports minus imports). In the

TSA, the concepts followed for the demand side are at slight variance, although the framework is similar to that in SNA. In the TSA, the demand perspective includes (a) tourism consumption (comprising – tourism expenditure and extended concepts of tourism consumption which are mostly imputed), (b) tourism gross fixed capital formation and (c) tourism collective consumption. Thus, there would be an overlap of tourism demand concepts used in TSA with those of inter-industry consumption and final demand in the national accounts²⁵. These three aspects are dealt in detail below:

Tourism Expenditure and Consumption

2.21. The TSA: RMF 2008 identifies tourism consumption to include (i) tourism expenditure and (ii) imputed tourism consumption. This is different from the TSA: RMF 2000, where tourism expenditure and tourism consumption had the same definition. According to TSA: RMF 2000, tourism expenditure referred to the total consumption expenditure made by a visitor or on behalf of a visitor for or during his/her trip and stay at destination. In the TSA: RMF 2008, tourism consumption has a broader scope and includes besides tourism expenditure (corresponding to monetary transactions), services associated with vacation accommodation on own account, tourism social transfers in kind, and other imputed consumption (corresponding to imputed values of consumption).

Tourism Expenditure

2.22. Tourism expenditure is defined as “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” (IRTS 2008 para. 4.2). The first 3 TSA tables use the concept of tourism expenditure presented in a cross-classification according to different categories of tourists and products.

²⁵For example, business travel expenses are intermediate consumption of businesses whereas it is part of final expenditure/consumption in TSA.

2.23. Tourism expenditure comprises:

- Monetary expenditure on consumption goods and services paid directly by the visitors;
- Monetary expenditure on consumption goods and services paid for directly by the employer for employees on business travel;
- Monetary expenditure by the visitor refunded by a third party, either employers (business, Government and non-profit institutions serving households (NPISH)), other household or the social insurance scheme;
- Monetary payment made by visitors for the individual services provided and subsidized by Government and non-profit institutions serving households in the areas of education, health, museums, performing arts, etc.;
- Out-of-pocket payments for services provided to employees and their families on tourism trips financed principally by employers, such as subsidized transport, accommodation, stays in holiday residences of employers or other services;
- Supplementary payments made by visitors to attend sports or any other cultural events on the invitation of, and principally paid for by, producers (business, government, nonprofit institutions serving households).

2.24. Generally speaking, tourism expenditure includes acquisition for and during trips.

- When occurring before a trip, tourism expenditure only includes acquisition of services related to the trip itself, of goods of small unit value intended to be used on the trip or brought along to give away as well as of single-purpose consumer durables (IRTS 2008 para. 4.11.)
- All acquisition while on trips of consumption goods, of valuables and of services are included in tourism expenditure irrespective of their unit value (IRTS 2008 para. 4.10.)
- In the context of tourism, two types of consumer durable goods can be identified. One are those which are used exclusively for trips, like travel bags, camping gear or motor homes and the second type are the goods which can be used by the individuals for tourism purpose while on trip as well as for other use when living in usual environment, e.g., cars, cameras etc. However,

within consumer durables, a specific category of goods called tourism single-purpose consumer durable goods is created which includes durable goods that are used exclusively or almost exclusively by individuals while on trip. For this reason, it is recommended that the acquisition of such goods be also included in tourism expenditure when the purchase occurs before the trip.

2.25. However, tourism expenditure does not include transfer payments, taxes, interest, purchase of financial and non-financial assets, etc. that are not related to acquisition of goods and services by visitors.

Tourism Consumption

2.26. In addition to the tourism expenditure, tourism consumption includes imputed consumption and other adjustments, such as:

- The imputed values of barter transactions, goods produced on own account from the vacation home or resulting from recreation activities outside the usual environment;
- Imputed value of services associated with vacation accommodation on own account;
- Imputed value of financial intermediation services (FISIM²⁶) availed by visitors;
- Imputed costs for hosts of receiving visitors in terms of expenditure on food, utilities, invitations, presents, etc. or the net costs of hosts;
- Imputed costs for producers (businesses, governments and NPISH) of expenditures by employees on business trips that do not involve any payment by the employee or the net costs for producers of additional services provided to their employees and their family as visitors beyond those already included in tourism expenditures;
- Individual consumption of non-market services provided by government and NPISHs (expenditures of these entities aimed at benefiting visitors, described as social transfers in kind);

²⁶FISIM refers to services provided by financial intermediaries who are not charged for explicitly, but only implicitly, through the difference in interest rates charged to borrowers and lenders. The SNA recommends allocating the total output of this activity as consumption among the various recipients or users of the services for which no explicit charges are made: this can be the case for visitors

2.27. In relation to SNA 1993, tourism consumption includes all acquisition of individual goods and services that the SNA 1993 considers as consumption goods or services, but goes beyond SNA 1993 concept to some extent. The acquisition of valuables irrespective of their value that are not considered as consumption goods (in SNA 1993) is also included (in tourism consumption). On the other hand, tourism consumption excludes all expenditure that does not correspond to the acquisition of a good or service such as transfer payment, taxes other than taxes on goods and services included in the purchasers' price, interest, etc., just as in the case of SNA 1993 final consumption expenditure (treatment is same in both SNA and TSA). In the case of expenditures associated with acquisition and major repairs of vacation homeownership, these are to be excluded from tourism consumption in line with SNA 1993 concepts, but will be part of tourism gross fixed capital formation (GFCF) (same treatment in both SNA and TSA). Tourism consumption however, excludes purchases that are not meant for personal consumption, but for resale on return to the usual environment.

2.28. Tourism consumption is however, restricted to visitors taking trips within, towards or from the country of reference. The consumption of visitors without any contact with the economic territory is not included in the tourism consumption of that territory. For instance, the airfare of an Indian resident flying directly from Delhi to Bangkok on other countries' airlines would not be included in any of the forms of tourism consumption of India.

2.29. Some special issues require particular attention in the definition of tourism consumption which are as follows:

- Tourism consumption includes intermediate consumption of producers, i.e., it includes the consumption of visitors paid totally or partially by producers on whose behalf the visitors are travelling. In the SNA 1993, such expenditures by producers are part of their intermediate consumption (consequently not part of private final consumption expenditure or PFCE). However, these expenditures are part of tourism consumption because they are considered as acquisition of services associated directly with the activities of a visitor.
- For owner-occupied vacation homes, imputed value of housing services on own account is estimated either on the basis of characteristic of the dwelling

and costs of maintenance or on the actual average market rental for similar units. The value of the housing service has to be imputed both as a production activity for the owner and as part of tourism consumption. The imputed value of this service is, therefore, included in both sides of tourism supply and tourism consumption.

2.30. The concept of tourism consumption is used in the TSA Tables 4 and 6 and is the basis for the compilation of tourism direct gross value added and tourism direct gross domestic product.

2.31. In TSA: RMF 2008, an extended demand aggregate called Total tourism internal demand has also been suggested which could be 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.

(iii) The Supply perspective

2.32. On obtaining the total tourism internal demand of goods and services, or the internal tourism consumption, contribution of tourism to the overall economy can be measured by comparing its demand/consumption with the supply of these goods and services by the domestic industries or imports. Measuring the supply of these products requires identification of (i) products (tourism characteristic and connected products and other consumption products) and (ii) tourism industries, using internationally approved classification of products and productive activities²⁷. These are elaborated below:

Tourism characteristic products

2.33. These are the products that satisfy one or both of the following criteria:

²⁷The classifications used in general are: Central Product Classification (CPC) for products and International Standard Industrial Classification (ISIC) for industries, both developed by UN. The latest versions of these are CPC, Ver.2 and ISIC, Rev.4. In the current India's TSA, the classification is based on ISIC Rev. 3.1.

- Tourism expenditure on the product represents a significant share of total tourism expenditure (share-of-demand condition);
- Tourism expenditure on the product represents a significant share of the supply of the product in the economy (share-of-supply condition). This criterion implies that the supply of a tourism characteristic product would cease to exist in meaningful quantity in the absence of visitors.

2.34. For the tourism characteristic products, the activities producing them are considered as tourism characteristic and the industries in which the principal activity is tourism characteristic is called tourism industry.

Other consumption products

2.35. These comprise of two sub-categories, both to be determined by the countries.

- *Tourism connected products* are the products which are of relevance for tourism analysis but these do not satisfy the criteria of tourism characteristic products.
- *Non-tourism-related consumption products* comprise of all other consumption goods and services that belong neither to tourism characteristic nor tourism connected products. This category includes all products that by their nature cannot be consumption goods and services and therefore, can neither be a part of tourism expenditure nor are part of tourism consumption, except for valuables that might be acquired by visitors on their trips; and other products associated with tourism gross fixed capital formation and collective consumption. However, they make available goods and services to the tourism characteristic and connected industries to produce products for tourism consumption. This indirect contribution of non-tourism industries/products to tourism consumption can be measured through input-output models.

2.36. Some of the special issues in the supply aspect relate to the housing services provided by vacation homes on own account and other types of vacation home ownership; travel agencies, tour operators and other providers of reservation services; and the meetings industry, discussed in detail under the heading Special Issues, below.

Tourism characteristic activities and products

2.37. Tourism characteristic activities are those that typically produce tourism characteristic products. The IRTS 2008 presents the typology of tourism characteristic consumption products and activities, each of them grouped in the 12 corresponding categories to be used in the TSA tables. Categories 1 to 10 comprise the core for international comparison, in terms of CPC sub-classes for products and ISIC classes for activities. The two other categories are country-specific with category 11 covering tourism characteristic goods for products and the corresponding retail trade activities for these goods and category 12 referring respectively to country-specific tourism characteristic services and country-specific tourism characteristic activities²⁸.

Table 2.1 List of tourism characteristic consumption products and tourism characteristic activities

Products	Activities
1. Accommodation services for visitors	1. Accommodation for visitors
2. Food and beverage serving services	2. Food and beverage serving activities
3. Railway passenger transport services	3. Railway passenger transport
4. Road passenger transport services	4. Road passenger transport
5. Water passenger transport services	5. Water passenger transport
6. Air passenger transport services	6. Air passenger transport
7. Transport equipment rental services	7. Transport equipment rental
8. Travel agencies and other reservation services	8. Travel agencies and other reservation services
9. Cultural services	9. Cultural activities
10. Sports and recreational services	10. Sports and recreational activities
11. Country-specific tourism characteristic goods	11. Retail trade of country-specific tourism characteristic goods
12. Country-specific tourism characteristic services	12. Country-specific tourism characteristic activities

2.38. A tourism industry represents the grouping of those establishments whose main activity is the same tourism characteristic activity. In supply side statistics,

²⁸In this India's TSA, the sector classification included 25 industries and products, discussed in Chapter 4.

establishments are classified according to their main activity that is determined by the activity that generates the most value added. Because establishments might have secondary activities, not all production of tourism characteristic products happens within tourism industries; on the other hand, tourism industries also have outputs that are not tourism characteristic products.

(iv) Special Issues and their treatment in TSA

2.39. **Housing services provided by vacation homes:** The ownership of a vacation home on own account generates output in the form of a tourism characteristic service and an equivalent amount as tourism consumption. The SNA includes the imputation for owner-occupied dwellings as a production activity and includes it in the ISIC class 6810: Real estate activities with own or leased property and the product obtained and consumed belong to the CPC subclass 72111: Renting or leasing services involving own or leased residential property. Similar treatment is applied for time-share of properties for vacation purposes. The value of these services is, therefore, estimated on the basis of the market rent for an equivalent unit.

2.40. **Travel agencies, tour operators and other providers of reservation services:** The treatment of the reservation services provided by travel agencies, tour operators, and other providers is same in TSA. The total amount paid by visitors for services they intermediate are split into two parts, (i) one corresponding to the value of the travel agency (gross margin or fees or commission of the agency) and (ii) the other corresponding to the value paid to the provider of services (such as, to the airline), which is the balance of total amount minus the commission of the travel agency. Due to this treatment, though the total expenditure of the visitor in the TSA remains same, there would be change in the product breakdown. Further, depending on the country of residence of visitor and service providers, this treatment will affect domestic tourism consumption, inbound tourism consumption and outbound tourism consumption.

2.41. **The treatment of goods and retail trade activities:** The tourism consumption relates to producers serving goods and services directly to visitors. In the case of services, there is a direct contact between the producers and visitors. However, visitors do purchase goods. In the case of goods, it is only the retailers

who come in contact with visitors, but not the producers of goods, the transporters or wholesalers. Therefore, on the supply side of tourism, it is only the retail trade margin that is taken into account and there will be zero contribution for goods, transporters and wholesalers. It is therefore, necessary to estimate the retail trade margin in respect of goods for the purpose of calculating tourism direct gross value added (TDGVA).

2.42. In the supply-use framework of SNA 1993, the supply side of output, which is measured at basic prices, is brought to purchasers' prices by adding the columns of net taxes on products and trade and transport margins (TTM). These TTM columns only refer to the goods and since TTMs have zero values at purchasers' prices, an equivalent amount (shown against goods) is shown against TTM rows with a negative sign. However, in the TSA tables, though the TTM column is presented in the supply table (TSA table 6), the TTMs are shown only against the goods (there would be no corresponding negative entry for rows against TTM products). This presentation will allow the tourism shares for TTM to be computed which is essential for the calculation of TDGVA.

2.43. When establishing tourism shares, which are values required for the calculation of TDGVA, it is the value of the retail trade margin that will be used as the basis of their calculation, as this margin represents the value of the output of the service provider who makes the good available to the visitor. For tourism characteristic goods, the total sum of these trade and transport margins corresponds to retail trade margins on the one hand and wholesale trade and transport margins on the other. Only the retail trade margins generate share. The retail trade margins are attributable to the industry identified as "Retail trade of country-specific tourism characteristic goods", whereas the wholesale and transport margins are attributable to other industries (no share). For the other goods, all the value of TTMs pertains to other industries, and part of it generates share (the part corresponding to retail trade) whereas the rest of the value does not generate share. In both cases, the corresponding retail trade margins are assigned back to the retail trade industries that have produced these margins.

2.44. The tourism shares will be established only on the margins produced by the retail trade industry, either tourism characteristic, or not. The remaining value of

goods purchased by visitors is deemed not to generate tourism shares and not to generate TDGVA but only indirect effects. However, they still constitute as part of tourism internal consumption/expenditures.

2.45. Two important aggregates that come from the TSA are the gross value added (GVA) and employment in respect of tourism and their contribution to the national economy. The GVA of an industry refers to the contribution of its production to the aggregate supply of goods and services in an economy. It is the difference between the value of output and the value of inputs²⁹. Net Value Added (NVA) is gross value added less consumption of fixed capital which represents the corresponding decline in the value of the produced assets used in the production process. Because of the difficulty involved in measuring the consumption of fixed capital (CFC), the TSA adopts the gross measurement of value added³⁰.

2.46. The gross value added of the tourism industries (GVATI) is defined as the sum of the gross value added of all tourism industries. The TSA uses another indicator of the link between the demand for goods and services by visitors (tourism consumption) and their supply by both tourism industries and non-tourism industries, and is called TDGVA. This refers to the fact that the TSA measures only that part of value added (by tourism industries and other industries) due to the consumption of visitors and leaves aside the indirect and induced effects that such a consumption might generate.

2.47. Tourism employment refers 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. Since it is difficult to assign labour to a particular output of an industry, tourism employment cannot be directly observed. It is for this reason that tourism employment is recommended to be restricted to the employment in tourism industries only.

2.48. Here it may be noted that persons engaged in secondary tourism characteristic activities of an establishment belonging to a non-tourism industry (for

²⁹ Intermediate consumption, in national accounting terms

³⁰ Even in the case of national accounts, most cross-country comparisons are done in terms of GVA or GDP rather than on NVA or NDP due to the problems in measuring CFC.

example, all establishments whose principal activity is not a tourism characteristic activity) will not be included in “employment in the tourism industries” although they would be counted in “tourism employment”. On the other hand, persons employed in an establishment belonging to a tourism industry who participate in the establishment’s secondary non-tourism-characteristic activities will be included in “employment in the tourism industries” but not included in “tourism employment”.

(v) TSA Tables and Accounts

2.49. The TSA comprises 10 tables and are derived through the process of reconciliation of economic information related to tourism in the framework of supply and use tables of SNA 1993 (SUT). In these tables, the visitors, products and industries are shown in a disaggregated manner. These tables include a detailed presentation of supply and consumption, in terms of goods and services acquired by visitors (TSA Tables 1-4) and of the industries that produce them (TSA Table 5), as well as an overall confrontation of their components, as this constitutes the core of the TSA system (TSA Table 6). Because of the frequent strategic importance of tourism in the development of an employment policy, TSA Table 7, employment in the tourism industries, also forms part of the central core as well as TSA Table 10 (as tourism economic variables are better understood and analysed by taking into account the flows of visitors, and other descriptive characteristics both of tourism supply and demand). On the other hand, compilation of TSA Tables 8 (Tourism gross fixed capital formation of tourism industries and other industries) and 9 (Tourism collective consumption, by products and levels of government) requires detailed data which may not be available. Therefore, these two tables are considered in a further stage of advance of the compilation of a TSA in the TSA:RMF 2008.

2.50. The first three tables, TSA Tables 1 to 3 (Tourism expenditure, according to forms of tourism by products and classes of visitors) and 4 (internal tourism consumption by products), focus on categories of tourism expenditure (consumption of goods and services including valuables) that should be observable from visitors, either through surveys or other methods.

- TSA Tables 1, 2 and 3 describe the most important component of tourism consumption, namely tourism expenditure. It includes:

- what visitors pay for out of their own budget or pocket
 - Expenditure made by producers (businesses, governments and non-profit institutions serving households (NPISH)) or others for their benefit (transportation, accommodation, etc.). It excludes social transfers in kind, and actual or imputed expenditures associated with vacation home ownership.
- TSA Table 1 focuses on inbound tourism, TSA Table 2 on domestic tourism and TSA Table 3 on outbound tourism, by products and classes of visitors.

2.51. TSA Table 4 (Internal tourism consumption, internal tourism expenditure, and other components of tourism consumption, by products) combines internal tourism expenditure (made up of inbound tourism expenditure from TSA Table 1 and domestic tourism expenditure from TSA Table 2), with the other components of tourism consumption, namely:

- Services associated with vacation accommodation on own account
- Tourism social transfers in kind
- Other imputed consumption (costs of vacation homes of producers, FISIM, etc.)

2.52. The key aggregate derived from TSA Table 4 is internal tourism consumption, which will be compared to domestic supply (globally and by product) in TSA Table 6. The production process to meet the requirement of this tourism consumption will provide the basis for estimating TDGVA and tourism gross domestic product (TDGDP).

2.53. TSA Table 5 (Production accounts of tourism industries and other industries (at basic prices) presents the production accounts of tourism industries and other industries in the economy. In this table, output and intermediate consumption data for each industry is broken down by product and is valued at basic and purchasers' prices, respectively. The difference between these two values is the gross value added (GVA) at basic prices. The GVA is further broken down into compensation of

employees, gross operating surplus of corporations, mixed income of unincorporated business and net taxes on production.

2.54. TSA Table 6 (Total domestic supply and internal tourism consumption, by products at purchasers' prices) presents an overall reconciliation of internal tourism consumption with domestic supply. This table is the core of the TSA. TDGVA and TDGDP used as indicators of the direct contribution of tourism to total Value Added or total Gross Domestic Product are derived from this table.

2.55. TSA Table 6 is the core of the TSA system: it is where the confrontation and reconciliation between supply and internal tourism consumption take place. It derives from the supply and use tables of the SNA 1993. Total supply of goods and services in the economy of reference by products, which includes domestic production (production by resident transactors) and imports, is compared to tourism consumption, (including valuation adjustments).

2.56. The rows of Table 6 are identical to those of Table 5. Regarding columns, there are three blocks:

- The first block corresponds to the same columns as those of Table 5 and represents industries;
- The second block (imports, taxes less subsidies and trade and transport margins) presents the additional variables and value adjustments that are needed to obtain total supply at purchasers' prices; and
- The third block is made of two columns: internal tourism consumption and tourism ratio. This final column, tourism ratio (in per cent), allows for the estimate of the two main aggregates: TDGVA and TDGDP.

2.57. The TDGDP is estimated from TDGVA by adding taxes less subsidies on products related to tourism products. The TDGVA is estimated as sum of values of tourism shares (which are estimated from the information collected from visitors on expenditures by products – domestic tourism survey and international passenger survey) in each product within each industry. Thus, TDGVA can be expressed by industry and within each industry separately for gross output and intermediate consumption and again within these two, by products. Normally, the tourism ratios are assumed to be same for output and inputs.

2.58. In the supply table, for each product - the sum of tourism shares of industries, imports and taxes less subsidies on products – should be equal to the value of internal tourism consumption (same as shown in TSA Table 4). However for goods, the internal tourism consumption includes both retail trade margin and value of goods, whereas the supply table shows only the tourism share in the value of retail trade margins, which is shown under trade industry.

2.59. Therefore, the steps for TDGVA compilation are:

- For each industry, 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,
- Add these values over all industries, both the tourism industries and all other industries.
- The sum of all these portions of value added over all industries is what is called TDGVA.

2.60. TSA Table 7 (Employment in the tourism industries) presents employment in the tourism industries; it is included, because of the frequent strategic importance of tourism in the development of an employment policy. The measurement of employment is limited to employment in the tourism industries and the variables used to express its volume are the number of jobs or headcount of employees.

2.61. TSA Table 10 (Non-monetary indicators) presents a few quantitative indicators that are related to the previous tables and are important for the interpretation of the monetary information presented. The indicators include 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 number/size of establishments belonging to tourism industries.

(vi) Main Aggregates derived from TSA

2.62. The primary objective of TSA is to provide detailed and analytical information on all aspects of tourism: the product composition of tourism consumption, the industries most concerned by the activities of visitors and their relationships with other industries, etc. Aggregates are extremely useful because they provide summary indicators of the size of tourism.

2.63. The main aggregates that are derived from the TSA tables are comparable with other macro-indicators relating to consumption and value added. These are:

- Internal tourism expenditure; and Internal tourism consumption;
- Gross value added of the tourism industries (GVATI);
- Tourism direct gross value added (TDGVA);
- Tourism direct gross domestic product (TDGDP).

Internal Tourism Expenditure and Internal Tourism Consumption

2.64. Since tourism is a demand-side concept, the focus is on expenditure and consumption within an economy. Internal tourism expenditure and internal tourism consumption (recorded in TSA Table 4) characterize globally the acquisitions by visitors within the economy.

2.65. Aggregates related to tourism expenditure and tourism consumption are not expressed as shares of gross domestic product or of household final consumption at the aggregated level because they differ in coverage as both tourism expenditure and tourism consumption include expenditure by producers for the benefit of visitors that national accounts classify within the intermediate consumption of productive activities and not as part of final demand. Nevertheless, they can be expressed as a percentage, when taking these values as benchmark. They can also be expressed as shares in different supplies of products in the economy in terms of tourism shares in products.

2.66. With the help of tourism internal consumption and through the supply and use framework, three different indicators are compiled, which are slightly different

but complement each other, in order to characterise the tourism supply by domestic industries.

Gross Value Added of the Tourism Industries

2.67. Gross Value Added of the Tourism Industries (GVATI) simply sums the total gross value added of all establishments belonging to tourism industries, regardless of whether all their output is provided to visitors. It leaves out the value added from other non-tourism industries. Although gross value added of the tourism industries is an indicator often used to measure tourism direct economic contribution in the economy of reference, it is likely to be an inadequate indicator of the size of tourism in a country.

2.68. The acquisition by visitors of the output of the various tourism industries may range from a large share of tourism to total output (e.g., scheduled air passenger transport, accommodation for visitors) to a much smaller one (e.g., full-service restaurants). As the “tourism character” of a particular output is not mostly defined by its particular nature but by the specific transient condition of the consumer, there is a larger gap between the output of tourism industries (supply) and internal tourism consumption (demand). As an indicator, both of demand and supply, gross value added of the tourism industries is not an appropriate indicator of direct economic contribution of tourism.

Tourism Direct Gross Value Added

2.69. Since, through special calculations and using supply-use framework, a portion of gross value added can be associated with the value of part of the output of a productive unit, it is possible to define an aggregate, named TDGVA, which adds the parts of gross value added generated by tourism industries and other industries of the economy that serve directly visitors in responding to internal tourism consumption.

2.70. The use of the term direct in this aggregate refers to the fact that the TSA only measures that part of value added (by tourism industries and other industries)

which is due to the consumption of visitors and leaves aside the indirect and induced effects that such consumption might generate.

2.71. Tourism direct gross value added includes the part of gross value added generated by all industries in the process of provision of goods and services to visitors, would-be visitors (acquisition before a trip) or third parties for visitors' benefit.

2.72. Comparing TDGVA with GVATI, the later would include all the gross value added generated by tourism industries irrespective of who consumed their outputs (tourists or residents). In contrast, TDGVA focuses on only that part of industries' output which is consumed by tourists irrespective of the fact that the output is from tourism or non-tourism specific industries. Thus, TDGVA can be seen to be independent of the definition of tourism characteristic products and tourism industries, as it takes into account the part of the output that is catered to visitors irrespective of who (industry) produced what (products). Thus TDGVA presents a better measure of tourism contribution to the economy in comparison to that of GVATI.

Tourism Direct Gross Domestic Product

2.73. In the national accounts, GVA is measured at basic prices. That is, the different outputs of each industry are valued at basic prices, excluding all net taxes on products (i.e. indirect taxes net of subsidies on output), and inputs are valued at purchasers' prices, that is, including transport and distribution margins and all net taxes on products.

2.74. However, the uses of output in the domestic economy is valued at purchasers' prices that include all net taxes on products, as the users purchase products from market at market prices. The final uses of gross output net of imports, which is termed as final demand (comprising consumption expenditure, capital formation, and net exports) represents the GDP. The difference between GVA (at basic prices) and GDP (at purchasers' prices), therefore, is net taxes on products, as trade and transport margins get adjusted in the goods.

2.75. In the case of TSA, when we measure internal tourism consumption, this includes net taxes on products and imports (shown separately in supply table 6) and therefore, is at purchasers' prices. Since GDP of tourism cannot be derived directly from the demand side³¹, we can measure tourism GDP (attributable directly to internal tourism consumption) as sum of tourism GVA (sum of part of GVA at basic prices generated by all industries in response to internal tourism consumption) and net taxes on tourism products. This "part of GDP" is called TDGDP. Consequently, TDGDP is derived from internal tourism consumption in the same way as TDGVA does.

**Table 2.2. Measures of Tourism Economic Aggregates
from point of view of supply**

	GVATI	TDGVA	TDGDP
Gross value added (at basic prices) generated by the supply to visitors by the tourism industries	Yes	Yes	Yes
Gross value added (at basic prices) generated by the supply to non-visitors by the tourism industries	Yes	No	No
Gross value added (at basic prices) generated by the supply to visitors by other industries	No	Yes	Yes
Gross value added (at basic prices) generated by the supply to non-visitors by other industries	No	No	No
Net taxes on products and imports included in the value of internal tourism consumption (at purchasers' prices)	No	No	Yes

Tourism Employment

2.76. As is the case of TDGVA and TDGDP, labour as a factor of production can be associated with the total output of an establishment, but cannot be assigned to any particular output or part of output without the use of specific assumptions and modelling procedures. Tourism employment as meaning the employment strictly related to the goods and services acquired by visitors and produced either by tourism industries or other industries cannot be directly observed. For this reason, the TSA only recommends, the estimation of employment in the tourism industries. However, some countries do produce the tourism direct employment by applying the ratios of GVA of tourism direct part within the tourism industries on the employment numbers in tourism industries.

³¹GDP from expenditure side of an economy can only be estimated for the total economy, but not for any components of the economy such as tourism)

(vii) Approach followed for compiling the two State TSAs

2.77. 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 2.3: 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	- 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	- In the absence of data on imports, it is not possible to compile SUT at state level. - However, 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	- 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.
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

2.78. 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 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.

2.79. As mentioned earlier, in the absence of information on imports at state level, it is not possible to compile the core TSA table, namely, TSA table 6, which enables in estimating TDGVA and TDGDP. However, with the information available at state level, it is possible to compile TDGVA³² with some assumptions. The two possible options for computing TDGVA are:

- (i) 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). However, this method implicitly assumes that share of imports in meeting the tourism internal consumption in a state is same that in all India and that tourism ratio of a product is same in the state and all India. The assumption of share of imports in meeting tourism demand being same in a state and all India is incorrect in the case of most states.
- (ii) 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.

2.80. In the State TSAs, 2009-10 for Kerala and Madhya Pradesh presented in this Report, the TDGVA has been computed according to both the above alternatives. As a firmer estimate of TDGVA, the estimate of TDGVA that has been derived using the industry output ratios has been presented.

³²At 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.

3. METHODOLOGY ADOPTED FOR REGIONAL TSA TABLES

3.1. 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 owing to the homogeneity, 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.

3.2. As discussed in Chapter 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.

3.3. At the state level, TSA tables presented in this chapter and the aggregates derived from them are comparable as the methodology adopted for preparing the tables and aggregates is same for both the states of Kerala and Madhya Pradesh. The State TSAs, however, do not include TSA tables 8 and 9 due to non-availability of data at state level. In this context, it may be mentioned that TSA tables 8 and 9 are still at the research stage even at national level according to TSA:RMF 2008 and most countries that compile TSAs do not prepare these two tables.

3.4. This chapter presents the methodological design adopted in preparing the TSA Tables 1 to 7 and 10; and the TSA aggregates. For each table, the presentation in this report is structured sequentially with methodology adopted using the relevant data including the technical notes at the beginning, followed by the presentation of TSA table and then the key findings from the TSA table.

3.5. According to the TSA: RMF 2008, TSA Tables 1 to 3 describe the most important component of tourism consumption, namely tourism expenditure, which includes not only what visitors pay for out of their own budget or pocket, but also what producers (businesses, governments and non-profit institutions serving households (NPISH)) or others spend for their benefit (transportation, accommodation, etc.). These three tables are key to deriving the TSA tables 4 to 6 which further lead to estimating the TSA aggregates. The visitors are usually able to report fairly well the expenditures made by them as well by others on behalf of them

while they are on a trip. This information is collected through surveys on domestic as well as international tourists and forms the source for compiling TSA tables 1 to 3.

3.6. Before proceeding further, it is important to see the coverage of activities and products for which the TSA tables have been recommended to be compiled in the TSA:RMF 2008 and the activities and products included in the India's TSA, 2009-10 and State TSAs, 2009-10. These two classifications separately for products and activities are shown below. Only one tourism specific product, namely, medical and health services has been added to the recommended set as a country specific tourism products in the Indian TSA. Against the activity of retail trade of goods acquired by visitors, the TSA includes the broad activity, 'trade', as information on retail and wholesale trade activities is not separately available in the Indian national accounts and also there have been no surveys on trade activity in India for the last several years. The purpose of including retail trade activity as a separate tourism specific activity has been to show the tourism share in the retail trade activity (besides other reasons mentioned in Chapter 2). In the case of Indian TSA, it will still be possible to show the tourism share in retail trade activity using some proxy indicators like employment in retail and wholesale trade.

**Table 3.1. Products recommended in TSA: RMF 2008
Vs. Products included in TSA, 2009-10**

Products Recommended in the TSA: RMF 2008	Products in TSA, 2009-10 of India
1. Accommodation services for visitors	20. Hotels
2. Food and beverage serving services	21. Restaurants
3. Railway passenger transport services	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 char. 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

Numbers shown against TSA, 2009-10 activities and products refer to the number of the sector in the supply table, 2009-10 shown in Table 6.

**Table 3.2. Activities recommended in TSA: RMF 2008
Vs. Activities included in TSA, 2009-10**

Activities	Activities in TSA, 2009-10 of India
1. Accommodation for visitors	20. Hotels
2. Food and beverage serving activities	21. Restaurants
3. Railway passenger transport	15. Railway passenger transport services
4. Road passenger transport	16. Land passenger transport including via pipeline
5. Water passenger transport	17. Water passenger transport
6. Air passenger transport	18. Air passenger transport
7. Transport equipment rental	23. Renting of transport equipment
8. Travel agencies and other reservation services	19. Tourism related supporting and auxiliary transport
9. Cultural activities	24. Cultural and religious services
10. Sports and recreational activities	25. Sporting and recreational services
11. Retail trade of country-specific tourism characteristic goods	3. Trade
12. Country-specific tourism char. activities	22. Medical and health

Numbers shown against TSA, 2009-10 activities and products refer to the number of the sector in the supply table, 2009-10 shown in Table 6.

TSA Table 1: Inbound Tourism Expenditure, 2009-10

3.7. When developing tourism statistics at the sub-national level, it is important to be able to separate visitors to a region who have their place of usual residence within this region from those who come from other regions or other countries. It is, therefore, recommended that three subsets of visitors to or in this region be identified: residents from other countries (inbound visitors for the country as a whole), residents from another part of the national territory and residents from this region.

3.8. Table 1 focuses on inbound tourism. At regional or state level, inbound tourism expenditure comprise 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.

Data Sources

For the State TSAs, 2009-10, inbound tourism expenditure or the expenditure by international tourists in the state of reference was 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”.

3.9. Since inbound tourism also includes visitors from other states in India, the data on their expenditures were obtained from the DTS, 2008-09. In all, 1,53,038 households were surveyed of which 97,074 (63 per cent) households belonged to rural areas and the rest belonged to urban areas. Apart from the household characteristics, data were collected for each overnight trip and same-day trip made by one or more household members during the last 30 days. These included trip characteristics like leading purpose of the trip, main destination, number of places visited, number of household members going on the trip, mode of travel, number of nights spent on trip, etc. Since the reference periods of the two surveys differ with the reference period of TSA, price adjustments to the source data were carried out. Also, in the case of domestic tourists from other states, adjustment to the source data has been made to benchmark the data with the private final consumption expenditure of national accounts.

Technical notes

- The inbound tourism expenditure incurred by international tourists in the states of reference (here, Kerala and Madhya Pradesh) could not be obtained from the IPS as the survey does not identify the visitor’s state of destination. Hence, the total number of international tourist visits in the states of reference was obtained from the India Tourism Statistics, an annual publication of the Ministry of Tourism. Using the national distribution of tourists by type (NRI, PIO or Other foreign national), the same were estimated for the states.
- 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.

- The unit level data of Domestic Tourism Survey, 2008-09 was used to obtain the expenditure incurred by tourists arriving in the state from other states of the country. This forms the second part of state-level Inbound Tourism Expenditure.
- 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.
- 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.
- 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”. For same-day trips, this information is available for all trips undertaken during “last 30 days”. However, for TSA, this information is required for the last 365 days, which is not directly available in the survey data.
- 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.
- Under these assumptions, average expenditure per overnight (or same-day) 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 (or same-day) trips to the estimated number of overnight (or same-day) trips on the basis of the latest three (or all same day) trips during the last 30 days for which the expenditure has been reported.
- This ratio multiplied with the estimated total number of overnight (or same-day) 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.

- 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.
- Hence total item-wise expenditure incurred by package as well as non-package tourists is arrived at.
- However, 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.
- This 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 below:

Table 3.3. 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	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

- 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.
- 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.
- The inbound tourism expenditure for both Kerala and Madhya Pradesh are presented in the tables below:

Table 3.4. Inbound Tourism Consumption (incurred by international tourists) by products (expenditure at market prices) – Kerala (Rs. lakh), 2009-10

Products	Non-Resident Indians	Foreigner PIO	Foreigner Others	Total International Demand
A 1. Tourism characteristic	74973	114392	566320	755685
1. Accommodation services/Hotels	18026	44334	272547	334906
2 Food and beverage serving services/Restaurants	20282	20547	106439	147268
3 Railway passenger transport services	994	3552	8112	12659
4 Road passenger transport services	8286	9680	33661	51626
5 Water passenger transport services	1510	77	836	2423
6 Air passenger transport services	7670	16655	52225	76551
7 Transport equipment rental services	1659	3677	9780	15117
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	1102	1993	13388	16483
9 Cultural and religious services	1485	3482	8723	13689
10 Sports and other recreational	7494	8492	17819	33805
11 Health and medical related	6466	1903	42790	51159
A.2 Tourism connected products	71382	32848	135229	239458
12 Readymade garments	19204	10227	42714	72145
13 Processed food	1629	1210	5549	8389
14 Tobacco products	195	1286	1270	2751
15 Beverages	1248	6971	13167	21387
16 Travel related consumer goods	884	438	4082	5403
17 Footwear	1860	1355	7021	10236
18 Soaps, cosmetics and glycerine	232	113	734	1080
19 Gems and jewellery	37503	8743	45754	92000
20 Books, journals, magazines, stationery etc.	8626	2504	14937	26067
Total	146355	147240	701549	995144
No. of tourists	114634	91576	453090	659300
Per tourist expenditure	127672	160784	154837	150939

Source: NCAER computation

Table 3.5. Inbound Tourism Consumption (incurred by tourists from other states) by products (expenditure at market prices) – Kerala (Rs. lakh), 2009-10

Products	Business	Holiday, leisure and recreation	Social	Religious	Education and training	Health and medical	Shopping	Other	All
A 1. Tourism characteristic products	4936	82311	158605	132886	479	27821	0	20571	427609
1. Accommodation services/Hotels	421	7448	3772	2843	72	2242	0	299	17098
2 Food and beverage serving services/Restaurants	824	6785	6171	12909	43	1741	0	430	28903
3 Railway passenger transport services	1664	19764	56018	9960	222	69	0	9182	96878
4 Road passenger transport services	1149	26748	62178	50769	18	3804	0	921	145588
5 Water passenger transport services	408	0	537	117	21	3969	0	408	5459
6 Air passenger transport services	42	11722	14664	0	0	1336	0	7166	34929
7 Transport equipment rental services	158	7017	12559	45410	102	686	0	411	66345
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	264	2266	1962	9010	0	109	0	75	13686
9 Cultural and religious services	4	155	263	1812	0	6	0	26	2265
10 Sports and other recreational services	1	344	88	0	0	3	0	14	451
11 Health and medical related services	0	62	392	56	1	13856	0	1640	16007
A.2 Tourism connected products	1411	7635	33933	12326	41	1260	0	2640	59246
12 Readymade garments	736	2224	12155	4486	16	346	0	747	20711
13 Processed food	116	519	4019	3131	4	262	0	344	8396
14 Tobacco products	56	381	120	5	0	71	0	77	710
15 Beverages	68	42	179	0	0	0	0	19	307
16 Travel related consumer goods	266	3922	5884	3185	2	486	0	80	13824
17 Footwear	156	407	989	402	5	25	0	22	2005
18 Soaps, cosmetics and glycerine	4	37	146	145	2	24	0	7	365
19 Gems and jewellery	0	20	10066	838	0	22	0	1338	12283
20 Books, journals, magazines, stationery etc.	9	83	375	134	13	23	0	6	643
Total	6347	89946	192538	145212	520	29080	0	23211	486855
Estimated number of trips	66645	229207	2940901	1279864	4960	121740	0	33296	4676612
Expenditure per trip (Rs.)	9524	39242	6547	11346	10486	23887	na	69711	10410

Source: NCAER computation

TSA Table 1(KL): Total Inbound Tourism Consumption by products (expenditure at market prices) – Kerala (Rs. lakh), 2009-10

Products	Non-Resident Indians	Foreigner PIO	Foreigner Others	Indians from other states	Total inbound Demand
A 1. Tourism characteristic products	74,973	1,14,392	5,66,320	4,27,609	11,83,295
1. Accommodation services/Hotels	18,026	44,334	2,72,547	17,098	3,52,005
2 Food and beverage serving services/Restaurants	20,282	20,547	1,06,439	28,903	1,76,171
3 Railway passenger transport services	994	3,552	8,112	96,878	1,09,537
4 Road passenger transport services	8,286	9,680	33,661	1,45,588	1,97,214
5 Water passenger transport services	1,510	77	836	5,459	7,882
6 Air passenger transport services	7,670	16,655	52,225	34,929	1,11,480
7 Transport equipment rental services	1,659	3,677	9,780	66,345	81,461
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	1,102	1,993	13,388	13,686	30,170
9 Cultural and religious services	1,485	3,482	8,723	2,265	15,954
10 Sports and other recreational services	7,494	8,492	17,819	451	34,256
11 Health and medical related services	6,466	1,903	42,790	16,007	67,166
A.2 Tourism connected products	71,382	32,848	1,35,229	59,246	2,98,704
12 Readymade garments	19,204	10,227	42,714	20,711	92,857
13 Processed food	1,629	1,210	5,549	8,396	16,784
14 Tobacco products	195	1,286	1,270	710	3,462
15 Beverages	1,248	6,971	13,167	307	21,694
16 Travel related consumer goods	884	438	4,082	13,824	19,227
17 Footwear	1,860	1,355	7,021	2,005	12,242
18 Soaps, cosmetics and glycerine	232	113	734	365	1,445
19 Gems and jewellery	37,503	8,743	45,754	12,283	1,04,283
20 Books, journals, magazines, stationery etc.	8,626	2,504	14,937	643	26,710
Total	1,46,355	1,47,240	7,01,549	4,86,855	14,81,999

Source: NCAER computation

Table 3.6. Inbound Tourism Consumption (incurred by international tourists) by products (expenditure at market prices) – Madhya Pradesh (Rs. lakh), 2009-10

Products	Non-Resident Indians	Foreigner PIO	Foreigner Others	Total International
A 1. Tourism characteristic products	28478	43451	215112	287041
1. Accommodation services/Hotels	6847	16840	103525	127212
2 Food and beverage serving services/Restaurants	7704	7804	40430	55938
3 Railway passenger transport services	378	1349	3081	4808
4 Road passenger transport services	3147	3677	12786	19610
5 Water passenger transport services	573	29	318	920
6 Air passenger transport services	2913	6326	19837	29077
7 Transport equipment rental services	630	1397	3715	5742
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	419	757	5085	6261
9 Cultural and religious services	564	1323	3313	5200
10 Sports and other recreational services	2847	3226	6768	12841
11 Health and medical related services	2456	723	16253	19432
A.2 Tourism connected products	27114	12477	51366	90956
12 Readymade garments	7295	3885	16225	27404
13 Processed food	619	460	2108	3186
14 Tobacco products	74	489	482	1045
15 Beverages	474	2648	5001	8124
16 Travel related consumer goods	336	166	1550	2052
17 Footwear	706	515	2667	3888
18 Soaps, cosmetics and glycerine	88	43	279	410
19 Gems and jewellery	14245	3321	17379	34945
20 Books, journals, magazines, stationery etc.	3276	951	5674	9901
Total	55592	55928	266478	377998
No. of tourists	43543	34785	172103	250430
Per tourist expenditure	127672	160784	154837	150939

Source: NCAER computation

Table 3.7. Inbound Tourism Consumption (incurred by tourists from other states) by products (expenditure at market prices) – Madhya Pradesh (Rs. lakh), 2009-10

Products	Business	Holiday, leisure and recreation	Social	Religious	Education and training	Health and medical	Shopping	Other	All
A 1. Tourism characteristic products	6418	6723	195191	59175	5679	7969	0	4762	285917
1. Accommodation services/Hotels	483	314	4342	2127	291	224	0	126	7908
2 Food and beverage serving services/Restaurants	271	480	6914	2957	565	659	0	477	12324
3 Railway passenger transport services	1274	2566	66807	11165	2146	994	0	754	85705
4 Road passenger transport services	362	1870	63967	20348	1283	1185	0	982	89997
5 Water passenger transport services	0	0	16	0	1	0	0	0	17
6 Air passenger transport services	3370	0	12749	0	0	1201	0	0	17319
7 Transport equipment rental services	325	1166	27168	19735	139	1424	0	450	50406
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	334	170	9032	2316	1244	4	0	1572	14672
9 Cultural and religious services	0	17	696	317	0	0	0	0	1030
10 Sports and other recreational services	0	5	43	74	0	0	0	1	123
11 Health and medical related services	0	135	3456	136	9	2280	0	400	6416
A.2 Tourism connected products	188	587	28923	7462	1709	630	0	228	39728
12 Readymade garments	89	219	18293	2798	262	64	0	116	21841
13 Processed food	17	66	3161	821	186	232	0	54	4538
14 Tobacco products	27	21	1889	579	73	184	0	6	2777
15 Beverages	0	0	72	754	0	7	0	0	832
16 Travel related consumer goods	50	54	3480	1615	263	140	0	51	5651
17 Footwear	0	0	1458	132	95	0	0	0	1685
18 Soaps, cosmetics and glycerine	1	14	68	28	5	4	0	2	123
19 Gems and jewellery	0	199	418	727	0	0	0	0	1345
20 Books, journals, magazines, stationery etc.	5	13	83	9	825	0	0	0	935
Total	6607	7310	224114	66637	7388	8599	0	4990	325645
Estimated number of trips	101398	32030	3790825	910378	109063	105317	0	110971	5159981
Expenditure per trip (Rs.)	6516	22821	5912	7320	6774	8165	na	4497	6311

Source: NCAER computation

TSA Table 1(MP): Inbound Tourism Consumption by products (expenditure at market prices) – Madhya Pradesh (Rs. lakh), 2009-10

Products	Non-Resident Indians	Foreigner PIO	Foreigner Others	Indians from other states	Total inbound Demand
A 1. Tourism characteristic products	28,478	43,451	2,15,112	2,85,917	5,72,958
1. Accommodation services/Hotels	6,847	16,840	1,03,525	7,908	1,35,119
2 Food and beverage serving services/Restaurants	7,704	7,804	40,430	12,324	68,262
3 Railway passenger transport services	378	1,349	3,081	85,705	90,513
4 Road passenger transport services	3,147	3,677	12,786	89,997	1,09,606
5 Water passenger transport services	573	29	318	17	938
6 Air passenger transport services	2,913	6,326	19,837	17,319	46,396
7 Transport equipment rental services	630	1,397	3,715	50,406	56,148
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	419	757	5,085	14,672	20,933
9 Cultural and religious services	564	1,323	3,313	1,030	6,230
10 Sports and other recreational services	2,847	3,226	6,768	123	12,964
11 Health and medical related services	2,456	723	16,253	6,416	25,849
A.2 Tourism connected products	27,114	12,477	51,366	39,728	1,30,684
12 Readymade garments	7,295	3,885	16,225	21,841	49,245
13 Processed Food	619	460	2,108	4,538	7,724
14 Tobacco products	74	489	482	2,777	3,822
15 Beverages	474	2,648	5,001	832	8,956
16 Travel related consumer goods	336	166	1,550	5,651	7,704
17 Footwear	706	515	2,667	1,685	5,573
18 Soaps, cosmetics and glycerine	88	43	279	123	533
19 Gems and jewellery	14,245	3,321	17,379	1,345	36,290
20 Books, journals, magazines, stationery etc.	3,276	951	5,674	935	10,837
Total	55,592	55,928	2,66,478	3,25,645	7,03,643

Source: NCAER computations

Key Findings:

- Kerala and Madhya Pradesh received 6.59 lakh and 2.50 lakh inbound tourists respectively from other countries during 2010-11.
- Kerala and Madhya Pradesh respectively received 46.77 lakh and 51.60 lakh inbound tourists from other states in India in 2008-09.
- The total inbound tourism expenditure in Kerala is Rs. 14,820 crore in 2009-10, while it is Rs. 7,036 crore in Madhya Pradesh.
- The per tourist expenditure of inbound tourists from other states is higher in Kerala (Rs. 10,410) as compared to that in Madhya Pradesh (Rs. 6,311).
- Of the total trips undertaken in Kerala from tourists of other states, 63 per cent are social trips and 27 per cent are religious, together accounting for 90 per cent of total 46.77 lakh trips.
- Similarly, of the total trips undertaken in MP from tourists of other states, 73.5 per cent are social trips and 17.6 per cent are religious, together accounting for 91.1 per cent of total 51.60 lakh trips.
- It is evident that the interstate movement by tourists is done mainly for social and religious purposes.
- Leisure trips account for only 0.6 per cent in MP and 5.0 per cent in Kerala.
- The table below (Table 3.8) presents the distribution of tourist-trips in states of destination by their states of origin. The table shows that of the total tourist-trips undertaken in Kerala from any other state, 62.9 per cent were from Tamil Nadu and 23.7 per cent from Karnataka, together constituting 86.6 per cent of total trips whose destination is Kerala and state of origin is any other state.
- Similarly, as much as 87.8 per cent of tourist-trips undertaken in MP were from the neighbouring states of UP (38.3 per cent), Maharashtra (37.8 per cent) and Rajasthan (11.7).

Table 3.8. Percentage Distribution of Tourist-trips in States of destination by their States of Origin (column distribution of trips)

	States of destination if main destination is outside state											
	AN	AP	AR	AS	BR	CH	CG	DN	DD	DL	GA	GJ
All India	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Andaman & Nicobar (AN)	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02
Andhra Pradesh (AP)	0.00	0.00	0.00	0.00	0.04	0.00	4.81	0.00	0.00	0.09	0.00	4.69
Arunachal Pradesh (AR)	0.00	0.02	0.00	26.95	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Assam (AS)	0.00	0.02	2.85	0.00	0.35	0.00	0.00	0.00	0.00	0.28	0.00	0.00
Bihar (BR)	0.00	0.09	0.00	20.01	0.00	0.00	0.00	0.00	0.00	4.83	1.05	0.04
Chandigarh (CH)	0.00	0.00	0.00	0.00	0.55	0.00	0.00	0.00	0.00	0.95	0.00	0.08
Chhattisgarh (CG)	0.00	0.42	5.29	0.00	0.25	0.00	0.00	0.00	33.69	0.16	0.00	0.15
Dadra and Nagar Haveli (DN)	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	1.98	0.01	0.00	0.37
Daman & Diu (DD)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.45
Delhi (DL)	0.00	0.19	5.20	0.00	5.76	5.58	1.09	0.00	0.00	0.00	2.92	0.13
Goa (GA)	0.00	0.01	6.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.61
Gujarat (GJ)	42.79	0.54	0.00	3.15	1.60	4.33	0.02	99.05	44.13	0.61	8.48	0.00
Haryana (HR)	0.00	0.00	0.00	3.37	2.20	24.48	0.00	0.00	0.00	12.46	0.00	0.99
Himachal Pradesh (HP)	0.00	0.00	0.00	0.00	1.36	18.12	0.00	0.00	0.00	1.92	0.00	0.79
Jammu & Kashmir (JK)	0.00	0.00	0.00	0.00	0.18	0.45	0.00	0.00	0.00	0.76	0.00	0.00
Jharkhand (JH)	0.00	0.43	0.00	0.00	9.50	0.00	0.66	0.00	0.00	0.48	0.00	0.82
Karnataka (KA)	0.00	34.33	20.99	0.00	0.15	0.00	0.34	0.00	0.00	0.22	9.68	0.25
Kerala (KL)	0.00	0.78	0.00	0.00	0.00	0.00	0.81	0.00	0.00	1.32	2.97	1.05
Lakshadweep (LD)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Madhya Pradesh (MP)	37.86	1.91	0.00	0.00	2.38	0.00	9.51	0.00	0.00	1.92	10.01	11.48
Maharashtra (MH)	0.00	23.65	2.23	0.00	1.63	0.21	30.14	0.95	20.21	2.47	50.43	54.74
Manipur (MN)	0.00	0.01	0.00	4.05	0.01	0.03	0.02	0.00	0.00	0.11	0.09	0.02
Meghalaya (ML)	0.00	0.01	0.73	9.25	0.08	0.00	0.00	0.00	0.00	0.08	0.06	0.01
Mizoram (MZ)	0.82	0.00	0.00	1.11	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00
Nagaland (NL)	0.00	0.00	0.00	3.35	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Orissa (OR)	0.00	3.22	8.74	0.00	0.77	0.00	31.24	0.00	0.00	0.26	0.48	0.00
Pondicherry (PY)	0.00	0.82	2.69	0.00	0.01	0.00	0.00	0.00	0.00	0.00	1.99	0.00
Punjab (PB)	0.00	0.11	0.00	0.00	1.72	38.14	0.53	0.00	0.00	4.29	4.02	0.29
Rajasthan (RJ)	0.00	0.90	0.00	0.59	7.94	1.48	16.94	0.00	0.00	12.68	4.20	17.71
Sikkim (SK)	0.00	0.00	0.00	0.39	0.05	0.00	0.00	0.00	0.00	0.02	0.00	0.00
Tamil Nadu (TN)	0.00	30.16	3.47	0.00	0.03	0.00	0.00	0.00	0.00	0.38	3.16	0.29
Tripura (TR)	0.00	0.00	0.00	7.48	0.04	0.00	0.03	0.00	0.00	0.00	0.00	0.24
Uttar Pradesh (UP)	0.00	0.78	38.27	3.78	31.55	5.49	3.33	0.00	0.00	45.28	0.43	1.65
Uttarakhand (UK)	0.00	0.16	0.00	0.17	0.06	1.61	0.20	0.00	0.00	2.94	0.00	0.69
West Bengal (WB)	18.53	1.36	2.86	16.35	31.64	0.08	0.32	0.00	0.00	5.42	0.00	2.43

Contd.

	States of destination if main destination is outside state													
	HR	HP	JK	JH	KA	KL	LD	MP	MH	MN	ML	MZ	NL	OR
All India	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Andaman & Nicobar (AN)	0.00	0.00	0.00	0.02	0.04	0.12	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00
Andhra Pradesh (AP)	0.68	0.23	1.92	0.49	20.96	2.41	0.00	1.21	8.04	0.00	0.00	0.00	0.00	35.35
Arunachal Pradesh (AR)	0.00	0.01	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.37	2.83	1.55	0.02
Assam (AS)	0.00	0.05	0.00	0.04	0.05	0.01	0.00	0.00	0.06	79.21	69.41	0.00	85.53	0.32
Bihar (BR)	1.79	0.00	0.00	48.68	0.09	0.00	0.00	0.31	1.43	0.00	1.50	0.00	0.00	0.32
Chandigarh (CH)	5.76	6.50	0.91	0.16	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00
Chhattisgarh (CG)	0.06	0.00	0.51	2.00	0.13	0.07	0.00	2.89	5.45	0.00	0.00	0.00	0.00	3.73
Dadra and Nagar Haveli (DN)	0.00	0.02	0.00	0.00	0.00	0.00	0.00	0.04	0.26	0.00	0.00	0.00	0.00	0.03
Daman & Diu (DD)	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.01	0.06	0.00	0.00	0.00	0.00	0.00
Delhi (DL)	7.69	4.10	12.40	0.38	0.23	0.37	0.00	0.55	3.88	0.00	0.78	0.00	0.00	0.94
Goa (GA)	0.00	0.00	0.00	0.00	4.51	0.55	0.00	0.00	2.27	0.00	0.00	0.00	0.00	0.00
Gujarat (GJ)	0.97	4.21	2.36	0.84	1.69	0.62	0.00	3.06	19.93	0.00	1.35	0.00	0.00	3.25
Haryana (HR)	0.00	17.64	7.06	0.00	0.13	0.00	0.00	0.22	0.76	0.00	0.00	0.00	0.00	0.00
Himachal Pradesh (HP)	2.39	0.00	3.29	0.00	0.03	0.11	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.15
Jammu & Kashmir (JK)	0.32	3.67	0.00	0.15	0.04	0.03	0.00	0.21	0.18	0.00	0.00	0.00	0.00	0.00
Jharkhand (JH)	0.00	0.61	1.05	0.00	0.30	0.03	0.00	0.50	0.12	0.00	0.00	4.70	1.31	7.20
Karnataka (KA)	0.16	0.00	2.15	0.00	0.00	23.74	0.00	0.30	19.41	0.00	0.00	3.11	0.00	0.00
Kerala (KL)	0.00	0.10	0.36	0.00	17.70	0.00	9.42	0.00	2.35	0.00	0.00	45.25	0.00	0.00
Lakshadweep (LD)	0.00	0.00	0.00	0.00	0.00	1.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Madhya Pradesh (MP)	0.23	0.41	9.55	0.51	0.20	0.00	0.00	0.00	19.34	0.00	0.00	0.00	0.00	1.14
Maharashtra (MH)	0.27	3.10	5.03	0.95	27.56	3.15	0.00	37.82	0.00	0.00	0.00	12.26	0.00	1.57
Manipur (MN)	0.00	0.01	0.03	0.01	0.03	0.00	0.00	0.01	0.05	0.00	2.07	11.78	8.94	0.00
Meghalaya (ML)	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.01	7.31	0.00	4.57	0.96	0.01
Mizoram (MZ)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	2.42	3.52	0.00	0.00	0.00
Nagaland (NL)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.40	0.00	0.60	0.00	0.00
Orissa (OR)	0.03	0.00	0.84	4.32	0.62	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00
Pondicherry (PY)	0.00	0.00	0.00	0.00	1.09	3.81	22.38	0.00	0.10	0.00	0.00	0.00	0.00	0.15
Punjab (PB)	23.49	53.15	20.00	0.23	0.06	0.00	0.00	0.18	1.76	0.00	0.00	0.00	0.00	0.14
Rajasthan (RJ)	36.03	0.11	5.60	5.24	0.17	0.00	0.00	11.69	2.53	2.12	0.00	0.00	0.00	0.97
Sikkim (SK)	0.00	0.01	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00
Tamil Nadu (TN)	0.00	0.00	0.00	0.49	22.49	62.89	0.00	0.14	1.40	0.00	0.00	0.00	0.00	2.64
Tripura (TR)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	11.47	6.48	0.00	0.05
Uttar Pradesh (UP)	17.52	2.95	22.11	14.63	0.75	0.46	0.00	38.31	8.29	0.00	0.00	0.00	0.00	2.75
Uttarakhand (UK)	2.27	0.50	0.09	0.21	0.00	0.00	0.00	0.25	0.94	0.00	0.00	0.00	0.00	0.00
West Bengal (WB)	0.34	2.63	4.71	20.61	1.12	0.58	68.20	2.28	1.03	1.48	4.52	8.43	1.71	39.27

Contd.

	States of destination if main destination is outside state									
	PY	PB	RJ	SK	TN	TR	UP	UK	WB	Total
All India	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Andaman & Nicobar (AN)	0.00	0.02	0.00	0.00	0.16	0.00	0.01	0.01	0.08	0.03
Andhra Pradesh (AP)	2.09	0.07	0.09	0.00	21.58	0.00	0.49	0.51	3.89	5.25
Arunachal Pradesh (AR)	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.13	0.22
Assam (AS)	0.00	0.03	0.05	7.91	0.06	18.52	0.10	0.00	3.56	0.44
Bihar (BR)	0.00	0.95	0.28	0.00	0.40	0.00	7.21	1.79	15.65	3.36
Chandigarh (CH)	0.00	9.07	0.54	0.00	0.03	0.00	0.99	1.96	0.12	1.05
Chhattisgarh (CG)	0.00	0.40	1.05	0.00	0.00	0.00	0.31	0.01	0.68	0.87
Dadra and Nagar Haveli (DN)	0.00	0.00	0.01	0.00	0.00	0.00	0.03	0.00	0.00	0.04
Daman & Diu (DD)	0.00	0.00	0.02	0.00	0.00	0.00	0.01	0.00	0.00	0.02
Delhi (DL)	0.00	5.88	3.16	0.00	0.24	62.68	12.26	7.65	3.49	3.59
Goa (GA)	0.00	0.00	0.00	0.00	0.17	0.00	0.09	0.00	0.00	0.51
Gujarat (GJ)	0.00	0.28	10.06	0.00	0.14	0.00	2.28	1.51	0.11	3.27
Haryana (HR)	0.00	28.17	19.26	0.00	0.12	0.00	8.22	3.79	0.19	5.60
Himachal Pradesh (HP)	0.00	15.16	0.16	0.00	0.09	0.00	0.54	1.53	0.00	1.31
Jammu & Kashmir (JK)	0.00	7.86	0.20	0.00	0.00	0.00	0.05	0.42	0.00	0.51
Jharkhand (JH)	0.00	0.39	0.18	4.47	0.17	3.06	0.62	0.10	27.57	1.46
Karnataka (KA)	4.53	0.00	1.06	5.69	21.88	0.00	0.27	0.00	1.99	6.86
Kerala (KL)	4.20	0.62	0.35	0.00	38.07	0.00	0.28	0.13	4.56	5.29
Lakshadweep (LD)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05
Madhya Pradesh (MP)	0.00	1.59	18.87	0.00	0.06	0.00	10.47	1.07	2.98	5.17
Maharashtra (MH)	0.00	1.74	6.16	0.00	5.70	9.27	8.70	0.33	6.37	10.47
Manipur (MN)	0.00	0.02	0.00	0.00	0.02	0.00	0.02	0.03	0.34	0.08
Meghalaya (ML)	0.00	0.00	0.00	12.64	0.01	0.75	0.01	0.00	0.40	0.11
Mizoram (MZ)	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.01	0.06	0.02
Nagaland (NL)	0.00	0.00	0.00	0.70	0.00	0.00	0.01	0.00	0.18	0.04
Orissa (OR)	3.48	0.04	0.00	0.00	0.19	0.00	0.02	0.00	11.21	0.97
Pondicherry (PY)	0.00	0.00	0.00	0.00	9.41	0.00	0.00	0.00	0.00	1.22
Punjab (PB)	0.00	0.00	8.17	0.00	0.00	0.00	4.51	3.39	0.26	5.01
Rajasthan (RJ)	8.06	13.65	0.00	9.86	0.03	0.00	31.14	3.28	2.84	9.05
Sikkim (SK)	0.00	0.00	0.01	0.00	0.00	0.00	0.01	0.00	3.23	0.07
Tamil Nadu (TN)	77.58	0.00	0.00	7.43	0.00	0.00	0.22	0.00	0.86	6.84
Tripura (TR)	0.05	0.02	0.00	0.00	0.02	0.00	0.00	0.00	0.53	0.10
Uttar Pradesh (UP)	0.00	12.72	28.70	0.00	0.46	0.00	0.00	71.22	7.13	14.81
Uttarakhand (UK)	0.00	1.03	0.17	0.00	0.01	0.00	9.17	0.00	1.60	1.63
West Bengal (WB)	0.00	0.31	1.45	51.29	1.01	5.64	1.97	1.27	0.00	4.68

Source: DTS data and NCAER computations

TSA Table 2: Domestic Tourism Expenditure, 2009-10

3.10. 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. It may be mentioned here that expenditures of day visitors are not included in this table, as the scope of this TSA is ‘tourists’.

Data Source

3.11. 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.

Technical Notes:

- The technical notes for Table 2 are the same as given in the technical notes of Table 1 which relates to the data obtained from DTS.
- It should be noted that for Table 2, domestic tourism expenditure refers to the expenditure incurred by tourists travelling within the state of reference. As per the definition of domestic tourism, only the trips undertaken within the territory of the region of reference are taken into account.

TSA Table 2 (KL): Domestic Tourism Expenditure by products and by purpose of travel –Kerala, 2009-10

(Rs. lakh)

Products	Business	Holiday, leisure and recreation	Social	Religious	Education and training
A 1. Tourism characteristic products	25,618	1,27,414	3,18,488	99,603	6,067
1. Accommodation services/Hotels	1,218	2,910	1,144	1,942	1,269
2 Food and beverage serving Services/Restaurants	3,726	6,542	13,210	6,017	1,041
3 Railway passenger transport services	1,126	793	27,369	3,938	1,289
4 Road passenger transport services	11,907	25,375	1,90,780	43,699	2,228
5 Water passenger transport services	0	6,188	377	84	0
6 Air passenger transport services	0	71,296	0	0	0
7 Transport equipment rental services	7,245	11,635	62,996	39,134	12
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	339	306	6,674	2,341	221
9 Cultural and religious services	43	24	969	2,055	3
10 Sports and other recreational services	14	16	325	0	3
11 Health and medical related services	0	2,329	14,644	391	0
A.2 Tourism connected products	9,797	7,963	79,663	11,756	1,393
12 Readymade garments	906	5,838	36,886	4,923	63
13 Processed Food	298	621	16,441	2,995	300
14 Tobacco products	203	4	753	4	3
15 Beverages	732	22	1,264	0	0
16 Travel related consumer goods	7,592	890	15,158	2,791	529
17 Footwear	0	349	1,338	249	18
18 Soaps, cosmetics and glycerine	27	48	174	121	6
19 Gems and jewellery	0	0	6,990	601	0
20 Books, journals, magazines, stationery etc.	39	191	660	72	475
Total	35,415	1,35,377	3,98,150	1,11,358	7,460
Estimated number of trips	5,79,054	6,74,913	2,14,17,625	24,24,809	3,35,170
Expenditure per trip (Rs.)	6,116	20,058	1,859	4,592	2,226

Contd.

Products	Health and Medical	Shopping	Other	All
A 1. Tourism characteristic products	3,76,605	0	1,76,646	11,30,440
1. Accommodation services/Hotels	12,048	0	3,888	24,420
2 Food and beverage serving services/Restaurants	18,513	0	10,425	59,472
3 Railway passenger transport services	5,940	0	9,222	49,677
4 Road passenger transport services	24,874	0	18,586	3,17,450
5 Water passenger transport services	196	0	70	6,915
6 Air passenger transport services	0	0	0	71,296
7 Transport equipment rental services	49,351	0	21,501	1,91,874
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	1,437	0	1,420	12,738
9 Cultural and religious services	39	0	1	3,134
10 Sports and other recreational services	0	0	0	359
11 Health and medical related services	2,64,207	0	1,11,533	3,93,105
A.2 Tourism connected products	8,002	0	8,982	1,27,556
12 Readymade garments	2,860	0	2,305	53,780
13 Processed Food	2,531	0	1,380	24,567
14 Tobacco products	133	0	75	1,174
15 Beverages	0	0	42	2,060
16 Travel related consumer goods	1,553	0	2,297	30,809
17 Footwear	138	0	260	2,351
18 Soaps, cosmetics and glycerine	371	0	152	899
19 Gems and jewellery	2	0	2,119	9,712
20 Books, journals, magazines, stationery etc.	415	0	352	2,205
Total	3,84,607	0	1,85,629	12,57,997
Estimated number of trips	30,33,409	7,222	22,00,338	3,06,72,540
Expenditure per trip (Rs.)	12,679	0	8,436	4,101

Source: DTS data and NCAER computations

TSA Table 2 (MP): Domestic Tourism Expenditure by products and by purpose of travel –Madhya Pradesh, 2009-10

(Rs. lakh)

Products	Business	Holiday, leisure and recreation	Social	Religious	Education and training
A 1. Tourism characteristic products	30,595	25,917	5,22,613	86,323	8,453
1. Accommodation services/Hotels	786	603	526	2,476	234
2 Food and beverage serving Services/Restaurants	3,764	1,501	22,736	6,108	876
3 Railway passenger transport services	3,647	1,995	42,109	17,758	1,658
4 Road passenger transport services	13,001	9,313	4,02,424	36,330	3,910
5 Water passenger transport services	0	0	602	86	0
6 Air passenger transport services	0	0	55	12	0
7 Transport equipment rental services	4,481	11,776	20,069	18,685	255
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	4,457	535	28,881	3,654	140
9 Cultural and religious services	53	55	184	673	0
10 Sports and other recreational services	18	33	39	1	0
11 Health and medical related services	388	107	4,987	540	1,381
A.2 Tourism connected products	3,538	5,728	2,07,417	10,846	2,862
12 Readymade garments	850	3,245	1,18,211	3,365	1,205
13 Processed Food	493	218	16,954	3,120	202
14 Tobacco products	924	149	12,137	1,351	41
15 Beverages	319	395	3,795	525	0
16 Travel related consumer goods	754	660	27,029	1,804	794
17 Footwear	112	581	6,410	314	207
18 Soaps, cosmetics and glycerine	28	22	721	109	13
19 Gems and jewellery	0	449	22,004	213	0
20 Books, journals, magazines, stationery etc.	59	9	155	46	399
Total	34,133	31,645	7,30,029	97,170	11,316
Estimated number of trips	12,44,332	7,65,236	4,51,34,160	39,91,085	3,20,283
Expenditure per trip (Rs.)	2,743	4,135	1,617	2,435	3,533

Contd.

Products	Health and medical	Shopping	Other	All
A 1. Tourism characteristic products	1,10,221	1,414	14,918	8,00,455
1. Accommodation services/Hotels	2,584	11	731	7,952
2 Food and beverage serving services/Restaurants	4,334	118	1,490	40,927
3 Railway passenger transport services	3,966	113	914	72,160
4 Road passenger transport services	25,545	944	8,285	4,99,751
5 Water passenger transport services	0	67	0	755
6 Air passenger transport services	0	0	0	67
7 Transport equipment rental services	4,016	64	416	59,762
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	8,530	96	1,203	47,497
9 Cultural and religious services	8	0	1	973
10 Sports and other recreational services	0	0	1	92
11 Health and medical related services	61,239	0	1,877	70,520
A.2 Tourism connected products	4,275	3,607	2,701	2,40,974
12 Readymade garments	418	1,183	977	1,29,454
13 Processed Food	1,138	141	632	22,897
14 Tobacco products	579	62	348	15,591
15 Beverages	17	54	186	5,292
16 Travel related consumer goods	1,927	2,038	385	35,391
17 Footwear	109	36	102	7,872
18 Soaps, cosmetics and glycerine	80	59	7	1,039
19 Gems and jewellery	0	33	0	22,699
20 Books, journals, magazines, stationery etc.	8	0	64	739
Total	1,14,496	5,021	17,620	10,41,429
Estimated number of trips	27,29,284	1,59,383	9,12,556	5,52,56,319
Expenditure per trip (Rs.)	4,195	3,150	1,931	1,885

Source: DTS data and NCAER computations

Key Findings

- In all, 30.67 million domestic trips were undertaken in 2008-09 in Kerala against 55.26 million trips in Madhya Pradesh. Unlike TSA Table 1 on Inbound Tourism, which reports the number of tourists, TSA Table 2 provides the number of trips by purposes of travel. This is because domestic tourists could not be classified by purpose of travel as many of them took more than one trip during the reference period, hence it is trips that can be classified by purposes of travel.
- Expenditure per trip is Rs. 4,101 in the case of Kerala, whereas it is Rs. 1,885 in the case of Madhya Pradesh.
- Due to the low expenditure per trip in Madhya Pradesh, the total expenditure in Madhya Pradesh is lower at Rs. 10,414 crore in comparison to Rs. 12,580 crore in Kerala, though Kerala had lower number of domestic tourism trips.
- Although the number of shopping trips in Kerala was estimated to be 7,222, but no expenditure was reported for these trips, hence these are practically ignored for expenditure related observations.
- Of the total 55.26 million domestic or intrastate trips undertaken in Madhya Pradesh, 81.7 per cent were social trips, 7.2 per cent were religious trips, 4.9 per cent were health related and all other purposes together accounted for the remaining 6.2 per cent.
- As compared to this, of the total 30.67 million trips undertaken in Kerala, 69.8 per cent were social trips, followed by 9.9 per cent health-related, 7.9 per cent religious and all other purposes together accounting for the remaining 12.4 per cent.
- In line with the national numbers, in MP and Kerala too, most of the domestic trips, classified by purpose of travel, the maximum expenditure was done on passenger transport services. On an average, this accounts for 60.7 per cent of total expenditure done on an overnight domestic trip³³ undertaken in MP and 50.7 per cent for trips undertaken in Kerala (Tables 3.9 and 3.10).
- The exception lies in the categories of domestic tourists whose main purposes of travel are “Health and Medical related” and “Shopping”

³³ It should be noted that the results reported in this report on domestic tourism expenditure may not match with the NSSO report on “Domestic Tourism Survey” owing to the adjustment factors used here.

(“Others” in case of Kerala). For the trips undertaken for health and medical purpose in MP, only 29.3 per cent of total trip expenditure was done on passenger transport services whereas as much as 53.5 per cent was spent on “Health and medical related services”. Similarly, tourists who took trips for shopping purpose spent only 23.7 per cent on passenger transport services and spent 71.8 per cent on shopping itself, that is, on the purchase of travel connected goods.

- Similarly for the trips undertaken for health and medical purpose in Kerala, only 20.9 per cent of total trip expenditure was done on passenger transport services whereas as much as 68.7 per cent was spent on “Health and medical related services”. Similarly, tourists who took trips for purpose classified as “Others”, spent only 26.6 per cent on passenger transport services and spent 60.1 per cent on shopping, that is, on the purchase of travel connected goods.
- A very little proportion of total expenditure was on account of accommodation services. In MP, the share of expenditure incurred on accommodation stood at a meagre 0.8 per cent, while in Kerala, this share is a tad higher at 1.9 per cent. A low expenditure on accommodation for social trips is mainly because in such cases, tourists stay at the friend’s or relative’s place for whom the social trip is undertaken. However, even if the social trips were excluded from the coverage, only 2.4 per cent and 2.7 per cent of the total expenditure was incurred on accommodation services in MP and Kerala respectively.
- In MP, the per trip expenditure was the highest in case of health related trips (Rs 4195). This was followed by leisure trips (Rs. 4135) and was the lowest in case of social trips (Rs. 1617).
- In Kerala, the per trip expenditure was the highest in case of leisure trips (Rs. 20,058); for health related trips, per trip expenditure stood at Rs. 12,679 while it was the lowest in case of social trips (Rs. 1859).

Table 3.9. Percentage Distribution of Domestic Tourism Expenditure across Items of Expenditure – Kerala, 2009-10

Industries	Business	Holiday, leisure and recreation	Social	Religious	Education and training	Health and medical	Other	All	All Excl social trips
Accommodation services	3.4	2.1	0.3	1.7	17.0	3.1	2.1	1.9	2.7
Food and beverage serving services	10.5	4.8	3.3	5.4	13.9	4.8	5.6	4.7	5.4
Passenger transport services	57.3	85.2	70.7	78.0	47.3	20.9	26.6	50.7	41.4
Travel agencies and other reservation services	1.0	0.2	1.7	2.1	3.0	0.4	0.8	1.0	0.7
Cultural, sports, religious and other recreational services	0.2	0.0	0.3	1.8	0.1	0.0	0.0	0.3	0.3
Health and medical related services	0.0	1.7	3.7	0.4	0.0	68.7	60.1	31.2	44.0
Tourism connected products	27.7	5.9	20.0	10.6	18.7	2.1	4.8	10.1	5.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: DTS data and NCAER computations

Table 3.10. Percentage Distribution of Domestic Tourism Expenditure across Items of Expenditure – Madhya Pradesh, 2009-10

Industries	Business	Holiday, leisure and recreation	Social	Religious	Education and training	Health and medical	Shopping	Other	All	All Excl social trips
Accommodation services	2.3	1.9	0.1	2.5	2.1	2.3	0.2	4.1	0.8	2.4
Food and beverage serving services	11.0	4.7	3.1	6.3	7.7	3.8	2.4	8.5	3.9	5.8
Passenger transport services	61.9	72.9	63.7	75.0	51.5	29.3	23.7	54.6	60.7	53.7
Travel agencies and other reservation services	13.1	1.7	4.0	3.8	1.2	7.5	1.9	6.8	4.6	6.0
Cultural, sports, religious and other recreational services	0.2	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.1	0.3
Health and medical related services	1.1	0.3	0.7	0.6	12.2	53.5	0.0	10.7	6.8	21.0
Tourism connected products	10.4	18.1	28.4	11.2	25.3	3.7	71.8	15.3	23.1	10.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: DTS data and NCAER computations

TSA Table 3: Outbound Tourism Expenditure, 2009-10

3.12. 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. 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. 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. 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.

Data Source

3.13. 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. This expenditure is supposed to be a part of TSA Table 2 but since there is 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.

3.14. The procedure followed to compile the estimates is same as mentioned in the technical notes under Table 1. 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.

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

3.16. Conceptually this table refers only to the outbound expenditure of residents while on tourism trip in other countries. However, owing to the absence of such data in detail, and also since the data on pre-trip expenditures of outbound tourists is collected in the IPS, the estimates presented in Table 3 are the pre-trip expenditures within the economy on outbound trips.

TSA Table 3 (KL): Outbound (Pre-trip) Tourism Expenditure by products and by purpose of travel – Kerala, 2009-10

(Rs. lakh)

Products	Business	Holiday	Social	Religious	Education/training	Medical	Others	Total
A 1. Tourism characteristic products	18,813	67,193	1,39,039	708	7,063	4,223	31,982	2,69,021
1. Accommodation services/Hotels	6,219	9,780	2,838	467	3,132	123	4,780	27,338
2 Food and beverage serving services/Restaurants	3,108	907	7,962	14	1,786	4,101	1,876	19,754
3 Railway passenger transport services	178	324	1,872	190	0	0	237	2,802
4 Road passenger transport services	6,712	56,133	1,26,286	38	1,627	0	24,790	2,15,586
5 Water passenger transport services	0	0	0	0	0	0	0	0
6 Air passenger transport services	2,548	0	0	0	518	0	0	3,066
7 Transport equipment rental services	0	0	0	0	0	0	0	0
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	0	0	0	0	0	0	0	0
9 Cultural and religious services	0	0	0	0	0	0	0	0
10 Sports and other recreational services	47	49	80	0	0	0	299	475
11 Health and medical related services	0	0	0	0	0	0	0	0
A.2 Tourism connected products	2,891	3,175	1,998	0	1,734	0	446	10,244
12 Readymade garments	0	2,259	1,744	0	0	0	446	4,448
13 Processed Food	0	0	0	0	0	0	0	0
14 Tobacco products	0	0	0	0	0	0	0	0
15 Beverages	0	0	0	0	0	0	0	0
16 Travel related consumer goods	2,891	917	254	0	1,734	0	0	5,795
17 Footwear	0	0	0	0	0	0	0	0
18 Soaps, cosmetics and glycerine	0	0	0	0	0	0	0	0
19 Gems and jewellery	0	0	0	0	0	0	0	0
20 Books, journals, magazines, stationery etc.	0	0	0	0	0	0	0	0
Total	21,704	70,368	1,41,037	708	8,797	4,223	32,428	2,79,265
Number of tourists (No.)	1,56,163	4,46,115	6,42,687	11,641	81,999	70,403	1,18,496	15,27,502
Expenditure per tourist (Rs.)	13,898	15,774	21,945	6,083	10,728	5,999	27,367	18,282

Source: IPS data and NCAER computations

TSA Table 3 (MP): Outbound (Pre-trip) Tourism Expenditure by products and by purpose of travel – Madhya Pradesh, 2009-10

(Rs. lakh)

Products	Business	Holiday	Social	Religious	Education/ training	Medical	Others	Total
A 1. Tourism characteristic products	1,443	3,471	249	4	289	20	89	5,566
1. Accommodation services/Hotels	648	2,449	211	4	0	9	0	3,321
2 Food and beverage serving services/Restaurants	92	238	37	0	4	11	32	415
3 Railway passenger transport services	91	228	0	0	0	0	57	376
4 Road passenger transport services	205	42	0	0	0	0	0	247
5 Water passenger transport services	0	0	0	0	0	0	0	0
6 Air passenger transport services	407	0	0	0	286	0	0	693
7 Transport equipment rental services	0	0	0	0	0	0	0	0
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	0	0	0	0	0	0	0	0
9 Cultural and religious services	0	0	0	0	0	0	0	0
10 Sports and other recreational services	0	514	0	0	0	0	0	514
11 Health and medical related services	0	0	0	0	0	0	0	0
A.2 Tourism connected products	54	1,202	0	0	0	0	0	1,256
12 Readymade garments	54	0	0	0	0	0	0	54
13 Processed Food	0	0	0	0	0	0	0	0
14 Tobacco products	0	0	0	0	0	0	0	0
15 Beverages	0	0	0	0	0	0	0	0
16 Travel related consumer goods	0	1,202	0	0	0	0	0	1,202
17 Footwear	0	0	0	0	0	0	0	0
18 Soaps, cosmetics and glycerine	0	0	0	0	0	0	0	0
19 Gems and jewellery	0	0	0	0	0	0	0	0
20 Books, journals, magazines, stationery etc.	0	0	0	0	0	0	0	0
Total	1,498	4,673	249	4	289	20	89	6,822
Number of tourists (No.)	25,158	43,290	14,629	594	1,455	1,775	2,358	89,259
Expenditure per tourist (Rs.)	5,953	10,795	1,700	725	19,893	1,124	3,780	7,643

Source: IPS data and NCAER computations

Key Findings:

- In all, there were 15.28 lakh outbound tourists from Kerala in comparison to 89,259 outbound tourists from Madhya Pradesh.
- The data shows a variation in the pattern of outbound tourists by their purpose of travel across states. Table 3.11 presents the comparative distribution of outbound tourists by purpose of travel.

Table 3.11. Percentage distribution of outbound tourists by purpose of travel

Purpose of travel	(per cent)		
	MP	Kerala	India
Business	28.2	10.2	32.3
Holiday	48.5	29.2	29.1
Social	16.4	42.1	21.7
Religious	0.7	0.8	1.4
Education/ training	1.6	5.4	7.9
Medical	2.0	4.6	1.3
Others	2.6	7.8	6.2
Total	100.0	100.0	100.0

Source: IPS data and NCAER computations

- On an average, Indians travel abroad mostly for business, leisure or social purposes, with their share in total outbound tourists being 32.3 per cent, 29.1 per cent and 21.7 per cent respectively. These tourists accounted for 83.2 per cent of total tourists. The same was observed in Kerala and MP too, but the share of each of these three purposes varied.
- In MP, 48.5 per cent of the outbound tourists visited abroad for leisure purpose, 28.2 per cent travelled for business purpose and 16.4 per cent travelled for social purpose. Together, they accounted for 93.5 per cent of total tourists.
- As compared to this, Keralites travelled abroad mostly for social purposes (42.1 per cent). This was followed by 29.2 per cent who travelled for leisure and 10.2 per cent who undertook business trips.
- The overall pre-trip expenditure is Rs. 68 crore for Madhya Pradesh as against Rs. 2793 crore for Kerala.

- The pre-tourist expenditure of outbound tourist is Rs. 18,282 for Kerala and Rs. 7,643 for Madhya Pradesh.
- Outbound tourists from MP spent maximum on accommodation services (48.7 per cent of total pre-trip expenditure), followed by 19.3 per cent on passenger transport services.
- On the other hand, outbound tourists from Kerala spent as much as 79.3 per cent of their pre-trip expenditure on passenger transport services and only 9.8 per cent on accommodation services.
- While there is no information on pre-trip expenditure incurred by inter-state outbound tourists, the table below (Tables 3.12) presents the percentage distribution of tourist-trips undertaken in states other than their state of residence.

Table 3.12. Percentage Distribution of Tourist-trips from State of Origin to States of Destination (row distribution of trips)

	Destination		States of destination if main destination is outside state											
	within state	outside state	AN	AP	AR	AS	BR	CH	CG	DN	DD	DL	GA	GJ
All India	89.42	10.58	0.02	6.00	0.10	0.74	4.96	1.49	0.86	0.01	0.02	8.05	0.47	3.71
Andaman & Nicobar (AN)	84.25	15.75	0.00	13.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.95	0.00	1.95
Andhra Pradesh (AP)	94.36	5.64	0.00	0.00	0.00	0.00	0.04	0.00	0.79	0.00	0.00	0.14	0.00	3.31
Arunachal Pradesh (AR)	74.61	25.39	0.00	0.42	0.00	88.99	2.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Assam (AS)	96.39	3.61	0.00	0.29	0.65	0.00	4.00	0.00	0.00	0.00	0.00	5.21	0.00	0.00
Bihar (BR)	92.34	7.66	0.00	0.17	0.00	4.35	0.00	0.00	0.00	0.00	0.00	11.63	0.15	0.05
Chandigarh (CH)	0.22	99.78	0.00	0.00	0.00	0.00	2.58	0.00	0.00	0.00	0.00	7.31	0.00	0.29
Chhattisgarh (CG)	94.98	5.02	0.00	2.91	0.60	0.00	1.40	0.00	0.00	0.00	0.81	1.50	0.00	0.64
Dadra and Nagar Haveli (DN)	62.86	37.14	0.00	0.00	0.00	0.00	0.64	0.00	0.00	0.00	1.03	2.58	0.00	34.00
Daman & Diu (DD)	9.73	90.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.56	72.04
Delhi (DL)	7.95	92.05	0.00	0.32	0.14	0.00	7.98	2.32	0.26	0.00	0.00	0.00	0.39	0.14
Goa (GA)	52.07	47.93	0.00	0.11	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.42
Gujarat (GJ)	90.77	9.23	0.21	0.99	0.00	0.70	2.43	1.98	0.01	0.23	0.28	1.51	1.23	0.00
Haryana (HR)	75.00	25.00	0.00	0.00	0.00	0.44	1.96	6.53	0.00	0.00	0.00	17.98	0.00	0.66
Himachal Pradesh (HP)	89.88	10.12	0.00	0.00	0.00	0.00	5.17	20.66	0.00	0.00	0.00	11.81	0.00	2.24
Jammu & Kashmir (JK)	91.37	8.63	0.00	0.00	0.00	0.00	1.71	1.32	0.00	0.00	0.00	11.97	0.00	0.00
Jharkhand (JH)	87.91	12.09	0.00	1.76	0.00	0.00	32.25	0.00	0.39	0.00	0.00	2.67	0.00	2.07
Karnataka (KA)	84.35	15.65	0.00	30.03	0.30	0.00	0.11	0.00	0.04	0.00	0.00	0.26	0.67	0.13
Kerala (KL)	89.83	10.17	0.00	0.88	0.00	0.00	0.00	0.00	0.13	0.00	0.00	2.01	0.27	0.73
Lakshadweep (LD)	21.62	78.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00
Madhya Pradesh (MP)	91.57	8.43	0.12	2.22	0.00	0.00	2.29	0.00	1.59	0.00	0.00	2.99	0.92	8.23
Maharashtra (MH)	89.81	10.19	0.00	13.57	0.02	0.00	0.77	0.03	2.49	0.00	0.04	1.91	2.29	19.38
Manipur (MN)	90.75	9.25	0.00	0.88	0.00	37.69	0.51	0.53	0.27	0.00	0.00	10.88	0.54	0.82
Meghalaya (ML)	89.21	10.79	0.00	0.28	0.68	63.74	3.71	0.00	0.00	0.00	0.00	6.22	0.28	0.28
Mizoram (MZ)	96.62	3.38	0.61	0.00	0.00	37.28	0.57	0.00	0.00	0.00	0.00	16.54	0.00	0.00
Nagaland (NL)	95.71	4.29	0.00	0.00	0.00	68.82	8.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Orissa (OR)	96.77	3.23	0.00	19.94	0.89	0.00	3.93	0.00	27.87	0.00	0.00	2.21	0.23	0.00
Pondicherry (PY)	11.46	88.54	0.00	4.03	0.22	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.77	0.00
Punjab (PB)	79.07	20.93	0.00	0.13	0.00	0.00	1.71	11.38	0.09	0.00	0.00	6.92	0.38	0.21
Rajasthan (RJ)	86.34	13.66	0.00	0.60	0.00	0.05	4.36	0.24	1.62	0.00	0.00	11.30	0.22	7.25
Sikkim (SK)	73.62	26.38	0.00	0.19	0.00	3.92	3.27	0.00	0.00	0.00	0.00	2.07	0.00	0.12
Tamil Nadu (TN)	88.86	11.14	0.00	26.48	0.05	0.00	0.03	0.00	0.00	0.00	0.00	0.44	0.22	0.16
Tripura (TR)	96.37	3.63	0.00	0.21	0.00	52.14	1.70	0.00	0.21	0.00	0.00	0.00	0.00	8.66
Uttar Pradesh (UP)	90.35	9.65	0.00	0.32	0.26	0.19	10.58	0.55	0.19	0.00	0.00	24.68	0.01	0.41
Uttarakhand (UK)	78.33	21.67	0.00	0.60	0.00	0.08	0.17	1.47	0.11	0.00	0.00	14.55	0.00	1.57
West Bengal (WB)	93.54	6.46	0.06	1.75	0.06	2.55	33.59	0.02	0.06	0.00	0.00	9.35	0.00	1.93

Contd.

	States of destination if main destination is outside state													
	HR	HP	JK	JH	KA	KL	LD	MP	MH	MN	ML	MZ	NL	OR
All India	3.94	2.59	1.34	2.71	6.18	4.71	0.05	5.19	6.62	0.05	0.18	0.05	0.12	2.09
Andaman & Nicobar (AN)	0.00	0.00	0.00	1.89	6.77	17.06	0.00	1.89	0.00	0.00	0.00	0.00	0.00	0.00
Andhra Pradesh (AP)	0.51	0.11	0.49	0.25	24.65	2.16	0.00	1.19	10.12	0.00	0.00	0.00	0.00	14.05
Arunachal Pradesh (AR)	0.00	0.15	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.45	0.55	0.85	0.19
Assam (AS)	0.00	0.29	0.00	0.23	0.67	0.13	0.00	0.00	0.84	8.60	29.17	0.00	23.88	1.55
Bihar (BR)	2.10	0.00	0.00	39.31	0.16	0.00	0.00	0.48	2.82	0.00	0.08	0.00	0.00	0.20
Chandigarh (CH)	21.61	16.13	1.16	0.41	0.00	0.00	0.00	0.00	0.56	0.00	0.00	0.00	0.00	0.00
Chhattisgarh (CG)	0.29	0.00	0.78	6.23	0.94	0.38	0.00	17.20	41.40	0.00	0.00	0.00	0.00	8.94
Dadra and Nagar Haveli (DN)	0.00	1.03	0.00	0.00	0.00	0.00	0.00	5.63	43.48	0.00	0.00	0.00	0.00	1.55
Daman & Diu (DD)	0.00	0.00	0.00	0.00	0.00	1.12	0.00	1.12	17.06	0.00	0.00	0.00	0.00	0.00
Delhi (DL)	8.47	2.98	4.66	0.28	0.40	0.48	0.00	0.80	7.16	0.00	0.04	0.00	0.00	0.55
Goa (GA)	0.00	0.00	0.00	0.00	54.51	5.09	0.00	0.00	29.40	0.00	0.00	0.00	0.00	0.00
Gujarat (GJ)	1.18	3.36	0.97	0.70	3.19	0.89	0.00	4.84	40.32	0.00	0.08	0.00	0.00	2.07
Haryana (HR)	0.00	8.23	1.70	0.00	0.15	0.00	0.00	0.20	0.89	0.00	0.00	0.00	0.00	0.00
Himachal Pradesh (HP)	7.22	0.00	3.38	0.00	0.13	0.41	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.23
Jammu & Kashmir (JK)	2.45	18.79	0.00	0.82	0.48	0.28	0.00	2.15	2.39	0.00	0.00	0.00	0.00	0.00
Jharkhand (JH)	0.00	1.08	0.97	0.00	1.28	0.10	0.00	1.78	0.53	0.00	0.00	0.14	0.11	10.27
Karnataka (KA)	0.09	0.00	0.42	0.00	0.00	16.28	0.00	0.22	18.69	0.00	0.00	0.02	0.00	0.00
Kerala (KL)	0.00	0.05	0.09	0.00	20.66	0.00	0.08	0.00	2.93	0.00	0.00	0.37	0.00	0.00
Lakshadweep (LD)	0.00	0.00	0.00	0.00	0.31	98.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Madhya Pradesh (MP)	0.18	0.21	2.49	0.27	0.24	0.00	0.00	0.00	24.75	0.00	0.00	0.00	0.00	0.46
Maharashtra (MH)	0.10	0.77	0.65	0.25	16.26	1.42	0.00	18.70	0.00	0.00	0.00	0.05	0.00	0.31
Manipur (MN)	0.00	0.38	0.52	0.22	1.99	0.00	0.00	0.68	3.83	0.00	4.83	6.45	13.84	0.00
Meghalaya (ML)	0.00	0.00	0.00	0.00	1.42	0.00	0.00	0.00	0.64	3.26	0.00	1.85	1.10	0.28
Mizoram (MZ)	0.00	0.00	0.00	0.00	0.81	0.46	0.00	0.00	2.70	5.29	29.73	0.00	0.00	0.00
Nagaland (NL)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.83	0.00	0.72	0.00	0.00
Orissa (OR)	0.10	0.00	1.17	12.07	3.95	0.00	0.00	0.00	1.32	0.00	0.00	0.00	0.00	0.00
Pondicherry (PY)	0.00	0.00	0.00	0.00	5.50	14.68	0.85	0.00	0.56	0.00	0.00	0.00	0.00	0.26
Punjab (PB)	18.53	27.71	5.38	0.12	0.07	0.00	0.00	0.19	2.32	0.00	0.00	0.00	0.00	0.06
Rajasthan (RJ)	15.71	0.03	0.83	1.57	0.11	0.00	0.00	6.68	1.84	0.01	0.00	0.00	0.00	0.22
Sikkim (SK)	0.00	0.53	0.00	1.72	0.00	0.00	0.00	0.16	0.00	0.03	0.00	0.00	0.00	0.00
Tamil Nadu (TN)	0.00	0.00	0.00	0.19	20.32	43.28	0.00	0.11	1.35	0.00	0.00	0.00	0.00	0.80
Tripura (TR)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	20.03	2.66	0.00	1.07
Uttar Pradesh (UP)	4.67	0.52	2.01	2.68	0.31	0.15	0.00	13.39	3.70	0.00	0.00	0.00	0.00	0.39
Uttarakhand (UK)	5.50	0.80	0.08	0.35	0.00	0.00	0.00	0.79	3.82	0.00	0.00	0.00	0.00	0.00
West Bengal (WB)	0.29	1.46	1.36	11.94	1.48	0.58	0.67	2.52	1.46	0.01	0.18	0.08	0.04	17.51

Contd.

	States of destination if main destination is outside state									
	PY	PB	RJ	SK	TN	TR	UP	UK	WB	Total
All India	0.52	3.30	7.26	0.06	9.48	0.06	11.63	3.51	1.93	100.00
Andaman & Nicobar (AN)	0.00	1.89	0.00	0.00	44.51	0.00	3.60	1.33	4.53	100.00
Andhra Pradesh (AP)	0.21	0.04	0.12	0.00	38.94	0.00	1.10	0.34	1.43	100.00
Arunachal Pradesh (AR)	0.00	0.00	0.00	0.00	0.57	0.00	0.06	0.00	1.14	100.00
Assam (AS)	0.00	0.24	0.80	1.03	1.20	2.73	2.76	0.00	15.74	100.00
Bihar (BR)	0.00	0.93	0.61	0.00	1.12	0.00	24.98	1.88	8.98	100.00
Chandigarh (CH)	0.00	28.31	3.74	0.00	0.26	0.00	10.90	6.52	0.22	100.00
Chhattisgarh (CG)	0.00	1.50	8.79	0.00	0.05	0.00	4.08	0.05	1.50	100.00
Dadra and Nagar Haveli (DN)	0.00	0.00	1.03	0.00	0.58	0.00	8.20	0.26	0.00	100.00
Daman & Diu (DD)	0.00	0.00	4.92	0.00	0.00	0.00	3.19	0.00	0.00	100.00
Delhi (DL)	0.00	5.38	6.40	0.00	0.62	1.12	39.74	7.49	1.87	100.00
Goa (GA)	0.00	0.00	0.00	0.00	3.06	0.00	2.11	0.00	0.00	100.00
Gujarat (GJ)	0.00	0.28	22.36	0.00	0.40	0.00	8.11	1.62	0.07	100.00
Haryana (HR)	0.00	16.54	25.01	0.00	0.19	0.00	17.06	2.38	0.07	100.00
Himachal Pradesh (HP)	0.00	38.05	0.91	0.00	0.63	0.00	4.82	4.09	0.00	100.00
Jammu & Kashmir (JK)	0.00	50.68	2.86	0.00	0.00	0.00	1.19	2.89	0.00	100.00
Jharkhand (JH)	0.00	0.88	0.91	0.17	1.08	0.13	4.94	0.23	36.26	100.00
Karnataka (KA)	0.34	0.00	1.12	0.05	30.21	0.00	0.45	0.00	0.56	100.00
Kerala (KL)	0.41	0.38	0.48	0.00	68.17	0.00	0.61	0.09	1.66	100.00
Lakshadweep (LD)	0.00	0.00	0.00	0.00	0.66	0.00	0.00	0.00	0.00	100.00
Madhya Pradesh (MP)	0.00	1.01	26.53	0.00	0.11	0.00	23.55	0.73	1.11	100.00
Maharashtra (MH)	0.00	0.55	4.27	0.00	5.16	0.06	9.66	0.11	1.17	100.00
Manipur (MN)	0.00	0.66	0.00	0.00	2.39	0.00	2.54	1.19	8.37	100.00
Meghalaya (ML)	0.00	0.00	0.00	6.79	0.98	0.45	0.64	0.00	7.36	100.00
Mizoram (MZ)	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.87	4.92	100.00
Nagaland (NL)	0.00	0.00	0.00	1.13	0.00	0.00	1.77	0.00	9.53	100.00
Orissa (OR)	1.86	0.13	0.00	0.00	1.83	0.00	0.22	0.00	22.28	100.00
Pondicherry (PY)	0.00	0.00	0.00	0.00	73.09	0.00	0.00	0.00	0.00	100.00
Punjab (PB)	0.00	0.00	11.85	0.00	0.01	0.00	10.46	2.38	0.10	100.00
Rajasthan (RJ)	0.46	4.95	0.00	0.06	0.03	0.00	39.97	1.27	0.60	100.00
Sikkim (SK)	0.00	0.00	0.82	0.00	0.00	0.00	0.98	0.00	86.20	100.00
Tamil Nadu (TN)	5.88	0.00	0.00	0.06	0.00	0.00	0.38	0.00	0.24	100.00
Tripura (TR)	0.25	0.70	0.00	0.00	1.57	0.00	0.27	0.00	9.83	100.00
Uttar Pradesh (UP)	0.00	2.82	14.08	0.00	0.29	0.00	0.00	16.87	0.93	100.00
Uttarakhand (UK)	0.00	2.07	0.77	0.00	0.08	0.00	65.31	0.00	1.89	100.00
West Bengal (WB)	0.00	0.22	2.24	0.62	2.04	0.08	4.89	0.95	0.00	100.00

Source: DTS data and NCAER computations

- The table on row distribution (Table 3.11) of tourists shows that out of the total tourists from Kerala, 89.8 per cent travel within Kerala itself and only 10.2 per cent travel to other states within India.
- Among those travelling to other states, 68.2 prefer Tamil Nadu as their state of destination, followed by Karnataka which is visited by 20.7 per cent of them.
- From MP, only 8.4 per cent of the total tourists travel to other states. Like Kerala, tourists residing in MP also prefer the neighbouring states as their state of destination. 26.5 per cent prefer Rajasthan, 24.7 per cent Maharashtra and 23.6 per cent prefer UP as their state of destination.

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

3.17. TSA Table 4 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.

3.18. TSA Table 4 presents the estimates of total internal tourism consumption, a concept introduced in TSA:RMF 2008, which goes beyond internal tourism expenditure. 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 home³⁴ 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.).

³⁴A 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.

Data Source

3.19. As recommended, internal tourism expenditure is presented as the sum of inbound, domestic and outbound tourism expenditure in TSA Table 4. These are supplemented with the additional components given in separate rows, to make up the total internal tourism consumption³⁵. 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 services³⁶.
- **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.

³⁵The TSA:RMF 2008 recommends that imputed consumption may be shown against a separate column, but since most of these items fall under non-tourism products, these are shown against supplementary rows under domestic tourism.

³⁶The economic activities covered under owner occupied dwelling services include ownership of dwellings (occupied residential houses) and the imputed value of owner occupied dwellings.

- **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 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.

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

3.21. 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.

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

TSA Table 4 (KL): Total Internal Tourism Consumption – Kerala, 2009-10

(Rs. lakh)

Products	Inbound Tourism Consumption	Domestic Tourism Consumption	Outbound Tourism Consumption	Total Tourism Consumption
Tourism characteristic products	11,83,295	11,30,440	2,69,021	25,82,756
1. Accommodation services/Hotels	3,52,005	24,420	27,338	4,03,762
2 Food and beverage serving services/Restaurants	1,76,171	59,472	19,754	2,55,397
3 Railway passenger transport services	1,09,537	49,677	2,802	1,62,016
4 Road passenger transport services	1,97,214	3,17,450	2,15,586	7,30,251
5 Water passenger transport services	7,882	6,915	0	14,797
6 Air passenger transport services	1,11,480	71,296	3,066	1,85,841
7 Transport equipment rental services	81,461	1,91,874	0	2,73,335
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	30,170	12,738	0	42,908
9 Cultural and religious services	15,954	3,134	0	19,088
10 Sports and other recreational services	34,256	359	475	35,090
11 Health and medical related services	67,166	3,93,105	0	4,60,271
A.2 Tourism connected products	2,98,704	1,27,556	10,244	4,36,504
12 Readymade garments	92,857	53,780	4,448	1,51,085
13 Processed Food	16,784	24,567	0	41,351
14 Tobacco products	3,462	1,174	0	4,635
15 Beverages	21,694	2,060	0	23,754
16 Travel related consumer goods	19,227	30,809	5,795	55,831
17 Footwear	12,242	2,351	0	14,593
18 Soaps, cosmetics and glycerine	1,445	899	0	2,344
19 Gems and jewellery	1,04,283	9,712	0	1,13,995
20 Books, journals, magazines, stationery etc.	26,710	2,205	0	28,915
A.3 Other imputed connected products		2,26,319		2,26,319
21 Vacation homes (assumed to be 1% of urban owner occupied dwelling services)		8,203		8,203
22 Social transfers in kind (50% of GFCE of tourism and cultural services)		7,069		7,069
23 FISIM (calculated from the share of FISIM in PFCE)		86,141		86,141
24 Producers' guest houses (.5% of private organised sector share in output)		85,849		85,849
25 Imputed expenditures of households on food for tourists staying with them		39,058		39,058
Total	14,81,999	14,84,316	2,79,265	32,45,580

Source: NCAER computation

TSA Table 4 (MP): Total Internal Tourism Consumption –Madhya Pradesh, 2009-10

(Rs. lakh)

Products	Inbound Tourism Consumption	Domestic Tourism Consumption	Outbound Tourism Consumption	Total Tourism Consumption
A 1. Tourism characteristic products	5,72,958	8,00,455	5,566	13,78,979
1. Accommodation services/Hotels	1,35,119	7,952	3,321	1,46,393
2 Food and beverage serving services/Restaurants	68,262	40,927	415	1,09,604
3 Railway passenger transport services	90,513	72,160	376	1,63,048
4 Road passenger transport services	1,09,606	4,99,751	247	6,09,604
5 Water passenger transport services	938	755	0	1,692
6 Air passenger transport services	46,396	67	693	47,157
7 Transport equipment rental services	56,148	59,762	0	1,15,910
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	20,933	47,497	0	68,430
9 Cultural and religious services	6,230	973	0	7,203
10 Sports and other recreational services	12,964	92	514	13,569
11 Health and medical related services	25,849	70,520	0	96,369
A.2 Tourism connected products	1,30,684	2,40,974	1,256	3,72,914
12 Readymade garments	49,245	1,29,454	54	1,78,753
13 Processed Food	7,724	22,897	0	30,621
14 Tobacco products	3,822	15,591	0	19,413
15 Beverages	8,956	5,292	0	14,248
16 Travel related consumer goods	7,704	35,391	1,202	44,296
17 Footwear	5,573	7,872	0	13,445
18 Soaps, cosmetics and glycerine	533	1,039	0	1,572
19 Gems and jewellery	36,290	22,699	0	58,989
20 Books, journals, magazines, stationery etc.	10,837	739	0	11,576
A.3 Other imputed connected products		2,40,576		2,40,576
21 Vacation homes (assumed to be 1% of urban owner occupied dwelling services)		6115		6,115
22 Social transfers in kind (50% of GFCE of tourism and cultural services)		5168		5,168
23 FISIM (calculated from the share of FISIM in PFCE)		49982		49,982
24 Producers' guest houses (.5% of private organised sector share in output)		81195		81,195
25 Imputed expenditures of households on food for tourists staying with them		98115		98,115
Total	7,03,643	12,82,004	6,822	19,92,469

Source: NCAER computations

Key findings

- The total internal consumption amounts to Rs. 32,456 crore in the case of Kerala and Rs. 19,925 crore in the case of Madhya Pradesh.
- Within the internal consumption, imputed expenditures for Kerala and Madhya Pradesh are Rs. 2,263 crore and Rs. 2,406 crore, respectively.
- Of the total internal consumption, domestic tourism accounts for 64.3 per cent in the case of Madhya Pradesh, but it is much lower for Kerala at 45.7 per cent.
- In contrast, the inbound expenditure accounts for 35.3 per cent in Madhya Pradesh, but is higher for Kerala at 45.7 per cent. For Kerala, both domestic tourism and internal tourism have same shares.

TSA Table 5: Production Account of Tourism Industries, 2009-10

3.23. 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. At the state level, since value added data by activities is only compiled in India, it is possible to prepare production accounts for tourism industries.

3.24. 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, for the reasons explained in Chapter 2. If satellite rows of employment are included in this account, this table also provides information on employment in tourism industries, which is the recommended measure in TSA:RMF 2008.

Data Source

3.25. TSA table 5 conforms to the 1993 SNA format with products shown in rows and columns representing industries. The output broken down by product for each industry (valued at basic prices) occupies a block of rows in the upper part of the table. Then, intermediate consumption (also called intermediate inputs) valued at purchasers' prices (if possible, broken down again by products for each industry), is presented in the second block of rows. The difference between these two values is the gross value added (GVA) at basic prices for the industries and is presented in the third block of rows. The GVA of each industry is further broken down in the third block of rows into value added components of compensation of employees, gross³⁷ operating surplus of corporations, gross mixed income of unincorporated business and net taxes on production.

3.26. The perspective of presenting this table is nevertheless different from the System of National Accounts production accounts as here it is aimed at providing a tool for tourism analysis. According to TSA:RMF 2008, the tourism industries and

³⁷If estimates of CFC are presented separately, the operating surplus and mixed income which are usually the residual items, represent net operating surplus/mixed income.

products are highlighted in this table within the SNA general framework, so as to enable tourism analysis. In columns, the production accounts of the tourism specific industries are presented and grouped according to the classification that has been proposed. For each industry and for the total economy, GVA at basic prices, that is, the difference between output at basic prices and intermediate consumption at purchasers' prices has to be equal to the GVA of the economy as it appears in the national accounts.

3.27. 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. 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.

3.28. The 25 sector SUT³⁸ 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.

³⁸ 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).

3.29. 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.

Technical Notes:

- The industries that were required to be shown separately in SUT but were embedded within certain industries in SUT of 130 industries are as follows. The table below presents the number and description of the industries of 130-industry SUT that were split to arrive at 142-industry SUT. Also the table presents the data source used to disaggregate these industries.

Table 3.13. SUT-142 Industries disaggregated to form new industries

Industry No.	Description	Industries split into	Data source used
60	Leather and leather products	Leather consumer goods	Share in output using manufacturing industries data of Annual Survey of Industries (ASI)
		Leather products - others	
62	Plastic products	Plastic consumer goods	Share in output using manufacturing industries data of Annual Survey of Industries (ASI)
		Plastic products - others	
105	Miscellaneous manufacturing	Travel related goods	Share in output using manufacturing industries data of Annual Survey of Industries (ASI)
		Other manufacturing	
109	Railway transport services	Railway passenger services	Share in output using NSSO survey data on “Services Sector Enterprises” (63 rd Round) and employment shares from EUS, 2009-10
		Railway freight services	
110	Land transport including via pipeline	Land passenger services	Share in output using NSSO survey data on “Services Sector Enterprises” (63 rd Round) and employment shares from EUS, 2009-10
		Land freight services	
111	Water transport	Water passenger services	Share in output using NSSO survey data on “Services Sector Enterprises” (63 rd Round) and employment shares from EUS, 2009-10
		Water freight services	

Contd.

Industry No.	Description	Industries split into	Data source used
112	Air transport	Air passenger services	Share in output using NSSO survey data on “Services Sector Enterprises” (63 rd Round) and employment shares from EUS, 2009-10
		Air freight services	
113	Supporting and aux. transport activities	Transport incidental services -passengers	Share in output using NSSO survey data on “Services Sector Enterprises” (63 rd Round) and employment shares from EUS, 2009-10
		Transport incidental services -freight	
117	Hotels and restaurants	Hotels	Share in output using NSSO survey data on “Services Sector Enterprises” (63 rd Round) and employment shares from EUS, 2009-10
		Restaurants	
127	Renting of machinery & equipment	Renting of transport equipment	Share in output using NSSO survey data on “Services Sector Enterprises” (63 rd Round) and employment shares from EUS, 2009-10
		Renting of machinery and equipments (other than transport equipment)	
128	O.com, social & personal services	Cultural and religious services	Share in output using NSSO survey data on “Services Sector Enterprises” (63 rd Round) and employment shares from EUS, 2009-10
		Other Community and social services	
129	Other services	Sports, museum and culture services	Share in output using NSSO survey data on “Services Sector Enterprises” (63 rd Round) and employment shares from EUS, 2009-10
		Other part of other services	

Source: NCAER Concordance

- The splitting of industries and products, required splitting the industries (columns) first and then splitting the products (rows) in the second stage, in both the supply and the use tables. The item wise outputs and intermediate consumption for these split industries were based on the sources of data mentioned above. The product splitting generally used the same structure as that of combined product-group in respect of output by different industries in the supply table and intermediate and final uses in the use table. However, ensuring consistency between the supply and use tables for the split industries is an important task.

TSA Table 5 (KL): Production Account of Tourism Industries and Other Industries, Kerala (Rs. in Lakh)

Products X Industries	Agriculture and allied	Mining, other manufacturing, construction, electricity, gas and water supply	Trade	Transport freight services	All non-tourism specific services	Processed food products	Beverages	Tobacco products
Gross output at basic prices	1	2	3	4	5	6	7	8
1 Agriculture and allied	3769826	12691	0	0	0	673042	0	0
2 Mining, other manufacturing, construction, electricity, gas and water supply	11051	17870999	0	0	0	43097	8371	89
3 Trade	3597	195124	5294644	0	0	2111	1481	147
4 Transport freight services	0	0	0	3111188	0	0	0	0
5 All non-tourism specific services	0	1337	0	0	8280953	21	372	1
6 Processed food products	22660	25637	0	0	0	793044	3707	1138
7 Beverages	466	7756	0	0	0	1649	147952	0
8 Tobacco products	0	0	0	0	0	0	0	51244
9 Readymade garments	0	83631	0	0	0	0	0	0
10 Printing and publishing	0	13439	0	0	0	0	0	0
11 Leather footwear	0	6267	0	0	0	0	0	0
12 Travel related consumer goods	0	22726	0	0	0	22	0	0
13 Soaps and cosmetics	0	15159	0	0	0	400	70	159
14 Gems and jewellery	0	8711	0	0	0	0	0	0

Contd.

	Products X Industries	Agriculture and allied	Mining, other manufacturing, construction, electricity, gas and water supply	Trade	Transport freight services	All non-tourism specific services	Processed food products	Beverages	Tobacco products
		1	2	3	4	5	6	7	8
15	Railway passenger transport services	0	0	0	0	0	0	0	0
16	Land passenger transport including via pipeline	0	0	0	126729	0	0	0	0
17	Water passenger transport	0	0	0	0	0	0	0	0
18	Air passenger transport	0	0	0	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0	0	0	0
20	Hotels	0	0	0	0	0	0	0	0
21	Restaurants	0	0	0	0	0	0	0	0
22	Medical and health	0	0	0	0	0	0	0	0
23	Renting of transport equipment	0	316	0	0	0	5	93	0
24	Cultural and religious services	0	0	0	0	0	0	0	0
25	Sporting and recreational services	0	354	0	0	0	0	0	0
Total output at basic prices		3807601	18264148	5294644	3237917	8280953	1513391	162046	52779

Contd.

	Products X Industries	Readymade garments	Printing and publishing	Leather footwear	Travel related consumer goods	Soaps and cosmetics	Gems and jewellery	Railway passenger transport services	Land passenger transport
		9	10	11	12	13	14	15	16
1	Agriculture and allied	0	0	0	0	0	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	8434	47375	27224	17890	9133	3465	0	0
3	Trade	0	2586	3480	340	1146	4940	0	0
4	Transport freight services	0	0	0	0	0	0	0	109634
5	All non-tourism specific services	0	4	0	1	0	0	0	0
6	Processed food products	0	0	0	0	0	0	0	0
7	Beverages	0	0	0	0	0	0	0	0
8	Tobacco products	0	0	0	0	0	0	0	0
9	Readymade garments	234568	0	29	29	4	0	0	0
10	Printing and publishing	0	198381	0	9	0	0	0	0
11	Leather footwear	0	0	25256	1816	0	0	0	0
12	Travel related consumer goods	1393	143	3981	5403	2	6	0	0
13	Soaps and cosmetics	0	0	0	19	71966	19	0	0
14	Gems and jewellery	0	0	0	8	14	468804	0	0

Contd.

	Products X Industries	Readymade garments	Printing and publishing	Leather footwear	Travel related consumer goods	Soaps and cosmetics	Gems and jewellery	Railway passenger transport services	Land passenger transport
		9	10	11	12	13	14	15	16
15	Railway passenger transport services	0	0	0	0	0	0	65712	0
16	Land passenger transport including via pipeline	0	0	0	0	0	0	0	2002768
17	Water passenger transport	0	0	0	0	0	0	0	0
18	Air passenger transport	0	0	0	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0	0	0	0
20	Hotels	0	0	0	0	0	0	0	0
21	Restaurants	0	0	0	0	0	0	0	0
22	Medical and health	0	0	0	0	0	0	0	0
23	Renting of transport equipment	0	0	0	0	0	0	0	0
24	Cultural and religious services	0	0	0	0	0	0	0	0
25	Sporting and recreational services	0	20	0	2	0	0	0	0
Total output at basic prices		244395	248509	59970	25516	82266	477234	65712	2112402

Contd.

	Products X Industries	Water passenger transport	Air passenger transport	Tourism related supporting and auxiliary transport activities	Hotels	Restaurants	Medical and health	Renting of transport equipment	Cultural and religious services	Sporting and recreational services	Total domestic supply
		17	18	19	20	21	22	23	24	25	26
1	Agriculture and allied	0	0	0	0	0	0	0	0	0	4455559
2	Mining, other manufacturing, construction, electricity, gas and water supply	0	0	0	0	0	0	0	0	0	18047129
3	Trade	0	0	0	0	0	0	0	0	0	5509597
4	Transport freight services	0	0	0	0	0	0	0	0	0	3220822
5	All non-tourism specific services	0	0	0	0	0	0	0	0	0	8282689
6	Processed food products	0	0	0	0	0	0	0	0	0	846186
7	Beverages	0	0	0	0	0	0	0	0	0	157824
8	Tobacco products	0	0	0	0	0	0	0	0	0	51244
9	Readymade garments	0	0	0	0	0	0	0	0	0	318261
10	Printing and publishing	0	0	0	0	0	0	0	0	0	211829
11	Leather footwear	0	0	0	0	0	0	0	0	0	33339
12	Travel related consumer goods	0	0	0	0	0	0	0	0	0	33676
13	Soaps and cosmetics	0	0	0	0	0	0	0	0	0	87792
14	Gems and jewellery	0	0	0	0	0	0	0	0	0	477537

Contd.

	Products X Industries	Water passenger transport	Air passenger transport	Tourism related supporting and auxiliary transport activities	Hotels	Restaurants	Medical and health	Renting of transport equipment	Cultural and religious services	Sporting and recreational services	Total domestic supply
		17	18	19	20	21	22	23	24	25	26
15	Railway passenger transport services	0	0	0	0	0	0	0	0	0	65712
16	Land passenger transport including via pipeline	0	0	0	0	0	0	0	0	0	2129498
17	Water passenger transport	93454	0	0	0	0	0	0	0	0	93454
18	Air passenger transport	0	89547	0	0	0	0	0	0	0	89547
19	Tourism related supporting and auxiliary transport activities	0	0	19066	0	0	0	0	0	0	19066
20	Hotels	0	0	0	333030	13257	0	0	0	0	346287
21	Restaurants	0	0	0	130153	2343714	0	0	0	0	2473867
22	Medical and health	0	0	0	0	0	520043	0	0	0	520043
23	Renting of transport equipment	0	0	0	0	0	0	7387	0	0	7801
24	Cultural and religious services	0	0	0	0	0	0	0	213456	0	213456
25	Sporting and recreational services	0	0	0	0	0	0	0	0	80682	81058
	Total output at basic prices	93454	89547	19066	463183	2356971	520043	7387	213456	80682	47773272

Contd.

	Products X Industries	Agriculture and allied	Mining, other manufacturing, construction, electricity, gas and water supply	Trade	Transport freight services	All non-tourism specific services	Processed food products	Beverages	Tobacco products
	Total domestic output at basic prices	1	2	3	4	5	6	7	8
1	Agriculture and allied	281984	1023133	0	68784	9624	1119825	33888	8283
2	Mining, other manufacturing, construction, electricity, gas and water supply	147607	11127834	300559	1431764	527113	120458	36657	4391
3	Trade	0	0	0	0	0	0	0	0
4	Transport freight services	0	0	0	0	0	0	0	0
5	All non-tourism specific services	21447	712189	320855	165547	497936	27559	3098	1877
6	Processed food products	4735	80738	0	145	815	53337	36175	3613
7	Beverages	0	7745	0	18	726	275	10470	0
8	Tobacco products	0	32	0	0	0	0	0	11285
9	Readymade garments	52	34258	388	1530	4048	75	0	0
10	Printing and publishing	270	2817	15937	5695	6204	12	2	4
11	Leather footwear	0	1012	0	1006	0	0	0	0
12	Travel related consumer goods	13	7490	270	614	548	23	23	1
13	Soaps and cosmetics	0	7303	0	65	52	17	109	439
14	Gems and jewellery	0	3012	0	0	0	0	0	0
15	Railway passenger transport services	238	12542	512	1662	7700	373	30	207
16	Land passenger transport including via pipeline	6052	80257	151727	23823	44667	1831	186	512

Contd.

	Products X Industries	Agriculture and allied	Mining, other manufacturing, construction, electricity, gas and water supply	Trade	Transport freight services	All non-tourism specific services	Processed food products	Beverages	Tobacco products
		1	2	3	4	5	6	7	8
17	Water passenger transport	4	24	2	2	0	0	0	0
18	Air passenger transport	89	34433	485	911	9793	107	57	123
19	Tourism related supporting and auxiliary transport activities	0	567	0	341	0	0	0	0
20	Hotels	775	2794	22151	66443	33847	10	0	0
21	Restaurants	2277	8213	65122	195336	99508	31	0	0
22	Medical and health	0	0	0	4450	23690	0	0	0
23	Renting of transport equipment	14	1200	3	961	321	2	0	1
24	Cultural and religious services	10	6893	55	550	2976	46	0	3
25	Sporting and recreational services	1273	28973	43	1427	3154	104	30	530
Intermediate consumption at purchasers' prices		466841	13183460	878108	1971074	1272722	1324086	120727	31270
Gross value added at basic prices		3340760	5080688	4416535	1266843	7008232	189305	41319	21509
Compensation of employees		504955	2035748	677687	457806	2841857	56429	2375	3987
net operating surplus/mixed income		2574051	1965808	3601201	651028	3401778	82330	27935	12969
Consumption of fixed capital		233058	969186	113515	141181	625780	45375	9880	3965
Net other taxes on production		28696	109947	24132	16828	138817	5171	1129	588
Gross output at basic prices		3807601	18264148	5294644	3237917	8280953	1513391	162046	52779
Employment (lakh)		47.26	33.67	14.78	3.36	20.96	2.91	0.17	1.09

Contd.

	Products X Industries	Readymade garments	Printing and publishing	Leather footwear	Travel related consumer goods	Soaps and cosmetics	Gems and jewellery	Railway passenger transport services	Land passenger transport
		9	10	11	12	13	14	15	16
1	Agriculture and allied	937	134	2921	2054	2235	0	0	328939
2	Mining, other manufacturing, construction, electricity, gas and water supply	130408	164180	35078	10491	42625	184469	22628	662579
3	Trade	0	0	0	0	0	0	0	0
4	Transport freight services	0	0	0	0	0	0	0	0
5	All non-tourism specific services	17509	11961	4090	674	4858	55207	1651	41227
6	Processed food products	154	1190	1137	191	2860	0	0	408
7	Beverages	0	0	0	4	177	0	0	0
8	Tobacco products	0	0	0	0	0	0	0	0
9	Readymade garments	7731	431	518	58	0	0	1	9
10	Printing and publishing	11	8639	1	0	28	0	15	1119
11	Leather footwear	0	0	265	7	0	0	0	9
12	Travel related consumer goods	355	123	2405	2256	8	426	15	72
13	Soaps and cosmetics	832	273	0	7	8127	0	0	0
14	Gems and jewellery	0	0	3	26	0	128021	0	0
15	Railway passenger transport services	427	245	292	6	82	1907	28	40
16	Land passenger transport	1011	1688	580	75	622	19150	112	218

Contd.

	Products X Industries	Readymade garments	Printing and publishing	Leather footwear	Travel related consumer goods	Soaps and cosmetics	Gems and jewellery	Railway passenger transport services	Land passenger transport
		9	10	11	12	13	14	15	16
17	Water passenger transport	0	0	0	0	0	354	0	0
18	Air passenger transport	107	431	57	24	344	4028	5	51
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0	0	0	0
20	Hotels	0	0	0	0	0	0	25	32272
21	Restaurants	0	0	0	0	0	0	72	94876
22	Medical and health	0	0	0	0	0	0	817	0
23	Renting of transport equipment	1	4	2	0	1	38	121	335
24	Cultural and religious services	464	208	1	6	41	853	0	163
25	Sporting and recreational services	713	206	331	89	220	538	12	682
	Intermediate consumption at purchasers' prices	160659	189714	47683	15967	62228	394993	25502	1162999
	Gross value added at basic prices	83736	58795	12287	9549	20038	82241	40210	949404
	Compensation of employees	19803	9535	1454	1024	849	21109	27975	179303
	Net operating surplus/mixed income	42470	35271	7892	6251	13962	46829	3509	682725
	Consumption of fixed capital	19175	12382	2606	2105	4680	12056	7556	82061
	Net other taxes on production	2287	1606	336	169	547	2246	1170	5315
	Gross output at basic prices	244395	248509	59970	25516	82266	477234	65712	2112402
	Employment (lakh)	3.09	0.42	0.00	0.07	0.09	0.50	0.03	5.67

Contd.

	Products X Industries	Water passenger transport	Air passenger transport	Tourism related supporting and auxiliary transport activities	Hotels	Restaurants	Medical and health	Renting of transport equipment	Cultural and religious services	Sporting and recreational services	Total domestic supply
		17	18	19	20	21	22	23	24	25	26
1	Agriculture and allied	1054	1	0	225909	1215895	15263	0	0	181	4341044
2	Mining, other manufacturing, construction, electricity, gas and water supply	26884	38934	2756	45546	172953	130861	316	39878	11317	15418288
3	Trade	0	0	0	0	0	0	0	0	0	0
4	Transport freight services	0	0	0	0	0	0	0	0	0	0
5	All non-tourism specific services	4320	5639	1984	3732	9475	9201	532	41747	13642	1977957
6	Processed food products	130	0	0	21245	114347	0	0	0	8	321228
7	Beverages	38	0	0	5310	28582	0	0	0	0	53347
8	Tobacco products	0	0	0	1	5	0	0	0	0	11324
9	Readymade garments	841	800	1	2108	6989	3075	0	0	22	62936
10	Printing and publishing	59	34	204	67	151	528	0	170	37	42005
11	Leather footwear	0	0	0	0	0	0	0	0	0	2299
12	Travel related consumer goods	11	155	3	3	17	12	0	263	13	15119
13	Soaps and cosmetics	9	635	0	429	479	0	0	0	35	18810
14	Gems and jewellery	0	0	0	0	0	0	0	0	0	131062
15	Railway passenger transport services	30	11	75	37	56	268	0	66	27	26861
16	Land passenger transport	3054	2968	1595	269	407	3467	27	83	35	344416

Contd.

	Products X Industries	Water passenger transport	Air passenger transport	Tourism related supporting and auxiliary transport activities	Hotels	Restaurants	Medical and health	Renting of transport equipment	Cultural and religious services	Sporting and recreational services	Total domestic supply
		17	18	19	20	21	22	23	24	25	26
17	Water passenger transport	0	0	0	0	0	0	0	0	0	387
18	Air passenger transport	38	19	4	106	160	44	0	134	10	51559
19	Tourism related supporting and auxiliary transport activities	0	0	30	0	0	0	0	0	0	938
20	Hotels	433	317	602	1115	5999	9170	32	817	15	176815
21	Restaurants	1273	931	1769	3277	17636	26958	93	2401	43	519817
22	Medical and health	0	0	0	0	0	0	0	0	0	28958
23	Renting of transport equipment	39	48	1	0	1	0	2	8	304	3409
24	Cultural and religious services	0	2	22	18	98	73	5	1174	480	14142
25	Sporting and recreational services	71	49	7	58	312	191	0	312	6793	46117
Intermediate consumption at purchasers' prices		38285	50543	9053	309230	1573562	199112	1007	87052	32961	23608837
Gross value added at basic prices		55169	39005	10013	153952	783409	320931	6380	126404	47721	24164435
Compensation of employees		7024	29028	7247	42337	215438	187292	992	73768	25782	7430806
Net operating surplus/mixed income		43138	5371	1592	97679	487142	115908	3731	45769	6251	13962589
Consumption of fixed capital		4618	4331	1103	12759	64924	14833	1490	5842	15219	2409679
Net other taxes on production		389	275	71	1178	15906	2898	167	1025	469	361361
Gross output at basic prices		93454	89547	19066	463183	2356971	520043	7387	213456	80682	47773272
Employment (lakh)		0.14	0.06	0.18	0.57	2.90	3.01	0.01	1.09	0.41	142.43

Source: NCAER computations

TSA Table 5 (MP): Production Account of Tourism Industries and Other Industries, Madhya Pradesh (Rs. in Lakh)

	Products X Industries	Agriculture and allied	Mining, other manufacturing, construction, electricity, gas and water supply	Trade	Transport freight services	All non-tourism specific services	Processed food products	Beverages	Tobacco products
	Gross output at basic prices	1	2	3	4	5	6	7	8
1	Agriculture and allied	7733208	15112	0	0	0	868367	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	22669	21280719	0	0	0	55604	6566	445
3	Trade	7379	232353	3199942	0	0	2724	1162	734
4	Transport freight services	0	0	0	1400380	0	0	0	0
5	All non-tourism specific services	0	1592	0	0	7060241	27	292	6
6	Processed food products	46484	30529	0	0	0	1023195	2907	5683
7	Beverages	957	9236	0	0	0	2128	116042	0
8	Tobacco products	1	0	0	0	0	0	0	255843
9	Readymade garments	0	99587	0	0	0	0	0	0
10	Printing and publishing	0	16003	0	0	0	0	0	0
11	Leather footwear	0	7463	0	0	0	0	0	0
12	Travel related consumer goods	0	27062	0	0	0	28	0	2
13	Soaps and cosmetics	0	18052	0	0	0	516	55	794
14	Gems and jewellery	0	10374	0	0	0	0	0	0

Contd.

	Products X Industries	Agriculture and allied	Mining, other manufacturing, construction, electricity, gas and water supply	Trade	Transport freight services	All non-tourism specific services	Processed food products	Beverages	Tobacco products
		1	2	3	4	5	6	7	8
15	Railway passenger transport services	0	0	0	0	0	0	0	0
16	Land passenger transport including via pipeline	0	0	0	57042	0	0	0	0
17	Water passenger transport	0	0	0	0	0	0	0	0
18	Air passenger transport	0	0	0	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0	0	0	0
20	Hotels	0	0	0	0	0	0	0	0
21	Restaurants	0	0	0	0	0	0	0	0
22	Medical and health	0	0	0	0	0	0	0	0
23	Renting of transport equipment	0	376	0	0	0	7	73	1
24	Cultural and religious services	0	0	0	0	0	0	0	0
25	Sporting and recreational services	0	422	0	0	0	0	0	0
Total output at basic prices		7810697	21748880	3199942	1457422	7060241	1952596	127096	263508

Contd.

	Products X Industries	Readymade garments	Printing and publishing	Leather footwear	Travel related consumer goods	Soaps and cosmetics	Gems and jewellery	Railway passenger transport services	Land passenger transport
		9	10	11	12	13	14	15	16
1	Agriculture and allied	0	0	0	0	0	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	10198	18938	17175	11318	17695	3877	0	0
3	Trade	0	1034	2196	215	2221	5528	0	0
4	Transport freight services	0	0	0	0	0	0	0	47141
5	All non-tourism specific services	0	1	0	0	1	0	0	0
6	Processed food products	0	0	0	0	0	0	0	0
7	Beverages	0	0	0	0	0	0	0	0
8	Tobacco products	0	0	0	0	0	0	0	0
9	Readymade garments	283628	0	18	18	8	0	0	0
10	Printing and publishing	0	79302	0	6	0	0	0	0
11	Leather footwear	0	0	15933	1149	0	0	0	0
12	Travel related consumer goods	1684	57	2511	3418	3	7	0	0
13	Soaps and cosmetics	0	0	0	12	139428	21	0	0
14	Gems and jewellery	0	0	0	5	26	524573	0	0

Contd.

	Products X Industries	Readymade garments	Printing and publishing	Leather footwear	Travel related consumer goods	Soaps and cosmetics	Gems and jewellery	Railway passenger transport services	Land passenger transport
		9	10	11	12	13	14	15	16
15	Railway passenger transport services	0	0	0	0	0	0	193962	0
16	Land passenger transport including via pipeline	0	0	0	0	0	0	0	861162
17	Water passenger transport	0	0	0	0	0	0	0	0
18	Air passenger transport	0	0	0	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0	0	0	0
20	Hotels	0	0	0	0	0	0	0	0
21	Restaurants	0	0	0	0	0	0	0	0
22	Medical and health	0	0	0	0	0	0	0	0
23	Renting of transport equipment	0	0	0	0	0	0	0	0
24	Cultural and religious services	0	0	0	0	0	0	0	0
25	Sporting and recreational services	0	8	0	1	0	0	0	0
Total output at basic prices		295510	99340	37832	16143	159383	534006	193962	908303

Contd.

	Products X Industries	Water passenger transport	Air passenger transport	Tourism related supporting and auxiliary transport activities	Hotels	Restaurants	Medical and health	Renting of transport equipment	Cultural and religious services	Sporting and recreational services	Total domestic supply
		17	18	19	20	21	22	23	24	25	26
1	Agriculture and allied	0	0	0	0	0	0	0	0	0	8616688
2	Mining, other manufacturing, construction, electricity, gas and water supply	0	0	0	0	0	0	0	0	0	21445204
3	Trade	0	0	0	0	0	0	0	0	0	3455486
4	Transport freight services	0	0	0	0	0	0	0	0	0	1447521
5	All non-tourism specific services	0	0	0	0	0	0	0	0	0	7062161
6	Processed food products	0	0	0	0	0	0	0	0	0	1108797
7	Beverages	0	0	0	0	0	0	0	0	0	128363
8	Tobacco products	0	0	0	0	0	0	0	0	0	255844
9	Readymade garments	0	0	0	0	0	0	0	0	0	383259
10	Printing and publishing	0	0	0	0	0	0	0	0	0	95310
11	Leather footwear	0	0	0	0	0	0	0	0	0	24544
12	Travel related consumer goods	0	0	0	0	0	0	0	0	0	34773
13	Soaps and cosmetics	0	0	0	0	0	0	0	0	0	158877
14	Gems and jewellery	0	0	0	0	0	0	0	0	0	534978

Contd.

	Products X Industries	Water passenger transport	Air passenger transport	Tourism related supporting and auxiliary transport activities	Hotels	Restaurants	Medical and health	Renting of transport equipment	Cultural and religious services	Sporting and recreational services	Total domestic supply
		17	18	19	20	21	22	23	24	25	26
15	Railway passenger transport services	0	0	0	0	0	0	0	0	0	193962
16	Land passenger transport including via pipeline	0	0	0	0	0	0	0	0	0	918205
17	Water passenger transport	137	0	0	0	0	0	0	0	0	137
18	Air passenger transport	0	15235	0	0	0	0	0	0	0	15235
19	Tourism related supporting and auxiliary transport activities	0	0	6097	0	0	0	0	0	0	6097
20	Hotels	0	0	0	37458	7434	0	0	0	0	44892
21	Restaurants	0	0	0	14639	1314242	0	0	0	0	1328881
22	Medical and health	0	0	0	0	0	317685	0	0	0	317685
23	Renting of transport equipment	0	0	0	0	0	0	39764	0	0	40221
24	Cultural and religious services	0	0	0	0	0	0	0	92850	0	92850
25	Sporting and recreational services	0	0	0	0	0	0	0	0	78879	79310
Total output at basic prices		137	15235	6097	52098	1321676	317685	39764	92850	78879	1924420

Contd.

	Products X Industries	Agriculture and allied	Mining, other manufacturing, construction, electricity, gas and water supply	Trade	Transport freight services	All non-tourism specific services	Processed food products	Beverages	Tobacco products
	Total domestic output at basic prices	1	2	3	4	5	6	7	8
1	Agriculture and allied	1096047	1235957	0	33784	7828	1444812	26579	41354
2	Mining, other manufacturing, construction, electricity, gas and water supply	573737	13442554	181650	703235	428706	155417	28751	21925
3	Trade	0	0	0	0	0	0	0	0
4	Transport freight services	0	0	0	0	0	0	0	0
5	All non-tourism specific services	83362	860333	193916	81311	404977	35558	2430	9372
6	Processed food products	18406	97532	0	71	663	68816	28373	18040
7	Beverages	0	9356	0	9	591	354	8212	0
8	Tobacco products	0	39	0	0	0	0	0	56341
9	Readymade garments	204	41384	234	751	3292	97	0	0
10	Printing and publishing	1050	3403	9632	2797	5046	16	2	19
11	Leather footwear	0	1223	0	494	0	0	0	0
12	Travel related consumer goods	52	9048	163	302	446	30	18	5
13	Soaps and cosmetics	0	8822	0	32	42	21	85	2194
14	Gems and jewellery	0	3639	0	0	0	0	0	0
15	Railway passenger transport services	926	15151	309	816	6262	482	24	1034
16	Land passenger transport including via pipeline	23524	96951	91700	11701	36328	2362	146	2558

Contd.

	Products X Industries	Agriculture and allied	Mining, other manufacturing, construction, electricity, gas and water supply	Trade	Transport freight services	All non-tourism specific services	Processed food products	Beverages	Tobacco products
		1	2	3	4	5	6	7	8
17	Water passenger transport	14	29	1	1	0	0	0	0
18	Air passenger transport	346	41595	293	448	7965	138	44	614
19	Tourism related supporting and auxiliary transport activities	0	684	0	168	0	0	0	0
20	Hotels	3011	3375	13388	32635	27528	13	0	0
21	Restaurants	8852	9921	39358	95943	80931	39	0	0
22	Medical and health	0	0	0	2186	19268	0	0	0
23	Renting of transport equipment	55	1450	2	472	261	3	0	7
24	Cultural and religious services	38	8327	33	270	2421	59	0	15
25	Sporting and recreational services	4946	35000	26	701	2565	134	24	2646
Intermediate consumption at purchasers' prices		1814571	15925775	530705	968127	1035118	1708352	94689	156123
Gross value added at basic prices		5996126	5823105	2669237	489295	6025123	244244	32407	107385
Compensation of employees		906314	2333222	409576	176819	2443204	72806	1863	19905
Net operating surplus/mixed income		4620007	2253062	2176470	251447	2924580	106223	21910	64750
Consumption of fixed capital		418301	1110808	68605	54529	537996	58543	7749	19797
Net other taxes on production		51504	126013	14585	6500	119344	6672	885	2933
Gross output at basic prices		7810697	21748880	3199942	1457422	7060241	1952596	127096	263508
Employment (lakh)		221.13	53.44	18.46	2.72	17.03	0.76	0.10	8.28

Contd.

	Products X Industries	Readymade garments	Printing and publishing	Leather footwear	Travel related consumer goods	Soaps and cosmetics	Gems and jewellery	Railway passenger transport services	Land passenger transport
		9	10	11	12	13	14	15	16
1	Agriculture and allied	1133	53	1843	1225	4329	0	1	141439
2	Mining, other manufacturing, construction, electricity, gas and water supply	157682	65630	22129	6258	82583	206414	66791	284900
3	Trade	0	0	0	0	0	0	0	0
4	Transport freight services	0	0	0	0	0	0	0	0
5	All non-tourism specific services	21171	4781	2580	402	9412	61775	4872	17727
6	Processed food products	186	476	717	114	5540	0	0	175
7	Beverages	0	0	0	3	342	0	0	0
8	Tobacco products	0	0	0	0	0	0	0	0
9	Readymade garments	9348	172	327	34	1	0	2	4
10	Printing and publishing	14	3453	1	0	55	0	46	481
11	Leather footwear	0	0	167	4	0	0	0	4
12	Travel related consumer goods	429	49	1517	1346	15	477	45	31
13	Soaps and cosmetics	1005	109	0	4	15746	0	0	0
14	Gems and jewellery	0	0	2	15	0	143251	0	0
15	Railway passenger transport services	516	98	184	4	159	2134	82	17
16	Land passenger transport	1223	675	366	45	1205	21428	329	94

Contd.

	Products X Industries	Readymade garments	Printing and publishing	Leather footwear	Travel related consumer goods	Soaps and cosmetics	Gems and jewellery	Railway passenger transport services	Land passenger transport
		9	10	11	12	13	14	15	16
17	Water passenger transport	0	0	0	0	0	396	0	0
18	Air passenger transport	130	172	36	14	666	4507	14	22
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0	0	0	0
20	Hotels	0	0	0	0	0	0	73	13877
21	Restaurants	0	0	0	0	0	0	214	40795
22	Medical and health	0	0	0	0	0	0	2413	0
23	Renting of transport equipment	1	2	1	0	1	42	359	144
24	Cultural and religious services	561	83	1	4	80	955	0	70
25	Sporting and recreational services	862	82	209	53	427	602	34	293
	Intermediate consumption at purchasers' prices	194261	75837	30081	9524	120561	441981	75274	500073
	Gross value added at basic prices	101249	23503	7751	6619	38822	92025	118689	408230
	Compensation of employees	23945	3811	917	710	1644	23620	82575	77098
	Net operating surplus/mixed income	51353	14100	4978	4333	27050	52400	10357	293562
	Consumption of fixed capital	23186	4950	1644	1459	9067	13490	22305	35285
	Net other taxes on production	2766	642	212	117	1060	2514	3452	2285
	Gross output at basic prices	295510	99340	37832	16143	159383	534006	193962	908303
	Employment (lakh)	2.26	0.22	0.11	0.12	0.08	0.20	0.67	1.67

Contd.

	Products X Industries	Water passenger transport	Air passenger transport	Tourism related supporting and auxiliary transport activities	Hotels	Restaurants	Medical and health	Renting of transport equipment	Cultural and religious services	Sporting and recreational services	Total domestic supply
		17	18	19	20	21	22	23	24	25	26
1	Agriculture and allied	2	0	0	16748	805790	9324	0	0	201	4868449
2	Mining, other manufacturing, construction, electricity, gas and water supply	39	6624	881	3377	114618	79941	1701	5808	12547	16653898
3	Trade	0	0	0	0	0	0	0	0	0	0
4	Transport freight services	0	0	0	0	0	0	0	0	0	0
5	All non-tourism specific services	6	959	634	277	6279	5621	2862	6080	15125	1831822
6	Processed food products	0	0	0	1575	75779	0	0	0	9	316473
7	Beverages	0	0	0	394	18942	0	0	0	0	38203
8	Tobacco products	0	0	0	0	4	0	0	0	0	56384
9	Readymade garments	1	136	0	156	4632	1879	0	0	25	62680
10	Printing and publishing	0	6	65	5	100	322	0	25	41	26577
11	Leather footwear	0	0	0	0	0	0	0	0	0	1892
12	Travel related consumer goods	0	26	1	0	11	7	0	38	14	14071
13	Soaps and cosmetics	0	108	0	32	317	0	0	0	38	28557
14	Gems and jewellery	0	0	0	0	0	0	0	0	0	146907
15	Railway passenger transport services	0	2	24	3	37	164	0	10	30	28468
16	Land passenger transport	4	505	510	20	270	2118	147	12	39	294259

Contd.

	Products X Industries	Water passenger transport	Air passenger transport	Tourism related supporting and auxiliary transport activities	Hotels	Restaurants	Medical and health	Renting of transport equipment	Cultural and religious services	Sporting and recreational services	Total domestic supply
		17	18	19	20	21	22	23	24	25	26
17	Water passenger transport	0	0	0	0	0	0	0	0	0	442
18	Air passenger transport	0	3	1	8	106	27	3	20	11	57183
19	Tourism related supporting and auxiliary transport activities	0	0	10	0	0	0	0	0	0	862
20	Hotels	1	54	192	83	3976	5602	171	119	16	104112
21	Restaurants	2	158	566	243	11688	16468	502	350	48	306077
22	Medical and health	0	0	0	0	0	0	0	0	0	23866
23	Renting of transport equipment	0	8	0	0	1	0	8	1	337	3156
24	Cultural and religious services	0	0	7	1	65	45	26	171	532	13764
25	Sporting and recreational services	0	8	2	4	207	117	0	45	7531	56520
Intermediate consumption at purchasers' prices		56	8599	2895	22925	1042821	121634	5419	12678	36544	24934621
Gross value added at basic prices		81	6636	3202	29172	278855	196051	34345	80173	42335	22854660
Compensation of employees		10	4939	2318	8022	76686	114413	5339	46788	22873	6859416
Net operating surplus/mixed income		63	914	509	18509	173399	70806	20082	29029	5546	13195439
Consumption of fixed capital		7	737	353	2418	23110	9061	8023	3705	13501	2448628
Net other taxes on production		1	47	23	223	5662	1770	901	650	416	351177
Gross output at basic prices		137	15235	6097	52098	1321676	317685	39764	92850	78879	47789282
Employment (lakh)		0.00	0.04	0.09	0.15	1.44	1.47	0.05	0.54	0.28	331.30

Source: NCAER computations

Key findings

- The aggregates of GVATI, and employment in tourism industries are derived from Table 5, the summary of which is presented in the following table.

Table 3.14. GVA and Employment by Industries and their shares in total – Kerala, 2009-10

Industries		Gross Output (Rs. Lakh)	GVA (Rs. Lakh)	Employment (in lakh)	Jobs per Rs. crore of output	Share in GVA	Share in employ- ment
1	Agriculture and allied	38,07,601	33,40,760	47.26	124	13.8	33.2
2	Mining, other manufacturing, construction, electricity, gas and water supply	1,82,64,148	50,80,688	33.67	18	21.0	23.6
3	Trade	52,94,644	44,16,535	14.78	28	18.3	10.4
4	Transport freight services	32,37,917	12,66,843	3.36	10	5.2	2.4
5	All non-tourism specific services	82,80,953	70,08,232	20.96	25	29.0	14.7
6	Processed food products	15,13,391	1,89,305	2.91	19	0.8	2.0
7	Beverages	1,62,046	41,319	0.17	10	0.2	0.1
8	Tobacco products	52,779	21,509	1.09	207	0.1	0.8
9	Readymade garments	2,44,395	83,736	3.09	126	0.3	2.2
10	Printing and publishing	2,48,509	58,795	0.42	17	0.2	0.3
11	Leather footwear	59,970	12,287	0.00	0	0.1	0.0
12	Travel related consumer goods	25,516	9,549	0.07	27	0.0	0.0
13	Soaps and cosmetics	82,266	20,038	0.09	11	0.1	0.1
14	Gems and jewellery	4,77,234	82,241	0.50	10	0.3	0.3
15	Railway passenger transport services	65,712	40,210	0.03	4	0.2	0.0
16	Land passenger transport including via pipeline	21,12,402	9,49,404	5.67	27	3.9	4.0
17	Water passenger transport	93,454	55,169	0.14	15	0.2	0.1
18	Air passenger transport	89,547	39,005	0.06	7	0.2	0.0
19	Tourism related supporting and auxiliary transport activities	19,066	10,013	0.18	94	0.0	0.1
20	Hotels	4,63,183	1,53,952	0.57	12	0.6	0.4
21	Restaurants	23,56,971	7,83,409	2.90	12	3.2	2.0
22	Medical and health	5,20,043	3,20,931	3.01	58	1.3	2.1
23	Renting of transport equipment	7,387	6,380	0.01	20	0.0	0.0
24	Cultural and religious services	2,13,456	1,26,404	1.09	51	0.5	0.8
25	Sporting and recreational services	80,682	47,721	0.41	51	0.2	0.3
	Total output at basic prices	4,77,73,272	2,41,64,435	142.43	30	100.0	100.0
	Tourism characteristic industries	60,21,903	25,32,599	14.07			
	Tourism connected industries	28,66,106	5,18,778	8.33			
	Tourism specific industries	88,88,009	30,51,377	22.41			
	Tourism non-specific industries	3,88,85,263	2,11,13,058	120.03			
	Shares						
	Tourism characteristic industries	12.61	10.48	9.88			
	Tourism connected industries	6.00	2.15	5.85			
	Tourism specific industries	18.60	12.63	15.73			
	Tourism non-specific industries	81.40	87.37	84.27			

Source: TSA Table 5

**Table 3.15. GVA and Employment by Industries and their shares in total, 2009-10
Madhya Pradesh**

Industries		Gross Output (Rs. Lakh)	GVA (Rs. Lakh)	Employment (in lakh)	Jobs per Rs. crore of output	Share in GVA	Share in employment
1	Agriculture and allied	78,10,697	59,96,126	221.13	283	26.2	66.7
2	Mining, other manufacturing, construction, electricity, gas and water supply	2,17,48,880	58,23,105	53.44	25	25.5	16.1
3	Trade	31,99,942	26,69,237	18.46	58	11.7	5.6
4	Transport freight services	14,57,422	4,89,295	2.72	19	2.1	0.8
5	All non-tourism specific services	70,60,241	60,25,123	17.03	24	26.4	5.1
6	Processed food products	19,52,596	2,44,244	0.76	4	1.1	0.2
7	Beverages	1,27,096	32,407	0.10	8	0.1	0.0
8	Tobacco products	2,63,508	1,07,385	8.28	314	0.5	2.5
9	Readymade garments	2,95,510	1,01,249	2.26	76	0.4	0.7
10	Printing and publishing	99,340	23,503	0.22	22	0.1	0.1
11	Leather footwear	37,832	7,751	0.11	28	0.0	0.0
12	Travel related consumer goods	16,143	6,619	0.12	72	0.0	0.0
13	Soaps and cosmetics	1,59,383	38,822	0.08	5	0.2	0.0
14	Gems and jewellery	5,34,006	92,025	0.20	4	0.4	0.1
15	Railway passenger transport services	1,93,962	1,18,689	0.67	35	0.5	0.2
16	Land passenger transport including via pipeline	9,08,303	4,08,230	1.67	18	1.8	0.5
17	Water passenger transport	137	81	0.00	0	0.0	0.0
18	Air passenger transport	15,235	6,636	0.04	25	0.0	0.0
19	Tourism related supporting and auxiliary transport activities	6,097	3,202	0.09	142	0.0	0.0
20	Hotels	52,098	29,172	0.15	29	0.1	0.0
21	Restaurants	13,21,676	2,78,855	1.44	11	1.2	0.4
22	Medical and health	3,17,685	1,96,051	1.47	46	0.9	0.4
23	Renting of transport equipment	39,764	34,345	0.05	12	0.2	0.0
24	Cultural and religious services	92,850	80,173	0.54	58	0.4	0.2
25	Sporting and recreational services	78,879	42,335	0.28	36	0.2	0.1
	Total output at basic prices	4,77,89,282	2,28,54,660	331.30	69	100.0	100.0
	Tourism characteristic industries	30,26,686	11,97,769	6.38			
	Tourism connected industries	34,85,414	6,54,005	12.13			
	Tourism specific industries	65,12,100	18,51,774	18.51			
	Tourism non-specific industries	4,12,77,182	2,10,02,886	312.79			
	Shares						
	Tourism characteristic industries	6.33	5.24	1.93			
	Tourism connected industries	7.29	2.86	3.66			
	Tourism specific industries	13.63	8.10	5.59			
	Tourism non-specific industries	86.37	91.90	94.41			

Source: TSA Table 5

- The GVATI for Kerala is estimated at Rs. 25,326 crore and has a share of 10.5 per cent in the estimated GVA of the State. Its share in all India GVATI is 5.7 per cent. On the other hand, the GVATI of Madhya Pradesh is estimated at Rs. 11,978 crore and has a share of 5.2 per cent in the estimated GVA of the State. Its share in all India GVATI is 2.7 per cent. At the national level, the share of GVATI in total GVA is 7.2 per cent.
- The total employment in terms of jobs in tourism industries is estimated at 14.07 lakh and has a share of 9.9 per cent as far as Kerala is concerned. This has a share of 6.0 per cent in the all India employment in tourism industries. Against this, Madhya Pradesh's employment in tourism industries is 6.38 lakh with a share of 1.9 per cent in the total employment of the state. Its share in all India is 2.7 per cent. At the national level, the share of employment in tourism industries in total employment is 4.4 per cent.

Table 3.16. Shares of GVATI and Employment in tourism industries within the economies' aggregates, 2009-10 (%)

Shares of	All-India	Kerala	Madhya Pradesh
GVATI in total GVA of respective economies	7.2	10.5	5.2
Employment in tourism industries in total Employment of respective economies	4.4	9.9	1.9

Source: TSA Table 5

TSA Table 6: Tourism Industry Ratios and TDGVA, 2009-10

3.30. 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. Using table 6 results 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 associated use table³⁹ provides a basis to compile input-output tables and input-output models that facilitate estimation of indirect contribution of tourism to the economy.

Data Source

3.31. The TSA table 6 at state level can only be developed using all-India industry output ratios, as the only information available in India at state level is the industry output and value added. Due to the absence of data on imports of products from other states and countries, it is not possible to compute the total availability of products in the state, though data on domestic production of products in the state can be estimated.

3.32. 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.

³⁹Use 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.

- 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.

3.33. 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, cif⁴⁰, 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). 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 National Accounts 1993 to determine the supply and use tables.

3.34. 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.

⁴⁰Imports cif are considered to be at basic price valuations.

The following paragraphs explain how these ratios are derived and its application for measuring tourism direct economic contribution in the economy of reference.

3.35. 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. The detailed procedure to be followed in the case of goods has further been explained in Technical Notes. 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 ratio⁴¹ (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). In all cases, from the difference between the values of output attributable to tourism consumption and the values of intermediate consumption attributable to tourism consumption, the part of gross value added generated in each industry by tourism consumption is compiled.

⁴¹Tourism ratios can be generated and presented separately for both the products and the industries, based on their total output.

3.36. 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. 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 margins⁴²). 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 observable⁴³ and has to be estimated through the information provided by industries that produce this product.

3.37. 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. The national level TSA Table 6 provides the tourism ratios for both products and industries in terms of their output. Since the focus of compiling TSA is to estimate the share of tourism in the region's domestic product, it is possible to estimate the contribution of tourism in the region's economy by applying the national level tourism ratios of industries on the output of domestic industries in the region. The main data sources for estimating the output of domestic industries are the detailed data available on gross state domestic product and the national level input output ratios. For the State TSAs, 2009-10, these data have been used for compiling the TSA table 6.

⁴²No 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.

⁴³Value added is a concept applicable for industries, which generally produce more than one product. Value added for products can only be derived through assumptions.

**TSA Table 6 (KL): Tourism Direct Output and Value Added at basic prices
(Rs. lakh) Kerala, 2009-10**

Industries	Gross output at basic prices	Intermediate Consumption	Gross value added at basic prices	Tourism Ratios	Tourism Direct Output	Tourism Direct Intermediate Consumption	TDGVA	Share in All India
1. Agriculture	38,07,601	4,66,841	33,40,760	0.00	0	0	0	0.00
2. Mining, other manufacturing, construction, electricity, gas and water supply	1,82,64,148	1,31,83,460	50,80,688	0.00	135	98	38	3.31
3. Trade	52,94,644	8,78,108	44,16,535	0.66	35,198	5,837	29,360	4.77
4. transport freight services	32,37,917	19,71,074	12,66,843	2.25	72,743	44,282	28,461	7.27
5. All non-tourism specific services	82,80,953	12,72,722	70,08,232	2.29	1,89,631	29,145	1,60,486	3.81
6. Processed food products	15,13,391	13,24,086	1,89,305	0.00	2	2	0	4.30
7. Beverages	1,62,046	1,20,727	41,319	0.02	35	26	9	4.30
8. Tobacco products	52,779	31,270	21,509	0.00	0	0	0	1.45
9. Readymade garments	2,44,395	1,60,659	83,736	0.00	0	0	0	0.00
10. Printing and publishing	2,48,509	1,89,714	58,795	0.00	1	1	0	5.51
11. Leather footwear	59,970	47,683	12,287	0.00	0	0	0	0.00
12. Travel related consumer goods	25,516	15,967	9,549	0.00	0	0	0	2.37
13. Soaps and cosmetics	82,266	62,228	20,038	0.00	0	0	0	1.46
14. Gems and jewellery	4,77,234	3,94,993	82,241	0.00	0	0	0	0.00
15. Railway passenger transport services	65,712	25,502	40,210	57.63	37,870	14,697	23,173	1.86
16. Land passenger transport including via pipeline	21,12,402	11,62,999	9,49,404	54.42	11,49,589	6,32,915	5,16,674	5.68
17. Water passenger transport	93,454	38,285	55,169	12.10	11,308	4,633	6,675	7.94
18. Air passenger transport	89,547	50,543	39,005	77.20	69,130	39,019	30,111	3.51
19. Tourism related supporting and auxiliary transport activities	19,066	9,053	10,013	72.36	13,795	6,550	7,245	1.59
20. Hotels	4,63,183	3,09,230	1,53,952	51.09	2,36,633	1,57,981	78,652	2.95
21. Restaurants	23,56,971	15,73,562	7,83,409	16.37	3,85,822	2,57,583	1,28,240	21.25
22. Medical and health	5,20,043	1,99,112	3,20,931	30.05	1,56,269	59,832	96,437	3.29
23. Renting of transport equipment	7,387	1,007	6,380	28.82	2,129	290	1,839	4.82
24. Cultural and religious services	2,13,456	87,052	1,26,404	17.06	36,420	14,853	21,567	12.29
25. Sporting and recreational services	80,682	32,961	47,721	3.84	3,100	1,267	1,834	1.51
Total	4,77,73,272	2,36,08,837	2,41,64,435	3.77	23,99,810	12,69,009	11,30,801	4.81
Share in State GVA					5.02		4.68	

Source: NCAER computations

TSA Table 6 (MP): Tourism Direct Output and Value Added at basic prices (Rs. lakh) Madhya Pradesh, 2009-10

industries	Gross output at basic prices	Intermediate Consumption	Gross value added at basic prices	Tourism Ratios	Tourism Direct Output	Tourism Direct Intermediate Consumption	TDGVA	Share in All India
1. Agriculture	78,10,697	18,14,571	59,96,126	0.00	0	0	0	0.00
2. Mining, other manufacturing, construction, electricity, gas and water supply	2,17,48,880	1,59,25,775	58,23,105	0.00	161	118	43	3.80
3. Trade	31,99,942	5,30,705	26,69,237	0.66	21,272	3,528	17,744	2.88
4. transport freight services	14,57,422	9,68,127	4,89,295	2.25	32,742	21,750	10,992	2.81
5. All non-tourism specific services	70,60,241	10,35,118	60,25,123	2.29	1,61,677	23,704	1,37,973	3.28
6. Processed food products	19,52,596	17,08,352	2,44,244	0.00	3	2	0	5.55
7. Beverages	1,27,096	94,689	32,407	0.02	28	21	7	3.38
8. Tobacco products	2,63,508	1,56,123	1,07,385	0.00	1	0	0	7.23
9. Readymade garments	2,95,510	1,94,261	1,01,249	0.00	0	0	0	0.00
10. Printing and publishing	99,340	75,837	23,503	0.00	0	0	0	2.20
11. Leather footwear	37,832	30,081	7,751	0.00	0	0	0	0.00
12. Travel related consumer goods	16,143	9,524	6,619	0.00	0	0	0	1.64
13. Soaps and cosmetics	1,59,383	1,20,561	38,822	0.00	0	0	0	2.82
14. Gems and jewellery	5,34,006	4,41,981	92,025	0.00	0	0	0	0.00
15. Railway passenger transport	1,93,962	75,274	1,18,689	57.63	1,11,781	43,380	68,400	5.48
16. Land passenger transport	9,08,303	5,00,073	4,08,230	54.42	4,94,307	2,72,144	2,22,163	2.44
17. Water passenger transport	137	56	81	12.10	17	7	10	0.01
18. Air passenger transport	15,235	8,599	6,636	77.20	11,762	6,639	5,123	0.60
19. Tourism related supporting and auxiliary transport activities	6,097	2,895	3,202	72.36	4,411	2,095	2,317	0.51
20. Hotels	52,098	22,925	29,172	51.09	26,616	11,712	14,904	0.56
21. Restaurants	13,21,676	10,42,821	2,78,855	16.37	2,16,351	1,70,704	45,647	7.56
22. Medical and health	3,17,685	1,21,634	1,96,051	30.05	95,462	36,550	58,912	2.01
23. Renting of transport equipment	39,764	5,419	34,345	28.82	11,458	1,561	9,897	25.93
24. Cultural and religious services	92,850	12,678	80,173	17.06	15,842	2,163	13,679	7.80
25. Sporting and recreational	78,879	36,544	42,335	3.84	3,031	1,404	1,627	1.34
Total	4,77,89,282	2,49,34,621	2,28,54,660	3.77	12,06,920	5,97,482	6,09,438	2.59
Share in State GVA					2.53		2.67	

Source: NCAER computations

Key findings:

- The TDGVA of Kerala is estimated at Rs. 11,308 crore and has a share of 4.7 per cent in the estimated GVA of the State. This TDGVA has a share of 4.8 per cent in all India TDGVA. At the all-India level, the TDGVA within the national GVA has a share of 3.8 per cent.
- Against this, the TDGVA of Madhya Pradesh is estimated at Rs. 6,094 crore and has a share of 2.7 per cent in the estimated GVA of the State. The States' TDGVA has a share of 2.6 per cent in the All-India TDGVA.
- The estimates of GDP at purchasers' prices are not compiled at state level in India. Therefore, the estimation of TDGDP at State level has not been attempted.

Table 3.17. Share of TDGVA in Total GVA, 2009-10 (%)

Tourism aggregate	All-India	Kerala	Madhya Pradesh
TDGVA	3.8	4.7	2.7

Source: TSA Tables 6

TSA Table 7: Employment in Tourism Industries, 2009-10

3.38. 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.

Sources and methods

3.39. 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.

3.40. 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). 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.

3.41. 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.

3.42. 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.

3.43. 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 3.18. 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's mapping

TSA Table 7 A (KL): Employment in Tourism Industries by Work Status and by Gender – Kerala (in lakh), 2009-10

Industries	Number of Employees				Number of Jobs			
	Self Employed		Employee		Self Employed		Employee	
	Male	Female	Male	Female	Male	Female	Male	Female
1. Agriculture	12,86,642	8,85,449	12,19,560	4,40,116	19,41,866	10,31,377	12,88,470	4,64,382
2. Mining, other manufacturing, construction, electricity, gas and water supply	4,07,545	91,948	22,98,820	3,44,246	4,59,363	93,728	24,10,609	4,03,103
3. Trade	7,32,502	1,23,408	4,05,778	1,41,102	7,92,378	1,23,700	4,16,941	1,44,829
4. transport freight services	96,802	0	2,26,925	1,945	1,01,091	0	2,31,295	3,518
5. All non-tourism specific services	3,02,522	1,34,576	7,82,183	7,88,410	3,33,154	1,55,800	8,07,838	7,99,227
6. Processed food products	48,541	24,760	38,852	1,70,828	49,258	26,108	39,650	1,75,648
7. Beverages	3,815	0	1,752	11,297	3,815	0	1,752	11,297
8. Tobacco products	3,751	30,417	659	74,523	3,751	30,417	659	74,523
9. Readymade garments	48,819	1,39,233	30,629	79,065	48,819	1,47,767	30,629	81,351
10. Printing and publishing	1,395	1,638	29,584	1,936	3,032	1,638	29,584	7,800
11. Leather footwear	0	0	0	0	0	0	0	0
12. Travel related consumer goods	999	999	1,577	1,406	2,904	999	1,577	1,406
13. Soaps and cosmetics	0	4,657	2,376	2,140	0	4,657	2,376	2,140
14. Gems and jewellery	37,095	0	11,717	1,016	37,095	0	11,717	1,016
15. Railway passenger transport services	0	0	1,174	1,720	0	0	1,174	1,720
16. Land passenger transport including via pipeline	2,87,841	2,436	2,37,415	398	3,14,348	2,436	2,49,412	398
17. Water passenger transport	0	0	14,288	0	0	0	14,288	0
18. Air passenger transport	0	0	5,157	969	0	0	5,157	969
19. Tourism related supporting and auxiliary transport activities	8,869	0	3,917	4,550	9,460	0	3,917	4,550
20. Hotels	168	3,315	48,939	3,439	1,209	3,315	48,939	3,439
21. Restaurants	1,15,759	38,342	1,03,977	17,041	1,23,149	42,840	1,06,525	17,041
22. Medical and health	21,565	18,081	89,689	1,66,012	23,506	18,081	93,279	1,66,012
23. Renting of transport equipment	1,027	0	0	0	1,453	0	0	0
24. Cultural and religious services	8,294	1,152	81,992	13,920	8,634	1,152	82,481	17,093
25. Sporting and recreational services	13,635	4,072	18,849	3,371	14,235	4,072	19,730	3,371
Total	34,27,586	15,04,483	56,55,811	22,69,452	42,72,521	16,88,085	58,97,998	23,84,834
Tourism characteristic industries	4,57,159	67,398	6,05,397	2,11,420	4,95,994	71,895	6,24,901	2,14,593
Tourism connected industries	1,44,414	2,01,704	1,17,147	3,42,213	1,48,675	2,11,585	1,17,945	3,55,182
Tourism specific industries	6,01,572	2,69,102	7,22,544	5,53,633	6,44,669	2,83,480	7,42,845	5,69,775
Non-agriculture industries	21,40,944	6,19,034	44,36,250	18,29,336	23,30,654	6,56,708	46,09,528	19,20,452
Shares in all industries								
Tourism characteristic industries	13.34	4.48	10.70	9.32	11.61	4.26	10.60	9.00
Tourism connected industries	4.21	13.41	2.07	15.08	3.48	12.53	2.00	14.89
Tourism specific industries	17.55	17.89	12.78	24.40	15.09	16.79	12.59	23.89
Shares in non-agriculture industries								
Tourism characteristic industries	21.35	10.89	13.65	11.56	21.28	10.95	13.56	11.17
Tourism connected industries	6.75	32.58	2.64	18.71	6.38	32.22	2.56	18.49
Tourism specific industries	28.10	43.47	16.29	30.26	27.66	43.17	16.12	29.67

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

TSA Table 7 B (KL): Employment in Tourism Industries by formal/informal – Kerala (in lakh), 2009-10

Industries	Number of Employees			Number of Jobs		
	All India			All India		
	Formal	Informal	Total	Formal	Informal	Total
1. Agriculture	9,458	38,22,310	38,31,768	9,458	47,16,637	47,26,095
2. Mining, other manufacturing, construction, electricity, gas and water supply	1,68,003	29,74,556	31,42,559	1,67,962	31,98,841	33,66,803
3. Trade	64,683	13,38,107	14,02,790	64,683	14,13,166	14,77,848
4. Transport freight services	1,916	3,23,756	3,25,672	1,916	3,33,987	3,35,904
5. All non-tourism specific services	8,89,633	11,18,057	20,07,691	8,95,394	12,00,625	20,96,019
6. Processed food products	8,349	2,74,633	2,82,981	8,349	2,82,315	2,90,664
7. Beverages	272	16,592	16,864	272	16,592	16,864
8. Tobacco products	0	1,09,350	1,09,350	0	1,09,350	1,09,350
9. Readymade garments	0	2,97,746	2,97,746	0	3,08,566	3,08,566
10. Printing and publishing	9,372	25,180	34,553	9,372	32,682	42,054
11. Leather footwear	0	0	0	0	0	0
12. Travel related consumer goods	0	4,981	4,981	0	6,886	6,886
13. Soaps and cosmetics	0	9,174	9,174	0	9,174	9,174
14. Gems and jewellery	0	49,829	49,829	0	49,829	49,829
15. Railway passenger transport services	2,894	0	2,894	2,894	0	2,894
16. Land passenger transport including via pipeline	42,583	4,85,508	5,28,091	42,583	5,24,012	5,66,595
17. Water passenger transport	0	0	14,288	0	0	14,288
18. Air passenger transport	6,126	0	6,126	6,126	0	6,126
19. Tourism related supporting and auxiliary transport activities	458	16,878	17,337	458	17,469	17,927
20. Hotels	4,580	51,282	55,862	4,580	52,322	56,902
21. Restaurants	0	2,75,119	2,75,119	0	2,89,554	2,89,554
22. Medical and health	1,53,066	1,42,281	2,95,347	1,54,173	1,46,704	3,00,877
23. Renting of transport equipment	0	0	1,027	0	1,453	1,453
24. Cultural and religious services	11,753	93,606	1,05,358	11,753	97,606	1,09,359
25. Sporting and recreational services	6,981	32,945	39,927	6,981	34,426	41,408
Total	13,80,126	1,14,61,891	1,28,57,331	13,86,955	1,28,42,195	1,42,43,438
Tourism characteristic industries	2,28,440	10,97,619	13,41,374	2,29,548	11,63,547	14,07,383
Tourism connected industries	17,993	7,87,484	8,05,477	17,993	8,15,393	8,33,386
Tourism specific industries	2,46,434	18,85,104	21,46,851	2,47,542	19,78,939	22,40,769
non-agriculture industries	13,70,669	76,39,581	90,25,564	13,77,497	81,25,558	95,17,342
Shares in all industries						
Tourism characteristic industries	16.55	9.58	10.43	16.55	9.06	9.88
Tourism connected industries	1.30	6.87	6.26	1.30	6.35	5.85
Tourism specific industries	17.86	16.45	16.70	17.85	15.41	15.73
Shares in non-agriculture industries						
Tourism characteristic industries	16.67	14.37	14.86	16.66	14.32	14.79
Tourism connected industries	1.31	10.31	8.92	1.31	10.03	8.76
Tourism specific industries	17.98	24.68	23.79	17.97	24.35	23.54

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

TSA Table 7 A (MP): Employment in Tourism Industries by Work Status and by Gender – Madhya Pradesh(in lakh), 2009-10

Industries	Number of Employees				Number of Jobs			
	Self Employed		Employee		Self Employed		Employee	
	Male	Female	Male	Female	Male	Female	Male	Female
1. Agriculture	77,88,826	32,55,509	51,67,834	32,13,473	90,08,469	37,52,468	57,80,089	35,72,363
2. Mining, other manufacturing, construction, electricity, gas and water supply	4,95,517	64,633	24,03,007	4,74,874	5,70,313	79,108	37,04,688	9,89,612
3. Trade	13,46,960	1,24,117	2,46,907	10,006	14,58,117	1,25,954	2,52,253	10,006
4. transport freight services	92,901	0	1,62,263	502	96,046	0	1,75,709	502
5. All non-tourism specific services	2,90,339	34,649	9,33,545	3,91,574	3,15,249	48,013	9,48,472	3,91,574
6. Processed food products	53,253	1,184	14,401	7,515	53,253	1,184	14,401	7,515
7. Beverages	816	0	9,670	0	816	0	9,670	0
8. Tobacco products	2,22,412	4,46,362	2,939	6,189	2,71,870	5,46,974	2,939	6,189
9. Readymade garments	98,345	75,506	33,832	0	1,15,276	76,735	33,832	0
10. Printing and publishing	5,781	0	12,529	3,293	5,781	0	12,529	3,293
11. Leather footwear	2,939	0	2,592	5,025	2,939	0	2,592	5,025
12. Travel related consumer goods	0	0	11,384	277	0	0	11,384	277
13. Soaps and cosmetics	0	415	0	7,358	0	415	0	7,358
14. Gems and jewellery	11,440	0	0	8,904	11,440	0	0	8,904
15. Railway passenger transport services	0	0	63,957	3,200	0	0	63,957	3,200
16. Land passenger transport including via pipeline	81,369	220	74,302	0	81,854	220	84,454	0
17. Water passenger transport	0	0	0	0	0	0	0	0
18. Air passenger transport	0	0	3,802	0	0	0	3,802	0
19. Tourism related supporting and auxiliary transport activities	2,185	0	6,474	0	2,185	0	6,474	0
20. Hotels	5,436	2,535	5,338	1,903	5,436	2,535	5,338	1,903
21. Restaurants	46,063	8,674	75,655	5,094	54,143	8,674	75,655	5,094
22. Medical and health	31,387	9,258	59,349	45,910	31,387	9,258	60,033	45,910
23. Renting of transport equipment	0	0	0	0	4,723	0	0	0
24. Cultural and religious services	24,502	13	29,142	198	24,502	13	29,142	198
25. Sporting and recreational services	23,058	0	2,666	2,666	23,058	0	2,666	2,666
Total	1,06,23,528	40,23,073	93,21,587	41,87,960	1,21,36,857	46,51,550	1,12,80,077	50,61,588
Tourism characteristic industries	2,13,999	20,700	3,20,684	58,971	2,27,288	20,700	3,31,519	58,971
Tourism connected industries	3,94,985	5,23,466	87,348	38,560	4,61,374	6,25,307	87,348	38,560
Tourism specific industries	6,08,985	5,44,166	4,08,031	97,531	6,88,663	6,46,007	4,18,867	97,531
non-agriculture industries	28,34,702	7,67,564	41,53,753	9,74,487	31,28,388	8,99,083	54,99,988	14,89,224
Shares in all industries								
Tourism characteristic industries	2.01	0.51	3.44	1.41	1.87	0.45	2.94	1.17
Tourism connected industries	3.72	13.01	0.94	0.92	3.80	13.44	0.77	0.76
Tourism specific industries	5.73	13.53	4.38	2.33	5.67	13.89	3.71	1.93
Shares in non-agriculture industries								
Tourism characteristic industries	7.55	2.70	7.72	6.05	7.27	2.30	6.03	3.96
Tourism connected industries	13.93	68.20	2.10	3.96	14.75	69.55	1.59	2.59
Tourism specific industries	21.48	70.90	9.82	10.01	22.01	71.85	7.62	6.55

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

TSA Table 7 B (MP): Employment in Tourism Industries by formal/informal – Madhya Pradesh (in lakh), 2009-10

Industries	Number of Employees			Number of Jobs		
	All India			All India		
	Formal	Informal	Total	Formal	Informal	Total
1. Agriculture	17,839	1,94,07,803	1,94,25,642	17,839	2,20,95,550	2,21,13,389
2. Mining, other manufacturing, construction, electricity, gas and water supply	3,89,191	30,48,839	34,38,030	3,95,014	49,48,707	53,43,721
3. Trade	24,689	17,03,301	17,27,990	24,689	18,21,641	18,46,330
4. transport freight services	16,399	2,39,267	2,55,666	16,399	2,55,859	2,72,257
5. All non-tourism specific services	9,68,583	6,81,524	16,50,108	9,80,957	7,22,351	17,03,308
6. Processed food products	0	76,352	76,352	0	76,352	76,352
7. Beverages	9,670	816	10,486	9,670	816	10,486
8. Tobacco products	0	6,77,902	6,77,902	0	8,27,972	8,27,972
9. Readymade garments	668	2,07,016	2,07,684	668	2,25,175	2,25,843
10. Printing and publishing	4,887	16,716	21,603	4,887	16,716	21,603
11. Leather footwear	5,104	5,451	10,555	5,104	5,451	10,555
12. Travel related consumer goods	0	11,662	11,662	0	11,662	11,662
13. Soaps and cosmetics	0	7,772	7,772	0	7,772	7,772
14. Gems and jewellery	0	20,343	20,343	0	20,343	20,343
15. Railway passenger transport services	50,829	16,328	67,157	50,829	16,328	67,157
16. Land passenger transport including via pipeline	1,260	1,54,631	1,55,891	1,269	1,65,258	1,66,528
17. Water passenger transport	0	0	0	0	0	0
18. Air passenger transport	0	3,802	3,802	0	3,802	3,802
19. Tourism related supporting and auxiliary transport activities	1,234	7,424	8,659	1,234	7,424	8,659
20. Hotels	0	15,213	15,213	0	15,213	15,213
21. Restaurants	3,953	1,31,532	1,35,485	3,953	1,39,612	1,43,565
22. Medical and health	67,322	78,582	1,45,904	67,638	78,950	1,46,588
23. Renting of transport equipment	0	0	0	0	4,723	4,723
24. Cultural and religious services	0	53,855	53,855	0	53,855	53,855
25. Sporting and recreational services	5,331	23,058	28,389	5,331	23,058	28,389
Total	15,66,959	2,65,89,189	2,81,56,148	15,85,481	3,15,44,591	3,31,30,072
Tourism characteristic industries	1,29,929	4,84,425	6,14,354	1,30,255	5,08,223	6,38,478
Tourism connected industries	20,329	10,24,030	10,44,359	20,329	11,92,260	12,12,588
Tourism specific industries	1,50,258	15,08,455	16,58,712	1,50,583	17,00,483	18,51,067
non-agriculture industries	15,49,120	71,81,386	87,30,506	15,67,642	94,49,041	1,10,16,683
Shares in all industries						
Tourism characteristic industries	8.29	1.82	2.18	8.22	1.61	1.93
Tourism connected industries	1.30	3.85	3.71	1.28	3.78	3.66
Tourism specific industries	9.59	5.67	5.89	9.50	5.39	5.59
Shares in non-agriculture industries						
Tourism characteristic industries	8.39	6.75	7.04	8.31	5.38	5.80
Tourism connected industries	1.31	14.26	11.96	1.30	12.62	11.01
Tourism specific industries	9.70	21.01	19.00	9.61	18.00	16.80

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

Key Findings:

- The overall employment, in terms of number of jobs is 142.43 lakh in Kerala and 331.30 lakh in Madhya Pradesh
- Of this total employment, 14.07 lakh in Kerala (9.9 per cent) and 6.38 lakh in Madhya Pradesh (1.9 per cent) are employed in tourism characteristic industries.
- If agriculture is excluded, the share of employed in tourism characteristic industries goes up to 14.8 per cent in Kerala and 5.8 per cent in Madhya Pradesh.
- The gender and formal/informal break-up of employment in tourism and other industries is available in the above four tables.

TSA Table 10: Non-monetary Indicators

3.44. 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.

3.45. For the states of India, and Kerala and MP 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.

**TSA Table 10.1. Domestic and Foreign Tourist Visits to States/ UTs during 2009 - 2011
(Figures in Lakhs)**

State/ UT	2009		2010		2011	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
Andaman & Nicobar Islands	1.42	0.14	1.81	0.15	2.02	0.16
Andhra Pradesh	1574.90	7.95	1557.90	3.23	1531.20	2.65
Arunachal Pradesh	1.95	0.04	2.28	0.03	2.33	0.05
Assam	38.51	0.15	40.51	0.15	43.40	0.16
Bihar	157.85	4.23	184.92	6.36	183.98	9.73
Chandigarh	9.15	0.38	9.06	0.39	9.10	0.37
Chhattisgarh	5.12	0.01	5.66	0.02	6.44	0.02
Dadra & Nagar Haveli	5.07	0.07	4.96	0.02	4.22	0.01
Daman & Diu	5.64	0.06	7.74	0.05	8.33	0.05
Delhi	88.34	19.58	135.58	18.94	154.29	21.60
Goa	21.27	3.77	22.02	4.41	22.25	4.46
Gujarat	159.10	1.03	188.61	1.31	210.18	1.66
Haryana	64.08	1.37	69.15	1.06	59.88	1.30
Himachal Pradesh	110.37	4.01	128.12	4.54	146.05	4.85
Jammu & Kashmir	92.35	0.55	99.73	0.48	130.72	0.72
Jharkhand	76.10	0.14	68.85	0.16	107.96	0.73
Karnataka	327.02	3.27	382.02	3.81	841.07	5.74
Kerala	77.89	5.49	85.95	6.59	93.82	7.33
Lakshadweep	0.07	0.04	0.08	0.02	0.09	0.01
Madhya Pradesh	231.06	2.01	380.80	2.50	441.20	2.70
Maharashtra	306.28	24.26	484.66	50.83	553.34	48.15
Manipur	1.24	0.00	1.14	0.00	1.35	0.01
Meghalaya	5.91	0.05	6.53	0.04	6.68	0.05
Mizoram	0.57	0.01	0.57	0.01	0.62	0.01
Nagaland	0.21	0.01	0.21	0.01	0.25	0.02
Odisha	68.92	0.46	75.92	0.50	82.71	0.61
Puducherry	8.51	0.54	8.36	0.51	8.98	0.52
Punjab	53.70	1.10	105.84	1.37	164.17	1.51
Rajasthan	255.59	10.73	255.44	12.79	271.37	13.52
Sikkim	6.16	0.18	7.00	0.21	5.53	0.24
Tamil Nadu	1157.56	23.69	1191.88	28.05	1375.13	33.74
Tripura	3.18	0.04	3.42	0.05	3.60	0.06
Uttar Pradesh	1348.32	15.50	1447.55	17.33	1554.30	18.87
Uttarakhand	219.35	1.07	302.06	1.27	259.46	1.25
West Bengal	205.29	11.80	210.72	11.92	222.57	12.13
All-India	6688.01	143.72	7477.03	179.10	8508.57	194.95

Source: India Tourism Statistics, 2011

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

	Average number of overnight trips		
	Rural	Urban	Combined
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
Uttarakhand	434	380	422
Uttar Pradesh	493	432	480
West Bengal	393	308	371
Andaman & N. Island	418	181	340
Chandigarh	191	265	256
Dadra & Nagar Haveli	153	259	179
Daman & Diu	100	211	139
Lakshadweep	184	293	231
Puduchery	455	429	437
All-India	440	365	418

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

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

	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
Uttarakhand	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
A & N 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 computation based on NSSO's Domestic Tourism Survey

TSA Table 10.4. Share of States in total households reporting overnight visitors and in total number of overnight visitors

	Rural		Urban		Rural+Urban	
	Households reporting overnight visitors	Overnight visitors	Households reporting overnight visitors	Overnight visitors	Households reporting overnight visitors	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
Uttarakhand	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
A & N 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 computation based on NSSO's Domestic Tourism Survey

TSA Table 10.5a. Per 1000 distribution of households in Kerala who are aware of 'Incredible India' campaign and other tourism promotional campaigns by source of information about the campaign

Source of information	Kerala					
	Incredible India Campaign			Other promotional campaigns		
	Rural	Urban	Total	Rural	Urban	Total
Newspaper/Magazine	155	157	156	169	208	182
Radio	18	5	13	17	4	12
TV	527	582	547	367	377	370
Internet	0	16	6	0	5	2
Billboard/ Hoarding	3	4	3	51	13	38
More Than One Of These	258	232	249	365	382	371
Others	38	5	26	32	11	25
Any/Some/ All Of These	1000	1000	1000	1000	1000	1000

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

TSA Table 10.5b. Per 1000 distribution of households in MP who are aware of 'Incredible India' campaign and other tourism promotional campaigns by source of information about the campaign

Source of information	Madhya Pradesh					
	Incredible India Campaign			Other promotional campaigns		
	Rural	Urban	Total	Rural	Urban	Total
Newspaper/Magazine	94	91	92	50	233	149
Radio	51	28	37	114	56	83
TV	705	737	725	489	631	566
Internet	0	1	1	35	3	18
Billboard/ Hoarding	1	3	2	88	45	65
More than one of these	119	132	127	149	31	85
Others	31	8	17	75	1	35
Any/Some/ All of these	1000	1000	1000	1000	1000	1000

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

TSA Table 10.5c. Per 1000 distribution of households in India 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 computation based on NSSO's Domestic Tourism Survey

TSA Table 10.6a Per 1000 distribution of households in Kerala who are aware of 'Incredible India' campaign and other tourism promotional campaigns by impact of the campaign

	Kerala					
	Incredible India Campaign			Other promotional campaigns		
	Rural	Urban	Total	Rural	Urban	Total
Resulted into one or more trips	29	21	26	28	24	27
Planning to make a trip in near future	127	102	118	61	52	58
Willing to make a trip but could not make it due to other constraints	277	377	313	300	332	310
No impact	469	458	465	570	572	571
Cannot say	98	42	78	41	19	34
Total	1000	1000	1000	1000	1000	1000

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

TSA Table 10.6b Per 1000 distribution of households in MP who are aware of 'Incredible India' campaign and other tourism promotional campaigns by impact of the campaign

	Madhya Pradesh					
	Incredible India Campaign			Other promotional campaigns		
	Rural	Urban	Total	Rural	Urban	Total
Resulted into one or more trips	57	77	69	61	97	80
Planning to make a trip in near future	167	208	192	216	309	266
Willing to make a trip but could not make it due to other constraints	441	404	419	403	349	374
No impact	192	173	181	158	167	163
Cannot say	143	138	140	161	78	117
Total	1000	1000	1000	1000	1000	1000

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

TSA Table 10.6c Per 1000 distribution of households in India who are aware of 'Incredible India' campaign and other tourism promotional campaigns by impact of the campaign

	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 computation based on NSSO's Domestic Tourism Survey

TSA Table 10.7. Per 1000 distribution of overnight visitor-trips by purpose of trip separately for each State/UT of destination

State/ UT of main destination	Purpose								
	Business	Holidaying, leisure and recreation	Social	Religious & pilgrimage	Education and training	Health and 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
Uttarakhand	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
A&N 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

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

TSA Table 10.8. Average no. of places visited per overnight trip by main destination for each State/UT of destination, all India, Rural + Urban

State/UT 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
Uttarakhand	1.0	1.1	1.8
Uttar Pradesh	1.0	1.1	1.3
West Bengal	1.0	1.1	1.6
A&N 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 computation based on NSSO's Domestic Tourism Survey

Key Findings:

- On an average, there were 418 domestic overnight trips per 100 households in India during the reference year of 2008-09. The incidence of domestic tourism activity stood at 445 overnight trips per 100 households in Kerala and at 491 in MP (TSA Table 10.2).
- The percentage of households reporting at least one domestic overnight trip during 2008-09 stood at 91.8 per cent at All-India level. The same was estimated at 96.7 per cent for MP and 83.3 per cent for Kerala. Similarly, percentage of population undertaking at least one domestic overnight trip during the reference year was 77.4 per cent for India, 69.4 per cent for Kerala and 84.1 per cent for MP (TSA Table 10.3) .
- The share of tourist households of Kerala in total tourist households is 3.1 per cent, as compared to 5.8 per cent of MP (TSA Table 10.4).
- Of the total households who were aware of “Incredible India” campaign, 54.7 per cent reported Television as the source of information in Kerala and 72.5 per cent reported the same in MP.
- However, as much as 46.5 per cent of those aware of the campaign reported no impact in Kerala. On the other hand, in MP, the awareness resulted in 41.9 per cent of households willing to make a trip but could not make it due to some constraints.

4. SUMMARY FINDINGS

4.1 A summary table of key indicators from tourism satellite accounts is presented below:

Table 4.1 Key Indicators from Tourism Satellite Accounts, 2009-10

Item	MP	Kerala	All India	MP - share in All-India	Kerala - share in All-India
GSDP at basic prices (Rs. Lakh)	2,28,54,660	2,41,64,435	61,86,95,000	3.69	3.91
Total domestic trips (No.) - within state	5,52,56,319	3,06,72,540	93,90,32,400	5.88	3.27
Total Inbound trips (No.) – from other states	51,59,981	46,76,612	-	-	-
Total Inbound tourists (No.) – from other countries	2,50,430	6,59,300	66,03,897	3.79	9.98
Total outbound tourists (No.) – to other countries	89,259	15,27,502	1,08,42,124	0.82	14.09
Total Domestic Tourism Expenditure	10,41,429	12,57,997	3,92,96,109	2.65	3.20
Total Expenditure on trips from other states	3,25,645	4,86,855			
Total Expenditure on trips from other countries	3,77,998	9,95,144	99,67,885	3.79	9.98
Total Inbound Tourism Expenditure	7,03,643	14,81,999	99,67,885	7.06	14.87
Total Outbound Tourism Expenditure	6,822	2,79,265	10,14,854	0.67	27.52
Gross Internal Tourism Expenditure	17,51,894	30,19,260	5,02,78,848	3.48	6.01
Imputed Consumption	2,40,576	2,26,319	54,30,042	4.43	4.17
Total Internal Tourism Consumption	19,92,469	32,45,580	5,57,08,890	3.58	5.83
of which expenditure on tourism connected goods	3,72,914	4,36,504	86,37,621	4.32	5.05
Retail Trade Margin on goods	31,850	37,281	7,37,719	4.32	5.05
Expenditure on Tourism characteristic services	16,19,555	28,09,075	4,70,71,269	3.44	5.97
Tourism Direct Consumption	16,51,405	28,46,356	4,78,08,988		
(-) imports			27,79,849		
(-) NIT			2,85,631		
(+) NIT on goods			1,92,603		
Tourism Direct Output at basic prices (estimated from consumption)	15,52,171	26,75,317	4,49,36,112	3.45	5.95
Intermediate Consumption	7,40,745	12,76,745	2,14,44,930	3.45	5.95
TDGVA (estimated from tourism consumption)	8,11,426	13,98,571	2,34,91,181	3.45	5.95
TDGVA (%)	3.55	5.79	3.80		
TDGVA - direct and indirect	6.54	10.67	7.00		
Total Employment (in lakh)	331.30	142.43	5,355.4	6.19	2.66
Tourism Characteristic Industries	6.38	14.07	234.4	2.72	6.00
Tourism Connected Industries	12.13	8.33	203.6	5.96	4.09
Tourism Specific Industries	18.51	22.41	437.9	4.23	5.12

Item	MP	Kerala	All India	MP - share in All-India	Kerala - share in All-India
Shares in Total Employment					
Tourism Characteristic Industries	1.93	9.88	4.38		
Tourism Connected Industries	3.66	5.85	3.80		
Tourism Specific Industries	5.59	15.73	8.18		
Gross Value Added (GVA) at basic prices	2,28,54,660	2,41,64,435	61,86,95,000	3.69	3.91
Tourism Characteristic Industries	11,97,769	25,32,599	4,42,92,221	2.70	5.72
Tourism Connected Industries	6,54,005	5,18,778	1,82,16,126	3.59	2.85
Tourism Specific Industries	18,51,774	30,51,377	6,25,08,347	2.96	4.88
Shares in GVA					
Tourism Characteristic Industries	5.24	10.48	7.16		
Tourism Connected Industries	2.86	2.15	2.94		
Tourism Specific Industries	8.10	12.63	10.10		
TDGVA - estimated from industry output ratios	6,09,438	11,30,801	2,34,91,181	2.59	4.81
TDGVA - direct	2.67	4.68	3.80		
GVATI-direct	5.24	10.48	7.16		
Employment in Tourism Characteristic Industries - direct	1.93	9.88	4.38		
GVA multipliers	1.95949	2.03340	1.84296		
Employment multipliers	3.74402	2.38050	2.32557		
TDGVA - direct and indirect	5.23	9.52	7.00		
GVATI-direct and indirect	10.27	21.31	13.19		
Employment in tourism industries-direct & indirect	7.22	23.52	10.18		

Source: TSA Tables

4.2 The GVATI of Kerala is estimated at Rs. 25,326 crore with a share of 10.5 per cent in the GSDP of Kerala. If indirect contributions are included, the GVATI share goes up to 21.3 per cent.

4.3 The GVATI of Madhya Pradesh is estimated at Rs. 11,978 crore with a share of 5.2 per cent in the GSDP of Madhya Pradesh. If indirect contributions are included, the GVATI share goes up to 10.2 per cent.

4.4 The TDGVA of Kerala is estimated at Rs. 11,308 crore with a share of 4.7 per cent in the GSDP of Kerala. If indirect contributions are included, the TDGVA share goes up to 9.5 per cent.

4.5 The TDGVA of Madhya Pradesh is estimated at Rs. 6,094 crore with a share of 2.7 per cent in the GSDP of Madhya Pradesh. If indirect contributions are included, the TDGVA share goes up to 5.2 per cent.

4.6 The employment in tourism industries is estimated at 14.07 lakh in Kerala (9.9 per cent) and 6.38 lakh in Madhya Pradesh (1.9 per cent). If indirect effects are included, these shares in the employment of respective states go up to 23.5 per cent and 7.2 per cent.

APPENDIX TABLES

Regional Tourism Satellite Account for Kerala and Madhya Pradesh – 2009-10

A1: Supply Table at basic prices (Product X Industry) – Kerala, 2009-10 (Rs. lakh)

		1	2	3	4	5	6	7	8	9	10	11
1	Agriculture	3769826	12691	0	0	0	673042	0	0	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	11051	17870999	0	0	0	43097	8371	89	8434	47375	27224
3	Trade	3597	195124	5294644	0	0	2111	1481	147	0	2586	3480
4	Transport freight services	0	0	0	3111188	0	0	0	0	0	0	0
5	All non-tourism specific services	0	1337	0	0	8280953	21	372	1	0	4	0
6	Processed food products	22660	25637	0	0	0	793044	3707	1138	0	0	0
7	Beverages	466	7756	0	0	0	1649	147952	0	0	0	0
8	Tobacco products	0	0	0	0	0	0	0	51244	0	0	0
9	Readymade garments	0	83631	0	0	0	0	0	0	234568	0	29
10	Printing and publishing	0	13439	0	0	0	0	0	0	0	198381	0
11	Leather footwear	0	6267	0	0	0	0	0	0	0	0	25256
12	Travel related consumer goods	0	22726	0	0	0	22	0	0	1393	143	3981
13	Soaps and cosmetics	0	15159	0	0	0	400	70	159	0	0	0
14	Gems and jewellery	0	8711	0	0	0	0	0	0	0	0	0
15	Railway passenger transport services	0	0	0	0	0	0	0	0	0	0	0
16	Land passenger transport including via pipeline	0	0	0	126729	0	0	0	0	0	0	0
17	Water passenger transport	0	0	0	0	0	0	0	0	0	0	0
18	Air passenger transport	0	0	0	0	0	0	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0	0	0	0	0	0	0
20	Hotels	0	0	0	0	0	0	0	0	0	0	0
21	Restaurants	0	0	0	0	0	0	0	0	0	0	0
22	Medical and health	0	0	0	0	0	0	0	0	0	0	0
23	Renting of transport equipment	0	316	0	0	0	5	93	0	0	0	0
24	Cultural and religious services	0	0	0	0	0	0	0	0	0	0	0
25	Sporting and recreational services	0	354	0	0	0	0	0	0	0	20	0
	Total domestic output at basic prices	3807601	18264148	5294644	3237917	8280953	1513391	162046	52779	244395	248509	59970

Regional Tourism Satellite Account for Kerala and Madhya Pradesh – 2009-10

Contd.

		12	13	14	15	16	17	18	19	20	21	22	23	24
1	Agriculture	0	0	0	0	0	0	0	0	0	0	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	17890	9133	3465	0	0	0	0	0	0	0	0	0	0
3	Trade	340	1146	4940	0	0	0	0	0	0	0	0	0	0
4	Transport freight services	0	0	0	0	10963 4	0	0	0	0	0	0	0	0
5	All non-tourism specific services	1	0	0	0	0	0	0	0	0	0	0	0	0
6	Processed food products	0	0	0	0	0	0	0	0	0	0	0	0	0
7	Beverages	0	0	0	0	0	0	0	0	0	0	0	0	0
8	Tobacco products	0	0	0	0	0	0	0	0	0	0	0	0	0
9	Readymade garments	29	4	0	0	0	0	0	0	0	0	0	0	0
10	Printing and publishing	9	0	0	0	0	0	0	0	0	0	0	0	0
11	Leather footwear	1816	0	0	0	0	0	0	0	0	0	0	0	0
12	Travel related consumer goods	5403	2	6	0	0	0	0	0	0	0	0	0	0
13	Soaps and cosmetics	19	71966	19	0	0	0	0	0	0	0	0	0	0
14	Gems and jewellery	8	14	46880 4	0	0	0	0	0	0	0	0	0	0
15	Railway passenger transport services	0	0	0	65712	0	0	0	0	0	0	0	0	0
16	Land passenger transport including via pipeline	0	0	0	0	20027 68	0	0	0	0	0	0	0	0
17	Water passenger transport	0	0	0	0	0	93454	0	0	0	0	0	0	0
18	Air passenger transport	0	0	0	0	0	0	89547	0	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0	0	0	19066	0	0	0	0	0
20	Hotels	0	0	0	0	0	0	0	0	33303 0	13257	0	0	0
21	Restaurants	0	0	0	0	0	0	0	0	13015 3	23437 14	0	0	0
22	Medical and health	0	0	0	0	0	0	0	0	0	0	52004 3	0	0
23	Renting of transport equipment	0	0	0	0	0	0	0	0	0	0	0	7387	0
24	Cultural and religious services	0	0	0	0	0	0	0	0	0	0	0	0	21345 6
25	Sporting and recreational services	2	0	0	0	0	0	0	0	0	0	0	0	0
	Total domestic output at basic prices	25516	82266	47723 4	65712	21124 02	93454	89547	19066	46318 3	23569 71	52004 3	7387	21345 6

Regional Tourism Satellite Account for Kerala and Madhya Pradesh – 2009-10

Contd.

		25	Total domestic supply	Trade and Transport Margin	Taxes	Subsidies	Net Indirect Taxes	Total Supply at purchasers' prices
1	Agriculture	0	4455559	3316941	20163	362000	-341837	7430664
2	Mining, other manufacturing, construction, electricity, gas and water supply	0	18047129	4882333	1352585	316639	1035946	23965408
3	Trade	0	5509597	5509597	0	0	0	0
4	Transport freight services	0	3220822	3234583	21881	8120	13761	0
5	All non-tourism specific services	0	8282689	0	142434	24936	117498	8400187
6	Processed food products	0	846186	266919	15083	3869	11214	1124318
7	Beverages	0	157824	17370	38669	0	38669	213864
8	Tobacco products	0	51244	96614	18716	0	18716	166574
9	Readymade garments	0	318261	42507	4597	221	4376	365144
10	Printing and publishing	0	211829	29878	2012	510	1502	243208
11	Leather footwear	0	33339	25770	443	0	443	59551
12	Travel related consumer goods	0	33676	16045	1138	399	739	50460
13	Soaps and cosmetics	0	87792	11965	11199	166	11032	110789
14	Gems and jewellery	0	477537	37838	3551	0	3551	518927
15	Railway passenger transport services	0	65712	0	70	0	70	65781
16	Land passenger transport including via pipeline	0	2129498	0	9667	6598	3069	2132567
17	Water passenger transport	0	93454	0	5186	0	5186	98640
18	Air passenger transport	0	89547	0	961	2366	-1405	88142
19	Tourism related supporting and auxiliary transport activities	0	19066	0	587	0	587	19653
20	Hotels	0	346287	0	292	148	144	346431
21	Restaurants	0	2473867	0	1329	675	654	2474521
22	Medical and health	0	520043	0	0	0	0	520043
23	Renting of transport equipment	0	7801	0	92	0	92	7893
24	Cultural and religious services	0	213456	0	798	1502	-704	212752
25	Sporting and recreational services	80682	81058	0	8784	14602	-5818	75240
	Total domestic output at basic prices	80682	47773272	0	1660237	742751	917486	48690758

Source: NCAER computations

Regional Tourism Satellite Account for Kerala and Madhya Pradesh – 2009-10

A2: Use Table at purchasers' prices (Product X Industry) – Kerala, 2009-10 (Rs. lakh)

		1	2	3	4	5	6	7	8	9	10	11
1	Agriculture	281984	1023133	0	68784	9624	1119825	33888	8283	937	134	2921
2	Mining, other manufacturing, construction, electricity, gas and water supply	147607	11127834	300559	1431764	527113	120458	36657	4391	130408	164180	35078
3	Trade	0	0	0	0	0	0	0	0	0	0	0
4	Transport freight services	0	0	0	0	0	0	0	0	0	0	0
5	All non-tourism specific services	21447	712189	320855	165547	497936	27559	3098	1877	17509	11961	4090
6	Processed food products	4735	80738	0	145	815	53337	36175	3613	154	1190	1137
7	Beverages	0	7745	0	18	726	275	10470	0	0	0	0
8	Tobacco products	0	32	0	0	0	0	0	11285	0	0	0
9	Readymade garments	52	34258	388	1530	4048	75	0	0	7731	431	518
10	Printing and publishing	270	2817	15937	5695	6204	12	2	4	11	8639	1
11	Leather footwear	0	1012	0	1006	0	0	0	0	0	0	265
12	Travel related consumer goods	13	7490	270	614	548	23	23	1	355	123	2405
13	Soaps and cosmetics	0	7303	0	65	52	17	109	439	832	273	0
14	Gems and jewellery	0	3012	0	0	0	0	0	0	0	0	3
15	Railway passenger transport services	238	12542	512	1662	7700	373	30	207	427	245	292
16	Land passenger transport including via pipeline	6052	80257	151727	23823	44667	1831	186	512	1011	1688	580
17	Water passenger transport	4	24	2	2	0	0	0	0	0	0	0
18	Air passenger transport	89	34433	485	911	9793	107	57	123	107	431	57
19	Tourism related supporting and auxiliary transport activities	0	567	0	341	0	0	0	0	0	0	0
20	Hotels	775	2794	22151	66443	33847	10	0	0	0	0	0
21	Restaurants	2277	8213	65122	195336	99508	31	0	0	0	0	0
22	Medical and health	0	0	0	4450	23690	0	0	0	0	0	0
23	Renting of transport equipment	14	1200	3	961	321	2	0	1	1	4	2
24	Cultural and religious services	10	6893	55	550	2976	46	0	3	464	208	1
25	Sporting and recreational services	1273	28973	43	1427	3154	104	30	530	713	206	331
	Intermediate consumption at purchaser's price	466841	13183460	878108	1971074	1272722	1324086	120727	31270	160659	189714	47683
	Gross Value Added at basic price	3340760	5080688	4416535	1266843	7008232	189305	41319	21509	83736	58795	12287
	-Compensation to employees	504955	2035748	677687	457806	2841857	56429	2375	3987	19803	9535	1454
	-Operating Surplus/Mixed Income	2574051	1965808	3601201	651028	3401778	82330	27935	12969	42470	35271	7892
	-Consumption of Fixed Capital	233058	969186	113515	141181	625780	45375	9880	3965	19175	12382	2606
	-Net Taxes on production	28696	109947	24132	16828	138817	5171	1129	588	2287	1606	336
	Gross Value of Output at basic prices	3807601	18264148	5294644	3237917	8280953	1513391	162046	52779	244395	248509	59970
	Employment (lakh)	47.26	33.67	14.78	3.36	20.96	2.91	0.17	1.09	3.09	0.42	0.00

Regional Tourism Satellite Account for Kerala and Madhya Pradesh – 2009-10

Contd.

		12	13	14	15	16	17	18	19	20	21
1	Agriculture	2054	2235	0	0	328939	1054	1	0	225909	1215895
2	Mining, other manufacturing, construction, electricity, gas and water supply	10491	42625	184469	22628	662579	26884	38934	2756	45546	172953
3	Trade	0	0	0	0	0	0	0	0	0	0
4	Transport freight services	0	0	0	0	0	0	0	0	0	0
5	All non-tourism specific services	674	4858	55207	1651	41227	4320	5639	1984	3732	9475
6	Processed food products	191	2860	0	0	408	130	0	0	21245	114347
7	Beverages	4	177	0	0	0	38	0	0	5310	28582
8	Tobacco products	0	0	0	0	0	0	0	0	1	5
9	Readymade garments	58	0	0	1	9	841	800	1	2108	6989
10	Printing and publishing	0	28	0	15	1119	59	34	204	67	151
11	Leather footwear	7	0	0	0	9	0	0	0	0	0
12	Travel related consumer goods	2256	8	426	15	72	11	155	3	3	17
13	Soaps and cosmetics	7	8127	0	0	0	9	635	0	429	479
14	Gems and jewellery	26	0	128021	0	0	0	0	0	0	0
15	Railway passenger transport services	6	82	1907	28	40	30	11	75	37	56
16	Land passenger transport including via pipeline	75	622	19150	112	218	3054	2968	1595	269	407
17	Water passenger transport	0	0	354	0	0	0	0	0	0	0
18	Air passenger transport	24	344	4028	5	51	38	19	4	106	160
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0	0	0	30	0	0
20	Hotels	0	0	0	25	32272	433	317	602	1115	5999
21	Restaurants	0	0	0	72	94876	1273	931	1769	3277	17636
22	Medical and health	0	0	0	817	0	0	0	0	0	0
23	Renting of transport equipment	0	1	38	121	335	39	48	1	0	1
24	Cultural and religious services	6	41	853	0	163	0	2	22	18	98
25	Sporting and recreational services	89	220	538	12	682	71	49	7	58	312
	Intermediate consumption at purchaser's price	15967	62228	394993	25502	1162999	38285	50543	9053	309230	1573562
	Gross Value Added at basic price	9549	20038	82241	40210	949404	55169	39005	10013	153952	783409
	-Compensation to employees	1024	849	21109	27975	179303	7024	29028	7247	42337	215438
	-Operating Surplus/Mixed Income	6251	13962	46829	3509	682725	43138	5371	1592	97679	487142
	-Consumption of Fixed Capital	2105	4680	12056	7556	82061	4618	4331	1103	12759	64924
	-Net Taxes on production	169	547	2246	1170	5315	389	275	71	1178	15906
	Gross Value of Output at basic prices	25516	82266	477234	65712	2112402	93454	89547	19066	463183	2356971
	Employment (lakh)	0.07	0.09	0.50	0.03	5.67	0.14	0.06	0.18	0.57	2.90

Regional Tourism Satellite Account for Kerala and Madhya Pradesh – 2009-10

Contd.

		22	23	24	25	Intermediate Consumption	Final Demand	Gross Output
1	Agriculture	1215895	15263	0	181	4341044	3089620	7430664
2	Mining, other manufacturing, construction, electricity, gas and water supply	172953	130861	316	11317	15418288	8547120	23965408
3	Trade	0	0	0	0	0	0	0
4	Transport freight services	0	0	0	0	0	0	0
5	All non-tourism specific services	9475	9201	532	13642	1977957	6422230	8400187
6	Processed food products	114347	0	0	8	321228	803091	1124318
7	Beverages	28582	0	0	0	53347	160517	213864
8	Tobacco products	5	0	0	0	11324	155251	166574
9	Readymade garments	6989	3075	0	22	62936	302208	365144
10	Printing and publishing	151	528	0	37	42005	201204	243208
11	Leather footwear	0	0	0	0	2299	57252	59551
12	Travel related consumer goods	17	12	0	13	15119	35342	50460
13	Soaps and cosmetics	479	0	0	35	18810	91979	110789
14	Gems and jewellery	0	0	0	0	131062	387864	518927
15	Railway passenger transport services	56	268	0	27	26861	38920	65781
16	Land passenger transport including via pipeline	407	3467	27	35	344416	1788150	2132567
17	Water passenger transport	0	0	0	0	387	98253	98640
18	Air passenger transport	160	44	0	10	51559	36582	88142
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	938	18715	19653
20	Hotels	5999	9170	32	15	176815	169616	346431
21	Restaurants	17636	26958	93	43	519817	1954704	2474521
22	Medical and health	0	0	0	0	28958	491085	520043
23	Renting of transport equipment	1	0	2	304	3409	4484	7893
24	Cultural and religious services	98	73	5	480	14142	198610	212752
25	Sporting and recreational services	312	191	0	6793	46117	29123	75240
	Intermediate consumption at purchaser's price	1573562	199112	1007	32961	23608837	25081921	48690758
	Gross Value Added at basic price	783409	320931	6380	47721	24164435	917486	
	-Compensation to employees	215438	187292	992	25782	7430806		
	-Operating Surplus/Mixed Income	487142	115908	3731	6251	13962589		
	-Consumption of Fixed Capital	64924	14833	1490	15219	2409679		
	-Net Taxes on production	15906	2898	167	469	361361		
	Gross Value of Output at basic prices	2356971	520043	7387	80682	47773272		
	Employment (lakh)	2.90	3.01	0.01	0.41	142.43		

Source: NCAER computations

Regional Tourism Satellite Account for Kerala and Madhya Pradesh – 2009-10

A3: Supply Table at basic prices (Product X Industry)– Madhya Pradesh, 2009-10 (Rs. lakh)

		1	2	3	4	5	6	7	8	9	10	11
1	Agriculture	7733208	15112	0	0	0	868367	0	0	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	22669	21280719	0	0	0	55604	6566	445	10198	18938	17175
3	Trade	7379	232353	3199942	0	0	2724	1162	734	0	1034	2196
4	Transport freight services	0	0	0	1400380	0	0	0	0	0	0	0
5	All non-tourism specific services	0	1592	0	0	7060241	27	292	6	0	1	0
6	Processed food products	46484	30529	0	0	0	1023195	2907	5683	0	0	0
7	Beverages	957	9236	0	0	0	2128	116042	0	0	0	0
8	Tobacco products	1	0	0	0	0	0	0	255843	0	0	0
9	Readymade garments	0	99587	0	0	0	0	0	0	283628	0	18
10	Printing and publishing	0	16003	0	0	0	0	0	0	0	79302	0
11	Leather footwear	0	7463	0	0	0	0	0	0	0	0	15933
12	Travel related consumer goods	0	27062	0	0	0	28	0	2	1684	57	2511
13	Soaps and cosmetics	0	18052	0	0	0	516	55	794	0	0	0
14	Gems and jewellery	0	10374	0	0	0	0	0	0	0	0	0
15	Railway passenger transport services	0	0	0	0	0	0	0	0	0	0	0
16	Land passenger transport including via pipeline	0	0	0	57042	0	0	0	0	0	0	0
17	Water passenger transport	0	0	0	0	0	0	0	0	0	0	0
18	Air passenger transport	0	0	0	0	0	0	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0	0	0	0	0	0	0
20	Hotels	0	0	0	0	0	0	0	0	0	0	0
21	Restaurants	0	0	0	0	0	0	0	0	0	0	0
22	Medical and health	0	0	0	0	0	0	0	0	0	0	0
23	Renting of transport equipment	0	376	0	0	0	7	73	1	0	0	0
24	Cultural and religious services	0	0	0	0	0	0	0	0	0	0	0
25	Sporting and recreational services	0	422	0	0	0	0	0	0	0	8	0
	Total domestic output at basic prices	7810697	21748880	3199942	1457422	7060241	1952596	127096	263508	295510	99340	37832

Regional Tourism Satellite Account for Kerala and Madhya Pradesh – 2009-10

Contd.

		12	13	14	15	16	17	18	19	20	21	22
1	Agriculture	0	0	0	0	0	0	0	0	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	11318	17695	3877	0	0	0	0	0	0	0	0
3	Trade	215	2221	5528	0	0	0	0	0	0	0	0
4	Transport freight services	0	0	0	0	47141	0	0	0	0	0	0
5	All non-tourism specific services	0	1	0	0	0	0	0	0	0	0	0
6	Processed food products	0	0	0	0	0	0	0	0	0	0	0
7	Beverages	0	0	0	0	0	0	0	0	0	0	0
8	Tobacco products	0	0	0	0	0	0	0	0	0	0	0
9	Readymade garments	18	8	0	0	0	0	0	0	0	0	0
10	Printing and publishing	6	0	0	0	0	0	0	0	0	0	0
11	Leather footwear	1149	0	0	0	0	0	0	0	0	0	0
12	Travel related consumer goods	3418	3	7	0	0	0	0	0	0	0	0
13	Soaps and cosmetics	12	139428	21	0	0	0	0	0	0	0	0
14	Gems and jewellery	5	26	524573	0	0	0	0	0	0	0	0
15	Railway passenger transport services	0	0	0	193962	0	0	0	0	0	0	0
16	Land passenger transport including via pipeline	0	0	0	0	861162	0	0	0	0	0	0
17	Water passenger transport	0	0	0	0	0	137	0	0	0	0	0
18	Air passenger transport	0	0	0	0	0	0	15235	0	0	0	0
19	Tourism related supporting and auxiliary transport	0	0	0	0	0	0	0	6097	0	0	0
20	Hotels	0	0	0	0	0	0	0	0	37458	7434	0
21	Restaurants	0	0	0	0	0	0	0	0	14639	1314242	0
22	Medical and health	0	0	0	0	0	0	0	0	0	0	317685
23	Renting of transport equipment	0	0	0	0	0	0	0	0	0	0	0
24	Cultural and religious services	0	0	0	0	0	0	0	0	0	0	0
25	Sporting and recreational services	1	0	0	0	0	0	0	0	0	0	0
	Total domestic output at basic prices	16143	159383	534006	193962	908303	137	15235	6097	52098	1321676	317685

Regional Tourism Satellite Account for Kerala and Madhya Pradesh – 2009-10

Contd.

		23	24	25	Total domestic supply	Trade and Transport Margin	Taxes	Subsidies	Net Indirect Taxes	Total Supply at purchasers' prices
1	Agriculture	0	0	0	8616688	1862210	38994	700078	-661084	9817814
2	Mining, other manufacturing, construction, electricity, gas and water supply	0	0	0	21445204	2741058	1607262	376259	1231004	25417266
3	Trade	0	0	0	3455486	-3455486	0	0	0	0
4	Transport freight services	0	0	0	1447521	-1453705	9834	3649	6184	0
5	All non-tourism specific services	0	0	0	7062161	0	121445	21262	100184	7162344
6	Processed food products	0	0	0	1108797	149855	19764	5070	14694	1273345
7	Beverages	0	0	0	128363	9752	31451	0	31451	169566
8	Tobacco products	0	0	0	255844	54242	93444	0	93444	403529
9	Readymade garments	0	0	0	383259	23865	5536	266	5270	412394
10	Printing and publishing	0	0	0	95310	16774	905	229	676	112760
11	Leather footwear	0	0	0	24544	14468	326	0	326	39338
12	Travel related consumer goods	0	0	0	34773	9008	1175	412	763	44545
13	Soaps and cosmetics	0	0	0	158877	6717	20267	301	19965	185560
14	Gems and jewellery	0	0	0	534978	21243	3979	0	3979	560200
15	Railway passenger transport services	0	0	0	193962	0	206	0	206	194169
16	Land passenger transport including via pipeline	0	0	0	918205	0	4168	2845	1323	919528
17	Water passenger transport	0	0	0	137	0	8	0	8	144
18	Air passenger transport	0	0	0	15235	0	163	403	-239	14996
19	Tourism related supporting and auxiliary transport activities	0	0	0	6097	0	188	0	188	6285
20	Hotels	0	0	0	44892	0	38	19	19	44911
21	Restaurants	0	0	0	1328881	0	714	363	352	1329233
22	Medical and health	0	0	0	317685	0	0	0	0	317685
23	Renting of transport equipment	39764	0	0	40221	0	475	0	475	40696
24	Cultural and religious services	0	92850	0	92850	0	347	653	-306	92544
25	Sporting and recreational services	0	0	78879	79310	0	8594	14287	-5693	73618
	Total domestic output at basic prices	39764	92850	78879	47789282	0	1969283	1126095	843187	48632469

Source: NCAER computations

Regional Tourism Satellite Account for Kerala and Madhya Pradesh – 2009-10

A4: Use Table at purchasers' prices (Product X Industry) – Madhya Pradesh, 2009-10 (Rs. lakh)

		1	2	3	4	5	6	7	8	9	10	11
1	Agriculture	1096047	1235957	0	33784	7828	1444812	26579	41354	1133	53	1843
2	Mining, other manufacturing, construction, electricity, gas and water supply	573737	13442554	181650	703235	428706	155417	28751	21925	157682	65630	22129
3	Trade	0	0	0	0	0	0	0	0	0	0	0
4	Transport freight services	0	0	0	0	0	0	0	0	0	0	0
5	All non-tourism specific services	83362	860333	193916	81311	404977	35558	2430	9372	21171	4781	2580
6	Processed food products	18406	97532	0	71	663	68816	28373	18040	186	476	717
7	Beverages	0	9356	0	9	591	354	8212	0	0	0	0
8	Tobacco products	0	39	0	0	0	0	0	56341	0	0	0
9	Readymade garments	204	41384	234	751	3292	97	0	0	9348	172	327
10	Printing and publishing	1050	3403	9632	2797	5046	16	2	19	14	3453	1
11	Leather footwear	0	1223	0	494	0	0	0	0	0	0	167
12	Travel related consumer goods	52	9048	163	302	446	30	18	5	429	49	1517
13	Soaps and cosmetics	0	8822	0	32	42	21	85	2194	1005	109	0
14	Gems and jewellery	0	3639	0	0	0	0	0	0	0	0	2
15	Railway passenger transport services	926	15151	309	816	6262	482	24	1034	516	98	184
16	Land passenger transport including via pipeline	23524	96951	91700	11701	36328	2362	146	2558	1223	675	366
17	Water passenger transport	14	29	1	1	0	0	0	0	0	0	0
18	Air passenger transport	346	41595	293	448	7965	138	44	614	130	172	36
19	Tourism related supporting and auxiliary transport activities	0	684	0	168	0	0	0	0	0	0	0
20	Hotels	3011	3375	13388	32635	27528	13	0	0	0	0	0
21	Restaurants	8852	9921	39358	95943	80931	39	0	0	0	0	0
22	Medical and health	0	0	0	2186	19268	0	0	0	0	0	0
23	Renting of transport equipment	55	1450	2	472	261	3	0	7	1	2	1
24	Cultural and religious services	38	8327	33	270	2421	59	0	15	561	83	1
25	Sporting and recreational services	4946	35000	26	701	2565	134	24	2646	862	82	209
	Intermediate consumption at purchaser's price	1814571	15925775	530705	968127	1035118	1708352	94689	156123	194261	75837	30081
	Gross Value Added at basic price	5996126	5823105	2669237	489295	6025123	244244	32407	107385	101249	23503	7751
	-Compensation to employees	906314	2333222	409576	176819	2443204	72806	1863	19905	23945	3811	917
	-Operating Surplus/Mixed Income	4620007	2253062	2176470	251447	2924580	106223	21910	64750	51353	14100	4978
	-Consumption of Fixed Capital	418301	1110808	68605	54529	537996	58543	7749	19797	23186	4950	1644
	-Net Taxes on production	51504	126013	14585	6500	119344	6672	885	2933	2766	642	212
	Gross Value of Output at basic prices	7810697	21748880	3199942	1457422	7060241	1952596	127096	263508	295510	99340	37832
	Employment (lakh)	221.13	53.44	18.46	2.72	17.03	0.76	0.10	8.28	2.26	0.22	0.11

Regional Tourism Satellite Account for Kerala and Madhya Pradesh – 2009-10

Contd.

		12	13	14	15	16	17	18	19	20	21
1	Agriculture	1225	4329	0	1	141439	2	0	0	16748	805790
2	Mining, other manufacturing, construction, electricity, gas and water supply	6258	82583	206414	66791	284900	39	6624	881	3377	114618
3	Trade	0	0	0	0	0	0	0	0	0	0
4	Transport freight services	0	0	0	0	0	0	0	0	0	0
5	All non-tourism specific services	402	9412	61775	4872	17727	6	959	634	277	6279
6	Processed food products	114	5540	0	0	175	0	0	0	1575	75779
7	Beverages	3	342	0	0	0	0	0	0	394	18942
8	Tobacco products	0	0	0	0	0	0	0	0	0	4
9	Readymade garments	34	1	0	2	4	1	136	0	156	4632
10	Printing and publishing	0	55	0	46	481	0	6	65	5	100
11	Leather footwear	4	0	0	0	4	0	0	0	0	0
12	Travel related consumer goods	1346	15	477	45	31	0	26	1	0	11
13	Soaps and cosmetics	4	15746	0	0	0	0	108	0	32	317
14	Gems and jewellery	15	0	143251	0	0	0	0	0	0	0
15	Railway passenger transport services	4	159	2134	82	17	0	2	24	3	37
16	Land passenger transport including via pipeline	45	1205	21428	329	94	4	505	510	20	270
17	Water passenger transport	0	0	396	0	0	0	0	0	0	0
18	Air passenger transport	14	666	4507	14	22	0	3	1	8	106
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0	0	0	10	0	0
20	Hotels	0	0	0	73	13877	1	54	192	83	3976
21	Restaurants	0	0	0	214	40795	2	158	566	243	11688
22	Medical and health	0	0	0	2413	0	0	0	0	0	0
23	Renting of transport equipment	0	1	42	359	144	0	8	0	0	1
24	Cultural and religious services	4	80	955	0	70	0	0	7	1	65
25	Sporting and recreational services	53	427	602	34	293	0	8	2	4	207
	Intermediate consumption at purchaser's price	9524	120561	441981	75274	500073	56	8599	2895	22925	1042821
	Gross Value Added at basic price	6619	38822	92025	118689	408230	81	6636	3202	29172	278855
	-Compensation to employees	710	1644	23620	82575	77098	10	4939	2318	8022	76686
	-Operating Surplus/Mixed Income	4333	27050	52400	10357	293562	63	914	509	18509	173399
	-Consumption of Fixed Capital	1459	9067	13490	22305	35285	7	737	353	2418	23110
	-Net Taxes on production	117	1060	2514	3452	2285	1	47	23	223	5662
	Gross Value of Output at basic prices	16143	159383	534006	193962	908303	137	15235	6097	52098	1321676
	Employment (lakh)	0.12	0.08	0.20	0.67	1.66	0.00	0.04	0.09	0.15	1.44

Regional Tourism Satellite Account for Kerala and Madhya Pradesh – 2009-10

Contd.

		22	23	24	25	Intermediate Consumption	Final Demand	Gross Output
1	Agriculture	9324	0	0	201	4868449	4949365	9817814
2	Mining, other manufacturing, construction, electricity, gas and water supply	79941	1701	5808	12547	16653898	8763368	25417266
3	Trade	0	0	0	0	0	0	0
4	Transport freight services	0	0	0	0	0	0	0
5	All non-tourism specific services	5621	2862	6080	15125	1831822	5330522	7162344
6	Processed food products	0	0	0	9	316473	956873	1273345
7	Beverages	0	0	0	0	38203	131363	169566
8	Tobacco products	0	0	0	0	56384	347145	403529
9	Readymade garments	1879	0	0	25	62680	349714	412394
10	Printing and publishing	322	0	25	41	26577	86183	112760
11	Leather footwear	0	0	0	0	1892	37446	39338
12	Travel related consumer goods	7	0	38	14	14071	30474	44545
13	Soaps and cosmetics	0	0	0	38	28557	157003	185560
14	Gems and jewellery	0	0	0	0	146907	413293	560200
15	Railway passenger transport services	164	0	10	30	28468	165701	194169
16	Land passenger transport including via pipeline	2118	147	12	39	294259	625269	919528
17	Water passenger transport	0	0	0	0	442	-298	144
18	Air passenger transport	27	3	20	11	57183	-42187	14996
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	862	5423	6285
20	Hotels	5602	171	119	16	104112	-59201	44911
21	Restaurants	16468	502	350	48	306077	1023156	1329233
22	Medical and health	0	0	0	0	23866	293818	317685
23	Renting of transport equipment	0	8	1	337	3156	37540	40696
24	Cultural and religious services	45	26	171	532	13764	78780	92544
25	Sporting and recreational services	117	0	45	7531	56520	17098	73618
	Intermediate consumption at purchaser's price	121634	5419	12678	36544	24934621	23697847	48632469
	Gross Value Added at basic price	196051	34345	80173	42335	22854660	843187	
	-Compensation to employees	114413	5339	46788	22873	6859416		
	-Operating Surplus/Mixed Income	70806	20082	29029	5546	13195439		
	-Consumption of Fixed Capital	9061	8023	3705	13501	2448628		
	-Net Taxes on production	1770	901	650	416	351177		
	Gross Value of Output at basic prices	317685	39764	92850	78879	47789282		
	Employment (lakh)	1.47	0.05	0.54	0.28	331.30		

Source: NCAER computations



NCAER

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