

Regional Tourism Satellite Account Jharkhand, 2009-10

Phase II

Study Commissioned by
Ministry of Tourism, Government of India

December 2015

Document of NCAER
Report No. 2015-12-2 (5)

Regional Tourism Satellite Account Jharkhand, 2009-10

Study Commissioned by the
Ministry of Tourism, Government of India

December 2015

**National Council of Applied Economic Research
11 Indraprastha Estate, New Delhi 110002**

NCAER | QUALITY . RELEVANCE . IMPACT

(c) National Council of Applied Economic Research, 2015

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

Published by

Anil K Sharma

Secretary and Head of Operations and Senior Fellow
The National Council of Applied Economic Research
Parisila Bhawan, 11 Indraprastha Estate
New Delhi 110 002

Tel: +91-11-2337-9861 to 3

Fax: +91-11-2337-0164

infor@ncaer.org

www.ncaer.org

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

STUDY TEAM

Project Leader

Poonam Munjal

Senior Advisor

Ramesh Kolli

Core Research Team

K. A. Siddiqui

Amit Sharma

Monisha Grover

Shashi Singh

PREFACE

This is the second in a series of reports that NCAER, the National Council of Applied Economic Research, has been doing on detailed tourism satellite accounts for the states and union territories of India. With the tremendous growth of the Indian service sector, tourism as a location-specific economic activity is important at the sub-national level. This is true for both tourism's contribution to national income and to employment. With 29 states, many larger in population than most countries in the world, it is important to measure tourism activity within states through the compilation of State Tourism Satellite Accounts (TSAs). State TSAs go well beyond a national TSA in providing the direct and indirect contribution of tourism to state GDP and employment using state-specific demand and supply data.

TSAs at the sub-national level are becoming increasingly important. The United Nations World Tourism Organisation has emphasised the many reasons for encouraging countries to develop sub-national or regional TSAs. One reason is the worldwide trend towards decentralisation of political power and management of national resources in states, regions and municipalities. In order to allocate and monitor these resources effectively, more and better-integrated regional and local information is required. Tourism activity inevitably has an unequal geographical distribution and characteristics within a national territory, and understanding this requires tourism statistics at different territorial levels. Improving the allocation of resources and regulating markets in sensible ways for a sector with such diversity can only be achieved by upgrading data and measuring economic impact at the sub-regional level.

NCAER was commissioned by the Ministry of Tourism in the Government of India in 2013 to compile Regional Tourism Satellite Accounts for all the states and UTs of India for the base year 2009–10 in order to have a more complete understanding of the tourism sector. NCAER has earlier compiled both the first and second national TSAs for India. NCAER's first report covered Andhra Pradesh, Bihar, Gujarat, Jammu & Kashmir, Punjab, Rajasthan, Sikkim, Tripura, Tamil Nadu, and West Bengal. This report covers Arunachal Pradesh, Assam, Goa, Himachal Pradesh, Jharkhand, Karnataka, Maharashtra, Odisha, Puducherry, and Uttar Pradesh

In the absence of standard international guidelines to prepare sub-national TSAs, NCAER has compiled the state TSAs along the same lines as the national TSA, overcoming several data limitations in the process. These limitations have been

overcome by using the most logical rates and ratios based on reasonable assumptions.

I would like to thank the agencies that provided the underlying data for the TSA 2009–10, especially the National Sample Survey Office, the Indian Statistical Institute, and Central Statistical Office. NCAER is particularly grateful to several Ministry of Tourism officials, in particular Shri R.K. Bhatnagar, Additional Director-General, Mr Shailesh Kumar, Deputy Director, Smt. Mini Prasanna Kumar, Joint Director, Smt. Neha Srivastava, Deputy Director and Shri S.K. Mohanta, Data Processing Assistant, for their valuable inputs and administrative support during the preparation of the state TSAs.

In ending, I would like to thank the team members, Shri Ramesh Kolli, Senior Advisor, Dr Poonam Munjal, the Task Team Leader, Mr K. A. Siddiqui, Associate Fellow, Mr Amit Sharma, Research Analyst, Ms Monisha Grover, Consultant and Ms Shashi Singh, Office Assistant, for their tireless work in producing India's first state Tourism Satellite Accounts.

New Delhi
December 20th, 2015

Shekhar Shah
Director-General
NCAER

ACKNOWLEDGEMENT

We would like to thank the officials of The Ministry of Tourism (MoT) for their valuable inputs during the project review meetings and presentations. In particular, we are immensely grateful to Dr. R.K. Bhatnagar (ADG, Market Research, and MoT), Smt. Mini Prasanna Kumar (Joint Director, Market Research, MoT), Smt. Neha Srivastava (Deputy Director, Market Research, MoT) and Shailesh Kumar (Deputy Director, Market Research, MoT). We are also grateful to Shri Vinod Zutshi (Secretary, MoT) and Shri Sanjeev Ranjan (Additional Secretary, MoT) for their valuable insights and comments. The study also benefited immensely from the important inputs from the officials of various State Tourism Departments.

ABBREVIATIONS AND ACRONYMS

Units used in the Report

1 crore = 10 million

1 lakh = 100 thousand

Abbreviations

CES	Consumer Expenditure Survey
CFC	Consumption of Fixed Capital
CSO	Central Statistical Office
DTS	Domestic Tourism Survey
Eurostat	Statistical Office of the European Union
EUS	Employment and Unemployment Survey
FISIM	Financial Intermediation Services Indirectly Measured
GCE/GFCE	Government Final Consumption Expenditure
GDP	Gross Domestic Product
GO	Gross output
GSDP	Gross State Domestic Product
GVA	Gross Value Added
GVATI	Gross Value Added of Tourism Industries
HCE	Household consumer expenditure
IC	Intermediate consumption
IC - PP	Intermediate consumption at purchasers' price
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
MPCE	Monthly per capita consumer expenditure
MRP	Mixed reference period
NAS	National Accounts Statistics (of India)
NCAER	National Council of Applied Economic Research
NIT	Net Indirect tax
NPISH	Non Profit Institutions Serving Households
NRI	Non-Resident Indian
NSO	National Statistical Office
NSSO	National Sample Survey Office
OECD	Organisation for Economic Cooperation and Development

Abbreviations

OS	Operating Surplus
OS/MI	Operating Surplus/Mixed Income
PFCE	Private Final Consumption Expenditure
PIO	People of Indian Origin
PP	Purchasers price
RMF	Recommended Methodological Framework
SUT	Supply and Use Tables
TDGDP	Tourism Direct Gross Domestic Product
TDGVA	Tourism Direct Gross Value Added
TSA:RMF	Tourism Satellite Account: Recommended Methodological Framework
TTM	Trade and transport margins
UN	United Nations
UNWTO	United Nations World Tourism Organisation
VAT	Value Added Tax
WTO	World Tourism Organisation

TABLE OF CONTENTS

Study Team.....	i
Preface	iii
Acknowledgement	v
Abbreviations And Acronyms.....	vii
List of Tables	xi
List of Figures.....	xiii
 1. INTRODUCTION	 1
<i>About tourism</i>	<i>1</i>
<i>Some definitions of Tourism</i>	<i>1</i>
<i>UNWTO Definition</i>	<i>2</i>
<i>Tourism - World</i>	<i>2</i>
<i>Tourism - India.....</i>	<i>6</i>
<i>Measurement of tourism.....</i>	<i>8</i>
<i>Satellite Accounts.....</i>	<i>10</i>
<i>Tourism Satellite Account</i>	<i>10</i>
<i>Uses and Applications of TSA.....</i>	<i>12</i>
<i>Regional Tourism Satellite Account.....</i>	<i>12</i>
<i>Tourism in Jharkhand</i>	<i>17</i>
<i>State Tourism Policy</i>	<i>18</i>
<i>Structure of the Report.....</i>	<i>21</i>
 2. PROFILE OF THE STATE.....	 23
<i>Geographic profile.....</i>	<i>23</i>
<i>Demographic and social profile</i>	<i>23</i>
<i>Economic profile</i>	<i>24</i>
<i>Climate</i>	<i>28</i>
<i>Nature and wild life tourism</i>	<i>28</i>
<i>Society</i>	<i>28</i>
<i>Fair and festivals.....</i>	<i>28</i>
<i>History.....</i>	<i>29</i>
<i>Tourism</i>	<i>29</i>
 3. DATA SOURCES AND THEIR KEY FINDINGS.....	 31
<i>Data Sources</i>	<i>31</i>
<i>Domestic Tourism Survey (DTS).....</i>	<i>31</i>
<i>Use of DTS in preparation of state TSA.....</i>	<i>33</i>
<i>DTS– key findings for Jharkhand.....</i>	<i>33</i>
<i>International Passenger Survey (IPS).....</i>	<i>35</i>
<i>IPS – Key Findings for Jharkhand</i>	<i>37</i>
<i>Employment and Unemployment Survey (EUS)</i>	<i>40</i>
<i>Use of EUS data in preparation of State TSA</i>	<i>40</i>
<i>Household Consumer Expenditure Survey (CES).....</i>	<i>42</i>
<i>Use of CES data in preparation of State TSA.....</i>	<i>43</i>
<i>State GDP Accounts.....</i>	<i>46</i>

4. METHODOLOGY ADOPTED FOR STATE TSA TABLES	49
<i>Tourism Satellite Account</i>	<i>49</i>
<i>Expenditure or demand side data</i>	<i>49</i>
<i>Production or Supply side data</i>	<i>50</i>
<i>Inbound Tourism Expenditure</i>	<i>53</i>
<i>Key Findings – Inbound tourism expenditure</i>	<i>56</i>
<i>Domestic Tourism Expenditure</i>	<i>62</i>
<i>Key Findings – Domestic tourism expenditure</i>	<i>62</i>
<i>Outbound Tourism Expenditure.....</i>	<i>68</i>
<i>Key Findings – Outbound tourism expenditure.....</i>	<i>69</i>
<i>Total Internal Tourism Consumption.....</i>	<i>72</i>
<i>Production Account of Tourism Industries</i>	<i>74</i>
<i>Tourism Industry Ratios and TDGVA</i>	<i>76</i>
<i>State Tourism Industry Ratio.....</i>	<i>79</i>
<i>Employment in Tourism Industries</i>	<i>82</i>
<i>Non-monetary Indicators.....</i>	<i>84</i>
5. TSA TABLES AND ACCOUNTS	85
6. SUMMARY OF FINDINGS	121
<i>Number of trips</i>	<i>121</i>
<i>Internal tourism expenditure</i>	<i>121</i>
<i>Employment in tourism industries</i>	<i>122</i>
<i>Gross Value Added</i>	<i>123</i>
<i>Direct and indirect shares in GSDP & employment</i>	<i>123</i>
GLOSSARY	127
APPENDIX	149

LIST OF TABLES

Table 1.1: International Tourist Arrivals (Actual and Projections), by sub-regions.....	3
Table 1.2: Contribution of Tourism to State GDP – Phase I states.....	16
Table 3.1: Estimated number of workers by status – Jharkhand	42
Table 3.2: Break-up of monthly per capita consumer expenditure over broad categories of goods – Jharkhand and India	45
Table 3.3: State GDP accounts for Jharkhand, 2009-10	48
Table 4.1: Availability of data for compiling State TSAs according to different approaches	51
Table 4.2: Products recommended in TSA: RMF 2008 Vs. Products included in TSA, 2009-10	52
Table 4.3: Average per-tourist per-day Inbound Tourism Expenditure by type of tourists	53
Table 4.4: Consumption Expenditure Adjustment Factors.....	55
Table 4.5: State-wise per-cent distribution of inbound trips (from other states), by purposes of travel	57
Table 4.6: State wise per-trip expenditure (Rs.) of inbound trips (from other states) by purpose of travel	59
Table 4.7: State wise per-tourist per-day expenditure (Rs.) of inbound trips (from other states) by purpose of travel.....	60
Table 4.8: State-wise per-cent distribution of trips (within the state) by purposes of travel	63
Table 4.9: State wise per-trip expenditure (Rs.) of domestic trips (within state) by purpose of travel.....	65
Table 4.10: State wise per-tourist per-day expenditure (Rs.) of domestic trips (within state) by purposes of travel.....	66
Table 4.11: State-wise per-cent distribution of number of outbound trips (to other countries) by purpose of travel.....	70
Table 4.12: State wise per tourist expenditure (Rs.) on outbound trips (to other countries) by purpose of travel.....	71
Table 4.13: State-specific Tourism Industry Ratios	81
Table 4.14: Identification of Formal/Informal workers (EUS).....	83
TSA Table 1A: Inbound Tourism Expenditure by products and by type of foreign tourists (expenditure at market price)	87
TSA Table 1B: Inbound Tourism Expenditure (incurred by tourists from other states) by products and purposes of travel (expenditure at market price).....	88
TSA Table 1C: Total Inbound Tourism Expenditure by products and by type of tourist (expenditure at market price)	89
TSA Table 2: Domestic Tourism Consumption (visitors from within the state of reference) by products and by purpose of travel	90
TSA Table 3: Outbound Tourism Consumption by products and by purpose of travel (expenditure at market price)	91
TSA Table 4: Total Internal Tourism Consumption, 2009-10	92
TSA Table 5: Production account of tourism industries and other industries, Jharkhand, 2009-10	93
TSA Table 6: Tourism direct output and value added at basic prices – Jharkhand, 2009-10	105
TSA Table 7A: Number of workers in tourism industries by formal/informal and by gender – Jharkhand, RURAL – 2009-10	106
TSA Table 7B: Number of workers in tourism industries by formal/informal and by gender – Jharkhand, URBAN – 2009-10.....	107
TSA Table 7C: Number of workers in tourism industries by formal/informal and by gender – Jharkhand, TOTAL – 2009-10.....	108

TSA Table 7D: Number of jobs in tourism industries by formal/informal and by gender – Jharkhand, RURAL – 2009-10	109
TSA Table 7E: Number of jobs in tourism industries by formal/informal and by gender – Jharkhand, URBAN – 2009-10.....	110
TSA Table 7F: Number of jobs in tourism industries by formal/informal and by gender – Jharkhand, TOTAL – 2009-10.....	111
TSA Table 10.1: Domestic and foreign tourism visits to states/UTs during 2010-2013	112
TSA Table 10.2: Average number of overnight trips per 100 households in different state /UTs, last 365 days.....	113
TSA Table 10.3: Percentage of households and persons undertaking overnight trips in different states/UTs	114
TSA Table 10.4: Share of States in the total households reporting overnight visitor(s) and total number of overnight visitor(s), separately for each State/UTs	115
TSA Table 10.5: Per 1000 distribution of overnight visitor-trips by purpose of travel for each State/UTs	116
TSA Table 10.6: Average no. of places visited per overnight trip by main destination for each State/UTs of destination	117
TSA Table 10.7B: Per 1000 distribution of households who are aware of 'Incredible India' campaign and other tourism promotional campaigns by source of information about the campaign – All India	118
TSA Table 10.8A: Per 1000 distribution of households who are aware of 'Incredible India' campaign and other tourism promotional campaigns by impact of the campaign – Jharkhand	119
TSA Table 10.8B: Per 1000 distribution of households who are aware of 'Incredible India' campaign and other tourism promotional campaigns by impact of the campaign – All India	119
Table 6.1: Total estimated number of trips / tourists to Jharkhand and India	121
Table 6.2: Gross Internal Tourism Expenditure of Jharkhand and India.....	122
Table 6.3: Total employment in tourism industries in Jharkhand and India.....	122
Table 6.4: Gross Value Added of tourism industries in Jharkhand and India	123
Table 6.5: Contribution of Tourism in the Economy – Jharkhand and India	124
Table 6.6: State-wise contribution of Tourism to the Economy	125

LIST OF FIGURES

Figure 1.1: International Tourist Arrivals, by sub-regions (1990-2013).....	3
Figure 1.2: International Tourist Arrivals (index 2010=100), by sub-regions	4
Figure 1.3: International Tourist Receipts (US\$ billion), by sub-regions	5
Figure 1.4: Share of sub-regions in International Tourist Arrivals and International Tourism Receipts, 2013	6
Figure 1.5: Foreign Tourist Arrivals and International Tourism Receipts for India	7
Figure 1.6: Foreign and Domestic Tourist Visits in Jharkhand ('000).....	18
Figure 2.1: Growth in Gross State Domestic Product (constant prices)	25
Figure 2.2: Structural Changes in GDP over the last decade	26
Figure 2.3: Sectoral Growth in Gross State Domestic Product (constant prices)	27
Figure 3.1: Distribution of visitor trips undertaken by purpose – Jharkhand as state of destination.....	34
Figure 3.2: Per cent distribution of trips to Jharkhand by states of origin	35
Figure 3.3: Distribution of number of Outbound Tourists by purpose Jharkhand and India	38
Figure 3.4: Percentage Distribution of mission for which Business Trip is Undertaken- Jharkhand.....	39
Figure 3.5: Percentage distribution of reasons for preferring foreign destination when Leisure Trip is undertaken – Jharkhand	39
Figure 3.6: MPCE at MRP on food, non-food and total –Jharkhand and India	44
Figure 4.1: Average per-trip expenditure (Rs.) incurred in inbound trips (from other states) by purpose of travel.....	58
Figure 4.2: Percentage distribution of Inbound Tourism Expenditure (incurred by visitors from other states) by products for different purposes of travel – Jharkhand.....	60
Figure 4.3: Average per-trip expenditure incurred in domestic trips (within state) by purpose of travel	64
Figure 4.4: Percentage distribution of Domestic Tourism Expenditure (incurred by visitors from within the state) by products for different purposes of travel – Jharkhand	67

1. INTRODUCTION

About tourism

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

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

Some definitions of Tourism

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

- Tourism arises from a movement of people to, and their stay in, various destinations.
- Tourism is travel for recreational, leisure or business purposes.
- The temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs².
- The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors³.
- Tourism is a collection of activities, services and industries that

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

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

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

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.

UNWTO Definition

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

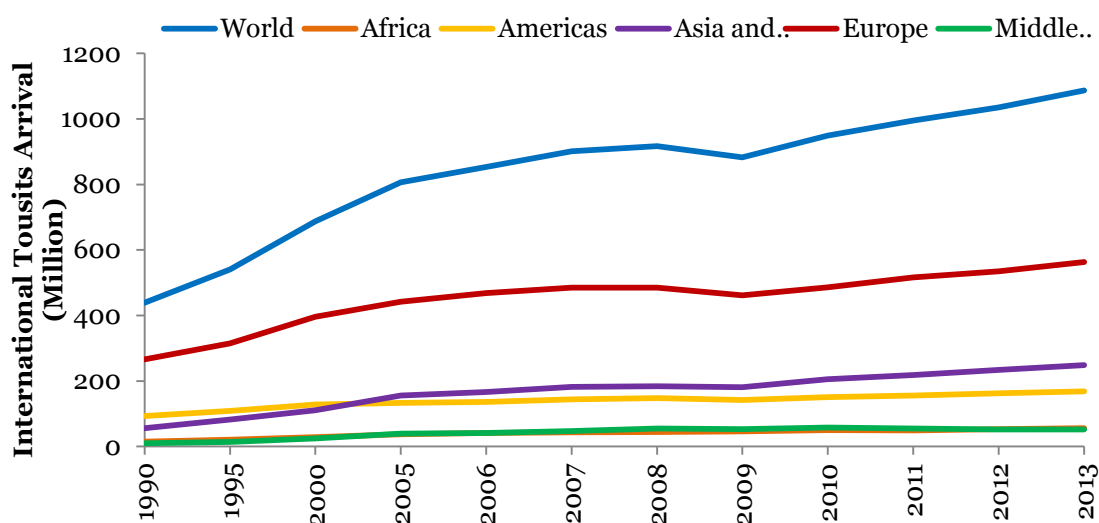
“Tourism refers to the activity of visitors. A visitor is a traveller taking a trip to a main destination outside his/her usual environment for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited⁴.”

1.5. Tourism has recently become a phenomenon which is continuously increasing and establishing itself as an important economic sector. Tourist arrivals are exponentially growing across the globe creating high demand for tourism-connected consumer items/ services and infrastructure.

Tourism - World

1.6. According to the UNWTO-Tourism Highlights (2014), despite occasional shocks, worldwide international tourist arrivals have shown virtually uninterrupted growth from 25 million in 1950 to 278 million in 1980 to 528 million in 1995, breached 1 billion mark (at 1,035 million) for the first time in history in 2012 and reached 1,087 million in 2013. This is supplemented with an estimate of 5 to 6 billion domestic tourism, making tourism a phenomenal economic activity. According to UNWTO-World Tourism Barometer (Volume 12, December 2014), 978 million international overnight tourist visits were made between January and October 2014. This number is 45 million more than that in the same period of 2013.

⁴UNWTO: IRTS 2008, para 2.9

Figure 1.1: International Tourist Arrivals, by sub-regions (1990-2013)

Source: UNWTO – Tourism Market Trends, 2006 edition and various editions of UNWTO – Tourism Highlights

1.7. Amongst the sub-regions, Europe has been receiving the highest number of international tourists since beginning and the number stood at 563.4 million in 2013. This is followed by Asia and the Pacific with 248 million international tourist arrivals. Asia and the Pacific superseded Americas in terms of receiving international tourist arrivals in 2005 (Figure 1.1).

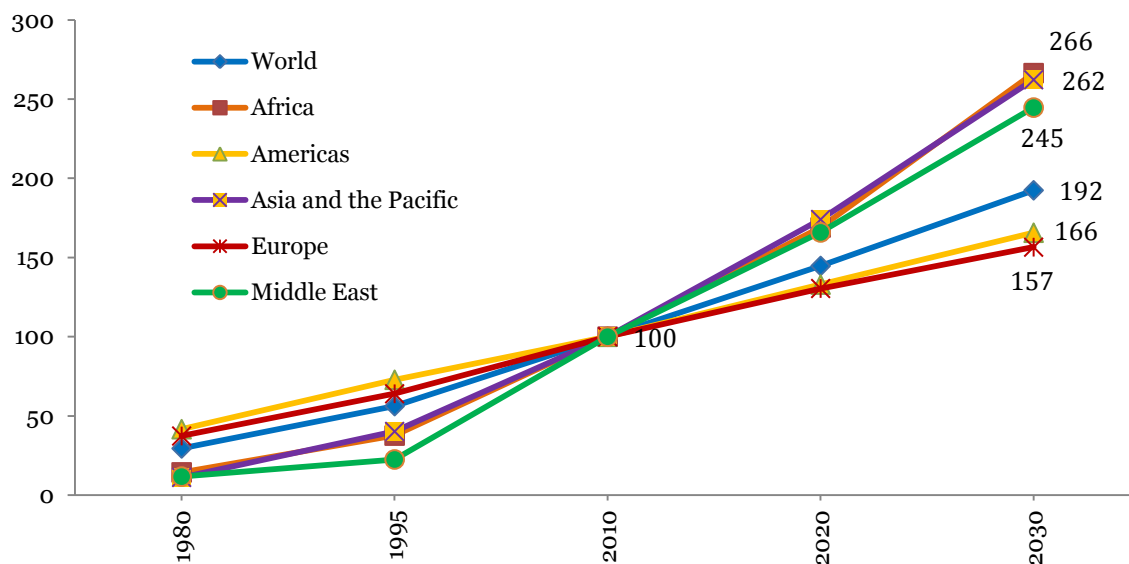
1.8. Going forward, the international tourist arrivals are expected to reach 1.81 billion by 2030, with the expected growth of 3.3 per cent a year. The following table gives actual and projected international tourist arrivals by sub-regions. Expected international tourist arrivals in Asia and the Pacific are 355 and 535 million in 2020 and 2030 respectively.

Table 1.1: International Tourist Arrivals (Actual and Projections), by sub-regions

(in millions)

Area	Actual			Projections	
	1980	1995	2010	2020	2030
World	277	528	940	1360	1809
Africa	7.2	18.9	50.3	85	134
Americas	62.3	109	149.7	199	248
Asia and the Pacific	22.8	82	204	355	535
Europe	177.3	304.1	475.3	620	744
Middle East	7.1	13.7	60.9	101	149

Source: UNWTO – Tourism Highlights, 2014 Edition

Figure 1.2: International Tourist Arrivals (index 2010=100), by sub-regions

Source: NCAER computation using data from UNWTO – Tourism Highlights, 2014 Edition

1.9. In Figure 1.2, the UNWTO's projected numbers for the regions are presented by indexing the 2010 numbers for all the regions to 100. This exhibit gives a clearer picture of expected growth in international tourists received by the regions in 2020 and 2030 over 2010. It is evident that Africa and Asia are expected to gain the highest percentage increase in international tourist arrivals by 2020 and 2030. The expected increase in Asia is 74 per cent by 2020 over 2010, followed by Africa (69 per cent), Middle East (66 per cent), Americas (33 per cent) and Europe (30 per cent). Asia is emerging as an attraction for a high number of international tourists every year. Between 2010 and 2030, the highest growth is expected in Africa (166 per cent), followed by Asia and the Pacific (162 per cent) and Middle East (145 per cent). Europe is expected to witness the lowest growth of 57 per cent by 2030 over 2010 level.

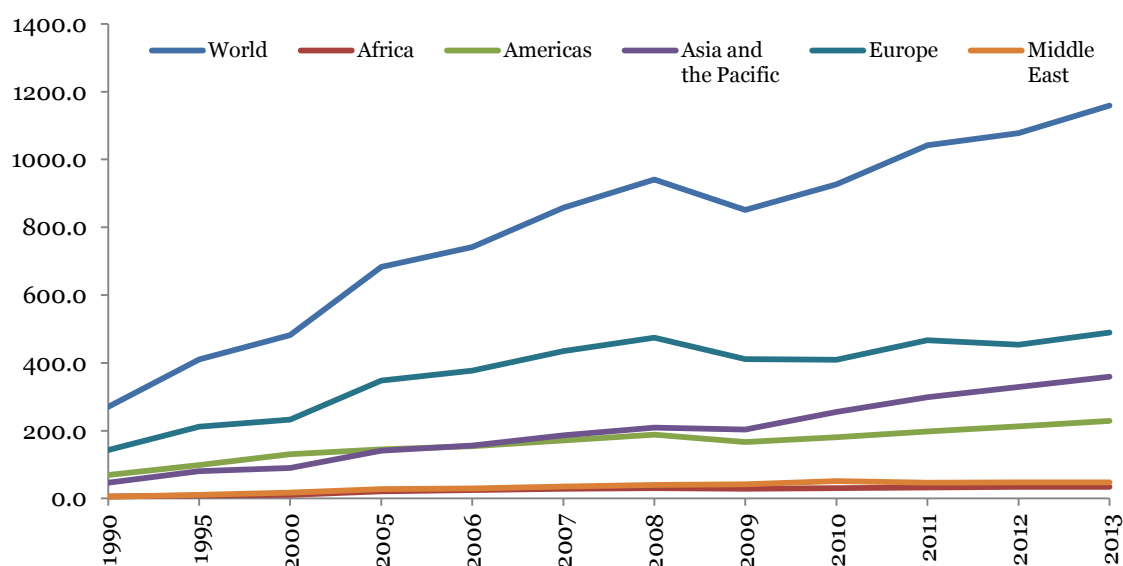
Economic value of tourism

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

1.11. For many countries, Tourism is an important social and economic phenomenon, being a key driver in socio-economic progress through the creation of jobs and enterprises, infrastructure development and the export revenues earnedⁱ. As an internationally traded service, inbound tourism is one of the world's major trade categories. According to the latest data from UNWTO, international tourism receipts amounted to an estimated US\$ 1,159 billion worldwide in 2013, up by 7.5 per cent over previous year. This is despite the economic volatility across the globe.

1.12. Figure 1.3 shows worldwide international tourism receipts and that for different sub-regions. The total international tourism receipts received by world stood at 1,159 billion US\$ in 2013. The sub-regional international tourism receipts also show strong upwards trend during last many decades. From a mere 270 billion USD in 1990, the international tourism receipts for the worlds increased to 1159 billion USD in 2013.

Figure 1.3: International Tourist Receipts (US\$ billion), by sub-regions

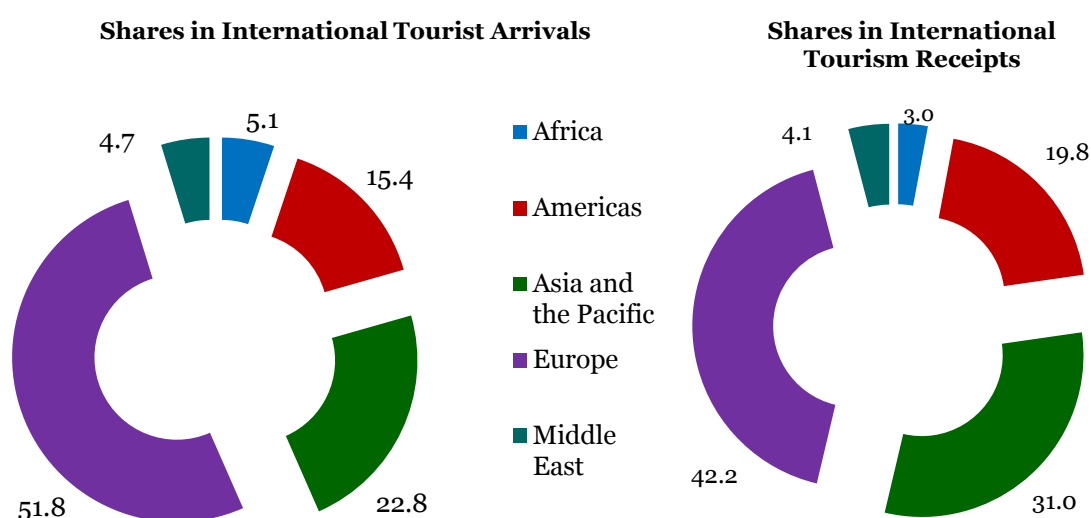


Source: UNWTO – *Tourism Market Trends*, 2006 edition and various editions of UNWTO – *Tourism Highlights*

1.13. Worldwide international tourism receipts in 2013 grew by 7.5 per cent over previous year. The per cent growth has been the highest for Asia at 9.1 per cent, followed by Europe (7.8 per cent), Americas (7.7 per cent)

1.14. Shares of different sub-regions in total international tourist arrivals and international tourism receipts, while looked at together and compared, can give idea about another crucial dimension of economic importance of tourism sector across the sub-regions. As shown in figure 1.4, it can be easily interpreted that Asia and Americas are the only two sub-regions which exhibit shares in world's international tourism receipts more than their share in world's international tourist arrivals. Asia's share in international tourism receipt is 31 per cent, 8 percentage points higher than its share in international tourist arrivals which is 23 per cent. Similarly, America's share in international tourism receipt and international tourist arrivals are 15 per cent and 20 per cent respectively

Figure 1.4: Share of sub-regions in International Tourist Arrivals and International Tourism Receipts, 2013



Source: NCAER computations using data from UNWTO – Tourism Highlights, 2014

Tourism - India

1.15. In India, tourism is seeing a remarkable growth in the recent months with Narendra Modi led new government's pro-tourism agenda which identifies tourism as a key sector among others in its ambitious "Make in India" campaign. One of the major recent initiatives taken by the government to give a boost to the tourism sector is the launch of visa-on-arrival at nine major airports in the country. While earlier visa-on-arrival

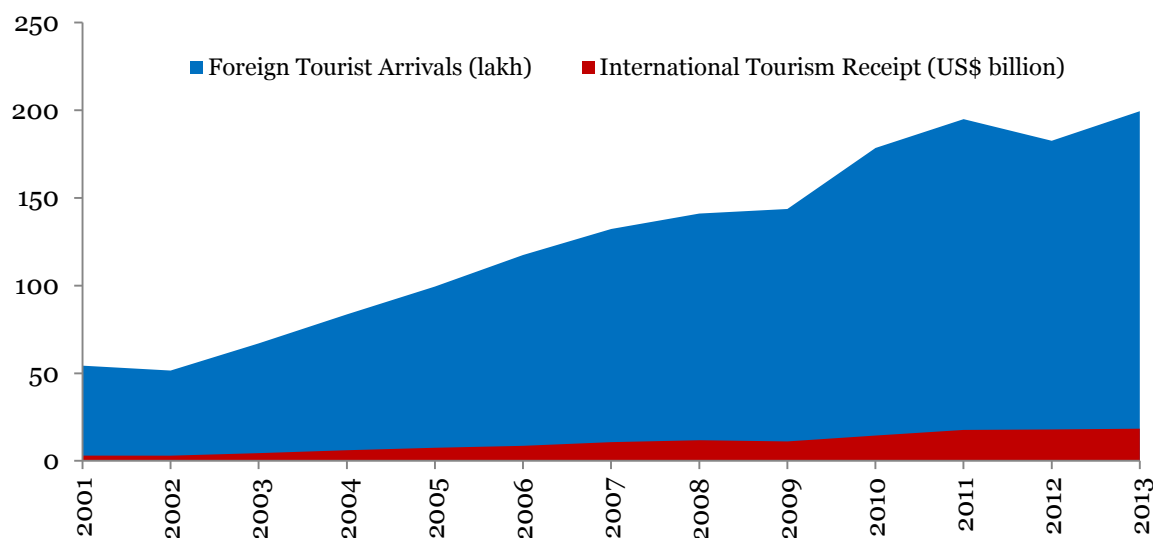
was offered to tourists from only 12 countries but now the facility has been extended for tourists from more than 77 countries and the government's goal is to hit 150 countries by next year. Another initiative is the release of fresh category of visa called medical visa or M-visa, in order to encourage the medical tourism in India.

1.16. Tourism contributes 6.8 per cent to the country's GDP and 10.2 per cent to its employment (including both direct and indirect effects). It is the third largest foreign exchange earner for the country, after gems and jewellery and readymade garments. India's foreign exchange earnings from tourism stood at US\$ 18.1 billion in 2013, growing by 2.2 per cent over previous year. India is the 16th most visited country in the world and has a share of 1.56 per cent in the world's total tourism receipts.

1.17. According to the latest data compiled by the Ministry of Tourism, number of international tourist arrivals in India was 6.97 million in 2013, posting an annual growth of 5.9 per cent, higher than the world growth. Domestic tourism, which accounts for a bulk of tourism in India, grew by 10 per cent with total domestic tourists visiting all states and UTs of India numbered at 114.5 crore in 2013.

The following figure represents the growing tourism phenomenon in India, as indicated by the international tourists and tourism receipts.

Figure 1.5: Foreign Tourist Arrivals and International Tourism Receipts for India



Source: Various editions of India Tourism Statistics, MoT and UNWTO – Tourism Highlights

1.18. It is evident from the above illustration that both foreign tourist arrivals and international tourism receipt in case of India are rising sharply. While Asia and the Pacific is the fastest emerging tourism destination for international tourists (as observed from UNWTO data on international tourist arrivals), India is the largest tourism destination in South Asia. From these facts, it can be surely ascertained that the prospects for growth of Indian tourism sector is very promising in future.

Measurement of tourism

1.19. Owing to the rapidly increasing tourism activities across the globe and the significantly high foreign exchange earnings from such tourism activities, it has become a task of primary preference for nations to measure tourism statistics (both monetary and non-monetary).

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

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

1.22. However, tourism is not defined separately in either the standard international industry or product classifications⁵ or in the accounting framework of national accounts, which focuses on accounting of economic activities undertaken in the country according to standard international classifications. This is because tourism, unlike other sectors of the SNA, is not defined as an industry by the characteristic of the product it makes as an output. It is identified rather by the characteristic of the purchaser demanding the products, that is, a visitor.

1.23. This means the tourism industry is defined according to the status of the consumer, not according to the status of producer. Therefore, this special characteristic of tourism sector cannot be made explicit while compiling the national accounts according to System of National Accounts (SNA)⁶, though tourism is an economic activity and its contribution is already included in the national accounts implicitly.

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

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

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

⁵These 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.

⁶A 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.

transportation, availability of finances to incur travel expenditures;

(iv) Hospitality – interaction of tourists with local population.

Satellite Accounts

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

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

Tourism Satellite Account

1.28. The Tourism Satellite Account (TSA) is an accounting procedure designed to measure goods and services associated with tourism, according to internationally agreed standards, concepts, classifications and definitions. It helps in assessing the size and contribution of tourism to the economy. Essentially, the TSA uses the macro-economic framework of the System of National Accounts, 1993⁷ (1993 SNA) for integrating tourism statistics and for showing the linkages between demand and supply for goods and services in respect of Tourism.

1.29. In TSA, the national accounts framework and methodology is applied to tourism so that the industries supplying tourism output are identified in the production account, while at the same time showing the visitors' expenditures identified by functions, which is the determining characteristic of tourism, on the expenditure account. The national

⁷ United Nations, World Bank, International Monetary Fund, Commission of the European Communities and Organisation for Economic Cooperation and Development, 1993. System of National Accounts 1993. New York, Washington, D.C., Brussels and Paris

account framework further allows confrontation of these two dimensions through the supply and use tables for arriving at a consistent set of economic data.

1.30. The TSA provides a framework for policy analysis of issues related to tourism economics as well as for model building, tourism growth analysis and productivity measurement. The systems of tourism statistics and tourism satellite accounts are tools by which the role of tourism in the economy can be better understood and more accurately measured⁸. The TSA focuses on the economic dimension of tourism trips⁹, mostly through expenditure by visitors or by others for their benefit.

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

1.32. The TSA framework provided by UNWTO is the most comprehensive way to measure the economic importance of tourism in national economies. According to TSA: RMF 2008, TSA comprises a set of tables and is mainly descriptive in nature. It provides accounts and tables and macroeconomic 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.

⁸Eurostat: European Implementation Manual on TSA

⁹IRTS 2008, para. 2.29

Uses and Applications of TSA

1.33. The important uses and applications of TSA are to:

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

Regional Tourism Satellite Account

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

- There is a worldwide trend towards a certain degree of decentralization of political power and decentralized management of national resources in federal states, regions, municipalities, etc. In order to allocate and monitor these resources effectively, more and better integrated regional and local information are required.
- The tourism activities are multifaceted in nature and can potentially benefit rural areas that are seeking to diversify.
- The unequal geographical distribution and characteristics of tourism activity within the national territory, from the standpoint of both demand and supply, lead to additional requirements for tourism statistics at the various territorial levels.
- There is a growing interest of tourism-related businesses in learning about the interrelation of their activity with others and its main determinants and seasonal cycles.

- There is a great necessity of improving the allocation of resources in national and local economies, which can only be achieved by upgrading quantitative references and measuring economic impacts.

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

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

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

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

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

1.39. The TSAs, 2009-10 for Jharkhand presented in this Report followed the guidelines provided in the TSA RMF: 2008 to the extent they are applicable at regional level and the report includes the first seven tables, and Table 10 on non-monetary indicators. In comparison to the all-India TSA tables, the state TSA tables do not include the supply table, as no information on imports to the state from other states or from abroad

is available. The data sources mainly include (i) Domestic Passenger Survey, 2008-09 conducted by the National Sample Survey Office of the NSO, India, (ii) International Passenger Survey, 2009-10 conducted by the Indian Statistical Institute, India, (iii) State Accounts by State Department of Economics and Statistics, (iv) Employment and Unemployment Survey, 2009-10 conducted by NSSO, (v) Consumer Expenditure Survey, 2009-10, conducted by NSSO.

Contribution of tourism to economy

1.40. Tourism is witnessing itself being established as an important sector in the economies. The main reason on account of which this importance of tourism sector is realized is the increasing visitors consumption induced by increased number of visitor trips and significant increase in international tourism receipts per arrival.

World

1.41. According to UNWTO-Tourism Highlights, tourism's total contribution to worldwide gross domestic product (GDP) is estimated at 9 per cent for 2013.

India

1.42. With respect to the contribution of tourism to the GDP of India, the second Tourism Satellite Account of 2009-10 estimates it at 3.7 per cent as the direct share and 6.8 per cent, taking indirect impact also into account. This brings tourism to one of the top sectors of Indian economy in terms of contribution to economy.

1.43. An exercise to update these numbers on annual basis till the release of third Tourism Satellite Account¹⁰ reveals that the share of tourism in GDP moderated to 3.6 per cent in 2010-11 due to the overall slowdown in general economy but recuperated in the following year and contributed 3.7 per cent to GDP in 2011-12. Accordingly the total (direct and indirect) share fell from 6.77 per cent in 2009-10 to 6.68 per cent in 2010-11 but upped at 6.74 per cent in 2011-12.

1.44. Tourism sector contributes significantly to the creation of jobs as well. It is estimated to have created 23.4 million jobs in 2009-10, which translated to a share of 4.4 per cent in the total employment. This sector also contributed 54.5 million jobs indirectly, which increased its share to 10.2 per cent. Within the non-agriculture employment, tourism had a share of 9.7 per cent in employment and if indirect share is included, the

¹⁰ This exercise is based on the data obtained from the latest National Accounts Statistics, 2013

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

1.45. The share of Tourism industries' employment in total employment grew from 4.4 per cent in 2009-10 (according to Second TSA) to 4.6 per cent in 2010-11 and to 4.9 per cent in 2011-12¹¹. Its direct and indirect share escalated from 10.2 per cent in 2009-10 to 10.8 per cent in 2010-11 and settled at 11.5 per cent in 2011-12.

Background of Present study

1.46. For India, the first TSA was prepared for the year 2002-03, followed by second for 2009-10. So far, state TSAs have been prepared for the first time in the country by NCAER during 2013-14. Taking the second TSA forward, the Ministry of Tourism had commissioned a 3-year integrated study to the National Council of Applied Economic Research (NCAER), which comprises the preparation of TSAs for all the States/UTs of India, 10 in each year; and two research papers in each year.

1.47. The present study is covered under Phase-II (2014-15) of a three-year integrated study commissioned by Ministry of Tourism to National Council of Applied Economic Research, New Delhi. Construction of Regional TSAs for 10 states of India is primary objective during each phase of the three-year study.

1.48. In the first phase of the 3-year integrated study, during 2013-14, NCAER has prepared State TSAs for the following 10 states:

- (i) Andhra Pradesh
- (ii) Bihar
- (iii) Gujarat
- (iv) Jammu & Kashmir
- (v) Punjab
- (vi) Rajasthan
- (vii) Sikkim
- (viii) Tripura
- (ix) Tamil Nadu and
- (x) West Bengal

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

1.49. The themes of the two research papers which were prepared during the first phase were decided with mutual discussion between the Ministry of Tourism and NCAER and were as follows:

- (i) Profile of tourists undertaking trips for MICE tourism and contribution of MICE industry to the National Economy (based on data of Domestic tourism and International Passenger Survey).
- (ii) Study of Motivational factors of visiting India amongst tourist of different countries (based on data of International Passenger Survey).

1.50. The final reports of 10 State-TSAs and the two research reports were submitted to the Ministry of Tourism. Presentation based on these draft reports was made on 30th July, 2014, to the Secretary of Tourism, other senior officers from the MoT and to state representative of State Department of Tourism, of 10 selected states, with representatives from NCAER.

1.51. Reports on TSAs for the first set of 10 states, were well taken and the meeting focused on the importance in compilation of regional TSA. Key findings of the first phase State TSAs are given in Table 1.2:

Table 1.2: Contribution of Tourism to State GDP – Phase I states

States	Gross Value added (GVA) at basic prices (Rs. Lakh)	Tourism Direct Gross Value Added (TDGVA) (Rs. Lakh)	Share of TDGVA in GVA (%)
Andhra Pradesh	4,81,66,626	18,56,387	3.85
Bihar	1,65,24,762	5,15,201	3.12
Gujarat	1,65,10,594	5,84,043	3.54
Jammu & Kashmir	49,12,896	1,93,346	3.94
Punjab	2,03,58,388	5,68,773	2.79
Rajasthan	2,69,89,445	10,03,602	3.72
Sikkim	6,28,848	17,782	2.83
Tripura	15,61,572	47,548	3.04
Tamil Nadu	4,88,08,673	18,95,119	3.88
West Bengal	4,08,56,666	13,65,832	3.34
All India	61,86,95,000	2,34,91,181	3.8

Source: Second TSA of India and State TSAs, 2009-10, NCAER

Objectives & scope

1.52. As mentioned above, the regional TSAs for all the States/UTs of India are proposed to be prepared for 2009-10 by the Ministry of Tourism (MoT). The terms of reference for the study as provided by the MoT are indicated below.

- The 10 states that have been identified for which State TSAs will be prepared during second phase (2014-15) are as follows:
 - (i) Himachal Pradesh
 - (ii) Uttar Pradesh
 - (iii) Karnataka
 - (iv) Puducherry
 - (v) Jharkhand
 - (vi) Odisha
 - (vii) Goa
 - (viii) Maharashtra
 - (ix) Assam
 - (x) Arunachal Pradesh

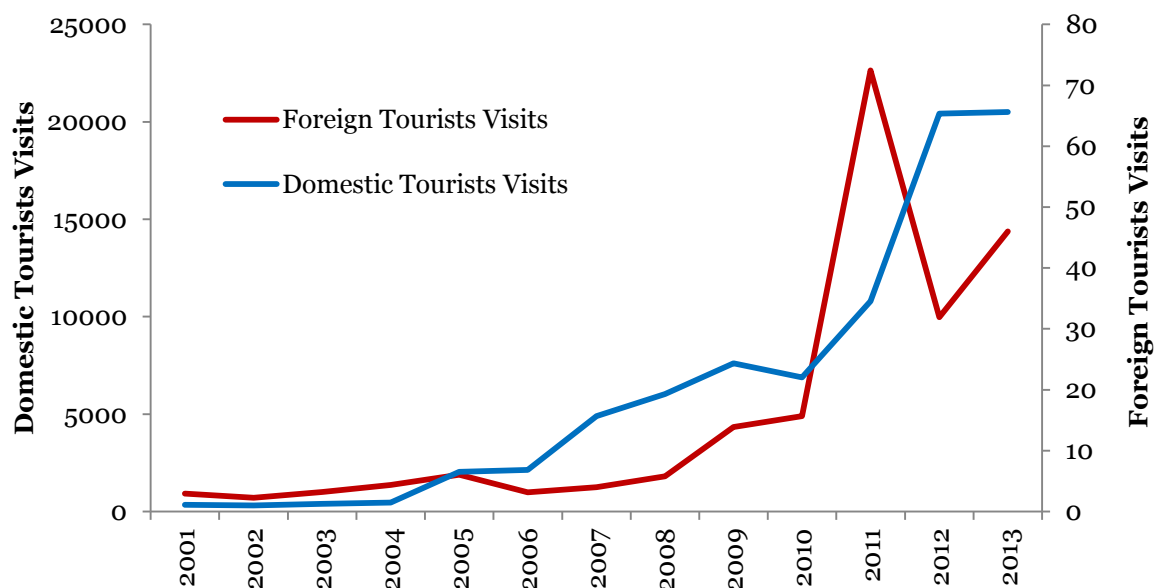
1.53. The topic of the two research reports for 2014-15 will be communicated to NCAER by MoT after mutual discussion and the decision will be based on the importance of the topic and feasibility of these reports with the given set of data.

- State-wise (Source of origin as well as destination wise) comparison of the average number of trips, duration and spending pattern.
- A comparative study on how the household with different socio-economic background are spending on tourism.

Tourism in Jharkhand

1.54. Jharkhand is famous for varieties of species flora and fauna found in the state which attract large number of tourists. Major attraction in the state from tourism point of view is its wildlife sanctuaries, national parks and the zoological gardens which are abundant in different and diverse species of flora and fauna.

1.55. The following figure presents the total number of foreign and domestic arrivals in the state since 2001.

Figure 1.6: Foreign and Domestic Tourist Visits in Jharkhand ('000)

Source: Various India Tourism Statistics reports, Ministry of Tourism

1.56. Both domestic and foreign tourist visits have been increasing continuously except for a steep fall in number of foreign tourist arrivals in 2012.

1.57. Domestic tourist visits stood at 2 crore in 2013, posing an annual growth of 0.4 per cent while the numbers in case of foreign tourist visits were recorded at 45,995 and 44 per cent for the same period.

1.58. Jharkhand has only four approved hotels (as on 31st Dec 2012), as per the data compiled by the Ministry of Statistics and programme Implementation (MoSPI). All of these hotels are three-star hotels and these have a total of 198 rooms.

1.59. The state government and the tourism department lay special focus on rural tourism in Jharkhand. According to the state Tourism Department, two rural tourism sites were sanctioned as on March 2012. The amount sanctioned under Rural Tourism Scheme was Rs. 107.81 lakh.

State Tourism Policy

1.60. Jharkhand Tourism Policy for 2015 aims to make Jharkhand as one of the most preferred destination for tourists, both inside and outside of the country and to ensure accelerated development of tourism related infrastructure, increasing employment opportunities, augmenting the resources of the State as also showcasing the rich cultural heritage and

traditions of the State.

1.61. The broad policy objectives are elaborated as below :

- To promote tourism in the State in such a manner that it contributes to mass generation of employment, rapid economic growth and bringing the tourist closer to the cultural heritage and traditions of the State.
- Optimum harnessing of resources to attract the maximum number of domestics and foreign tourists with increased average duration of their stay in the State.
- To position every place of tourist interest as an exclusive tourist centre different from others.
- To promote private sector participation in the development of tourism with Government facilitation to develop necessary infrastructure in the State.
- To establish Jharkhand prominently upon the tourism map of the country with a demand created by tribal and trade market in Jharkhand and tapping the untapped potential of various heritage monuments in the State.
- To prepare and implement master plans for integrated development and marketing of various areas of tourism importance in the State.
- To provide quality services to all domestic and international visitors and stake holders by adopting appropriate systems of Human Resource Development, including skill development and upgradation, building capabilities, exposure visits etc.
- To diversify, expand and aggressively market the tourism product of the State along with preserving the cultural monuments from decay.
- To encourage cooperative tourism through peoples participation in tourism promotion and to extend economic benefits to the people through such active participation and cooperation.
- To encourage involvement of non-Governmental organizations, voluntary agencies and such bodies involved in tourism promotion and development, by providing them support, assistance and making use of their expertise for development of tourism.
- To attract the high end tourists and to increase their stay in the State. To position Jharkhand as one stop destination for all

adventure related tourism activities, comprising of air, land and water based adventure facilities.

- To promote sustainable and responsible tourism that is not only environmentally compatible but also leads to economic betterment of the rural people.
- To promote rural tourism in a big way to showcase the customs, traditions festivals, cuisines, dances, art, music, etc. of the State so as attract foreign tourists in the State and augment the foreign exchange reserves of the country.
- To provide all modern amenities and facilities to the tourists visiting the State at destinations and on ways, so as to make their arrival, travel and stay more comfortable, and cherishable, which would result in increased number of tourists with the passage of time.
- To promote eco-tourism in consonance with vast ecological, bounties of nature in the State endowed with dense forests, perennial water falls, wild life and rich bio-diversity.
- To promote mining tourism in the State, which abounds in mineral resources amounting to 37% of the national mineral deposits, so as to mitigate poverty and raise standard of living in and around the closed and abandoned mines scattered across the State.
- To take steps to protect and promote rich and varied handicrafts of the State so as to conserve and preserve cultural heritage, traditions and customs of the state.
- To promote research and development, technological up-gradation and qualitative improvement and utilization of State of art technology to improve the tourism product and its marketing.
- Simplification of procedures and ensuring transparency so as to provide expeditious, transparent and professional tourism administration.
- To take steps to promote religious tourism in the State by ensuring appropriate facilities, connectivity and development of such places.
- To take all steps to safeguard the interest of the tourist and to provide sensitive, proactive, comfortable and quick mechanism as also to provide an effective grievance redressal system.

Structure of the Report

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

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

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

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

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

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

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

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

2. PROFILE OF THE STATE

Geographic profile

2.1. Jharkhand borders with the states of Bihar to the north, Uttar Pradesh and Chhattisgarh to the west, Odisha to the south, and West Bengal to the east. It was earlier a part of southern Bihar, however in 2000 it became a separate state. It was after the continuous struggle of people in the region, Jharkhand got independence. The objective of the newly created state was to have favourable policies for betterment of backward classes. As per 2011 census, Schedule Caste (SC) and Schedule Tribes (ST) accounts for 12.1 per cent and 26.2 per cent respectively, in Jharkhand. It shows that Jharkhand has substantial ST population, and 91 per cent of ST people stay in rural areas, and remaining 9 per cent are in urban areas.

2.2. Ranchi is capital of Jharkhand and is also known as industrial city of the state. Jamshedpur is another industrial area in Jharkhand. Jharkhand is envisaged to be developed through the Mission Mode Approach (MMA), with clear set of objectives, deliverables and timelines. However, Jharkhand is rural and agriculture as well. Training to the farmers and providing cheap credit facilities are important measures followed by the government. Paddy is the main crop, however, interventions are needed to stabilise its price through procurement schemes of the government. Jharkhand has potential for horticulture and forest products. Jharkhand is administratively not that well planned with 24 districts, 228 towns and 32,394 villages for area of 79,714 sq km in 2011. Population of Jharkhand is approx. 3.3 crs, constituting 2.7 per cent of the total population in 2011.

Demographic and social profile

2.3. Hinduism with other religions has an important place in Jharkhand. Hindu's are 68.6 per cent of the total people in Jharkhand. Muslims comprise of 13.9 per cent and other religious communities (excluding Hindu, Muslim, Christian, Sikh, Buddhist and Jains) constitute 13 per cent of the total population in Jharkhand, according to 2001, Census. Sarna religion is the most popular religion worshipped by santhal tribes of Jharkhand. These tribes believe in "lord dharmesh" as being "god of the universe". He is also popularly known as "mahaedeo". Sarna name is derived from sal trees. "Sarna devi" is represented as mother goddess that protects the tribes and resides in sal tree. "Sarna sthal" is like a community centre for ceremonies to be held in the village.

2.4. As per census 2011, males constitute 51.3 per cent, while females are 48.6 per cent of the total population in Jharkhand. Population growth rate in Jharkhand during last 20 years has been higher than the national average. In 1991-01 and 2001-11, it grew at the rate of 23.4 and 22.3 per cent respectively, higher than India growth rate at 21.5 per cent and 17.7 per cent. In 2001-11, rate of growth slowed down in comparison to the earlier decade. However, the figures cannot be treated as exact comparison as the state has established itself in 2000. Districts that grew faster than the state average are Kodarma, Latehar, Chatra, Giridih, Pakur, Deoghar, Garhwa, Lohardaga, Palamu, Hazaribagh, Saraikela-Kharsawan, Godda, Sahibganj, Ranchi, and Gumla.

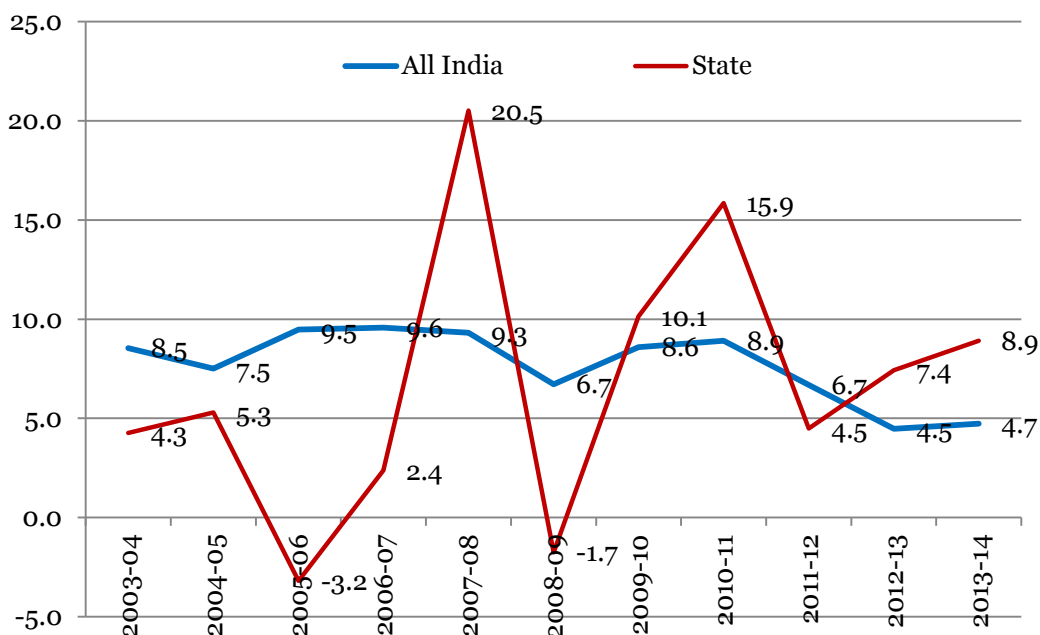
2.5. Sex ratio in Jharkhand is not favorable to females as compared to other states, at 947, however, it is still higher than national average at 943. Pashchimi Singhbhum is only district than has more females than males. Simdega has equal proportion of males and females. Dhanbad district has the lowest sex ratio of 908 in 2011. Bokaro, Deoghar, Ramgarh, Palamu, Garhwa, Godda, Giridih and Hazaribagh districts has lower sex ratio than state average.

2.6. Male literacy in Jharkhand is low in comparison to other states at 78.5 per cent and female literacy is 56.2 per cent. Total literacy is 67.6 per cent. Pakur, Sahibganj, Godda, Pashchimi Singhbhum, Chatra, Garhwa, Dumka, Giridih, Palamu, Deoghar, Gumla are districts of lower literacy rates than state literacy. Rural literacy in Jharkhand is 69 per cent and urban literacy is 31 per cent of the total population.

2.7. Density of population is 414 in 2011 which is not only higher than India total density but also of population density in Maharashtra. Dhanbad district has the highest density of population at 1284. Sahibganj district has second highest population density of 719 in 2011. There are regions that have high density coexisting with regions of low density of population in Jharkhand.

Economic profile

2.8. Jharkhand constitute about 1.9 per cent of all-India GDP in 2013-14. In 2001-11, Jharkhand has grown at an average growth rate of 7.7 per cent, and corresponding rate of growth of the country is 10.0 per cent. It shows that Jharkhand even though with below average performance during 2001-11, has achieved an exceptional growth in recent year. In 2013-14, growth rate of Jharkhand and India is 8.9 per cent & 4.7 per cent respectively. The growth however, has been fluctuating, years 2005-06 and 2008-09 registered a negative growth rate.

Figure 2.1: Growth in Gross State Domestic Product (constant prices)

Source: CSO

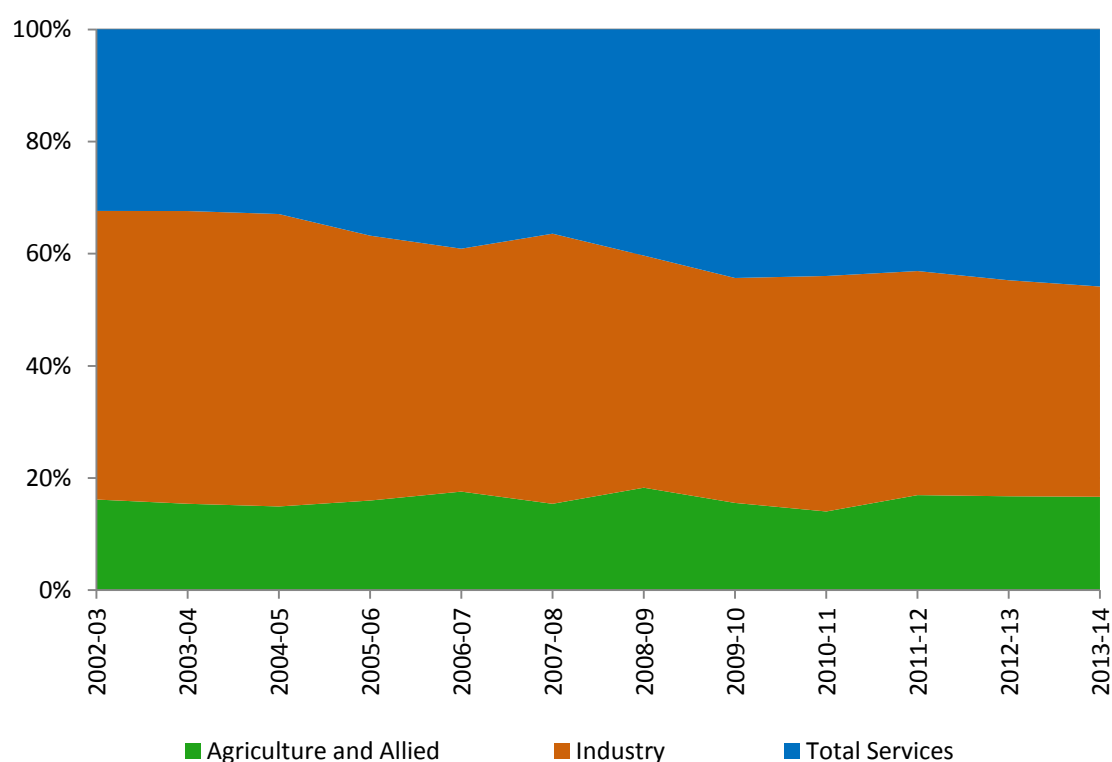
Agriculture

2.9. Agriculture consists a share of 16.6 per cent in GSDP in 2013-14. The rate of growth of agriculture in 2013-14 is 8.3 per cent. Jharkhand is placed on the plateau region, it therefore has soils of red, black, sandy, laterite type. Irrigation and rain water is important for cultivation of crops as the moisture content of the soil is not much. This is excluding black soil which has relatively high moisture content, and supports cotton cultivation. However, other soil variety needs techniques and measures to support crop production. Jharkhand needs enough reforms in water and land management. Foresting of the land is another measure to support soil fertility. Jharkhand receives adequate rainfall, however delay or deficient rainfall can cause problem. Rice is the most important crop. Maize, wheat, pulses, oilseeds are other crops of importance. Net sown area and forest cover in Jharkhand is 32 per cent and 29.3 per cent respectively of the total area.

2.10. Multiple cropping is another technique that is considered good for the health of the soil. Multiple cropping in Jharkhand is thus appropriate as it fetches more income to the farmers, increase productivity, promotes employment generation, needs lesser irrigation and improves area under cultivation. Multiple cropping is approved for crops like rice, wheat

mixed with potatoes and green gram. Pulses are to be intercropped with pigeon pea, soybean, and black gram. However, use of hybrid variety of seed is considered important for increasing food grain production. Encouraging use of seeds that has short gestation period, have less water intake, and are stress tolerate. Barren and uncultivated land is 7.2 per cent and cultivable waste land is 3.4 per cent of the total area in Jharkhand. Weeds are other constraints to cropping in Jharkhand. Role of technology and new methods of cultivation are suggested.

Figure 2.2: Structural Changes in GDP over the last decade



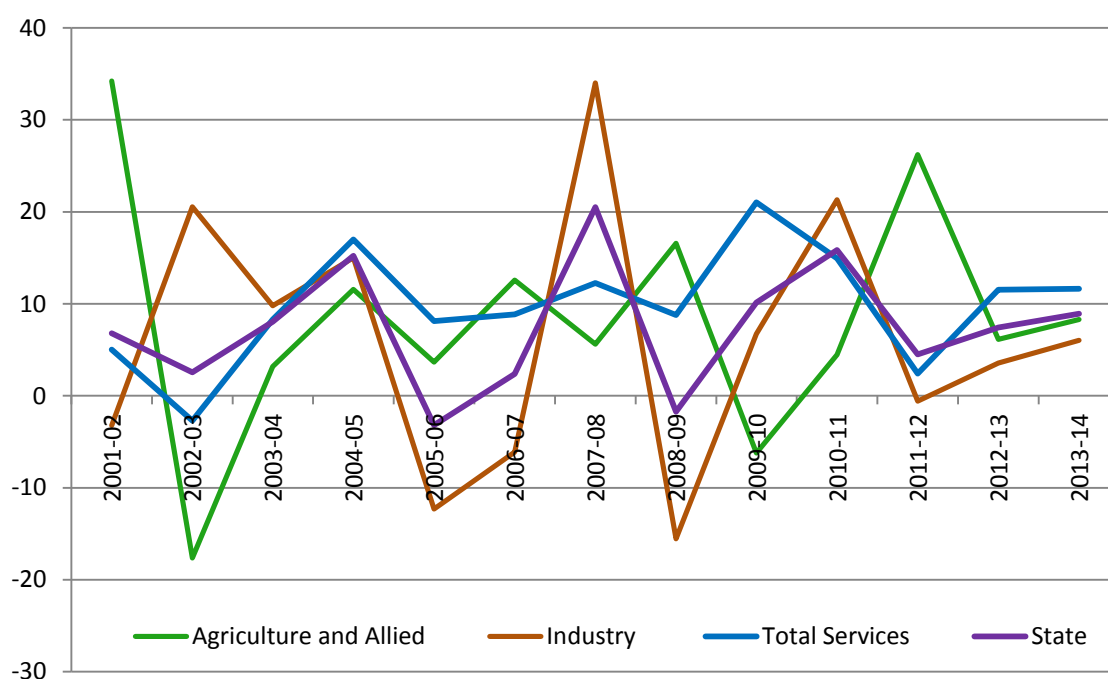
Source: CSO

Industry Sector

2.11. Industry sector constitute 37.5 per cent of the total GSDP in 2013-14. Services sector constitute 45.9 per cent of GSDP in 2013-14. Jharkhand is less inclined to agriculture and more to services sector. Industry grew at a rate of growth of 6.0 per cent in 2013-14. Services grew at 11.6 per cent in same period. Performance of all the sectors has been quite impressive, however, industry and services has exceptionally

good record. Work force participation rate is 50.2 per cent. Jharkhand is rich in minerals, as it is second to Chhattisgarh in mineral deposits. Iron ore and coal are found in Jamshedpur, Dhanbad, Bokaro and Ranchi. Copper ore, mica, bauxite, graphite, limestone, uranium, gold and silver are other important minerals found in Jharkhand. It is for this reason, industrialisation and urbanization has resulted in cities of Jamshedpur, Dhanbad, Ranchi, Bokaro and Deoghar. Tata Consulting Services, Tata Steel plant, Tata Cummins, Auto Cluster, Tata Motors, Hindustan Coca Cola Beverages pvt ltd, Usha Martin Industries ltd, Lafarge Cement are in Jamshedpur. These coexist with software technology parks in Jamshedpur and Bokaro. Bokaro Steel Plant, BMW Steel, Bharat Refractories ltd, JP Cement and Bokaro Thermal Power Station are few industries in Bokaro. Pantaloons in Ranchi add urban touch to the state. Hindustan Copper ltd has its mines and plant in Singhbhum district. Sindri is a fertilizers complex located on the bank of damodar river.

Figure 2.3: Sectoral Growth in Gross State Domestic Product (constant prices)



Source: CSO

Climate

2.12. Rainfall season is Jul to Sep. Cold season comes pleasant in Nov to Feb. Summer season is Mar to Jun with maximum temperatures of 37 to 45 degree Celsius. Jharkhand is neither too cold nor too hot.

Nature and wild life tourism

2.13. Palash is a state flower, Sal is state tree, Koel is state bird and elephant is state animal. Palamau Tiger Reserves (PTR) has tigers, mammals, snakes, lizards, fish, insects and birds. PTR is a part of Betla National Park (BNP) and is 1014 sq km park established in 1947. BNP in Latehar district in addition to being a tiger reserve, has reptiles, elephants, gaurs, monkeys, pythons, deers, foxes, wolves, antelopes, birds, sal, bamboo trees, and medicinal plants, etc. North Koel river passes through the northern part of BNP. Son river passes through Jharkhand after flowing through Chhattisgarh, Madhya Pradesh and Uttar Pradesh. In Jharkhand, it meets North Koel to flow further down towards Ganga.

Society

2.14. Tribes in Jharkhand are Munda, Santhal, Oraon, Gond, Kol, Baiga, Banjara, Kharia, Kora, Korwa, Khond etc. Tribes are engage in agriculture, agriculture related work, art, craft, and hunting. Oriya, Urdu, Nagpuri, Bengali, Bhojpuri, Khortha, Sadri and Angika are languages spoken in Jharkhand. Mundari is the most prevalent language of Munda tribes. Santali language is a type of Munda language, however, other languages are well connected with this one. Santhali language comes close to languages of Khortha, Karmali etc. Angika language has a dialect that is same to languages spoken in Cambodia, Malaysia, Thailand, Vietnam etc. Khariya in Jharkhand is another tribal language of Khariya people situated in east singbhum, gumla, simdega and hazari bagh. There are other languages which are related with Karmali language of Jharkhand, all these are called Santali languages. However, Karmali is different from Munda language as it is spoken by people who are daily labours and cultivators. These people are either christian or hindu's in the village. Food in Jharkhand is normal, however, Litti and Chokha are crucial part of the meal.

Fair and festivals

2.15. Chhath puja is to worship “sun god” and is most vital festival of Jharkhand. However, there are festivals of tribes in Jharkhand that are important as well. Sarhul is spring festival celebrated through dance and singing when sal tree in Jharkhand has flowers. Saal flowers represent close bond, and the festival is celebrated with rice made beer known as “handia”. Karam is another dance and singing festival of Jharkhand tribes, celebrated by youth. Rohini is festival of sowing seeds in the field.

Sohrai festival is associated with worshipping of cattle.

History

2.16. Tribes in Jharkhand has same language as people in Harappan civilization. In earlier days, Mundas rajas were tribal rulers, who were owners of large farmland. These local tribal heads became brutal dictators. People of Jharkhand area, went to other powerful rulers in the neighboring states of Jharkhand, who could be substitutes for a good governance. Rulers in Odisha had put an end to the sufferings of the people in Jharkhand, however, Mundas rajas still exist. Jharkhand, has influence of british and mughal period. Jharkhand in mughal period was known as kukara and in british rule it was named Jharkhand, meaning land of forest and bushes.

Tourism

2.17. Telaiya hydro power station is a multi-purpose dam, constructed as first dam of Damodar Valley Corporation in 1953. It is situated at barakar river, at Telaiya in Koderma district. Rivers in Damodar basin are Barakar, Bokaro, Damodar, Jamunia and Konar. These multipurpose dams are not only used for power generation, irrigation, water supply and flood control. It is also a tourist spot used as recreation and regional development. Dams are also used for special purpose like inland navigation. Good connectivity between tourist sites and other locations within the state is important. National highways, grand trunk road, grand chord, bardhaman-asansol, asansol-gaya, asansol-tatanagar-kharagpur are some important linkages that connects the state with other neighboring states. Birsa Munda Airport is international airport in Ranchi. Giridih is famous for parasailing, rock climbing, water sports etc. Latehar is another source of adventure tourism. Palamau, Sahebganj, Singhbhum, Hazaribag, Chatra, Dhanbad are good places of visit for heritage tourism. Chatra is a good site for waterfalls, flora and fauna. Netarhat in Latehar district is a plateau, having its highest peak 3,800 feet above sea level. It keeps the place cold, covered with forest and has some interesting waterfalls.

2.18. Per capita income in Jharkhand is substantially lower than India's per capita income at current prices. It has third lowest per capita income in the country at Rs. 46,131 in 2013-14. Jharkhand is lower in HDI than India. However, it performs better in almost all health indicators with deficient sub-centres, primary health centre, and community health centre in the state. Health workers, assistants, health technicians and nursing staff are limited. Total Fertility Rate (TFR) in Jharkhand is high at 3 in 2010 in comparison to all-India at 2.5. The Infant Mortality Rate (IMR) is 39 which are lower than India's IMR at 44 in 2011. Crude Birth

Rate (CBR) in Jharkhand is 25 in 2011, also higher than national average at 21.8. Crude Death Rate (CDR) is lower at 6.9, than India's CDR at 7.1. Government of Jharkhand, is focused to improve gender and human rights issues. Empowerment of women and communities is to be the target goals. Change in sex ratio and literacy rate over the years is another remarkable achievement of the state. Sex ratio has become more favourable to females, with increase of 1 per cent, during 2001-11. Number of literate has increased over time, with growth of 26.2 per cent growth during 2001-11. Efforts have been made by the state to education everyone through Sarva Shiksha Abhiyan, which provides education up to age of 14. Provision of water, sanitation, education and nutrition, are other objectives of NRHM.

References

Official website of Government of Jharkhand, http://archive.jharkhand.gov.in/jkd_portal.html
Maps of India, <http://www.mapsofindia.com/jharkhand/>
Official website of Government of Jharkhand, <http://www.jharkhandtourism.in/default.asp>
“Strategies for enhancement of kharif crop production-2014”, *Jharkhand-Department of Agriculture & Cooperation*, agricoop.nic.in/kharif2014/GroupI/Jharkhand.ppt

3. DATA SOURCES AND THEIR KEY FINDINGS

Data Sources

3.1. The important data sources used for the preparation of the second TSA for India were the following:

- Domestic Tourism Survey of NSSO, 2008–09
- International Passenger Survey of Indian Statistical Institute (ISI), Kolkata, 2010–11
- Employment and Unemployment Survey of NSSO, 2009–10
- Consumer Expenditure Survey of NSSO, 2009–10
- State Accounts by State Department of Economics and Statistics, 2012.

Domestic Tourism Survey (DTS)

3.2. National Sample Survey Office (NSSO) conducted its first comprehensive survey on domestic tourism, called Domestic Tourism Survey, during the period July 2008 to June 2009. This was an all-India household survey and was carried out as part of NSSO's 65th Round of sample surveys.

3.3. A detailed schedule of enquiry was used to collect data from the sample households on various parameters like household characteristics such as comprising household size, principal industry, principal occupation, household type, religion, social group, consumption expenditure, number of overnight trips, and same-day trips undertaken, visits of NRIs to the households and their impact, renting out of some portion of the house to tourists during the last 365 days, and awareness, source of information, and impact of the “Incredible India” campaign by the Government of India or other tourism promotional campaigns.

3.4. Data were also collected for each household member on age, gender, marital status, educational level, usual principal activity status, industry and occupation of employed members, number of overnight as well as same-day trips completed during the last 30 days and the last 365 days.

3.5. For each trip, data on various trip characteristics were also collected. These included leading purpose of the trip, main destination, number of places visited, mode of travel, type of stay, number of nights spent outside usual place of residence, and so on. Finally, for the latest three overnight trips completed during the last 30 days, detailed data were collected on expenditure on different items under the heads of

accommodation, food and drink, transport, shopping, recreation, religious, cultural, sporting, and health-related activities, and other expenditures along with information of reimbursement/direct payment by any institution for such trips.

3.6. The main objectives of the survey were to estimate the volume of domestic tourism in terms of number of visitors, number of households undertaking domestic tourism activity and number of trips that contributed to domestic tourism in India; to study the characteristics of visitors such as age, economic level, activity status, occupation and industry of work; to study the characteristics of trips such as purpose, main destination etc; and to estimate the expenditure incurred by the households in domestic tourism activity.

3.7. For the DTS 2008-09, a stratified multi-stage sampling design was adopted. In all, 1,53,308 households were surveyed from 8109 sample villages and 4719 urban blocks spread over all states and union territories of India. Of the total households, 97,074 (63 per cent) belonged to the rural areas and 56,234 to urban areas. Out of the total sample households, number of households reporting overnight visitors was 1,44,384.

3.8. In Jharkhand, the sample number of households was 3246, comprising 2205 from rural areas and 1041 from urban areas. Number of households reporting overnight visitors were 3116. In other words, 96 per cent of the sample households reported overnight visitors.

3.9. For India, total number of households reporting overnight visitors was estimated at 20.61 crore and total number of overnight visitors was estimated at 78.35 crore. These numbers for Jharkhand were 0.45 crore and 1.79 crore respectively. The rural-urban breakup suggests that of the total 1.79 crore overnight visitors, as much as 85 per cent were from rural areas of the state. As compared to this, at national level, overnight visitors belonging to rural areas are 73.2 per cent of the total.

3.10. Intensity of domestic tourism in each state is measured by the number of trips per 100 household during a year. Jharkhand secured 18th rank in terms of intensity of overnight domestic tourism, with an average of 346 trips per 100 households, as compared to the all-India average of 418 trips per 100 households. Hence, the tourism intensity in Jharkhand is 17 per cent lower than the national-level tourism intensity. Regarding the incidence of trips per 100 rural households, Jharkhand secured 20th rank with 343 trips per 100 households as against 440 for

India. The rank for urban Jharkhand was 16th with an average of 360 trips per 100 households as compared to 365 for urban India.

Use of DTS in preparation of state TSA

3.11. The DTS data that were used in the preparation of TSA for Jharkhand were the expenditure data by items of expenditure and by purpose of travel. These expenditures were collected for the tourists who travelled within the state providing information on Domestic Tourism Expenditure of the state. Also these data were used to arrive at the expenditures of those tourists who belonged to other states of India but whose main destination was Jharkhand. This formed one part of Inbound Tourism Expenditure, the other part being expenditure of foreign tourists that visit the state, which was obtained from the International Passenger Survey.

DTS– key findings for Jharkhand

3.12. In all, 4.31 crore visitor-trips originated from Jharkhand (here, Jharkhand is the state of origin), of which only 10.4 per cent of the trips were undertaken in the states other than Jharkhand.

3.13. Of the total 4.31 crore visitor-trips, 85 per cent originated from the rural parts of the state. As compared to this, at national level, 73.5 per cent of the total 211.7 crore visitor-trips originated from the rural sector.

3.14. On the other hand, with Jharkhand as the state of destination, a total of 2.71 crore visitor-trips were undertaken. Of these 12.6 per cent of the trips were undertaken from states other than Jharkhand. Hence, the majority of the tourism activity occurred within the state.

3.15. While the share of Jharkhand in total population of India stands at 2.29 per cent¹², the share of visitor-trips undertaken in Jharkhand (from within and other states) in the All-India total of 211.7 crore is lower at 1.28 per cent.

Trips by purpose of travel

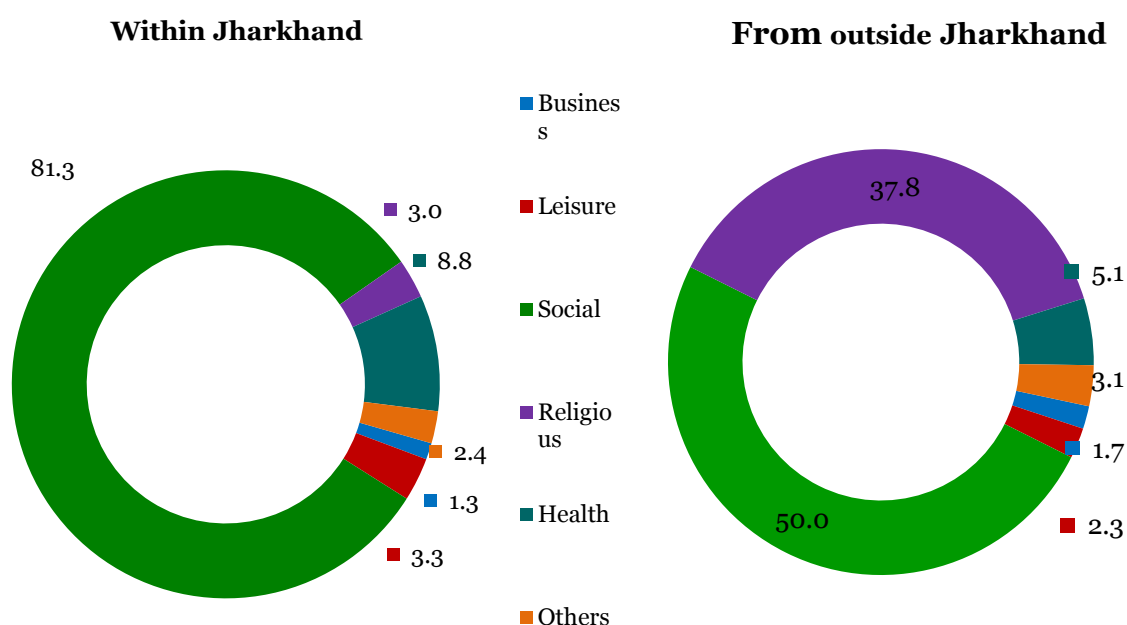
3.16. The distribution of trips by purposes reveals that of all the visitors trips that were undertaken within the state (Jharkhand being both the state of origin and the state of destination), 81.3 percent were social trips, so most of the trips were undertaken to visit friends or

¹² Population numbers also obtained from NSSO survey on Domestic Tourism

relatives. Only 3.3 per cent of the trips were leisure trips (figure 3.1).

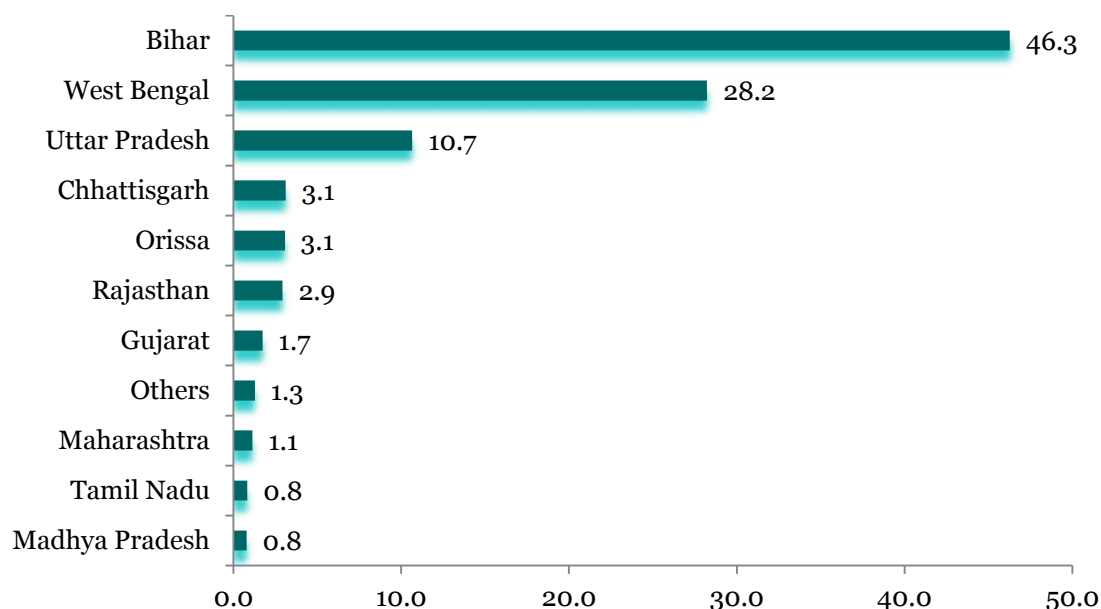
3.17. As compared to this, among the visitors trips that were undertaken from outside the state to Jharkhand, as much as 50 per cent were social trips. Religious trips accounted for the second largest share in the total trips (38 per cent) whereas the share of leisure trips was just 2.3 per cent (figure 3.1).

Figure 3.1: Distribution of visitor trips undertaken by purpose – Jharkhand as state of destination



Source: NCAER Computation

3.18. As shown in figure 3.2, of the total visitor-trips undertaken from other states with Jharkhand as main destination, Bihar recorded the maximum number of trips (46 per cent of all the trips), followed by West Bengal (28 per cent) and Uttar Pradesh (11 per cent).

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

Source: NCAER Computation

3.19. Further analysis reveals that trips originating from the largest contributing states i.e. Bihar, West Bengal and Uttar Pradesh to Jharkhand were largely undertaken for religious and social purposes. Almost 47 per cent of the trip originating from Bihar, 77 per cent of the trips originating from Uttar Pradesh and 16 per cent of the trips originating from West Bengal were religious trips. The shares of social trips in total trips originating from Bihar (42 per cent), Uttar Pradesh (22 per cent) and West Bengal (69 per cent) were also quite high.

3.20. Interestingly, amongst all the states, Bihar contributed most of the social trips undertaken in Jharkhand (39 per cent), religious trips (57 per cent) and health related trips (61 per cent). Contribution of West Bengal has been highest in total trips made to Jharkhand for various purposes of the trips such as business (33 per cent), leisure (93 per cent) and social purposes (39 per cent).

International Passenger Survey (IPS)

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

- (i) Foreign nationals visiting India,

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

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

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

*66.03 lakh
foreign tourists
visited India in
2010-11*

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

3.25. The principal objectives of the survey were:

- To estimate the total number of tourist arrivals in India. The tourists were to be identified as foreign tourist (PIOs and others) and Non-Resident Indians.
- To assess the detailed expenditure pattern of the foreign tourists visiting the country.
- To assess the number of outbound tourists to various countries.
- To evaluate the performance of existing tourist facilities in India.
- To estimate the average duration of stay of foreign tourists in India including country-wise details.

3.26. To obtain demographic, economic and social profiles of foreign tourist visiting India and the motivational factors responsible for attracting them to India.

Use of IPS data in preparation of State TSA

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

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

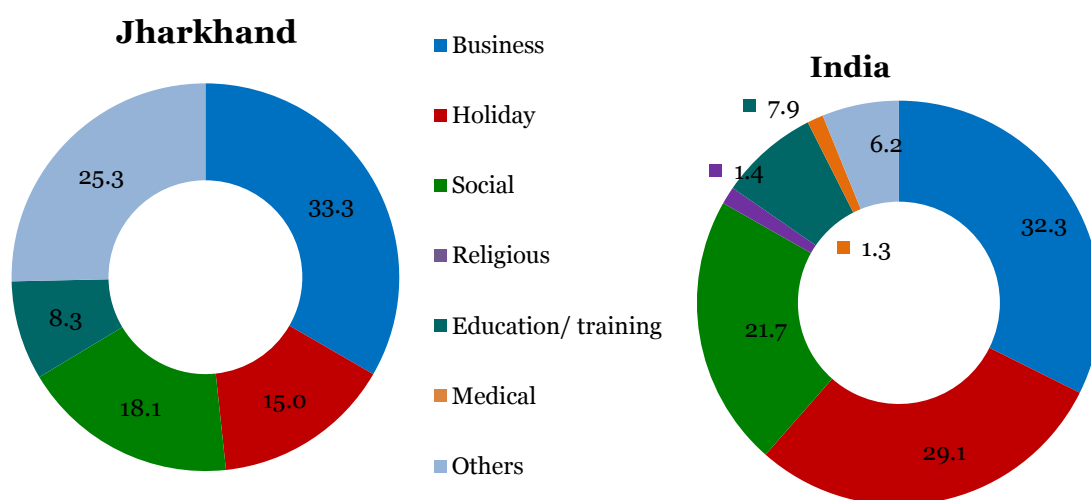
IPS – Key Findings for Jharkhand

3.28. According to the India Tourism Statistics, the foreign tourist visits in Jharkhand grew from just about 2979 in 2001 to more than 15 times in 2013. The state hosted a total of 45995 foreign tourists during 2013, posting an annual growth of 44 per cent as against the all-India growth of 9.2 per cent over the year 2012.

3.29. With regard to outbound tourists, the latest data (based on IPS survey) reveal that the number of people living in Jharkhand who travelled abroad during 2010-11 was 38976. With this, the state accounted for 0.36 per cent of the total 1.08 crore outbound tourists in India.

3.30. According to figure 3.3, the percentage distribution of outbound tourists (after normalising for "No Response") reveals that at all-India level, majority of the tourists travelled abroad for business purposes, that is, 32.3 per cent. This is closely followed by outbound tourists travelling for leisure (29.1 per cent). Tourists travelling for social purpose accounted for 21.7 per cent and the remaining 16.8 per cent travelled for religious (1.4), education (7.9), medical (1.3) and other (6.2) purposes.

**Figure 3.3: Distribution of number of Outbound Tourists by purpose
Jharkhand and India**



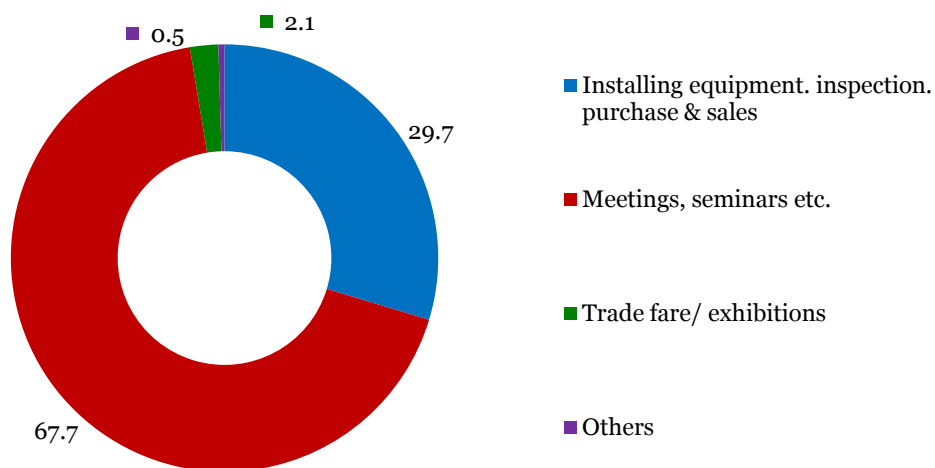
Source: NCAER Computation

3.31. As compared to this, of the total outbound tourists of Jharkhand, about two third travelled abroad for social, business and leisure purpose. As much as 33 per cent travelled for business purpose, 18 per cent travelled for social purpose and 15 per cent travelled with leisure purpose. Tourists travelling for educational purpose were 8.3 per cent (figure 3.3).

3.32. The percentage distribution of outbound tourists (across the missions for which the trip was undertaken) whose state of residence is Jharkhand and who travelled for business purposes shows that major (67.7 per cent) business trips were made for participation in meetings and seminars while 30 per cent trips were undertaken with a mission of installing equipments, inspections, purchase or sales. Just 2.1 per cent of the business trips were made for attending trade fares, exhibitions etc. (figure 3.4).

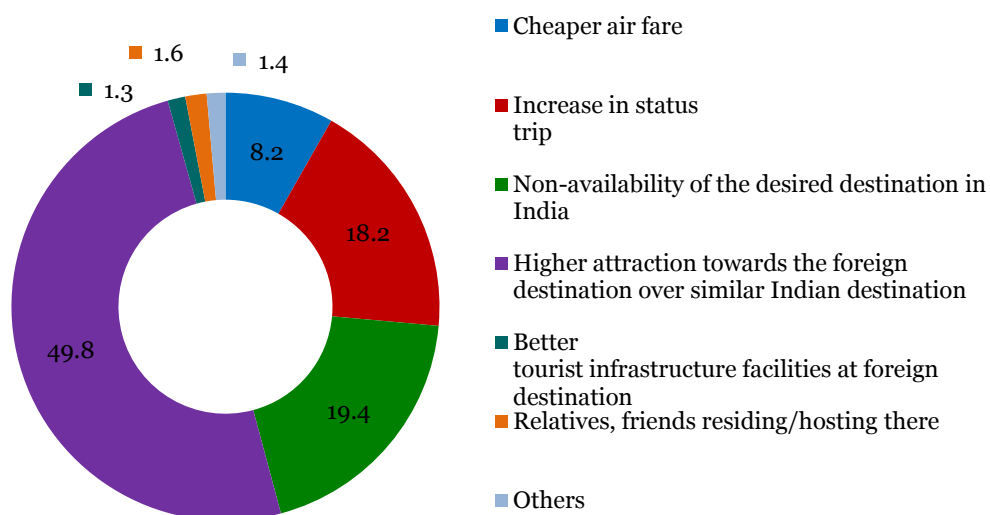
3.33. While looking at the percentage distribution of leisure trips undertaken by residents of Jharkhand across the reasons of such trips, it is observed that about 50 per cent of the leisure trips were undertaken because of the fact that the outbound tourists find themselves attracted more towards foreign destinations than towards similar Indian destinations. Almost 19 of the outbound leisure trips were undertaken as desired destinations are not available in India while cheaper tour packages conducted 8.2 per cent of such trips made outside India (refer to figure 3.5).

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



Source: NCAER Computation

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



Source: NCAER Computation

***Employment
and
Unemployment
Survey (EUS)***

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

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

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

***Use of EUS data
in preparation of
State TSA***

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

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

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

at national and state level.

3.39. A schedule of enquiry was used in the 68th round, like other rounds of EU survey, to collect information on various facets of employment and unemployment in India in order to generate estimates on various employment and unemployment and labour force characteristics at the national and State levels. The information on the following aspects was collected through well designed schedule:

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

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

Table 3.1: Estimated number of workers by status – Jharkhand

(Numbers in lakh)

Worker		Rural			Urban			All		
		Male	Female	Total	Male	Female	Total	Male	Female	Total
Principal	Own account worker	30.36	8.91	39.27	4.43	0.45	4.88	34.79	9.36	44.15
	Employer	0.36	0.11	0.46	0.09	0	0.09	0.44	0.11	0.55
	Regular Employee	2.94	0.5	3.44	4.55	0.81	5.36	7.49	1.31	8.8
	Casual wage labor	17.68	2.51	20.19	2.85	0.45	3.3	20.54	2.96	23.5
Subsidiary	Own account worker	6.54	4.27	10.81	0.31	0.14	0.45	6.85	4.41	11.26
	Employer	0.02	0	0.02	0.02	0	0.02	0.04	0	0.04
	Regular Employee	0.01	0	0.01	0.04	0.01	0.06	0.05	0.02	0.07
	Casual wage labor	5.96	1.35	7.31	0.27	0.13	0.4	6.23	1.48	7.7
Principal + Subsidiary	Own account worker	36.9	13.18	50.08	4.74	0.59	5.33	41.65	13.77	55.41
	Employer	0.38	0.11	0.49	0.1	0	0.1	0.49	0.11	0.59
	Regular Employee	2.95	0.51	3.45	4.59	0.83	5.41	7.54	1.33	8.87
	Casual wage labor	23.64	3.86	27.5	3.12	0.58	3.7	26.76	4.44	31.2

Household Consumer Expenditure Survey (CES)

3.42. NSSO has been conducting the 'Household Consumer Expenditure surveys' (CES) on quinquennial basis. The first round of the CES (October 1972 - September 1973) in the quinquennial series was the 27th round. The ninth survey in the series, had been embarked for the 68th round conducted during July 2011 – June 2012. By a decision of the National Statistical Commission, the quinquennial survey of consumer expenditure (and employment-unemployment) was repeated in the 68th round (2011-12) although it was only two years since the 66th round survey had taken place. The whole geographical area of the country is covered in EU surveys except for a few villages of Nagaland and Andaman and Nicobar Islands accessibility to which is difficult.

3.43. A stratified multi-stage design was adopted for the CES. The number of households surveyed in 66th round was 1,00,794 (59,097 in rural areas and 41,697 in urban areas). The prime aim of the CES was to generate estimates on monthly per capita consumer expenditure (MPCE) and its distribution across the different sections of the population like rural and urban and different socio- economic groups etc. both at country level as well as the State level.

3.44. These indicators are amongst the most important measures of the level of living of the respective domains of the population. The distribution of MPCE highlights the differences in level of living of the different

segments of the population and is an effective tool to study the prevalence of poverty and inequality. These numbers enable the apex planning and decision-making process to allocate the nation's resources among sectors, regions, and socio-economic groups, and assess the "inclusiveness" of economic growth.

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

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

3.47. Schedule Type 1 was canvassed following the traditional way of the previous quinquennial CES rounds. For less frequently consumed items, the information was collected for last 30 days and last 365 days consumption while for more frequently used items like food and fuel etc. the information was collected for the last 30 days consumption only.

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

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

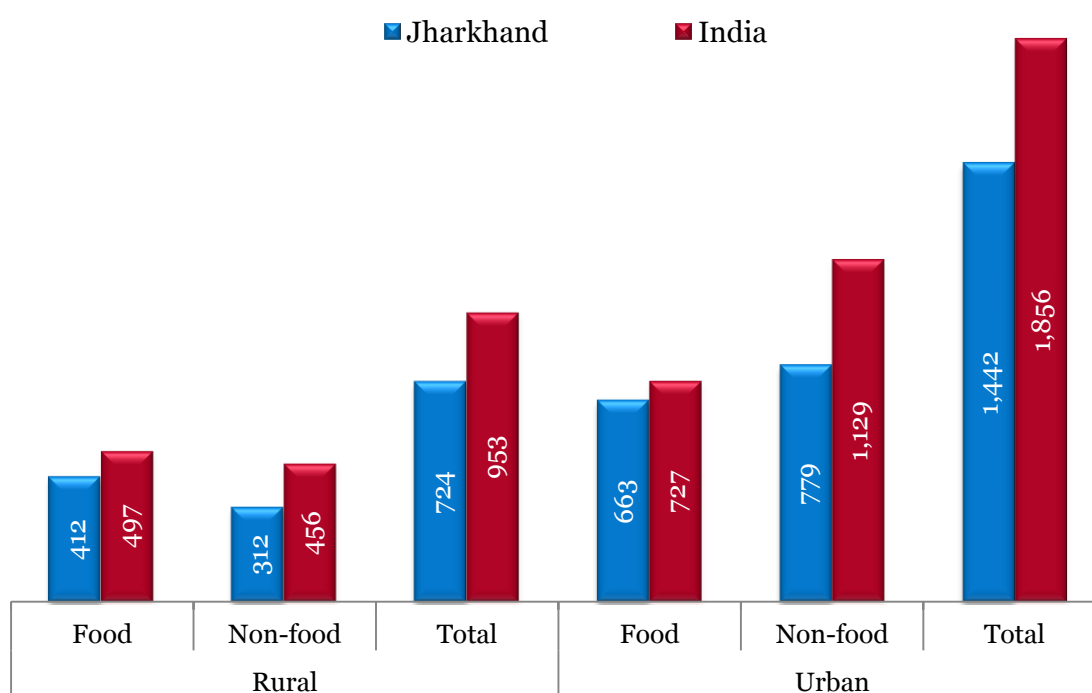
*Use of CES
data in
preparation of
State TSA*

3.50. The main use of CES results in the preparation of TSAs is to estimate the product level ratios of tourist expenditures as percentage of overall household expenditures and these ratios are applied on the PFCE estimates coming from the national accounts statistics. This adjustment is important

to ensure the overall consistency of survey results with the national accounts statistics. The data source on household expenditure table for the State TSAs is the 66th round of CES for the year 2009-10.

3.51. According to CES, MPCE (at MRP) on both food and non-food in both rural and urban Jharkhand is lower than that for All India MPCEs respectively. Overall MPCE in rural Jharkhand (Rs. 724) is about 24 per cent lower than that for India (Rs. 953) and the same for urban Jharkhand (Rs. 1442) is about 22 per cent lower than that for urban India (Rs. 1856), as given in figure 3.6.

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



Source: NCAER Computation

3.52. Major constituents of expenditure are Cereals (rural: 169, urban: 186), Eggs, Fish & Meat (rural: 28, urban: 49), Fuel & Light (rural: 75, urban: 99) and Education in urban (Rs. 114) in Jharkhand (table 3.2).

Table 3.2: Break-up of monthly per capita consumer expenditure over broad categories of goods – Jharkhand and India

(Rupees value of per capita consumption in 30 days)

Sl. No.	Item Category	Jharkhand		All India	
		Rural	Urban	Rural	Urban
1	Cereal	159.5	185.7	145.1	161.9
2	Cereal Substitutes	0.0	0.0	0.7	0.8
3	Pulses and Pulse Products	26.9	44.6	35.7	49.8
4	Milk and Milk Products	31.5	98.4	80.2	138.7
5	Sugar	13.6	21.7	22.6	27.6
6	Salt	2.2	2.6	2.1	2.4
7	Edible Oil	31.7	47.5	34.1	46.1
8	Egg, Fish & Meat	27.7	48.9	32.3	48.0
9	Vegetables	55.9	85.9	57.2	76.7
10	Fruits (Fresh)	5.5	20.4	11.8	29.5
11	Fruits (Dry)	0.6	6.8	3.1	7.8
12	Spices	16.6	21.2	20.3	25.2
13	Beverages, Refreshments, etc.	40.2	79.3	52.0	113.0
14	Food: Total (1-13)	411.9	663.0	497.1	727.5
15	Pan, Tobacco & Intoxicants	17.4	18.7	20.6	21.9
16	Fuel and Light	75.0	99.4	87.8	142.8
17	Clothing and Bedding	48.6	93.6	57.6	98.6
18	Footwear	7.2	16.0	10.0	19.8
19	Education	21.5	113.8	40.3	162.2
20	Medical (Institutional)	6.7	7.5	17.8	34.0
21	Medical (Non-institutional)	21.2	34.7	39.3	64.7
22	Entertainment	4.0	24.2	8.2	31.5
23	Minor Durable-type Goods	2.0	4.1	2.5	4.3
24	Toilet Articles	20.0	37.1	23.2	44.0
25	Other Household Consumables	17.5	29.6	20.3	35.8
26	Consumer Services Excluding Conveyance	27.4	88.9	44.5	127.3
27	Conveyance	23.4	89.4	37.6	115.2
28	Rent	0.9	83.4	4.8	117.8
29	Taxes and Cesses	0.0	0.7	2.3	16.0
30	Durable Goods	19.7	37.9	39.3	92.6
31	Non-food: Total (15-30)	312.3	779.1	456.0	1128.5
32	Total Expenditure (14+31)	724.2	1442.1	953.0	1856.0

Source: Key Indicators of Household Consumer Expenditure in India (NSS KI 68/1.0), NSSO

State GDP Accounts

3.53. At national level, the estimates of Gross Domestic Product are prepared and published annually by the Central Statistical Office (CSO). Similarly, at state-level, the State Domestic Product estimates are prepared annually by the State Directorate of Economics and Statistics (DES). The state DES is the nodal agency for the coordination of statistical activities in the state.

3.54. DES annually estimates the State Domestic Product (SDP) using the concepts and methodology approved by the System of National Accounts (SNA) of the international agencies and finalize after the reconciliation with CSO.

3.55. Like GDP, SDP is the monetary value of all the goods and services produced within the geographical boundaries of the state, without duplication, within a given period of time, generally a year. The goods cover all possible items like agricultural crops, livestock products, fisheries, forest products, manufacture of materials in the registered and unregistered sectors, construction of buildings, roads etc. Services cover medical and educational services, domestic services, hotels, restaurants, trade, transport and public services etc.

3.56. Conceptually, the estimates of State Income can be prepared by adopting two approaches, namely, income originating and income accruing. In the income originating approach, the measurement corresponds to income originating to the factors of production physically located within the geographical boundaries of the state and represents gross/net value of goods and services produced within the state. On the other hand, the income accruing approach relates to the income accruing to the normal residents of a state. Since this measures the income that become available to the residents of a state, it provides a better measure of welfare of the residents of the state.

3.57. However, for compiling the State Domestic Product (SDP) estimates by income accruing approach one needs data on flows of factor incomes to/from the boundaries of state i.e. on inter-state flows as well as flows to/from abroad. Due to lack of availability of these data, presently, the estimates of SDP are compiled by the respective DES in the states following the income originating approach. Thus the current concept of compiling the Gross/Net SDP is similar to that of compiling the GDP/NDP of the entire economy i.e., measuring the volume in monetary terms, the total value of goods and services produced within the geographical

boundary of the state.

3.58. The general methodology for compiling the estimates of state income is to first compile the estimates at disaggregated level for each economic activity and then aggregating them for the whole region/state. The estimates for commodity producing sectors like agriculture, forestry, fishing, mining & quarrying, manufacturing, etc. are prepared using the production approach i.e. measuring the value of output and deducting there from the cost of material inputs used in the process of production.

3.59. In the services sectors (non-public segment) like trade, transport, hotels & restaurants etc., the estimates are prepared by income approach, specifically, by multiplying the value added per worker by the number of workers, for the benchmark estimates and extrapolating these benchmark estimates with suitable indicators for the annual estimates. The information on value added per worker is obtained from the relevant Enterprise Surveys conducted for the purpose.

3.60. The estimates of workforce are obtained using the results of large-scale sample surveys on employment & unemployment conducted by National Sample Survey Organisation (NSSO) and decennial population census carried out in the country by the Office of Registrar General of India (RGI) and Census Commissioner.

3.61. In the preparation of State TSA, the SDP accounts are used to arrive at the supply side information of the tourism industries, which here are 20 in number. While the SDP data are not available for all of these industries, the national level ratios are used to disaggregate the available data.

Table 3.3: State GDP accounts for Jharkhand, 2009-10

(Rs. lakh)

S. No	At current prices	GVO – FC	IC – PP	GVA – FC
1	Total agriculture and livestock			1125698
2	Forestry and logging			299567
3	Fishing			36086.9
4	Mining	2005878	590046	1415832
5	Meat, fish, fruits, vegetables and oils	121248	101978	19269.6
6	Dairy products	25773.6	22613.1	3160.55
7	Grain mill products	2808331	2760928	47403.1
8	Other food products	48338.7	30169.8	18168.9
9	Beverages	176449	154658	21791.3
10	Tobacco products	312418	247119	65299.1
11	Spinning, weaving and finishing of textiles	28485.9	18004	10481.9
12	Wearing apparel	230839	217111	13728.3
13	Leather & fur products	17225.5	14499.3	2726.16
14	Wood and wood products			44056.5
15	Furniture	45246.3	37019.7	8226.61
16	Paper and printing etc	298603	291822	6780.77
17	Rubber, petroleum products etc.	432361	337546	94814.4
18	Chemical and chemical products	262404	176085	86318.8
19	Non-metallic products	542574	306604	235970
20	Basic metals	3683632	2808625	875007
21	Recycling			137.515
22	Metal products and machinery	977036	754941	222095
23	Electrical machinery	41228.8	26348.3	14880.5
24	Other manufacturing	31813.6	21516.6	10297
25	Transport equipment	1152839	952686	200153
Total Manufacturing		1.1E+07	9236079	2000766
26	Construction			
27	Electricity, gas and water supply			
28	Railway transport services			
29	Land transport including via pipeline			329528
30	Water transport			0
31	Air transport			4731.24
32	Supporting and aux. tpt activities			10296.8
33	Storage and communication			
34	Trade			1130058
35	Hotels and restaurants			96843.2
36	Banking and insurance			
37	Real estate and business services			
38	Education and research			646448
39	Medical and health			161050
40	Other services			242182
41	Public administration			
Total all industries				

Source: CSO

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

4. METHODOLOGY ADOPTED FOR STATE TSA TABLES

Tourism Satellite Account

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

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

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

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

Expenditure or demand side data

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

- i. Within state movement – this information feeds into Domestic Tourism Expenditure
- ii. Movement from the state of reference to any other state – this is

required for Outbound Tourism Expenditure

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

***Production
or Supply
side data***

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

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

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

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

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

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

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

Approach	Data requirement	Data availability
Regional (bottom-up)	Statistics on expenditures made by visitors on different products within the state	Data is available from the DTS, 2008-09 and IPS, 2010-11 (subject to some assumptions)
	Statistics on supplies from the domestic production and imports (which include from other states) to meet these purchases of tourists	- 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, State SUT can be constructed for domestic supplies and total of capital formation and net exports as other final demand in the use table. - This SUT though not suitable for TSA, can be used for estimating indirect effects of tourism consumption, value added and employment.
	Estimate value added out of the domestic production that is involved in supplying products for tourists' purchases	- Not possible, as how much of domestic production is able to meet the tourists' demand is not known in the absence of information on imports. - However, it is possible to compute GVATI and TDGVA using national tourism ratios of output of industries, as suggested in the TSA: RMF 2008.
Regionalisation (top-down)	National TSA and tourism ratios by products and industries	Available
	State level tourism consumption	Available
	State level estimates of output and value added by tourism and other industries	Available
	State level estimates of employment by tourism and other industries	Available

Source: NCAER computation

Compilation of State TSAs

4.9. From the above table, it is evident that without the supply table that includes imports from other states and countries, it is not possible to compile regional TSAs in the same manner as in the case of national TSA and in particular the estimation of key aggregates of TDGVA and TDGDP. However, with the information that is available at State level in India, it is possible to compile TSA Tables 1 to 5 and 7 without much difficulty, though some assumptions would need to be made for this. Also, Tables 8 and 9 on Tourism Gross Fixed Capital Formation and Tourism Collective Consumption respectively cannot be included in the State TSAs due to the non-availability of these data at state level. Even at national level, the TSA:RMF 2008 placed these compilations under research agenda and

did not recommend their compilations, although NCAER included experimental compilations of these two tables in the all India TSA, 2009-10. Each of these tables is described in the following sections of this chapter.

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

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

Products Recommended in the TSA: RMF 2008	Products Used for TSA of India 2009-10
Product	Product
1 Accommodation services for visitors	20 Hotels
2 Food and beverage serving services	21 Restaurants
3 Railway passenger transport 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	19 Tourism related supporting and auxiliary
9 Cultural services	24 Cultural and religious services
10 Sports and recreational services	25 Sporting and recreational services
11 Country-specific tourism characteristic	22 Medical and health
12 Country-specific tourism characteristic services	6 Processed food products
	7 Beverages
	8 Tobacco products
	9 Readymade garments
	10 Printing and publishing
	11 Leather footwear
	12 Travel related consumer goods
	13 Soaps and cosmetics
	14 Gems and jewellery

Source: NCAER computation

***Inbound
Tourism
Expenditure***

4.11. Inbound Tourism Expenditure forms Table 1 of the TSA. At regional or state level, inbound tourism expenditure comprises of expenditure incurred by visitors from other countries as well as by those from other states of the same country. These expenditures are incurred within the state of reference on tourism characteristic and tourism connected products and services. An inbound tourism trip refers to the travel of a visitor from the time of arriving in a country/state to the time of leaving that country/state.

***Inbound Tourism
Expenditure by
international
tourists***

4.12. The data on Inbound tourism expenditure or the expenditure by international tourists in the state of reference are not available and therefore, were estimated using the pattern of expenditure observed at national level. For national level expenditures, data were derived from the International passenger Survey (IPS), 2010-11 conducted by the Indian Statistical Institute (ISI), Kolkata and are reported in “Second Tourism Satellite Account of India, 2009-10”.

4.13. The per-tourist pattern of expenditure by tourism characteristic products and tourism connected products observed at national level was applied on number of inbound tourists in state to arrive at the state-level estimates of expenditures. Hence the per-tourist expenditure by type of international tourists remains the same as observed for India. Similarly, the per-tourist per day expenditure by type of international tourists also remains the same as for India. While the per-tourist inbound tourism expenditures by type of tourists are reported in the TSA Table 1, the following table presents the per-tourist per-day inbound tourism expenditure for India.

Table 4.3: Average per-tourist per-day Inbound Tourism Expenditure by type of tourists

Item	NRIs	Foreigner PIO	Foreigner Others	Total International Tourists
Inbound Tourism Expenditure (Rs. Crore)	14660	14748	70271	99679
Number of tourists	1148234	917277	4538387	6603897
Expenditure per tourist (Rs.)	127672	160784	154837	150939
Average number of days spent by a tourist in India	21	19	20	20
Expenditure per tourist per day (in Rs.)	6201	8518	7716	7550

Source: NCAER computations using IPS, 2010 data

*Inbound
Tourism
Expenditure by
domestic tourists
belonging to
states other than
Jharkhand*

4.14. The state-level inbound tourism also includes tourism activities of visitors from other states of India to the state of reference. The data on their expenditures were obtained from the DTS, 2008-09. Data on item-wise expenditure incurred during all the overnight trips originating from any state (other than the state of reference, that is, Jharkhand) and for which main destination was the state of reference (Jharkhand), were collected to arrive at this component of inbound tourism expenditure. These expenditures were estimated by the leading purpose of the trip. The procedure of estimation of these expenditure is given in Appendix.

4.15. It must be noted that while the statistics provided in Chapter 3 were with respect to visitor-trips, this chapter's statistics, obtained from DTS, will pertain to trips as the expenditure data were collected for entire trip irrespective of the number of visitors/tourists travelling in that trip.

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

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

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

4.19. The underestimation of DTS value of expenditure is corrected by applying the adjustment factor on value of expenditure of each item. The adjustment factor, for each item, is obtained by taking the ratio of PFCE expenditure and NSSO expenditure. These factors are assumed to be the same as those at national level (refer to "Second Tourism Satellite Account of India, 2009-10). These adjustment factors for the tourism specific goods and services are given in the Table 4.4.

4.20. An adjustment factor of 1.64 in the case of "Hotels" would mean that the NAS value of expenditure incurred on "Hotels" services is 1.64 times what is reported in the NSSO survey. Hence, for each item, the

value of expenditure obtained through the DTS is multiplied by the corresponding adjustment factor.

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

Table 4.4: 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	6.9
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	0.5
10 Sports and other recreational services	0.5
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	0.7
19 Gems and jewellery	1.45
20 Books, journals, magazines, stationery etc.	1.41

Source: NCAER computation

*Key Findings
– Inbound
tourism
expenditure*

4.22. As mentioned earlier, for regional TSA, inbound tourism refers to the tourist activities of all the visitors visiting the state of reference from across both the international border as well as the state border.

4.23. According to the India Tourism Statistics, Jharkhand received a total of 15,695 inbound tourists from other countries during 2009-10. Besides, the state played host to 2693,089 inbound trips from the other states of India. In terms of visitor-trips, this number stood at 3420,536.

4.24. The per-cent distribution of trips by purposes is almost the same as that of visitor-trips (as given in Chapter 3). Of the total trips undertaken in the state from the other states, 45.9 per cent were social trips, followed by 39.6 per cent trips undertaken with religious purposes.

4.25. The following table presents a state-wise comparison of the per-cent distribution of trips undertaken in the state from the other states by purposes of travel (refer to Table 4.5).

4.26. The average per-trip expenditure of inbound tourists from other states was Rs. 5,901. However, among the various purposes of travel, leisure trip turns out to be the most expensive, with per-trip expenditure of Rs. 12,294 (Figure 4.1).

4.27. The state-wise average per-trip expenditure of inbound tourists from other states is given in the Table 4.6. The average per-tourist per-day expenditure is also reported in Table 4.7

4.28. The per cent distribution of total expenditure by items of expenditure reveals that the passenger transport services (comprising transport by railway, road, water, air and transport rental services) account for 68.1 per cent of the total expenditure (Figure 4.2).

4.29. The share of expenditure incurred on passenger transport services is the maximum across all the purposes of travel except for medical trips, highest being in education trips, at 93.5 per cent.

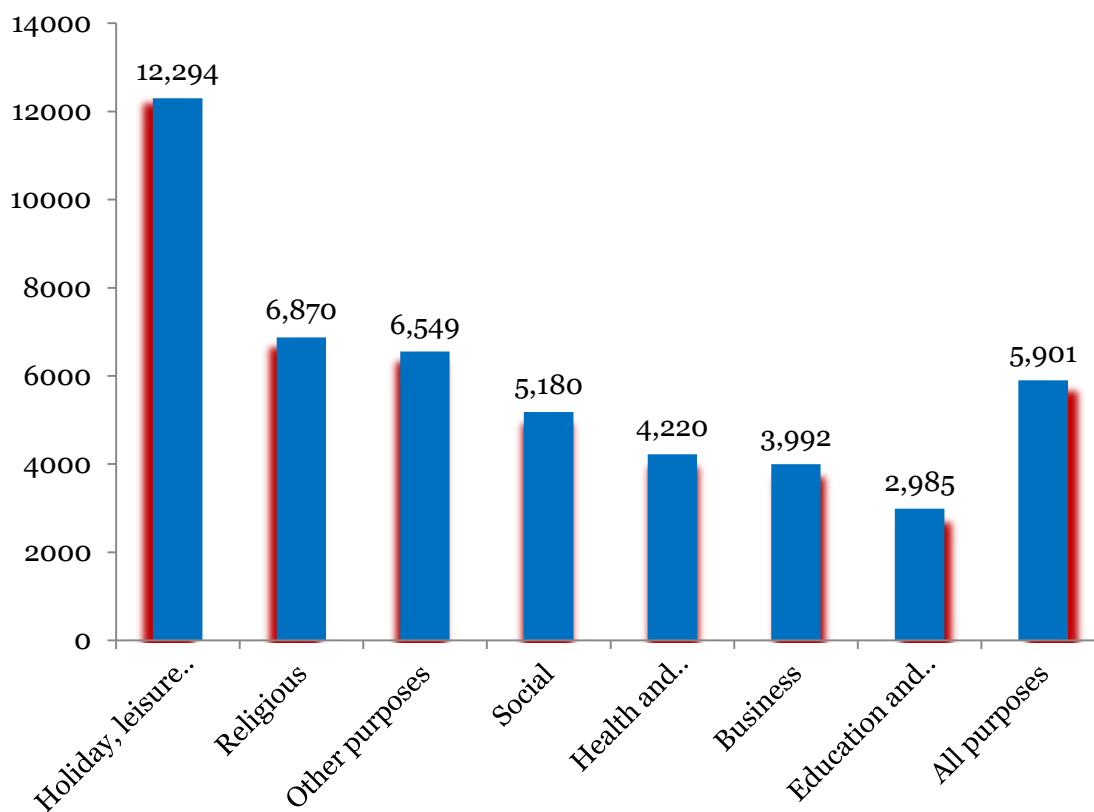
4.30. For leisure trips, the share of expenses on passenger transport services was the highest at 75.4 per cent, followed by expenses incurred on tourism connected products at 10.3 per cent (Figure 4.2).

Table 4.5: State-wise per-cent distribution of inbound trips (from other states), by purposes of travel

S. No.	States	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopp-ing	Other	Total
1	Andhra Pradesh	3.8	6.6	35.3	47.9	1.1	3.6	0	1.7	100
2	Arunachal Pradesh	6.7	4	60.9	28.4	0	0	0	0	100
3	Assam	9.5	4.3	46.4	5	3.5	13.1	2.5	15	100
4	Bihar	2	5.2	74.3	8.5	1.4	6.5	0.1	2.1	100
5	Chandigarh	2.1	5.7	55.9	2.4	5.5	21.3	0.1	7.1	100
6	Chhattisgarh	19.8	4.5	57.7	15.7	0.8	1.3	0	0.2	100
7	Dadra & Nagar Haveli	0	0	100	0	0	0	0	0	100
8	Daman & Diu	0	45.1	21.2	33.7	0	0	0	0	100
9	Delhi	7.9	5.1	59.7	2.9	5.7	5.2	1.6	11.9	100
10	Goa	15.6	37.6	14.4	12.9	15.9	0	0	3.6	100
11	Gujarat	11.1	1.9	61.7	12.6	1.1	6.4	0.9	4.4	100
12	Haryana	5.2	2.1	76.7	5.8	0.3	6.7	0	3.1	100
13	Himachal Pradesh	2	9.9	35.7	49.1	2.5	0.6	0	0.2	100
14	Jammu & Kashmir	1	10.1	21.3	60.6	4	0.3	0	2.6	100
15	Jharkhand	3	1.7	45.9	39.6	1.3	5	0	3.5	100
16	Karnataka	8.9	4.8	49.8	20.4	3.8	2.6	0	9.7	100
17	Kerala	1.4	4.9	62.9	27.4	0.1	2.6	0	0.7	100
18	Lakshadweep	0	21.3	72	0	0	6.7	0	0	100
19	Madhya Pradesh	2	0.6	73.9	17.4	2.1	1.8	0	2.2	100
20	Maharashtra	11.8	7.7	42.9	25.3	1.4	7.9	0.3	2.8	100
21	Manipur	41.2	0	52.7	1.6	0	4.6	0	0	100
22	Meghalaya	11.7	23.2	47.1	3.7	2	0.2	1	11	100
23	Mizoram	2.1	53.7	31.7	1.4	3.1	8.1	0	0	100
24	Nagaland	43.9	1.7	12	3	0.2	36.2	0	2.9	100
25	Odisha	15.8	15.9	39.8	12.8	0.2	8.9	0.4	6.2	100
26	Puduicherry	0	3.7	70.9	14.4	1	7.9	0	2.1	100
27	Punjab	3.9	3.4	72.7	8.3	1.2	4.4	0	6.2	100
28	Rajasthan	2.9	2.9	50.2	34.8	1.6	4.9	0.2	2.3	100
29	Sikkim	8.8	52.9	12.7	12.1	5.6	0	0	7.9	100
30	Tamil Nadu	6.2	6.1	46.1	26.9	1.6	7	0.1	6	100
31	Tripura	2.3	9.4	72	0	0	0	0	16.3	100
32	Uttar Pradesh	2.6	2.6	69.6	18.4	1.1	4.2	0.3	1.1	100
33	Uttarakhand	2.5	8.2	26.5	57.5	0.9	1.3	0	3	100
34	West Bengal	9.9	9.2	53.7	8.3	1.2	12.5	0.4	4.8	100
All India		5.5	5.2	54.8	22.8	1.9	5.2	0.3	4.2	100

Source: NCAER computations

Figure 4.1: Average per-trip expenditure (Rs.) incurred in inbound trips (from other states) by purpose of travel



Source: NCAER computations

Table 4.6: State wise per-trip expenditure (Rs.) of inbound trips (from other states) by purpose of travel

S. No.	States	(Package + non-package)								
		Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Others	Total
1	Andhra Pradesh	25,155	7,312	10,981	12,277	17,049	23,374		16,585	12,494
2	Arunachal Pradesh	77,445	57,008	7,885	11,095					15,434
3	Assam	22,893	22,673	10,132	10,639	13,085	22,776	21,652	9,632	13,905
4	Bihar	8,919	11,203	7,544	26,669	47,181	9,504	1,019	6,607	10,059
5	Chandigarh	9,183	7,762	6,578	1,11,434	5,263	12,360	22,116	7,379	10,437
6	Chhattisgarh	1,51,295	12,804	7,009	4,241	10,477	11,208		13,362	35,513
7	Dadra & Nagar Haveli			1,598						1,598
8	Daman & Diu		10,047	4,107	1,808					6,013
9	Delhi	16,246	14,524	9,792	7,937	14,874	24,084	5,601	5,991	11,009
10	Goa	27,895	31,113	22,280	39,076	6,191			35,766	26,564
11	Gujarat	11,643	12,427	10,369	12,433	14,656	13,401	22,337	12,116	11,231
12	Haryana	7,790	14,058	8,898	2,844	1,592	17,192		9,398	9,142
13	Himachal Pradesh	6,872	44,124	7,446	5,508	1,053	5,115		14,722	9,961
14	Jammu & Kashmir	8,289	42,953	7,936	21,861	10,363	20,171		5,135	19,990
15	Jharkhand	3,992	12,294	5,180	6,870	2,985	4,220		6,549	5,901
16	Karnataka	8,179	17,470	10,961	11,480	21,101	13,866	62,703	23,410	12,795
17	Kerala	9,524	39,241	6,547	11,346	10,481	23,886		69,728	10,410
18	Lakshadweep									10,079
19	Madhya Pradesh	6,516	22,825	5,912	7,450	6,774	9,388		4,497	6,347
20	Maharashtra	25,643	20,747	13,439	17,835	16,220	8,839	25,282	19,208	16,419
21	Manipur	11,082		13,732	3,422		17,256			12,637
22	Meghalaya	10,585	22,641	5,820	20,262	7,513	39,671	45,184	13,943	12,221
23	Mizoram	15,613	92,092	13,411	4,533	20,021	41,077			58,015
24	Nagaland	4,016	7,212	7,475	11,179	10,748	2,767		14,593	4,571
25	Odisha	3,462	27,256	7,818	24,437	32,331	12,695	1,997	3,484	12,521
26	Puducherry		59,676	2,881	3,297	678	13,095		4,455	5,871
27	Punjab	13,675	23,679	5,536	6,867	15,109	13,415		6,112	7,080
28	Rajasthan	45,920	86,102	8,552	8,775	17,755	8,299	29,930	6,297	12,126
29	Sikkim	11,487	39,995	24,946	3,96,797	5,489			11,768	74,521
30	Tamil Nadu	9,642	31,433	8,066	12,990	8,288	23,416	13,298	8,698	12,030
31	Tripura	34,927	19,580	7,069					8,565	9,132
32	Uttar Pradesh	11,473	26,750	8,022	6,501	8,551	6,046	6,943	5,589	8,218
33	Uttarakhand	6,562	29,137	9,194	9,705	18,717	6,849		20,241	11,452
34	West Bengal	14,373	14,447	24,618	15,712	24,332	9,770	12,766	8,543	19,239
All India		19,229	26,461	8,781	11,497	14,230	14,142	12,419	11,177	11,394

Source: NCAER computations

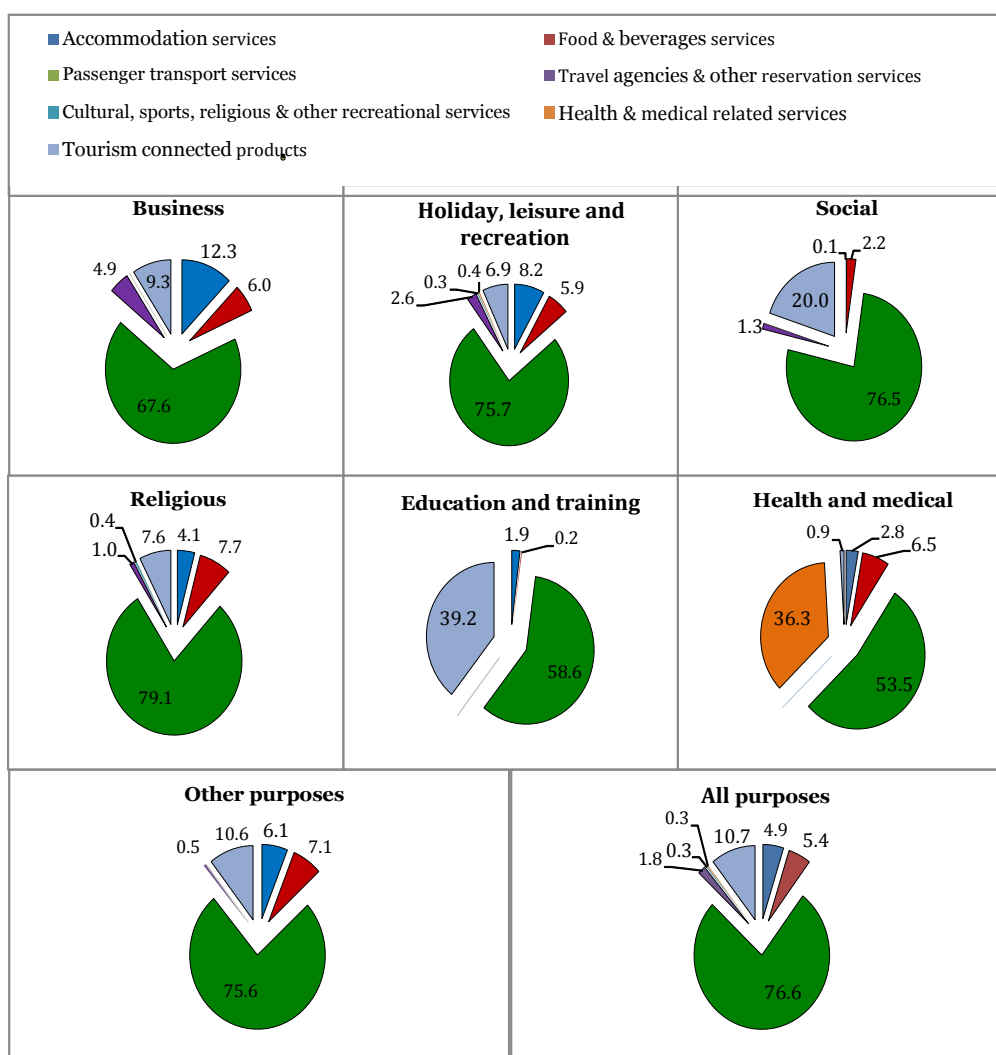
Table 4.7: State wise per-tourist per-day expenditure (Rs.) of inbound trips (from other states) by purpose of travel

(In Rs)

State	Business	Holiday, leisure and recreation	Social	Religious	Education and training	Health and medical	Shopping	Other purposes	All purposes
A&NI									
Andhra Pradesh	2133	779	568	1708	4265	2044		2002	1047
Arunachal Pradesh	16402	3032	489	2346					1261
Assam	5518	1231	833	2087	1380	2918	6750	1413	1448
Bihar	2430	622	427	2275	18909	274	401	1079	574
Chandigarh	18801	3538	1283	13001	4579	5985	27245	9115	2772
Chhattisgarh	24966	1316	385	1303	1816	2997		1523	2782
Dadra & Nagar Haveli			218						218
Daman & Diu		875	916	238					692
Delhi	6070	1892	1584	1546	3501	2210	1978	2087	1951
Goa	3798	3535	2704	4614	1562			10089	3545
Gujarat	159	729	657	336	1183	1125	3656	1140	463
Haryana	1180	1324	941	461	108	1370		1109	980
HP	1304	3147	1060	1394	396	637		993	1637
J&K	2815	725	272	1062	517	1354		744	777
Jharkhand	613	556	368	620	1234	420		353	468
Karnataka	1580	1171	920	1421	2721	1879	3870	2181	1244
Kerala	1748	4761	1322	2196	1907	2382		6250	1943
Lakshadweep		2920	1116			13291			2049
Madhya Pradesh	2715	5287	618	1590	1306	812		858	756
Maharashtra	3575	1742	962	1983	2551	2127	8237	2965	1544
Manipur	3899		1943	545		2564			2385
Meghalaya	2156	1199	562	810	2141	3896	7596	4250	1085
Mizoram	7738	5957	2092	2014	9792	20388			5458
Nagaland	5282	1626	2621	4431	3624	1337		5890	2761
Odisha	492	1049	438	1855	450	2622	1389	703	840
Puducherry		1939	203	489	144	1091		427	439
Punjab	2918	1190	524	1037	1204	774		320	634
Rajasthan	10167	5621	653	1296	1061	1669	7989	580	1178
Sikkim	1528	1307	1180	5563	948			1144	2544
Tamil Nadu	2304	4982	789	2077	1375	1405	3967	1103	1371
Tripura	7880	1423	297					2354	477
UP	1408	998	592	1053	1186	944	1709	763	689
Uttarakhand	3778	2381	685	1027	3121	1172		1678	1087
West Bengal	3912	1080	1405	1772	6885	875	8042	1103	1420

Source: NCAER computation using 65th round NSSSO data

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



Source: NCAER computations

**Domestic
Tourism
Expenditure**

4.31. TSA Table 2 focuses on domestic tourism by products and by purpose of travel. This table presents the Domestic Tourism Consumption which refers to the tourism consumption of a resident visitor within the economy of reference. At state level, this table refers to tourists from within the state.

4.32. The domestic tourism expenditure was derived from the Domestic Tourism Survey (DTS), conducted by the National Sample Survey Organisation (NSSO) during 2008-09. The detailed information was collected on the expenditure incurred by tourists on a detailed set of items which were mapped with the tourism characteristic and tourism connected (together called tourism specific) products and services.

4.33. The procedure of estimation is given in Appendix.

4.34. As done for other states' inbound tourism expenditure, domestic tourism expenditure data was also price-adjusted to benchmark them for the TSA reference year. Also, the underestimation of these data is corrected by applying the adjustment factors (Table 4.4) on value of expenditure for each item.

4.35. The TSA Table 2 is given in Chapter 5 on Tables and Accounts.

**Key Findings
– Domestic
tourism
expenditure**

4.36. In all, 146.46 lakh domestic or intrastate trips were undertaken in 2008-09 in Jharkhand.

4.37. The per cent distribution of intrastate trips by purpose of travel was somewhat similar from that of interstate trips. While maximum number of trips (45.9 per cent of the total, as given in Table 4.5) undertaken from other states to the state of reference were social trips, this proportion stood at 76.4 per cent in case of intrastate domestic trips, as shown in Table 4.8, which presents the state-wise distribution of intra-state trips by purposes of travel.

4.38. Among the total intrastate domestic trips, 9.7 per cent were medical trips and 3.6 per cent were leisure trips.

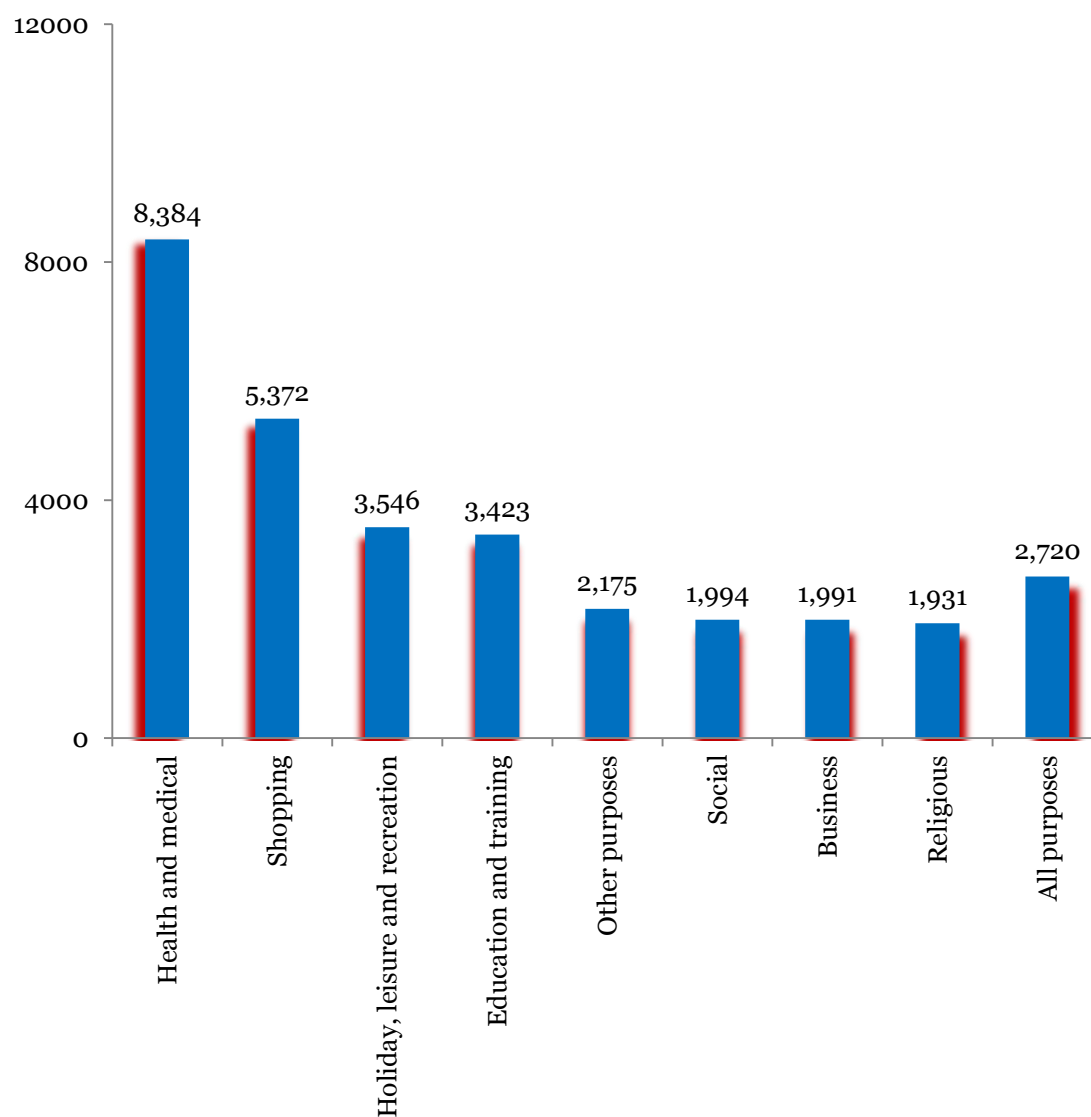
4.39. The average per-trip expenditure incurred during domestic trips in Jharkhand was Rs. 2,720. The per-trip expenditure is the highest for medical trips (Rs. 8,384) followed by shopping trips (Rs 5,372) (see Figure 4.3). The average per-tourist per-day expenditure is also reported in Table 4.10.

Table 4.8: State-wise per-cent distribution of trips (within the state) by purposes of travel

S. No.	States	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Others	Total
1	A & N Islands	4.3	5.4	67.4	2.7	3.8	9.5	1.8	5.1	100
2	Andhra Pradesh	2.3	3.6	74	8.7	0.6	7	0.1	3.7	100
3	Arunachal Pradesh	10.6	1.4	35.1	4.8	5.5	12.3	13.8	14.9	100
4	Assam	8.6	2.4	65.1	6.3	1.9	10.3	1.1	4.2	100
5	Bihar	4.5	1.4	72	7.9	1.1	10.2	0.9	1.7	100
6	Chandigarh	0	0	100	0	0	0	0	0	100
7	Chhattisgarh	2	2.9	81	5.8	1.2	4.3	0.8	1.9	100
8	Dadra & Nagar Haveli	0.3	0.3	97.8	0.2	0	1.4	0	0	100
9	Daman & Diu	0	0	99.3	0	0	0	0	0.7	100
10	Delhi	0	1.2	92.9	0.2	0	4.7	0	1	100
11	Goa	0	1.5	76.5	19.4	0.1	2.3	0.2	0	100
12	Gujarat	1.3	1.7	76	15.1	1.4	3.9	0.1	0.7	100
13	Haryana	0.8	0.1	86.9	2.8	0.5	5.6	0	3.2	100
14	Himachal Pradesh	3	2.2	78.4	4.3	1.1	5.3	1.5	4.2	100
15	Jammu & Kashmir	2.3	1.7	83.9	3.7	2	3	0.7	2.8	100
16	Jharkhand	2.4	3.6	76.4	3	1.8	9.7	0.7	2.5	100
17	Karnataka	2.1	2.6	76.3	13	0.5	3.9	0.1	1.6	100
18	Kerala	1.9	2.2	69.8	7.9	1.1	9.9	0	7.2	100
19	Lakshadweep	9.9	6	49.8	4.3	1.5	0.7	0	27.7	100
20	Madhya Pradesh	2.3	1.4	81.6	7.2	0.6	5	0.3	1.7	100
21	Maharashtra	1.6	1.8	70.8	15.4	0.7	7.4	0.4	1.8	100
22	Manipur	13.4	2.5	45.5	7	2.7	11.4	10.9	6.2	100
23	Meghalaya	9.4	5	55.9	7.8	1.9	13.6	1.6	4.7	100
24	Mizoram	23.2	1.2	50.2	5.7	3.2	5.5	6.3	4.6	100
25	Nagaland	19	4.2	34.1	9.3	6.9	3.8	2.1	20.6	100
26	Odisha	3.1	4.2	74.1	4.8	0.8	8.1	1.2	3.7	100
27	Puducherry	0	10.9	66.7	5.4	6.9	9.3	0	0.8	100
28	Punjab	1.8	0.2	79.2	11.8	0.8	4.1	0	2.2	100
29	Rajasthan	1.3	1	82.4	6.2	1.2	4.8	0.2	2.9	100
30	Sikkim	6.7	0.7	51.7	10.9	3.6	10.4	0.8	15.3	100
31	Tamil Nadu	1.5	4.1	74.4	14.8	0.4	3.6	0.1	1.2	100
32	Tripura	0.2	5.4	82.3	1.1	0.4	7.5	0.1	2.5	100
33	Uttar Pradesh	1.8	1.5	82.5	5	1.1	4.9	0.3	2.8	100
34	Uttarakhand	4.3	0.5	76	4.6	1.1	3.5	3.7	6.3	100
35	West Bengal	2.4	5.8	76	3.6	0.6	8.8	0.1	2.8	100
All India		2.2	2.4	76.6	8.4	0.9	6.3	0.4	2.8	100

Source: NCAER computations

Figure 4.3: Average per-trip expenditure incurred in domestic trips (within state) by purpose of travel



Source: NCAER computations

Table 4.9: State wise per-trip expenditure (Rs.) of domestic trips (within state) by purpose of travel

(Package + non-package)

S. No.	States	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Other	All
1	A & N Islands	7746	4309	3671	4929	3437	6732	29033	5413	4753
2	Andhra Pradesh	2807	2486	2089	6141	4224	9705	5342	4748	3121
3	Arunachal Pradesh	13523	10268	7451	4672	9984	8206	6089	7828	8112
4	Assam	4351	5508	2767	2742	4800	4451	4555	3483	3231
5	Bihar	3308	1596	1626	1532	1412	3222	4053	1258	1871
6	Chandigarh			2234						2234
7	Chhattisgarh	1345	2374	2187	2270	2177	5627	18810	1567	2444
8	Dadra & Nagar Haveli	666	3041	638	2999		1279			659
9	Daman & Diu			1814					7189	1852
10	Delhi		1305	1774	1991		56980		2160	4347
11	Goa		8244	3914	7099	1680	13242	519		4806
12	Gujarat	5181	5147	2962	3986	5044	24080	11351	6464	4058
13	Haryana	1446	2194	2075	4850	1238	9090	96270	13010	2921
14	Himachal Pradesh	1975	1894	3326	2625	3499	7772	5355	3270	3490
15	Jammu & Kashmir	4058	7858	1417	2538	6099	6259	8532	7292	2075
16	Jharkhand	1991	3546	1994	1931	3423	8384	5372	2175	2720
17	Karnataka	3039	15037	2650	5792	5040	10729	5824	4371	3742
18	Kerala	6116	20058	1859	4592	2226	12679	11530	8436	4104
19	Lakshadweep	8578	11701	5876	9694	4977	6461		2930	5830
20	Madhya Pradesh	2743	4136	1618	2481	3533	4210	3150	1931	1890
21	Maharashtra	5555	12333	3477	4842	4246	8179	4563	5555	4275
22	Manipur	8542	5440	3008	3224	6252	7151	7839	3593	4956
23	Meghalaya	4402	3094	2487	1378	2936	4440	6029	3971	3012
24	Mizoram	10418	4549	4499	2842	7543	14126	8392	5675	6701
25	Nagaland	7127	5460	4353	4893	7251	7103	6806	7137	5907
26	Odisha	2079	1897	1291	4016	8480	6026	2174	1711	1939
27	Puduicherry		1132	1890	667	10178	3118		806	2421
28	Punjab	3410	19774	2118	3727	2074	12933	9673	8596	2948
29	Rajasthan	6102	5392	2562	3108	3646	14028	4623	7475	3378
30	Sikkim	3996	5812	3866	4547	2942	6628	13064	5237	4494
31	Tamil Nadu	3120	7126	2487	4530	5973	20414	46751	5902	3723
32	Tripura	3459	1265	887	930	1117	3297	11577	2352	1140
33	Uttar Pradesh	1728	1876	1837	2655	1872	5935	6439	3265	2134
34	Uttarakhand	3394	5683	3639	5085	4967	9015	6066	2443	3923
35	West Bengal	2936	3178	1337	1815	3226	6814	18152	3032	2059
	All India	3492	5558	2184	4103	3525	8761	6664	4963	2976

Source: NCAER computations

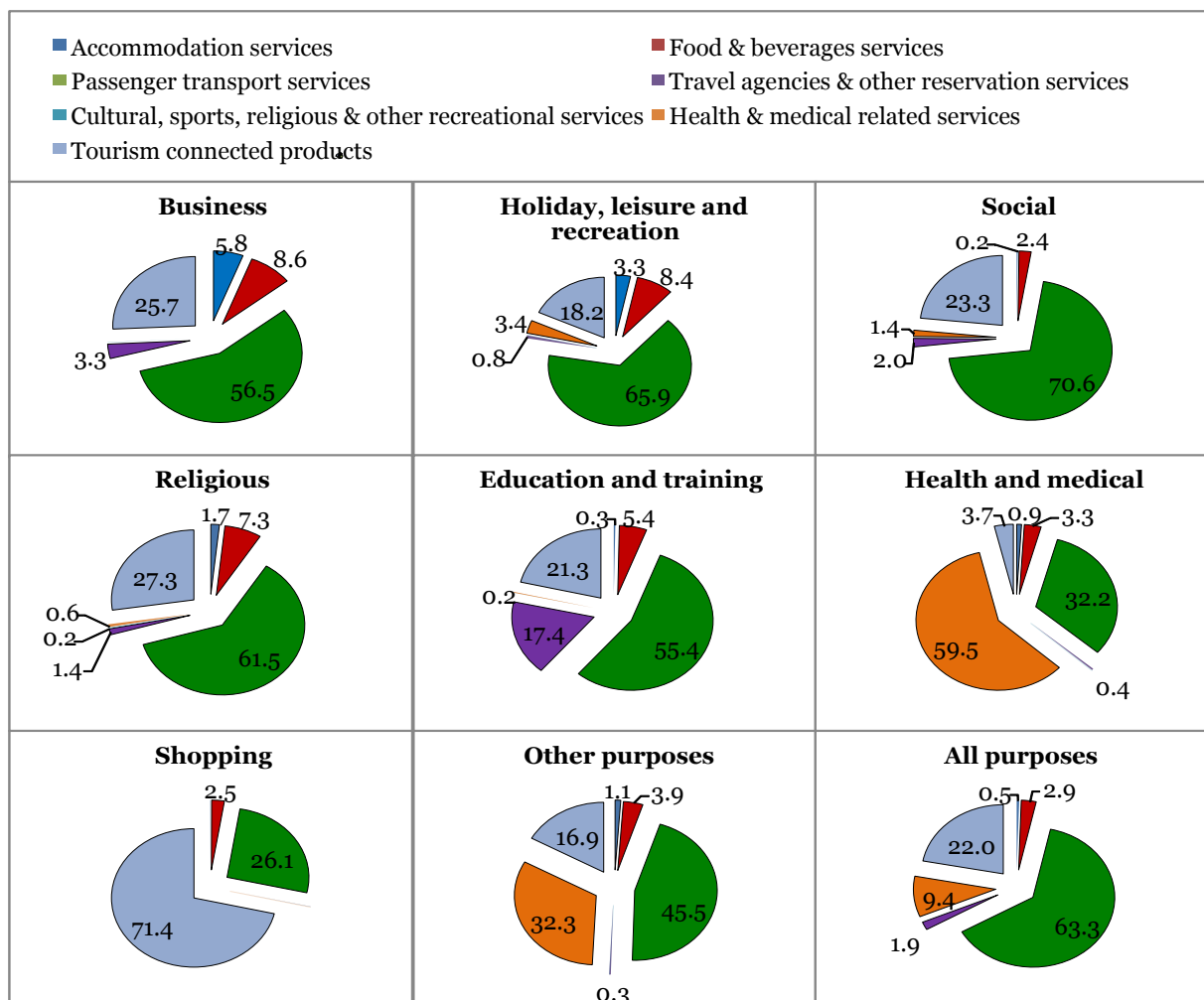
Table 4.10: State wise per-tourist per-day expenditure (Rs.) of domestic trips (within state) by purposes of travel

(In Rs)

State	Business	Holiday, leisure and recreation	Social	Religious	Education and training	Health and medical	Shopping	Other purposes	All purposes
A&NI	1423	180	372	307	475	437	3072	448	427
Andhra Pradesh	487	296	295	962	1470	1074	2507	474	431
Arunachal Pradesh	2118	931	1704	1258	1233	1341	1278	1810	1582
Assam	935	1482	601	729	1744	1479	2343	1517	768
Bihar	1788	410	239	92	497	903	2716	103	268
Chandigarh			423						423
Chhattisgarh	652	383	368	457	702	1203	16543	296	430
Dadra & Nagar	465	1482	118	349		150			121
Daman & Diu			400					1639	409
Delhi		1353	842	1424		21335		642	2041
Goa		743	507	534	811	876	501		534
Gujarat	2636	344	371	969	1365	3241	3543	244	542
Haryana	311	456	358	1154	641	1381	22291	3345	512
HP	971	451	897	825	1296	1591	4082	940	956
J&K	1519	1066	454	674	2980	1052	1187	1507	620
Jharkhand	762	806	375	410	1165	1303	3561	290	513
Karnataka	1051	1102	398	930	1211	655	3478	490	527
Kerala	1460	3910	300	1443	427	1008	11400	993	614
Lakshadweep	769	1795	613	887	232	584		468	656
Madhya Pradesh	666	701	265	510	985	544	1691	648	316
Maharashtra	938	1154	450	640	1321	695	2576	1262	541
Manipur	5395	2886	1286	1255	1551	1322	4212	1711	1927
Meghalaya	2392	1043	603	580	1405	1526	2497	803	855
Mizoram	3167	2103	1254	962	1515	1050	3121	1627	1682
Nagaland	3005	1363	1569	1135	1905	2458	4723	2401	1982
Odisha	505	418	248	870	2251	915	1647	462	379
Puducherry		265	116	43	833	286		222	172
Punjab	261	951	360	1111	75	2385	4522	1213	500
Rajasthan	1326	560	450	666	724	2102	1759	1128	591
Sikkim	2542	1030	844	624	533	1222	7665	510	796
Tamil Nadu	520	1213	501	965	1120	1912	26850	939	716
Tripura	1052	207	161	306	536	756	10822	544	212
UP	521	323	328	587	415	765	2036	571	381
Uttarakhand	2561	1471	918	1511	555	2179	2997	1299	1065
West Bengal	1090	468	199	405	797	962	7414	432	313

Source: NCAER computation using 65th round NSSSO data

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



Source: NCAER computations

4.40. The state-wise average per-trip expenditure of domestic tourists from within the state of reference is given in the Table 4.9.

4.41. The per cent distribution of total expenditure by items of expenditure reveals that the passenger transport services (comprising transport by railway, road, water, air and transport rental services) account for 55.9 per cent of the total expenditure.

4.42. When observed by purposes of travel (Figure 4.4), the share of passenger transport expenses is the highest in most of the trips, except in case of shopping related trips and trips undertaken with other purposes, where its share is 21.8 per cent and 37.6 per cent respectively. The maximum share in case of shopping related trips and trips with other purposes is of expenditure incurred on tourism connected products (70.7 per cent) and expenses incurred on food and beverages (44.4 per cent) respectively.

Outbound Tourism Expenditure

4.43. TSA Table 3 focuses on outbound tourism. This table presents the tourism expenditure incurred by the resident visitor outside the country of reference on tourism characteristic and tourism connected products and services.

4.44. This expenditure could be either as part of an outbound tourism trip or as part of a domestic trip. Both domestic trip and an outbound trip correspond to the travel between leaving the place of residence and returning. However, a domestic trip has a main destination in the country of residence of the traveller, while an outbound trip has a main destination outside this country.

4.45. In the state TSA tables, the data presented refers to the residents visiting outside the country and the expenditures included here are pre-trip expenditures within the country.

4.46. While trips undertaken outside the territory of the state of reference, to other states within India, also fall under the definition of outbound tourism, but the pre-trip expenditure of such trips is beyond the scope of the Domestic Tourism Survey, 2008-09.

4.47. The DTS-2008-09 conducted by NSSO canvassed the domestic tourists only and no information was collected on outbound tourism.

However, a separate survey was conducted by ISI, Kolkata and was a part of IPS. This survey captured the expenditure incurred by outbound tourists within India which includes the pre-trip expenditure, say, on shopping or expenditure incurred on travelling from place of residence to place of exit to another country and back.

4.48. This expenditure is supposed to be a part of TSA Table 2 but since there are no data available on the recommended TSA Table 3, the outbound tourism expenditure incurred in India (pre-outbound trip) is presented in this table. As mentioned, this information was collected through survey conducted by ISI.

4.49. The procedure followed to compile the estimates is same as for TSA Tables 1 and 2. Since the reference period of the IPS is 2010-11 whereas TSA is prepared for 2009-10, the expenditure data are deflated for 2009-10 using the PFCE deflator.

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

4.51. The TSA Table 3 is presented in Chapter 5.

*Key Findings
– Outbound
tourism
expenditure*

4.52. In all, there were 38,976 outbound tourists from Jharkhand in 2010-11.

4.53. The per-cent distribution of trips by purposes of travel reveals that 33.3 per cent of people travelling abroad are for business purposes. This was followed by trips undertaken for social purposes, whose share in total stood at 18.1 per cent (Table 4.11) and only 15.0 per cent of trips were made for leisure and holidaying.

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

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

4.56. Table 4.12 presents the state wise per-trip expenditure for outbound trips originated from each state.

Table 4.11: State-wise per-cent distribution of number of outbound trips (to other countries) by purpose of travel

S. No.	States	Business	Leisure	Social	Religious	Education & training	Health & medical	Other	All
1	A & N Islands	36.3	27.9	12.8	0	22.6	0.4	0	100
2	Andhra Pradesh	23.5	30.4	31.9	0.1	8.2	0.6	5.4	100
3	Arunachal Pradesh	79.5	13.8	4.4	2.3	0	0	0	100
4	Assam	33.1	34	11.3	0	11.9	0	9.6	100
5	Bihar	33.4	36.2	3.9	10.7	10.5	0	5.4	100
6	Chandigarh	37.2	33	8.3	4	13	0	4.6	100
7	Chhattisgarh	13.8	17.8	1.9	0	56.1	0	10.4	100
8	Dadra & Nagar Haveli	89.1	10.9	0	0	0	0	0	100
9	Daman & Diu	35	23.6	27.4	0	5.8	8.2	0	100
10	Delhi	33.4	46.6	5.3	0.9	9.3	0.8	3.6	100
11	Goa	34.7	36.7	17.4	1.4	2.8	0.5	6.5	100
12	Gujarat	38.2	21.2	25.4	1.3	7.8	0.1	6	100
13	Haryana	32.8	41.5	7.8	0.9	11.3	2.4	3.4	100
14	Himachal Pradesh	42.5	24.9	13.5	0	8.8	0	10.3	100
15	Jammu & Kashmir	29.7	51.8	7	1.6	2.8	2.3	4.8	100
16	Jharkhand	33.3	15	18.1	0	8.3	0	25.3	100
17	Karnataka	47.8	27.1	11.2	0.7	6.6	1.7	4.9	100
18	Kerala	10.2	29.2	42.1	0.8	5.4	4.6	7.8	100
19	Lakshadweep	59.9	0	40.1	0	0	0	0	100
20	Madhya Pradesh	28.2	48.5	16.4	0.7	1.6	2	2.6	100
21	Maharashtra	46.6	26.5	12.9	1.9	9.6	0.7	1.9	100
22	Manipur	48.6	36.4	0	0	10.2	0	4.8	100
23	Meghalaya	21.6	0	0	0	0	0	78.4	100
24	Mizoram	24.9	1.9	29.9	0	18.6	0	24.7	100
25	Nagaland	47.6	0	22.4	30	0	0	0	100
26	Odisha	47.2	32	2.8	0	7.3	0	10.8	100
27	Puducherry	63.8	27.1	0	0	0	0	9	100
28	Punjab	32	26.3	22.9	0.3	15.4	0.6	2.5	100
29	Rajasthan	24.2	15.1	29.2	9.1	3.6	0.4	18.4	100
30	Sikkim	17.5	20.3	9.5	0	12.6	40.1	0	100
31	Tamil Nadu	48	16.6	12.7	0.4	10	1.3	11.1	100
32	Tripura	51.1	6.2	42.6	0	0	0	0	100
33	Uttar Pradesh	44.9	28.2	6	6.3	4.9	0.7	9.1	100
34	Uttarakhand	13.4	63.3	8.4	4.1	1.9	0	8.8	100
35	West Bengal	38.6	26	23.6	0.4	4.2	0	7.3	100
All India		32.3	29.1	21.8	1.4	7.9	1.3	6.2	100

Source: NCAER computations

Table 4.12: State wise per tourist expenditure (Rs.) on outbound trips (to other countries) by purpose of travel

S. No.	States	Business	Leisure	Social	Religious	Education & training	Health & medical	Other	All
1	A & N Islands	19,611	8,394	4,689	0	6,083	101	0	11,433
2	Andhra Pradesh	11,360	9,099	6,851	5,825	10,561	24,577	3,313	8,809
3	Arunachal Pradesh	12,418	3,768	32,788	13,037	0	0	0	12,133
4	Assam	37,014	5,710	4,443	0	2,331	0	2,284	15,195
5	Bihar	4,726	12,395	77,629	3,967	8,154	0	1,990	10,445
6	Chandigarh	9,011	8,097	21,864	5,264	1,747	0	3,834	8,444
7	Chhattisgarh	9,705	4,420	183	0	5,874	0	1,550	5,585
8	Dadra & Nagar	12,141	10,287	0	0	0	0	0	11,939
9	Daman & Diu	4,831	57,244	9,982	0	9,770	34,530	0	21,361
10	Delhi	6,439	7,597	12,452	7,965	5,947	4,493	7,658	7,296
11	Goa	67,733	23,409	14,301	1,899	7,244	8,825	8,414	35,416
12	Gujarat	9,382	20,819	6,048	1,293	6,649	7,474	3,939	10,309
13	Haryana	3,539	9,383	6,137	5,068	7,754	12,325	4,747	6,904
14	Himachal Pradesh	5,681	6,945	9,400	0	14,307	0	2,766	6,954
15	Jammu & Kashmir	705	12,771	1,898	8,357	4,526	8,757	21,56	8,459
16	Jharkhand	6,738	55,256	5,141	0	2,058	0	3,769	12,572
17	Karnataka	10,100	17,912	13,827	17,025	19,894	29,971	24,49	14,383
18	Kerala	29,960	35,507	46,610	7,572	23,567	28,111	51,07	39,624
19	Lakshadweep	28,956	0	6,332	0	0	0	0	19,876
20	Madhya Pradesh	8,297	15,350	7,178	3,314	6,442	3,319	2,362	11,215
21	Maharashtra	16,124	34,510	7,374	5,806	8,068	20,669	3,518	18,691
22	Manipur	40,498	6,770	0	0	1,776	0	11,727	22,898
23	Meghalaya	16,121	0	0	0	0	0	248	3,680
24	Mizoram	2,333	3,476	14,735	0	13,133	0	784	7,695
25	Nagaland	2,612	0	9,110	18,842	0	0	0	8,934
26	Odisha	23,972	17,343	12,135	0	2,349	0	9,102	18,345
27	Puduicherry	45,335	15,408	0	0	0	0	7,034	33,757
28	Punjab	6,913	12,475	12,326	7,994	9,529	4,305	8,828	10,059
29	Rajasthan	4,848	19,836	4,776	1,298	7,248	16,309	2,952	6,549
30	Sikkim	23,099	2,05,8	30,219	0	474	0	0	48,818
31	Tamil Nadu	17,683	14,312	18,074	36,983	14,042	18,106	7,033	15,714
32	Tripura	12,598	456	62,228	0	0	0	0	33,006
33	Uttar Pradesh	3,517	6,744	6,634	6,806	5,564	3,178	3,017	4,872
34	Uttarakhand	4,264	4,109	6,389	940	2,591	0	5,906	4,322
35	West Bengal	5,189	4,301	3,140	4,336	9,840	328	3,034	4,508
All India		12,558	12,56	17,473	18,529	5,571	10,64	22,9	13,651

Source: NCAER computations

**Total
Internal
Tourism
Consumption**

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

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

- **Services associated with vacation accommodation on own account:** This item includes all imputed accommodation services related to accommodation units on own account and to all other types of vacation home¹³ 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.).

4.59. However, these components are not directly available from any data source; hence, after discussions with the technical committee

¹³A 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.

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 services¹⁴.

- **Tourism social transfers in kind (except refunds):** This is derived from the component of “social transfer in kind” against “Recreation and Culture” in the Classification of Individual Consumption Expenditure of Households (COICOP). Household consumption on any item of consumption comprises of the individual consumption expenditure and social transfers in kind (paid by government). Since, the data on the share of these transfers that goes to the tourists and to non-tourists are not available, it is assumed to be 50 per cent for each. The NAS statement on COICOP provides these components household consumption expenditure. For Tourism, the individual consumption expenditure component is obtained from the demand side information through DTS while the imputed consumption that relate to “social transfers in kind” is obtained from COICOP.

- **Financial Intermediation Services Indirectly Measured (FISIM) on purchases related to tourism trips:** This is obtained using the share of FISIM in PFCE (as in NAS) and applying it on total internal tourism consumption expenditure.

- **Imputed consumption of services rendered by vacation residences provided by producers for the benefit of their employees:** This refers to the cost borne by the companies (mostly private corporates) on the services that they provide in their guest houses for the benefit of employees. This is assumed to be about half per cent of the total output of organised private corporate sector.

- **Expenditure incurred by other households (mainly on food) on the visiting tourists when the tourists stay at the friends/relatives’ place:** While the accommodation cost is recommended to be excluded from the tourism consumption when the tourists stay at the friends/relatives’ place while on trip, but the expenses incurred on food is taken into account. Notably, for the domestic tourists,

¹⁴The economic activities covered under owner occupied dwelling services include ownership of dwellings (occupied residential houses) and the imputed value of owner occupied dwellings.

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.

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

4.61. The internal tourism expenditures and consumption refer to the year 2009-10. Price adjustments wherever necessary to the survey data have been carried out using implicit price deflators from the item-level PFCE.

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

Production Account of Tourism Industries

4.63. The TSA Table 5 presents the production accounts of tourism industries and other industries in the economy of reference. It conforms formally to the format established in the Systems of National Accounts (SNA) 1993 for production accounts. In the SNA, Production accounts are compiled for industries and institutions.

4.64. The main aggregate that is derived from this table is the gross value added of tourism industries (GVATI). The GVATI, however, has a limited role as being a relevant indicator of tourism's contribution to the economy.

4.65. As recommended, the production account of the state economies with focus on tourism industries has been prepared using India's Supply and Use Table (SUT) for the year 2009-10 that has specially been compiled for this TSA. In the first stage, the all India SUT was prepared for 130 industries and 130 products, the same dimension which CSO uses for its 5-yearly Input-Output Tables.

4.66.

4.67. 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. Further, since the focus of this TSA is on 25-industry/products that are relevant from the tourism perspective, this 142- sector SUT was aggregated to arrive at 25-sector SUT. Of these 25 industries and products, 20 industries were the tourism specific industries, for which the information on tourism consumption is available and presented in TSA Table 4; and the remaining 5 industries and products are the tourism non-specific industries and products, which, however, would have linkages with tourism industries/products.

4.68. The 25 sector SUT¹⁵ and production accounts for 25 industries have been compiled with the desired disaggregation of output of each industry broken down by 25 product groups (at basic prices), intermediate consumption (at purchasers' prices) broken down by 25 product groups and value added (at basic prices) broken down by its components of compensation of employees, other taxes on production, other subsidies on production, consumption of fixed capital and finally, the net operating surplus/mixed income. This table also includes employment in the 25 industries.

4.69. 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.

4.70. 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

¹⁵ 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).

**Tourism
Industry
Ratios and
TDGVA**

compared to internal tourism consumption that has been derived in Table 4.

4.71. Using the results of table 6, estimates can be derived regarding the gross value added attributable to tourism for each of the domestic industries that serve visitors. This provides the basic information that is necessary for the computation of tourism ratios for products and industries, TDGVA (Tourism Direct Gross Value Added) and TDGDP (Tourism Direct Gross Domestic Product) and their components. The table together with the associated use table¹⁶ provides a basis to compile input-output tables and input-output models that facilitate estimation of indirect contribution of tourism to the economy.

4.72. Conceptually, at the national level, rows of TSA Table 6 are identical to those of TSA Table 5. Regarding columns, there are three blocks:

- The first block corresponds to the same columns as those of TSA Table 5 and represents industries.
- The second block (imports, taxes less subsidies and trade and transport margins) represents the additional variables and valuation adjustments (imports, taxes less subsidies on products and trade margins and transport freight costs, that are needed to obtain domestic supply of individual products at purchasers' prices.
- The third block is made of only two columns - internal tourism consumption that has been derived in Table 4 and tourism ratio, which is the share of internal tourism consumption to the total supply at purchasers' prices, for each product, shown in the rows.

4.73. 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, cif¹⁷, which represents supply within the domestic economy of imported goods and services (besides imported goods, what concerns tourism refers to transport services within the

¹⁶Use 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.

¹⁷Imports cif are considered to be at basic price valuations.

domestic economy provided by non-resident producers, as well as insurance services or any other service provided by non-residents and purchased on the Internet or otherwise. Information on imports of services is generally available from the balance of payments statistics).

4.74. 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.

4.75. Against this final column of supply at purchasers' prices, the internal tourism consumption by products obtained from Table 4 is shown in the next column. The final column shows the Tourism ratio (in percentage) which is the ratio of internal tourism consumption to the total supply for each product. These tourism ratios allow for the estimation of the two main aggregates: TDGVA and TDGDP. The following paragraphs explain how these ratios are derived and their application for measuring tourism direct economic contribution in the economy of reference.

4.76. For each column of the supply table, a new column is added to indicate the share of internal tourism consumption within that industry. The values for this new column are generated based on the Tourism share shown in the last column of the supply table. Thus, in each row of the first block of rows representing industries, the total value of tourism shares is equal to the value of internal tourism consumption that appears in the last block of columns. In the case of the rows corresponding to goods (characteristic or other), as only the activity by which they are made available to visitors generates tourism direct value added, only the associated retail trade margin generates share. As a consequence, in the case of goods, the sum of the tourism share on supply is not equal to internal tourism consumption, but only to the value of retail trade services on those goods.

4.77. 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 ratio¹⁸ (ratio between the total value of tourism share and total value of output of the industry expressed in percentage form), to be applied to the components of intermediate consumption, so as to arrive at the value added. If intermediate consumption is broken down by products, this tourism ratio might be uniform for each product belonging to the intermediate consumption of an industry and thus be equal to that of total output, or it might also be possible to modulate these ratios according to the relative importance of the different components of its output that is consumed by visitors (for instance, in a hotel providing also food-serving services, the ratio of accommodation services demanded by visitors might be different from that corresponding to food-serving services).

4.78. 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.

4.79. From the above sequence of steps, it is possible, for each industry, to derive an estimate of the fraction of its gross value added (at basic prices) corresponding to the contribution of its output to total internal tourism consumption, and these values can be added over all industries, both the tourism industries and all other industries. The sum of all these portions of value added over all tourism industries is the TDGVA.

4.80. 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 margins¹⁹). 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 observable²⁰ and has to be estimated through the information provided by industries that produce

¹⁸Tourism ratios can be generated and presented separately for both the products and the industries, based on their total output.

¹⁹No 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.

²⁰Value added is a concept applicable for industries, which generally produce more than one product. Value added for products can only be derived through assumptions.

this product.

4.81. The procedure that has been recommended for compiling Table 6 is applicable at national level. **The absence of data on imports in the State from other states and countries hampers the adoption of recommended method for compiling Table 6 which enables the estimation of TDGVA and TDGDP.** However, with the information available at state level, it is possible to compile TDGVA²¹ with some assumptions. The three possible options for computing TDGVA are:

4.82. The first option is to allocate the national TDGVA to states using the share of different states in tourism internal consumption (which has been estimated for state TSA Table 4 on Total Tourism Internal Consumption). However, this method implicitly assumes that share of imports in meeting the tourism internal consumption in a state is same as in all India and that tourism ratio of a product is same in the state and in all-India. The assumption of share of imports in meeting tourism demand being same in a state and all India is incorrect in the case of most states.

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

State Tourism Industry Ratio

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

²¹At 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.

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

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

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

4.87. It may be noted that we have adopted this method due to the absence of requisite data for deriving the tourism industry ratios at state level although conceptually tourism consumption is by tourists whereas PFCE is by the residents. But we have assumed that the services (all tourism characteristic industries are services industries) are consumed at the time of production hence the figures may be comparable.

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

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

Table 4.13: State-specific Tourism Industry Ratios

Industries	Ratio1 = PFCE/ Tourism Consumption for India	India TIR	Ratio2 = PFCE/ Tourism Consumption for state	A = Ratio2/ Ratio1	State TIR = A*India TIR
1. Agriculture		0			0
2. Mining, other manufacturing, construction, electricity, gas and water supply		0			0
3. Trade		0.66			0.66
4. transport freight services		2.25			2.25
5. All non-tourism specific services		2.29			2.29
A 1. Tourism characteristic product					
1. Accommodation services/Hotels	0.54	51.09	0.29	0.54	27.59
2 Food and beverage serving services/Restaurants	0.54	16.37	0.29	0.54	8.84
3 Railway passenger transport services	0.99	57.63	0.98	0.99	56.8
4 Road passenger transport services	0.77	54.42	0.18	0.23	12.37
5 Water passenger transport services	5.28	12.1	0.15	0.03	0.35
6 Air passenger transport services	4.71	77.2	0.71	0.15	11.65
7 Transport equipment rental services	14.63	28.82	19.45	1.33	38.32
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	14.63	72.36	19.45	1.33	96.22
9 Cultural and religious services	0.95	17.06	0.66	0.69	11.8
10 Sports and other recreational services	0.95	3.84	0.66	0.69	2.66
11 Health and medical related services	0.31	30.05	0.53	1.73	51.93
A.2 Tourism connected products					
12 Readymade garments		0			0
13 Processed Food		0			0
14 Tobacco products		0			0
15 Beverages		0.02			0.02
16 Travel related consumer goods		0			0
17 Footwear		0			0
18 Soaps, cosmetics and glycerin		0			0
19 Gems and jewellery		0			0
20 Books, journals, magazines, stationery etc.		0			0
Total					

Source: NCAER computations

Employment in Tourism Industries

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

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

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

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

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

information for understanding and monitoring the changing levels and contribution of tourism activity.

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

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

Table 4.14: Identification of Formal/Informal workers (EUS)

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

Source: NCAER computations

Non-monetary Indicators

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

4.98. For the states of India, and Jharkhand in particular, the following set of tables form TSA Table 10. It should be noted that there are not enough data on inbound or outbound tourism originating from the states. “India Tourism Statistics”, a publication of the Ministry of Tourism reports a table on state-wise domestic and foreign visits, which forms TSA Table 10.1. Rest of the tables are obtained from the DTS- 2008-09.

5. TSA TABLES AND ACCOUNTS

TSA TABLES

TSA Table 1A: Inbound Tourism Expenditure by products and by type of foreign tourists (expenditure at market price)

(Package + Non-package)

(Rs. Lakh)

S. No	Industries	Non-Resident Indians	Foreigner PIO	Foreigner Others	Total Inter-national Demand
A 1. Tourism characteristic products		1785	2723	13482	17990
1	Accommodation services/Hotels	429	1055	6488	7973
2	Food and beverage serving	483	489	2534	3506
3	Railway passenger transport services	24	85	193	301
4	Road passenger transport services	197	230	801	1229
5	Water passenger transport services	36	2	20	58
6	Air passenger transport services	183	396	1243	1822
7	Transport equipment rental services	39	88	233	360
8	Travel agencies and other reservation	26	47	319	392
9	Cultural and religious services	35	83	208	326
10	Sports and other recreational services	178	202	424	805
11	Health and medical related services	154	45	1019	1218
A.2 Tourism connected products		1699	782	3219	5700
12	12 Readymade garments	457	243	1017	1717
13	13 Processed Food	39	29	132	200
14	14 Tobacco products	5	31	30	65
15	15 Beverages	30	166	313	509
16	16 Travel related consumer goods	21	10	97	129
17	17 Footwear	44	32	167	244
18	18 Soaps, cosmetics and glycerin	6	3	17	26
19	19 Gems and jewellery	893	208	1089	2190
20	20 Books, journals, magazines, stationery etc.	205	60	356	621
Total		3484	3505	16701	23690
No. of tourists		2729	2180	10786	15695
Per tourist expenditure		127672	160784	154837	150939

Source: NCAER's computations

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

(Package + Non-package)

(Rs. Lakh)

S. No	Industries	Business	Leisure	Social	Religious	Education & training	Health & medical	Other	All
A 1. Tourism characteristic products		2850	4910	53776	60601	1060	5183	5861	134240
1	Accommodation services/Hotels	139	32	38	2965	20	105	0	3299
2	Food and beverage serving services/Restaurants	201	126	1792	8975	44	455	613	12206
3	Railway passenger transport services	1047	2869	26652	15909	876	269	3639	51260
4	Road passenger transport services	1159	108	11438	21332	120	1345	1493	36995
5	Water passenger transport	0	0	263	439	0	0	0	702
6	Air passenger transport services	0	0	6055	0	0	0	0	6055
7	Transport equipment rental services	281	1175	6568	4729	0	324	101	13178
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	21	535	841	5654	0	65	15	7131
9	Cultural and religious services	0	0	11	413	0	0	0	425
10	Sports and other recreational services	0	2	7	11	0	0	0	21
11	Health and medical related services	2	64	110	172	0	2620	0	2968
A.2 Tourism connected products		388	599	10268	12570	5	548	304	24682
12	Readymade garments	200	472	6780	6035	0	268	5	13760
13	Processed food	67	67	1351	2125	4	86	159	3859
14	Tobacco products	26	14	542	1244	1	54	77	1958
15	Beverages	4	26	133	0	0	5	57	226
16	Travel related consumer goods	44	12	520	2162	0	66	6	2810
17	Footwear	4	0	407	564	0	63	0	1038
18	Soaps, cosmetics and glycerine	1	0	35	120	0	5	0	160
19	Gems and jewellery	40	0	429	206	0	0	0	675
20	Books, journals, magazines, stationery etc.	3	8	71	113	0	0	0	195
Total		3238	5509	64043	73171	1065	5730	6165	158922
Estimated number of trips		81123	44814	1236399	1065141	35684	135791	94138	2693089
Expenditure per trip (Rs.)		3992	12294	5180	6870	2985	4220	6549	5901

Source: NCAER's computations

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

(Package + Non-package)

(Rs. Lakh)

S. No	Industries	Non-Resident Indians	Foreigner PIO	Foreigner Others	Indians from other states	Total Inbound Demand
A 1. Tourism characteristic products		1785	2723	13482	134240	152230
1	Accommodation services/Hotels	429	1055	6488	3299	11272
2	Food and beverage serving services/Restaurants	483	489	2534	12206	15712
3	Railway passenger transport services	24	85	193	51260	51562
4	Road passenger transport services	197	230	801	36995	38224
5	Water passenger transport	36	2	20	702	760
6	Air passenger transport services	183	396	1243	6055	7878
7	Transport equipment rental services	39	88	233	13178	13537
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	26	47	319	7131	7523
9	Cultural and religious services	35	83	208	425	751
10	Sports and other recreational services	178	202	424	21	825
11	Health and medical related services	154	45	1019	2968	4186
A.2 Tourism connected products		1699	782	3219	24682	30382
12	Readymade garments	457	243	1017	13760	15477
13	Processed food	39	29	132	3859	4059
14	Tobacco products	5	31	30	1958	2024
15	Beverages	30	166	313	226	735
16	Travel related consumer goods	21	10	97	2810	2938
17	Footwear	44	32	167	1038	1282
18	Soaps, cosmetics and glycerine	6	3	17	160	186
19	Gems and jewellery	893	208	1089	675	2865
20	Books, journals, magazines, stationery etc.	205	60	356	195	816
Total		3484	3505	16701	158922	182612
Estimated number of trips		2729	2180	10786	2693089	2708784
Expenditure per trip (Rs.)		127672	160784	154837	5901	449193

Source: NCAER's computations

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

(Package + Non-package)

(Rs. Lakh)

S. No	Industries	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Other	All
A 1. Tourism characteristic products		6140	16799	15804 ₁	7497	6974	110023	1597	7148	314219
1	Accommodation services/Hotels	337	185	180	156	556	1322	26	23	2784
2	Food and beverage serving services/Restaurants	580	1302	9329	684	439	9630	74	3475	25512
3	Railway passenger transport services	17	314	3849	145	4	641	0	493	5463
4	Road passenger transport services	4533	5918	80764	4825	2341	14519	1005	1315	115221
5	Water passenger transport									
6	Air passenger transport services									
7	Transport equipment rental services	559	8064	45150	940	3163	42854	184	1137	102050
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	105	966	14729	586	423	898	296	339	18342
9	Cultural and religious services	4	2	75	92	20	11	1	0	205
10	Sports and other recreational services	4	5	56	16	20	11	0	0	112
11	Health and medical related services	0	43	3909	54	8	40138	10	367	44530
A.2 Tourism connected products		855	1936	64984	939	2195	8649	3855	675	84088
12	Readymade garments	93	459	40657	524	1106	523	2839	27	46227
13	Processed food	285	534	6058	185	363	3345	60	228	11058
14	Tobacco products	32	162	1834	97	17	222	16	67	2448
15	Beverages	282	11	871	15	0	52	35	16	1283
16	Travel related consumer goods	54	454	7259	66	136	4365	157	255	12746
17	Footwear	31	297	3221	42	311	91	317	0	4309
18	Soaps, cosmetics and glycerine	8	11	431	7	17	12	3	1	490
19	Gems and jewellery	6	0	4213	2	0	3	341	0	4564
20	Books, journals, magazines, stationery etc.	64	8	440	1	245	35	87	83	963
Total		6995	18735	223025	8436	9169	118672	5452	7823	398307
Estimated number of trips		351281	528410	11184981	436964	267868	1415532	101496	359685	14646216
Expenditure per trip (Rs.)		1991	3546	1994	1931	3423	8384	5372	2175	2720

Source: NCAER's computations

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

(Package + Non-package)

(Rs. Lakh)

S. No	Industries	Business	Leisure	Social	Religious	Education & training	Health & medical	Other	All
A 1. Tourism characteristic products		524	2704	189	0	59	0	342	3818
1	Accommodation services/Hotels	110	645	32	0	20	0	56	863
2	Food and beverage serving services/Restaurants	72	979	23	0	9	0	95	1179
3	Railway passenger transport services	24	42	49	0	21	0	0	136
4	Road passenger transport services	177	115	28	0	4	0	191	514
5	Water passenger transport	0	0	15	0	0	0	0	15
6	Air passenger transport services	47	600	17	0	0	0	0	664
7	Transport equipment rental services	0	82	2	0	5	0	0	89
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	80	157	0	0	0	0	0	238
9	Cultural and religious services	1	1	0	0	0	0	0	3
10	Sports and other recreational services	3	80	0	0	0	0	0	84
11	Health and medical related services	10	0	24	0	0	0	0	34
A.2 Tourism connected products		351	520	173	0	7	0	30	1082
12	Readymade garments	132	54	70	0	4	0	0	260
13	Processed food	7	252	24	0	0	0	20	303
14	Tobacco products	3	0	0	0	0	0	0	3
15	Beverages	2	0	0	0	0	0	0	2
16	Travel related consumer goods	104	33	14	0	0	0	10	161
17	Footwear	12	94	7	0	1	0	0	114
18	Soaps, cosmetics and glycerine	0	84	0	0	0	0	0	85
19	Gems and jewellery	57	2	56	0	0	0	0	115
20	Books, journals, magazines, stationery etc.	35	0	2	0	3	0	0	40
Total		875	3224	362	0	66	0	372	4900
Estimated number of trips		12993	5834	7047	0	3224	0	9877	38976
Expenditure per trip (Rs.)		6738	55256	5141		2058		3769	12572

Source: NCAER's computations

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

(Package + Non-package)

(Rs. Lakh)

S. No	Industries	Inbound Tourism Consumption	Domestic Tourism Consumption	Outbound Tourism Consumption	Total Tourism Consumption
A 1. Tourism characteristic products		152230	314219	3819	470266
1	Accommodation services/Hotels	11272	2784	863	14919
2	Food and beverage serving services/Restaurants	15712	25512	1179	42403
3	Railway passenger transport services	51562	5463	136	57161
4	Road passenger transport services	38224	115221	514	153959
5	Water passenger transport	760		15	774
6	Air passenger transport services	7878		664	8541
7	Transport equipment rental services	13537	102050	89	115676
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	7523	18342	238	26103
9	Cultural and religious services	751	205	3	959
10	Sports and other recreational services	825	112	84	1021
11	Health and medical related services	4186	44530	34	48750
A.2 Tourism connected products		30382	84088	1083	115551
12	Readymade garments	15477	46227	260	61964
13	Processed food	4059	11058	303	15419
14	Tobacco products	2024	2448	3	4474
15	Beverages	735	1283	2	2020
16	Travel related consumer goods	2938	12746	161	15846
17	Footwear	1282	4309	114	5705
18	Soaps, cosmetics and glycerine	186	490	85	761
19	Gems and jewellery	2865	4564	115	7544
20	Books, journals, magazines, stationery etc.	816	963	40	1818
A.3 Other imputed connected products			88794		88794
21	Vacation homes (assumed to be 1% of urban owner occupied dwelling services)		2698		2698
22	Social transfers in kind (50% of GFCE of tourism and cultural services)		3099		3099
23	FISIM (calculated from the share of FISIM in PFCE)		16714		16714
24	Producers' guest houses (.5% of private organised sector share in output)		36322		36322
25	Imputed expenditures of households on food for tourists staying with them		29961		29961
Total		182612	487101	4902	674611

Source: NCAER's computations

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

Supply table at basic prices 25 X 25 product X industry, 2009-10 (Rs. Lakh)

S. No.	Industry	Industry as per the Serial No. given in first column				
		1	2	3	4	5
1	Agriculture	1958597	8714	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	5741	12271310	0	0	0
3	Trade	1869	133984	1346210	0	0
4	Transport freight services	0	0	0	840430	0
5	All non-tourism specific services	0	918	0	0	2422564
6	Processed food products	11773	17604	0	0	0
7	Beverages	242	5326	0	0	0
8	Tobacco products	0	0	0	0	0
9	Readymade garments	0	57426	0	0	0
10	Printing and publishing	0	9228	0	0	0
11	Leather footwear	0	4303	0	0	0
12	Travel related consumer goods	0	15605	0	0	0
13	Soaps and cosmetics	0	10409	0	0	0
14	Gems and jewellery	0	5982	0	0	0
15	Railway passenger transport services	0	0	0	0	0
16	Land passenger transport including via pipeline	0	0	0	34234	0
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	0	0	0	0	0
21	Restaurants	0	0	0	0	0
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	0	217	0	0	0
24	Cultural and religious services	0	0	0	0	0
25	Sporting and recreational services	0	243	0	0	0
Total domestic output at basic prices		1978223	12541270	1346210	874663	2422564

Source: NCAER's computations

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

Supply table at basic prices 25 X 25 product X industry, 2009-10 (Rs. Lakh) contd.

S. No.	Industry	Industry as per the Serial No. given in first column					
		6	7	8	9	10	11
1	Agriculture	824671	0	0	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	52806	9107	530	2511	24934	3740
3	Trade	2586	1611	873	0	1361	478
4	Transport freight services	0	0	0	0	0	0
5	All non-tourism specific services	26	405	7	0	2	0
6	Processed food products	971708	4033	6760	0	0	0
7	Beverages	2021	160970	0	0	0	0
8	Tobacco products	0	0	304359	0	0	0
9	Readymade garments	0	0	0	69845	0	4
10	Printing and publishing	0	0	0	0	104411	0
11	Leather footwear	0	0	0	0	0	3470
12	Travel related consumer goods	27	0	3	415	75	547
13	Soaps and cosmetics	490	76	944	0	0	0
14	Gems and jewellery	0	0	0	0	0	0
15	Railway passenger transport services	0	0	0	0	0	0
16	Land passenger transport including via pipeline	0	0	0	0	0	0
17	Water passenger transport	0	0	0	0	0	0
18	Air passenger transport	0	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0	0
20	Hotels	0	0	0	0	0	0
21	Restaurants	0	0	0	0	0	0
22	Medical and health	0	0	0	0	0	0
23	Renting of transport equipment	6	101	2	0	0	0
24	Cultural and religious services	0	0	0	0	0	0
25	Sporting and recreational services	0	0	0	0	10	0
Total domestic output at basic prices		1854342	176304	313477	72772	130793	8239

Source: NCAER's computations

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

Supply table at basic prices 25 X 25 product X industry, 2009-10 (Rs. Lakh) contd.

S. No.	Industry	Industry as per the Serial No. given in first column					
		12	13	14	15	16	17
1	Agriculture	0	0	0	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	3926	3621	4702	0	0	0
3	Trade	75	455	6703	0	0	0
4	Transport freight services	0	0	0	0	22752	0
5	All non-tourism specific services	0	0	0	0	0	0
6	Processed food products	0	0	0	0	0	0
7	Beverages	0	0	0	0	0	0
8	Tobacco products	0	0	0	0	0	0
9	Readymade garments	6	2	0	0	0	0
10	Printing and publishing	2	0	0	0	0	0
11	Leather footwear	398	0	0	0	0	0
12	Travel related consumer goods	1186	1	8	0	0	0
13	Soaps and cosmetics	4	28535	26	0	0	0
14	Gems and jewellery	2	5	636150	0	0	0
15	Railway passenger transport services	0	0	0	215282	0	0
16	Land passenger transport including via pipeline	0	0	0	0	415620	0
17	Water passenger transport	0	0	0	0	0	0
18	Air passenger transport	0	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0	0
20	Hotels	0	0	0	0	0	0
21	Restaurants	0	0	0	0	0	0
22	Medical and health	0	0	0	0	0	0
23	Renting of transport equipment	0	0	0	0	0	0
24	Cultural and religious services	0	0	0	0	0	0
25	Sporting and recreational services	0	0	0	0	0	0
Total domestic output at basic prices		5600	32619	647589	215282	438371	0

Source: NCAER's computations

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

Supply table at basic prices 25 X 25 product X industry, 2009-10 (Rs. Lakh) contd.

S. No.	Industry	Industry as per the Serial No. given in first column					
		18	19	20	21	22	23
1	Agriculture	0	0	0	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	0	0	0	0	0	0
3	Trade	0	0	0	0	0	0
4	Transport freight services	0	0	0	0	0	0
5	All non-tourism specific services	0	0	0	0	0	0
6	Processed food products	0	0	0	0	0	0
7	Beverages	0	0	0	0	0	0
8	Tobacco products	0	0	0	0	0	0
9	Readymade garments	0	0	0	0	0	0
10	Printing and publishing	0	0	0	0	0	0
11	Leather footwear	0	0	0	0	0	0
12	Travel related consumer goods	0	0	0	0	0	0
13	Soaps and cosmetics	0	0	0	0	0	0
14	Gems and jewellery	0	0	0	0	0	0
15	Railway passenger transport services	0	0	0	0	0	0
16	Land passenger transport including via pipeline	0	0	0	0	0	0
17	Water passenger transport	0	0	0	0	0	0
18	Air passenger transport	10209	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	4719	0	0	0	0
20	Hotels	0	0	0	1641	0	0
21	Restaurants	0	0	0	29006 6	0	0
22	Medical and health	0	0	0	0	344022	0
23	Renting of transport equipment	0	0	0	0	0	3340
24	Cultural and religious services	0	0	0	0	0	0
25	Sporting and recreational services	0	0	0	0	0	0
Total domestic output at basic prices		10209	4719	0	291706	344022	3340

Source: NCAER's computations

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

Supply table at basic prices 25 X 25 product X industry, 2009-10 (Rs. Lakh) contd.

S. No.	Industry	Industry as per the Serial No. given in first column		Total domestic output at basic prices	TTM
		24	25		
1	Agriculture	0	0	2791983	578491
2	Mining, other manufacturing, construction, electricity, gas and water supply	0	0	12382930	1517444
3	Trade	0	0	1496205	-1496205
4	Transport freight services	0	0	863181	-866869
5	All non-tourism specific services	0	0	2423922	0
6	Processed food products	0	0	1011878	131122
7	Beverages	0	0	168560	12276
8	Tobacco products	0	0	304359	61864
9	Readymade garments	0	0	127283	7593
10	Printing and publishing	0	0	113640	19165
11	Leather footwear	0	0	8172	4609
12	Travel related consumer goods	0	0	17866	4425
13	Soaps and cosmetics	0	0	40484	1641
14	Gems and jewellery	0	0	642139	24445
15	Railway passenger transport services	0	0	215282	0
16	Land passenger transport including via pipeline	0	0	449853	0
17	Water passenger transport	0	0	0	0
18	Air passenger transport	0	0	10209	0
19	Tourism related supporting and auxiliary transport activities	0	0	4719	0
20	Hotels	0	0	1641	0
21	Restaurants	0	0	290066	0
22	Medical and health	0	0	344022	0
23	Renting of transport equipment	0	0	3666	0
24	Cultural and religious services	25939	0	25939	0
25	Sporting and recreational services	0	128499	128753	0
Total domestic output at basic prices		25939	128499	23866751	0

Source: NCAER's computations

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

Supply table at basic prices 25 X 25 product X industry, 2009-10 (Rs. Lakh) contd.

S. No.	Industry	Taxes	Subsidies	NIT	Total Supply at purchasers' prices
1	Agriculture	12635	226839	-214205	3156269
2	Mining, other manufacturing, construction, electricity, gas and water supply	928068	217260	710808	14611182
3	Trade	0	0	0	0
4	Transport freight services	5864	2176	3688	0
5	All non-tourism specific services	41683	7298	34386	2458308
6	Processed food products	18036	4627	13409	1156410
7	Beverages	41299	0	41299	222135
8	Tobacco products	111163	0	111163	477387
9	Readymade garments	1838	88	1750	136626
10	Printing and publishing	1079	273	806	133611
11	Leather footwear	109	0	109	12889
12	Travel related consumer goods	604	212	392	22683
13	Soaps and cosmetics	5164	77	5087	47212
14	Gems and jewellery	4776	0	4776	671360
15	Railway passenger transport services	229	0	229	215510
16	Land passenger transport including via pipeline	2042	1394	648	450502
17	Water passenger transport	0	0	0	0
18	Air passenger transport	110	270	-160	10048
19	Tourism related supporting and auxiliary transport activities	145	0	145	4865
20	Hotels	1	1	1	1641
21	Restaurants	156	79	77	290142
22	Medical and health	0	0	0	344022
23	Renting of transport equipment	43	0	43	3709
24	Cultural and religious services	97	182	-86	25853
25	Sporting and recreational services	13952	23194	-9242	119511
Total domestic output at basic prices		1189095	483970	705125	24571876

Source: NCAER's computations

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

Use table at purchasers' prices 25 X 25 product X industry, 2009-10 (Rs. Lakh) contd.

S. No.	Industry	Industry as per the Serial No. given in first column				
		1	2	3	4	5
1	Agriculture	277597	657674	0	17696	2446
2	Mining, other manufacturing, construction, electricity, gas and water supply	145311	7153014	76420	368359	133940
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	21113	457798	81580	42591	126526
6	Processed food products	4662	51898	0	37	207
7	Beverages	0	4979	0	5	185
8	Tobacco products	0	21	0	0	0
9	Readymade garments	52	22021	99	394	1029
10	Printing and publishing	266	1811	4052	1465	1576
11	Leather footwear	0	651	0	259	0
12	Travel related consumer goods	13	4815	69	158	139
13	Soaps and cosmetics	0	4694	0	17	13
14	Gems and jewellery	0	1936	0	0	0
15	Railway passenger transport services	235	8062	130	428	1956
16	Land passenger transport including via pipeline	5958	51589	38578	6129	11350
17	Water passenger transport	4	16	1	0	0
18	Air passenger transport	88	22134	123	234	2488
19	Tourism related supporting and auxiliary transport activities	0	364	0	88	0
20	Hotels	763	1796	5632	17094	8601
21	Restaurants	2242	5279	16558	50255	25285
22	Medical and health	0	0	0	1145	6020
23	Renting of transport equipment	14	772	1	247	82
24	Cultural and religious services	10	4431	14	141	756
25	Sporting and recreational services	1253	18624	11	367	801
IC-PP		459578	8474379	223267	507110	323400
GVA-basic prices		1518645	4066891	1122943	367553	2099165
CoE		229543	1629536	172308	132825	851217
OS/MI		1170114	1573552	915637	188884	1018929
CFC		105943	775795	28862	40961	187439
Net taxes on production		13262	90835	6315	4989	42545
GO-basic prices		1978223	12541270	1346210	874663	2422564
Employment (lakh)		60.07	38.07	9.46	2.72	7.86

Source: NCAER's computations

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

Use table at purchasers' prices 25 X 25 products X industry, 2009-10 (Rs. Lakh) contd.

S. No.	Industry	Industry as per the Serial No. given in first column				
		6	7	8	9	10
1	Agriculture	1516438	43075	64949	365	89
2	Mining, other manufacturing, construction, electricity, gas and water supply	163122	46594	34434	50859	109722
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	37320	3938	14719	6828	7994
6	Processed food products	72228	45981	28332	60	795
7	Beverages	372	13309	0	0	0
8	Tobacco products	0	0	88486	0	0
9	Readymade garments	101	0	0	3015	288
10	Printing and publishing	16	3	29	4	5773
11	Leather footwear	0	0	0	0	0
12	Travel related consumer goods	31	29	8	139	82
13	Soaps and cosmetics	23	138	3446	324	183
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	505	39	1624	166	164
16	Land passenger transport including via pipeline	2479	237	4017	394	1128
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	145	72	964	42	288
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	14	0	0	0	0
21	Restaurants	41	0	0	0	0
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	3	1	11	0	3
24	Cultural and religious services	62	0	23	181	139
25	Sporting and recreational services	141	38	4155	278	138
IC-PP		1793043	153455	245197	62657	126786
GVA-basic prices		61299	22850	68281	10115	4008
CoE		18272	1314	12657	2392	650
OS/MI		26659	15448	41171	5130	2404
CFC		14693	5464	12588	2316	844
Net taxes on production		1704	635	1898	281	111
GO-basic prices		1854342	176304	313477	72772	130793
Employment (lakh)		0.33	0.09	0.47	0.46	0.10

Source: NCAER's computations

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

Use table at purchasers' prices 25 X 25 products X industry, 2009-10 (Rs. Lakh) contd.

S. No.	Industry	Industry as per the Serial No. given in first column				
		11	12	13	14	15
1	Agriculture	437	416	808	0	1
2	Mining, other manufacturing, construction, electricity, gas and water supply	5251	2126	15405	242076	74132
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	612	137	1756	72448	5407
6	Processed food products	170	39	1033	0	0
7	Beverages	0	1	64	0	0
8	Tobacco products	0	0	0	0	0
9	Readymade garments	78	12	0	0	2
10	Printing and publishing	0	0	10	0	51
11	Leather footwear	40	1	0	0	0
12	Travel related consumer goods	360	457	3	559	50
13	Soaps and cosmetics	0	1	2937	0	0
14	Gems and jewellery	0	5	0	168000	0
15	Railway passenger transport services	44	1	30	2502	91
16	Land passenger transport including via pipeline	87	15	225	25130	365
17	Water passenger transport	0	0	0	465	0
18	Air passenger transport	9	5	124	5286	16
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	0	0	0	0	81
21	Restaurants	0	0	0	0	237
22	Medical and health	0	0	0	0	2678
23	Renting of transport equipment	0	0	0	50	398
24	Cultural and religious services	0	1	15	1120	0
25	Sporting and recreational services	50	18	80	707	38
IC-PP		7138	3236	22490	518343	83547
GVA-basic prices		1101	2364	10129	129245	131734
CoE		130	254	429	33174	91652
OS/MI		707	1548	7057	73594	11495
CFC		234	521	2366	18947	24756
Net taxes on production		31	43	282	3593	3832
GO-basic prices		8239	5600	32619	647589	215282
Employment (lakh)		0.03	0.00	0.02	0.30	0.07

Source: NCAER's computations

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

Use table at purchasers' prices 25 X 25 products X industry, 2009-10 (Rs. Lakh) contd.

S. No.	Industry	Industry as per the Serial No. given in first column				
		16	17	18	19	20
1	Agriculture	68262	0	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	137500	0	4439	682	0
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	8555	0	643	491	0
6	Processed food products	85	0	0	0	0
7	Beverages	0	0	0	0	0
8	Tobacco products	0	0	0	0	0
9	Readymade garments	2	0	91	0	0
10	Printing and publishing	232	0	4	51	0
11	Leather footwear	2	0	0	0	0
12	Travel related consumer goods	15	0	18	1	0
13	Soaps and cosmetics	0	0	72	0	0
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	8	0	1	19	0
16	Land passenger transport including via pipeline	45	0	338	395	0
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	10	0	2	1	0
19	Tourism related supporting and auxiliary transport activities	0	0	0	7	0
20	Hotels	6697	0	36	149	0
21	Restaurants	19689	0	106	438	0
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	69	0	6	0	0
24	Cultural and religious services	34	0	0	5	0
25	Sporting and recreational services	142	0	6	2	0
IC-PP		241348	0	5762	2241	0
GVA-basic prices		197023	0	4447	2479	0
CoE		37209	0	3309	1794	0
OS/MI		141681	0	612	394	0
CFC		17029	0	494	273	0
Net taxes on production		1149	0	33	18	0
GO-basic prices		438371	0	10209	4719	0
Employment (lakh)		1.45	0.00	0.00	0.02	0.00

Source: NCAER's computations

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

Use table at purchasers' prices 25 X 25 products X industry, 2009-10 (Rs. Lakh) contd.

S. No.	Industry	Industry as per the Serial No. given in first column				
		21	22	23	24	25
1	Agriculture	150483	10097	0	0	327
2	Mining, other manufacturing, construction, electricity, gas and water supply	21405	86568	143	1622	20440
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	1173	6087	240	1698	24640
6	Processed food products	14152	0	0	0	14
7	Beverages	3537	0	0	0	0
8	Tobacco products	1	0	0	0	0
9	Readymade garments	865	2034	0	0	40
10	Printing and publishing	19	349	0	7	66
11	Leather footwear	0	0	0	0	0
12	Travel related consumer goods	2	8	0	11	23
13	Soaps and cosmetics	59	0	0	0	63
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	7	177	0	3	48
16	Land passenger transport including via pipeline	50	2293	12	3	63
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	20	29	0	5	17
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	742	6066	14	33	27
21	Restaurants	2183	17834	42	98	78
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	0	0	1	0	549
24	Cultural and religious services	12	49	2	48	867
25	Sporting and recreational services	39	126	0	13	12268
IC-PP		194749	131718	455	3542	59532
GVA-basic prices		96957	212304	2885	22397	68967
CoE		26663	123899	448	13071	37261
OS/MI		60290	76676	1687	8110	9034
CFC		8035	9812	674	1035	21994
Net taxes on production		1986	2440	76	231	863
GO-basic prices		291706	344022	3340	25939	128499
Employment (lakh)		1.05	0.56	0.00	0.32	0.06

Source: NCAER's computations

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

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

(Rs. Lakh) contd.

S. No.	Industry	IC	FD	output
1	Agriculture	2811161	345108	3156269
2	Mining, other manufacturing, construction, electricity, gas and water supply	8893564	5717619	14611182
3	Trade	0	0	0
4	Transport freight services	0	0	0
5	All non-tourism specific services	924295	1534013	2458308
6	Processed food products	219694	936716	1156410
7	Beverages	22451	199683	222135
8	Tobacco products	88507	388880	477387
9	Readymade garments	30123	106504	136626
10	Printing and publishing	15785	117826	133611
11	Leather footwear	952	11937	12889
12	Travel related consumer goods	6989	15694	22683
13	Soaps and cosmetics	11971	35241	47212
14	Gems and jewellery	169942	501417	671360
15	Railway passenger transport services	16241	199270	215510
16	Land passenger transport including via pipeline	150884	299618	450502
17	Water passenger transport	486	-486	0
18	Air passenger transport	32104	-22055	10048
19	Tourism related supporting and auxiliary transport activities	459	4405	4865
20	Hotels	47745	-46104	1641
21	Restaurants	140365	149777	290142
22	Medical and health	9843	334179	344022
23	Renting of transport equipment	2206	1503	3709
24	Cultural and religious services	7911	17942	25853
25	Sporting and recreational services	39293	80219	119511
IC-PP		13642971	10928905	24571876
GVA-basic prices		10223781		
CoE		3420006		
OS/MI		5350816		
CFC		1281076		
Net taxes on production		177151		
GO-basic prices		23866751		
Employment (lakh)		123.50		

Source: NCAER's computations

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

S. No.	Industries	Gross Output at basic prices	Intermediate Consumption	Gross Value Added at basic prices	Tourism ratios	TDGVA
1	Agriculture	1978223	459578	1518645	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	12541270	8474379	4066891	0	30
3	Trade	1346210	223267	1122943	1	7465
4	Transport freight services	874663	507110	367553	2	8257
5	All non-tourism specific services	2422564	323400	2099165	2	48070
6	Processed food products	1854342	1793043	61299	0	0
7	Beverages	176304	153455	22850	0	5
8	Tobacco products	313477	245197	68281	0	0
9	Readymade garments	72772	62657	10115	0	0
10	Printing and publishing	130793	126786	4008	0	0
11	Leather footwear	8239	7138	1101	0	0
12	Travel related consumer goods	5600	3236	2364	0	0
13	Soaps and cosmetics	32619	22490	10129	0	0
14	Gems and jewellery	647589	518343	129245	0	0
15	Railway passenger transport Services	215282	83547	131734	55	72531
16	Land passenger transport including via pipeline	438371	241348	197023	27	54085
17	Water passenger transport	0	0	0	3	0
18	Air passenger transport	10209	5762	4447	17	761
19	Tourism related supporting and Auxiliary transport activities	4719	2241	2479	57	1412
20	Hotels	0	0	0	51	0
21	Restaurants	291706	194749	96957	16	15764
22	Medical and health	344022	131718	212304	32	67493
23	Renting of transport equipment	3340	455	2885	23	655
24	Cultural and religious services	25939	3542	22397	15	3407
25	Sporting and recreational services	128499	59532	68967	3	2363
Total		23866751	13642971	10223781		282299
Share in State aggregate						2.76

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

TSA Table 7A: Number of workers in tourism industries by formal/informal and by gender – Jharkhand, RURAL – 2009-10

S. No.	Industries	Number of workers			Number of workers		
		Formal			Informal		
		Male	Female	Total	Male	Female	Total
1	Tourism characteristic industries	20356	704	21060	113424	931	114354
2	Accommodation services/Hotels	0	0	0	0	0	0
3	Food and beverage serving services/Restaurants	0	0	0	32018	295	32312
4	Railway passenger transport services	2644	0	2644	0	0	0
5	Land passenger transport services	15530	0	15530	74936	0	74936
6	Water passenger transport services	0	0	0	0	0	0
7	Air passenger transport services	0	0	0	0	0	0
8	Transport equipment rental services	0	0	0	0	0	0
9	Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	0	0	1794	0	1794
10	Cultural and religious services	0	0	0	470	0	470
11	Sporting and other recreational services	316	0	316	148	0	148
12	Health and medical related services	1866	704	2570	4057	636	4693
13	Tourism connected industries	1070	0	1070	69646	67511	137157
14	Readymade garments	0	0	0	23905	7182	31087
15	Processed Food	0	0	0	9442	16608	26050
16	Tobacco products	0	0	0	14702	31178	45880
17	Beverages	0	0	0	0	0	0
18	Travel related consumer goods	0	0	0	0	0	0
19	footwear	0	0	0	2504	0	2504
20	Soaps, cosmetics and glycerine	1070	0	1070	247	0	247
21	Gems and jewellery	0	0	0	14922	12544	27466
22	Book, journals, magazines, stationery etc.	0	0	0	3924	0	3924

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

TSA Table 7B: Number of workers in tourism industries by formal/informal and by gender – Jharkhand, URBAN – 2009-10

S. No.	Industries	Number of workers			Number of workers		
		Formal			Informal		
		Male	Female	Total	Male	Female	Total
1	Tourism characteristic industries	19983	13287	33270	134141	12206	146347
2	Accommodation services/Hotels	0	0	0	0	0	0
3	Food and beverage serving services/Restaurants	0	0	0	59186	7090	66276
4	Railway passenger transport services	4824	0	4824	0	0	0
5	Land passenger transport services	0	0	0	49513	0	49513
6	Water passenger transport services	0	0	0	0	0	0
7	Air passenger transport services	0	0	0	0	0	0
8	Transport equipment rental services	0	0	0	0	0	0
9	Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	0	0	0	0	0
10	Cultural and religious services	0	0	0	5171	45	5216
11	Sporting and other recreational services	0	0	0	5234	0	5234
12	Health and medical related services	15159	13287	28447	15039	5070	20109
13	Tourism connected industries	850	0	850	27394	7596	34991
14	Readymade garments	0	0	0	11127	3520	14647
15	Processed Food	0	0	0	6482	0	6482
16	Tobacco products	0	0	0	799	467	1266
17	Beverages	0	0	0	0	3610	3610
18	Travel related consumer goods	0	0	0	0	0	0
19	footwear	0	0	0	909	0	909
20	Soaps, cosmetics and glycerine	0	0	0	532	0	532
21	Gems and jewellery	0	0	0	2165	0	2165
22	Book, journals, magazines, stationery etc.	850	0	850	5380	0	5380

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

TSA Table 7C: Number of workers in tourism industries by formal/informal and by gender – Jharkhand, TOTAL – 2009-10

S. No.	Industries	Number of workers			Number of workers		
		Formal			Informal		
		Male	Female	Total	Male	Female	Total
1	Tourism characteristic industries	40339	13991	54330	247565	13136	260701
2	Accommodation services/Hotels	0	0	0	0	0	0
3	Food and beverage serving services/Restaurants	0	0	0	91203	7385	98588
4	Railway passenger transport services	7468	0	7468	0	0	0
5	Land passenger transport services	15530	0	15530	124449	0	124449
6	Water passenger transport services	0	0	0	0	0	0
7	Air passenger transport services	0	0	0	0	0	0
8	Transport equipment rental services	0	0	0	0	0	0
9	Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	0	0	1794	0	1794
10	Cultural and religious services	0	0	0	5641	45	5686
11	Sporting and other recreational services	316	0	316	5382	0	5382
12	Health and medical related services	17025	13991	31016	19096	5706	24802
13	Tourism connected industries	1920	0	1920	97040	75108	172148
14	Readymade garments	0	0	0	35032	10702	45734
15	Processed Food	0	0	0	15924	16608	32532
16	Tobacco products	0	0	0	15501	31644	47146
17	Beverages	0	0	0	0	3610	3610
18	Travel related consumer goods	0	0	0	0	0	0
19	footwear	0	0	0	3413	0	3413
20	Soaps, cosmetics and glycerine	1070	0	1070	779	0	779
21	Gems and jewellery	0	0	0	17087	12544	29631
22	Book, journals, magazines, stationery etc.	850	0	850	9304	0	9304

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

TSA Table 7D: Number of jobs in tourism industries by formal/informal and by gender – Jharkhand, RURAL – 2009-10

S. No.	Industries	Number of jobs			Number of jobs		
		Formal			Informal		
		Male	Female	Total	Male	Female	Total
1	Tourism characteristic industries	20356	704	21060	149622	931	150552
2	Accommodation services/Hotels	0	0	0	0	0	0
3	Food and beverage serving services/Restaurants	0	0	0	37106	295	37401
4	Railway passenger transport services	2644	0	2644	0	0	0
5	Land passenger transport services	15530	0	15530	79545	0	79545
6	Water passenger transport services	0	0	0	0	0	0
7	Air passenger transport services	0	0	0	0	0	0
8	Transport equipment rental services	0	0	0	0	0	0
9	Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	0	0	1794	0	1794
10	Cultural and religious services	0	0	0	26971	0	26971
11	Sporting and other recreational services	316	0	316	148	0	148
12	Health and medical related services	1866	704	2570	4057	636	4693
13	Tourism connected industries	1070	0	1070	74549	67511	142061
14	Readymade garments	0	0	0	23905	7182	31087
15	Processed Food	0	0	0	9442	16608	26050
16	Tobacco products	0	0	0	14702	31178	45880
17	Beverages	0	0	0	4903	0	4903
18	Travel related consumer goods	0	0	0	0	0	0
19	footwear	0	0	0	2504	0	2504
20	Soaps, cosmetics and glycerine	1070	0	1070	247	0	247
21	Gems and jewellery	0	0	0	14922	12544	27466
22	Book, journals, magazines, stationery etc.	0	0	0	3924	0	3924

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

TSA Table 7E: Number of jobs in tourism industries by formal/informal and by gender – Jharkhand, URBAN – 2009-10

S. No.	Industries	Number of jobs			Number of jobs		
		Formal			Informal		
		Male	Female	Total	Male	Female	Total
1	Tourism characteristic industries	19983	13287	33270	136154	12206	148359
2	Accommodation services/Hotels	0	0	0	0	0	0
3	Food and beverage serving services/Restaurants	0	0	0	60564	7090	67654
4	Railway passenger transport services	4824	0	4824	0	0	0
5	Land passenger transport services	0	0	0	49513	0	49513
6	Water passenger transport services	0	0	0	0	0	0
7	Air passenger transport services	0	0	0	0	0	0
8	Transport equipment rental services	0	0	0	0	0	0
9	Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	0	0	0	0	0
10	Cultural and religious services	0	0	0	5370	45	5416
11	Sporting and other recreational services	0	0	0	5234	0	5234
12	Health and medical related services	15159	13287	28447	15473	5070	20543
13	Tourism connected industries	850	0	850	27394	7596	34991
14	Readymade garments	0	0	0	11127	3520	14647
15	Processed Food	0	0	0	6482	0	6482
16	Tobacco products	0	0	0	799	467	1266
17	Beverages	0	0	0	0	3610	3610
18	Travel related consumer goods	0	0	0	0	0	0
19	footwear	0	0	0	909	0	909
20	Soaps, cosmetics and glycerine	0	0	0	532	0	532
21	Gems and jewellery	0	0	0	2165	0	2165
22	Book, journals, magazines, stationery etc.	850	0	850	5380	0	5380

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

TSA Table 7F: Number of jobs in tourism industries by formal/informal and by gender – Jharkhand, TOTAL – 2009-10

S. No.	Industries	Number of jobs			Number of jobs		
		Formal			Informal		
		Male	Female	Total	Male	Female	Total
1	Tourism characteristic industries	40339	13991	54330	285775	13136	298912
2	Accommodation services/Hotels	0	0	0	0	0	0
3	Food and beverage serving services/Restaurants	0	0	0	97670	7385	105055
4	Railway passenger transport services	7468	0	7468	0	0	0
5	Land passenger transport services	15530	0	15530	129057	0	129057
6	Water passenger transport services	0	0	0	0	0	0
7	Air passenger transport services	0	0	0	0	0	0
8	Transport equipment rental services	0	0	0	0	0	0
9	Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	0	0	1794	0	1794
10	Cultural and religious services	0	0	0	32342	45	32387
11	Sporting and other recreational services	316	0	316	5382	0	5382
12	Health and medical related services	17025	13991	31016	19531	5706	25236
13	Tourism connected industries	1920	0	1920	101944	75108	177051
14	Readymade garments	0	0	0	35032	10702	45734
15	Processed Food	0	0	0	15924	16608	32532
16	Tobacco products	0	0	0	15501	31644	47146
17	Beverages	0	0	0	4903	3610	8513
18	Travel related consumer goods	0	0	0	0	0	0
19	footwear	0	0	0	3413	0	3413
20	Soaps, cosmetics and glycerine	1070	0	1070	779	0	779
21	Gems and jewellery	0	0	0	17087	12544	29631
22	Book, journals, magazines, stationery etc.	850	0	850	9304	0	9304

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

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

(in lakh)

S. No.	State	2010		2011		2012		2013 (p)	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1	Andhra Pradesh	1557.90	3.23	1531.20	2.65	2072.18	2.93	1521.02	2.24
2	Arunachal Pradesh	2.28	0.03	2.33	0.05	1.32	0.05	1.25	0.11
3	Assam	40.51	0.15	43.39	0.16	45.11	0.18	46.85	0.18
4	Bihar	184.92	6.36	183.97	9.72	214.47	10.97	215.88	7.66
5	Goa	22.02	4.41	22.25	4.46	23.37	4.51	26.29	4.92
6	Gujarat	188.61	1.31	210.17	1.66	243.79	1.74	274.13	1.99
7	Haryana	69.15	1.06	59.88	1.30	67.99	2.33	71.28	2.28
8	Himachal Pradesh	128.74	4.54	146.05	4.85	156.46	5.00	147.16	4.14
9	Jammu & Kashmir	99.73	0.48	130.72	0.72	124.27	0.79	136.42	0.61
10	Karnataka	382.02	3.81	841.07	5.74	940.53	5.95	980.10	6.36
11	Kerala	85.95	6.59	93.81	7.33	100.77	7.94	108.58	8.58
12	Madhya Pradesh	380.80	2.50	441.20	2.70	531.97	2.76	631.11	2.80
13	Maharashtra	484.65	50.83	553.33	48.15	748.16	26.52	827.01	41.56
14	Manipur	1.14	0.00	1.35	0.01	1.35	0.01	1.41	0.02
15	Meghalaya	6.53	0.04	6.68	0.05	6.80	0.05	6.91	0.07
16	Mizoram	0.57	0.01	0.62	0.01	0.64	0.01	0.63	0.01
17	Nagaland	0.21	0.01	0.25	0.02	0.36	0.02	0.36	0.03
18	Odisha	75.92	0.50	82.71	0.61	90.53	0.65	98.00	0.67
19	Punjab	105.84	1.37	164.17	1.51	190.56	1.44	213.41	2.04
20	Rajasthan	255.44	12.79	271.37	13.52	286.12	14.51	302.98	14.37
21	Sikkim	7.00	0.21	5.52	0.24	5.59	0.26	5.77	0.32
22	Tamil Nadu	1116.37	28.05	1375.13	33.74	1841.37	35.62	2442.32	39.90
23	Tripura	3.42	0.05	3.60	0.06	3.62	0.08	3.60	0.12
24	Uttarakhand	302.06	1.27	259.46	1.25	268.27	1.25	199.41	0.98
25	Uttar Pradesh	1447.55	16.75	1554.30	18.87	1683.81	19.94	2265.31	20.54
26	Chhattisgarh	5.66	0.02	143.21	0.04	150.37	0.04	228.01	0.04
27	Jharkhand	68.85	0.16	107.96	0.72	204.21	0.32	205.11	0.46
28	West Bengal	210.72	11.92	222.57	12.13	227.30	12.20	255.47	12.45
29	Andaman & Nicobar	1.81	0.15	2.02	0.16	2.39	0.18	2.44	0.15
30	Chandigarh	9.05	0.39	9.10	0.37	9.25	0.34	9.37	0.40
31	Daman & Diu	7.74	0.05	8.33	0.04	8.04	0.05	8.20	0.05
32	Delhi	135.58	18.94	154.29	21.60	184.95	23.46	202.15	23.01
33	Dadra & Nagar Haveli	4.96	0.02	4.22	0.01	4.69	0.01	4.82	0.02
34	Lakshadweep	0.08	0.02	0.09	0.01	0.04	0.01	0.05	0.00
35	Puducherry	8.36	0.51	8.98	0.52	9.82	0.53	10.00	0.43
All India		7402.14	178.53	8645.33	194.97	10450.48	182.63	11452.80	199.51

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

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

S. No.	State	Average number of overnight trips (per 100 households)		
		Rural	Urban	Total
1	Andhra Pradesh	469	416	453
2	Arunachal Pradesh	332	171	297
3	Assam	223	258	227
4	Bihar	336	333	335
5	Chhattisgarh	370	366	370
6	Delhi	166	237	232
7	Goa	295	322	308
8	Gujarat	422	370	402
9	Haryana	578	424	530
10	Himachal Pradesh	791	593	769
11	Jammu & Kashmir	904	601	836
12	Jharkhand	343	360	346
13	Karnataka	384	376	381
14	Kerala	444	446	445
15	Madhya Pradesh	498	469	491
16	Maharashtra	453	269	371
17	Manipur	189	131	173
18	Meghalaya	279	178	260
19	Mizoram	232	188	212
20	Nagaland	317	293	310
21	Odisha	552	479	541
22	Punjab	504	417	470
23	Rajasthan	541	447	516
24	Sikkim	346	296	338
25	Tamil Nadu	334	328	331
26	Tripura	307	326	310
27	Uttarakhand	434	380	422
28	Uttar Pradesh	493	432	480
29	West Bengal	393	308	371
30	Andaman & Nicobar Island	418	181	340
31	Chandigarh	191	265	256
32	Dadra & Nagar Haveli	153	259	179
33	Daman & Diu	100	211	139
34	Lakshadweep	184	293	231
35	Puducherry	455	429	437
All India		440	365	418

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

TSA Table 10.3: Percentage of households and persons undertaking overnight trips in different states/UTs

S. No.	State	Households			Persons		
		Rural	Urban	Total	Rural	Urban	Total
1	Andhra Pradesh	94.6	93.2	94.2	87.9	84.0	86.8
2	Arunachal Pradesh	70.3	61.5	68.5	38.0	30.8	36.6
3	Assam	79.8	88.6	80.8	50.7	59.1	51.5
4	Bihar	84.5	87.4	84.8	59.9	61.3	60.0
5	Chhattisgarh	92.5	91.9	92.4	84.3	84.2	84.3
6	Delhi	85.0	86.6	86.5	62.8	73.1	72.2
7	Goa	89.2	78.0	83.6	82.5	68.5	75.8
8	Gujarat	93.4	90.0	92.1	79.4	76.8	78.4
9	Haryana	95.7	89.7	93.8	82.1	79.7	81.4
10	Himachal Pradesh	99.8	86.0	98.3	89.8	88.6	89.7
11	Jammu & Kashmir	93.9	87.7	92.5	76.7	68.6	75.1
12	Jharkhand	92.6	92.5	92.6	76.8	79.2	77.1
13	Karnataka	88.6	94.9	90.9	79.0	85.7	81.3
14	Kerala	84.4	80.1	83.3	70.7	65.9	69.5
15	Madhya Pradesh	97.3	94.7	96.7	84.7	82.2	84.1
16	Maharashtra	94.5	85.1	90.3	80.1	71.6	76.6
17	Manipur	60.7	57.8	59.9	20.9	18.6	20.3
18	Meghalaya	77.1	70.3	75.8	45.5	43.0	45.1
19	Mizoram	65.1	59.3	62.5	26.3	22.0	24.4
20	Nagaland	82.2	89.8	84.4	39.8	45.3	41.3
21	Odisha	95.9	94.9	95.7	80.5	83.6	81.0
22	Punjab	90.5	90.0	90.3	83.2	82.3	82.9
23	Rajasthan	98.4	97.1	98.1	85.7	81.0	84.5
24	Sikkim	93.9	100.0	94.8	68.5	88.7	70.7
25	Tamil Nadu	90.6	91.6	91.1	81.8	84.0	82.7
26	Tripura	94.1	93.0	93.9	71.3	76.9	72.2
27	Uttarakhand	94.6	94.2	94.5	78.6	79.2	78.8
28	Uttar Pradesh	96.3	94.1	95.8	77.5	78.4	77.7
29	West Bengal	93.3	81.4	90.2	79.3	70.3	77.2
30	Andaman & Nicobar Islands	86.9	75.7	83.2	72.0	58.7	67.7
31	Chandigarh	99.7	78.1	80.7	88.8	59.8	62.7
32	Dadra & Nagar Haveli	64.7	92.2	71.6	38.6	82.0	46.4
33	Daman & Diu	45.7	70.3	54.2	39.7	60.2	46.0
34	Lakshadweep	100.0	87.8	96.0	82.0	44.3	63.9
35	Puducherry	90.6	88.3	89.0	81.4	79.0	79.7
All India		92.6	89.9	91.8	77.4	77.3	77.4

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

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

S. No.	State	Rural		Urban		Total	
		Share in total household s reporting overnight visitors	Share in total number of overnigh t visitors	Share in total household s reporting overnight visitors	Share in total number of overnigh t visitors	Share in total household s reporting overnight visitors	Share in total number of overnigh t visitors
1	Andhra Pradesh	9.3	8.4	10	9.2	9.5	8.6
2	Arunachal Pradesh	0.1	0.1	0.1	0	0.1	0
3	Assam	2.6	2.2	1	0.8	2.2	1.8
4	Bihar	7.9	7.1	2.5	2.1	6.3	5.8
5	Chhattisgarh	2.3	2.7	1.3	1.5	2	2.4
6	Delhi	0.1	0.1	3.7	3.6	1.1	1
7	Goa	0.1	0.1	0.2	0.2	0.1	0.1
8	Gujarat	4.3	4.4	6.6	6.9	4.9	5.1
9	Haryana	2.1	2.4	2.2	2.5	2.1	2.4
10	Himachal Pradesh	0.9	0.9	0.2	0.2	0.7	0.7
11	Jammu & Kashmir	0.7	0.8	0.5	0.5	0.7	0.7
12	Jharkhand	2.6	2.6	1.2	1.3	2.2	2.3
13	Karnataka	4.6	4.7	7.2	7.2	5.4	5.4
14	Kerala	3.3	2.8	2.7	2.4	3.1	2.7
15	Madhya Pradesh	6.2	6.9	4.8	5.5	5.8	6.5
16	Maharashtra	7.9	7.7	14	13.6	9.7	9.3
17	Manipur	0.1	0.1	0.1	0.1	0.1	0.1
18	Meghalaya	0.2	0.2	0.1	0.1	0.2	0.1
19	Mizoram	0	0	0.1	0	0.1	0
20	Nagaland	0.1	0.1	0.1	0.1	0.1	0.1
21	Odisha	4.6	4.3	2.1	2.1	3.8	3.7
22	Punjab	2.1	2.4	3.2	3.4	2.4	2.7
23	Rajasthan	5.7	6.7	5.1	5.5	5.6	6.4
24	Sikkim	0.1	0.1	0	0	0.1	0
25	Tamil Nadu	5.7	4.9	12.4	11	7.6	6.5
26	Tripura	0.4	0.4	0.2	0.2	0.4	0.3
27	Uttarakhand	0.9	1	0.6	0.7	0.8	0.9
28	Uttar Pradesh	16.2	18	10.9	12.9	14.7	16.6
29	West Bengal	8.6	8.1	6.4	5.9	8	7.5
30	Andaman & Nicobar	0	0	0	0	0	0
31	Chandigarh	0	0	0.3	0.2	0.1	0.1
32	Dadra & Nagar	0	0	0	0	0	0
33	Daman & Diu	0	0	0	0	0	0
34	Lakshadweep	0	0	0	0	0	0
35	Puducherry	0.1	0	0.3	0.3	0.1	0.1
All India		100	100	100	100	100	100

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

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

S. No.	State of main destination	Purpose								
		Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Others	All
1	Andhra Pradesh	14	23	734	134	4	56	1	33	1000
2	Arunachal Pradesh	99	28	369	93	43	100	118	140	1000
3	Assam	55	23	694	63	14	109	8	34	1000
4	Bihar	22	15	767	66	7	104	5	13	1000
5	Chhattisgarh	16	30	822	63	7	44	5	12	1000
6	Delhi	55	49	693	21	37	56	16	72	1000
7	Goa	46	197	489	222	29	10	0	7	1000
8	Gujarat	14	21	771	140	7	38	1	8	1000
9	Haryana	10	5	858	39	2	58	0	27	1000
10	Himachal Pradesh	18	49	701	142	10	43	12	26	1000
11	Jammu & Kashmir	11	35	743	145	18	20	5	24	1000
12	Jharkhand	13	31	764	87	8	79	3	14	1000
13	Karnataka	16	34	710	178	6	32	0	24	1000
14	Kerala	12	24	730	84	5	78	0	67	1000
15	Madhya Pradesh	13	12	838	73	4	45	2	12	1000
16	Maharashtra	13	21	704	175	4	67	2	14	1000
17	Manipur	140	21	445	71	26	144	90	60	1000
18	Meghalaya	68	96	585	64	11	102	12	62	1000
19	Mizoram	196	90	480	46	26	77	48	36	1000
20	Nagaland	210	36	318	82	53	121	18	162	1000
21	Odisha	24	51	747	52	4	87	8	27	1000
22	Punjab	15	7	826	93	6	33	0	20	1000
23	Rajasthan	9	10	787	100	8	58	1	27	1000
24	Sikkim	39	138	438	121	22	72	5	165	1000
25	Tamil Nadu	11	42	689	195	4	39	1	18	1000
26	Tripura	3	49	837	12	3	68	0	22	1000
27	Uttarakhand	18	49	496	359	8	23	14	33	1000
28	Uttar Pradesh	12	15	823	62	8	48	3	30	1000
29	West Bengal	13	57	789	35	3	78	1	24	1000
30	Andaman & Nicobar	30	146	670	26	16	57	20	36	1000
31	Chandigarh	11	83	627	45	31	157	1	45	1000
32	Dadra & Nagar Haveli	1	2	973	2	1	21	0	0	1000
33	Daman & Diu	0	410	272	317	0	0	0	0	1000
34	Lakshadweep	11	213	671	13	2	50	0	40	1000
35	Puducherry	0	50	750	122	16	51	0	10	1000
36	Non-Response	27	15	566	175	5	63	1	37	1000
All India		15	26	760	107	6	58	2	26	1000
Estd. no. of visitor-trips ('000)		30991	52751	1611817	222832	12505	12620	5413	5457	2117446

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

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

S. No.	State of destination	Main destination		
		Within the district	Outside the district but within the state	Outside State
1	Andhra Pradesh	1.1	1.2	1.6
2	Arunachal Pradesh	1.1	1.2	1.3
3	Assam	1.1	1.4	1.4
4	Bihar	1	1.3	1.4
5	Chhattisgarh	1.1	1.1	1.9
6	Delhi	1.3	1.0	1.2
7	Goa	1	1.0	2
8	Gujarat	1	1.4	2
9	Haryana	1.1	1.2	1.2
10	Himachal Pradesh	1	1.1	1.9
11	Jammu & Kashmir	1.1	1.2	2.1
12	Jharkhand	1	1.2	1.5
13	Karnataka	1	1.3	1.7
14	Kerala	1.1	1.2	1.7
15	Madhya Pradesh	1	1.1	1.3
16	Maharashtra	1.1	1.3	1.8
17	Manipur	1	1.1	2.9
18	Meghalaya	1	1.0	1.8
19	Mizoram	1	1.0	2.8
20	Nagaland	1.3	1.6	1.4
21	Odisha	1	1.2	1.6
22	Punjab	1	1.1	1.1
23	Rajasthan	1	1.1	1.5
24	Sikkim	1	1.1	2.9
25	Tamil Nadu	1.1	1.2	1.6
26	Tripura	1	1.0	2.6
27	Uttarakhand	1	1.1	1.8
28	Uttar Pradesh	1	1.1	1.3
29	West Bengal	1	1.1	1.6
30	Andaman & Nicobar Islands	1.1	1.3	0
31	Chandigarh	1	1.0	1.4
32	Dadra & Nagar Haveli	1	1.2	1
33	Daman & Diu	1	1.0	1.2
34	Lakshadweep	1	0.0	1.8
35	Puducherry	1.1	1.1	1.2
All India		1	1.2	1.5

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

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

S. No.	Source of information	Jharkhand					
		Incredible India Campaign			Other promotional campaigns		
		Rural	Urban	Total	Rural	Urban	Total
1	Newspaper/Magazine	89	156	119	272	155	228
2	Radio	188	15	112	44	23	36
3	TV	398	488	437	41	159	86
4	Internet	0	1	0	0	0	0
5	Billboard/ Hoarding	0	15	7	92	312	176
6	More than one of these	325	322	324	509	349	448
7	Others	0	3	1	42	2	26
Any/Some/ All of these		1000	1000	1000	1000	1000	1000

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

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

S. No.	Source of information	All India					
		Incredible India Campaign			Other promotional campaigns		
		Rural	Urban	Total	Rural	Urban	Total
1	Newspaper/Magazine	145	139	142	172	272	220
2	Radio	82	22	47	113	30	73
3	TV	547	661	614	318	385	350
4	Internet	3	20	13	1	8	5
5	Billboard/ Hoarding	10	5	7	66	40	53
6	More than one of these	186	145	162	265	248	257
7	Others	27	8	15	65	17	42
Any/Some/ All of these		1000	1000	1000	1000	1000	1000

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

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

S. No.	Source of information	Jharkhand					
		Incredible India Campaign			Other promotional campaigns		
		Rural	Urban	Total	Rural	Urban	Total
1	Resulted into one or more trips	1	32	14	1	75	29
2	Planning to make a trip in near future	52	263	144	117	423	233
3	Willing to make a trip but could not make it due to other constraints	379	233	315	449	126	326
4	No impact	425	422	424	416	338	386
5	Cannot say	143	50	103	17	38	26
Total		1000	1000	1000	1000	1000	1000

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

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

S. No.	Source of information	All India					
		Incredible India Campaign			Other promotional campaigns		
		Rural	Urban	Total	Rural	Urban	Total
1	Resulted into one or more trips	32	45	40	43	65	54
2	Planning to make a trip in near future	143	169	158	131	155	143
3	Willing to make a trip but could not make it due to other constraints	406	406	406	442	422	433
4	No impact	341	315	326	321	290	306
5	Cannot say	78	65	70	63	68	64
Total		1000	1000	1000	1000	1000	1000

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

6. SUMMARY OF FINDINGS

Number of trips

- Total domestic or intrastate trips undertaken in Jharkhand were 1.4 crore in 2008-09 (DTS, 2008-09). This amounts to 1.56 per cent of the total domestic trips undertaken in India.
- In addition to this, 26.9 lakh trips were undertaken in the state from the other states of India, constituting a part of inbound tourism activity in the state (DTS, 2008-09). The other part relates to the tourism activity by 15,695 tourists visiting the state from other countries (MoT Report).
- With respect to outbound tourism, a total of 38 thousand people living in Jharkhand undertook foreign trips during 2010-11 (IPS, 2010-11). This is 0.36 per cent of the total outbound tourists of India (Table 6.1).

Table 6.1: Total estimated number of trips / tourists to Jharkhand and India

Item	Jharkhand	All India	Share of Jharkhand in All- India (%)
Total domestic trips (No.) - within state	14,646,216	939,032,132	1.56
Total Inbound trips (No.) – from other states	2,693,089	-	
Total Inbound tourists (No.) – from other countries	15,695	6,603,897	0.24
Total outbound tourists (No.) – to other countries	38,976	10,842,124	0.36

Source: NCAER Computations

Internal tourism expenditure

- Internal Tourism Expenditure comprises of Domestic, Inbound and Outbound Tourism Expenditure. Adding the imputed consumption to this gives the Total Internal Tourism Consumption.
- The total Internal Tourism Expenditure of the state comes out to be Rs. 585,819 lakh which is 1.17 per cent of the total Tourism Expenditure for India (Table 6.2).

Table 6.2: Gross Internal Tourism Expenditure of Jharkhand and India

(Rs. lakh)

Item	Jharkhand	All India	Share of Jharkhand in All-India (%)
1. Domestic Tourism Expenditure	398,307	39,296,109	1.01
2. Inbound Tourism Expenditure	182,612	9,967,885	1.83
- Total Expenditure on trips from other states	158,922	-	-
- Total Expenditure on trips from other countries	23,690	9,967,885	0.24
3. Outbound Tourism Expenditure	4,900	1,014,854	0.48
4. Gross Internal Tourism Expenditure (1+2+3)	585,819	50,278,848	1.17

*Source: NCAER Computations***Employment in tourism industries**

- The overall workforce (number of jobs) in Jharkhand was 123.50 lakh in 2009-10.
- The number of jobs in tourism characteristic industries in the state stood at 3.53 lakh. This refers to the tourism employment of the state.
- The direct share of tourism employment in total state employment is 2.86 per cent, as compared to the corresponding national share of 4.37 per cent (Table 6.3).

Table 6.3: Total employment in tourism industries in Jharkhand and India

Item	Jharkhand	All India
Total Employment (in lakh)	123.5	5355.4
Tourism Characteristic Industries	3.53	234.2
Tourism Connected Industries	1.79	203.7
Tourism Specific Industries	5.32	437.9
Shares in Total Employment (%)		
Tourism Characteristic Industries	2.86	4.37
Tourism Connected Industries	1.45	3.8
Tourism Specific Industries	4.31	8.18

Source: NCAER Computations

Gross Value Added

- According to the Supply and Use Table of the state, prepared using the state GSDP accounts, the Gross Value Added (GVA) of all industries was Rs. 10,223,781 lakh for the reference year of 2009-10.
- The GVA of Tourism characteristic industries (GVATI) works out to be Rs. 739,192 lakh, which is 7.23 per cent of the total state GVA or GSDP (Table 6.4).

Table 6.4: Gross Value Added of tourism industries in Jharkhand and India

Item	Jharkhand	All India
Gross Value Added (GVA) at basic prices (Rs. Lakh)	10,223,781	618,695,000
Tourism Characteristic Industries (GVATI)	739,192	44,292,221
Tourism Connected Industries	309,392	18,216,126
Tourism Specific Industries (1+2)	1,048,584	62,508,347
Shares in GVA (%)		
Tourism Characteristic Industries (GVATI)	7.23	7.16
Tourism Connected Industries	3.03	2.94
Tourism Specific Industries	10.26	10.1
Tourism Direct GVA	282,299	23,491,181
Share of TDGVA in total GVA (%)	2.76	3.8

*Source: NCAER Computations***Direct and indirect shares in GSDP & employment**

- The Tourism Direct GVA (TDGVA) for the state is Rs. 282,299 lakh.
- The share of TDGVA in the state GVA is 2.76 per cent. This is the direct share of tourism in the state GDP.
- Using the GVA and employment multipliers, we arrive at the direct and indirect contribution of tourism in the state GDP and employment respectively.
- The overall (direct + indirect) share of tourism in the state GDP is 5.32 per cent which is the share of TDGVA in overall GVA.
- And the overall (direct + indirect) share of tourism employment in total state employment is 9.37 per cent (Table 6.5).

Table 6.5: Contribution of Tourism in the Economy – Jharkhand and India

Item	Jharkhand	All India
TDGVA - direct	2.76	3.80
GVATI-direct	7.23	7.16
Tourism Employment - direct	2.86	4.37
GVA multipliers	1.9272	1.8430
Employment multipliers	3.2757	2.3256
TDGVA - direct and indirect	5.32	7.00
GVATI-direct and indirect	13.93	13.19
Tourism Employment - direct and indirect	9.37	10.17

Source: NCAER Computations

Table 6.6: State-wise contribution of Tourism to the Economy

S. No	States	Gross Value added (GVA) at basic prices (Rs. Lakh)	Tourism Direct Gross Value Added (TDGVA in Rs. Lakh)	Share of TDGVA in GVA		State Employment (in lakh numbers)	Tourism Direct Employment (in lakh numbers)	Share of Tourism Employment to Total State Employment	
				Direct (%)	Direct and Indirect (%)			Direct (%)	Direct and Indirect (%)
1	Kerala	24164435	1130801	4.68	9.52	142.43	14.07	9.88	23.52
2	Madhya Pradesh	22854660	609438	2.67	5.23	331.3	6.38	1.93	7.23
3	Andhra Pradesh	48166626	1856387	3.85	9.58	479.35	21.65	4.52	17.33
4	Bihar	16524762	515201	3.12	6.13	308.96	9.94	3.22	9.69
5	Gujarat	16510594	584043	3.54	7.39	283.42	12.6	4.45	13.17
6	Jammu & Kashmir	4912896	193346	3.94	7.59	60.9	2.12	3.48	9.26
7	Punjab	20358388	568773	2.79	6.34	108.75	5.84	5.37	12.96
8	Rajasthan	26989445	1003602	3.72	7.68	331.48	8.9	2.68	10.01
9	Sikkim	628848	17782	2.83	5.09	3.36	0.2	6.03	9.83
10	Tamil Nadu	48808673	1895119	3.88	8.1	353.12	20.42	5.78	14.99
11	Tripura	1561572	47548	3.04	5.74	17.72	0.86	4.83	11.29
12	West Bengal	40856666	1365832	3.34	7.13	407.82	28.16	6.9	16.26
13	Arunachal Pradesh	757671	14750	1.95	3.59	5.32	0.14	2.56	6.92
14	Assam	9730973	265871	2.73	5.31	121.11	3.47	2.87	10.36
15	Goa	2958592	218577	7.39	16.86	4.68	0.74	15.86	32.77
16	Himachal Pradesh	4895572	192797	3.94	9.12	42.07	1.13	2.68	14.27
17	Jharkhand	10223781	282299	2.76	5.32	123.5	3.53	2.86	9.37
18	Karnataka	34348035	1097409	3.19	7.25	301.96	15.55	5.15	15.71
19	Maharashtra	87031584	2850738	3.28	7.46	548.84	31.43	5.73	16.16
20	Odisha	16520188	580759	3.52	7.25	216.6	6.12	2.82	11.51
21	Puducherry	1252157	24417	1.95	4.03	5.01	0.46	9.19	14.86
22	Uttar Pradesh	53178944	1820425	3.42	6.84	758.35	26.14	3.45	9.85

Source: NCAER Computations

GLOSSARY

GLOSSARY

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

tourism gross value added measure should be used when making comparisons with other industries or between countries. See also Direct tourism gross value added and Tourism net taxes on products.

Direct tourism gross value added

The value of direct tourism output at basic prices, less the value of the inputs used in producing these tourism products. This measure is directly comparable with the value added of 'conventional' industries such as mining and manufacturing and should also be used for comparisons across countries. See also Direct tourism output and Direct tourism GDP.

Direct tourism output

The value of goods and services, at basic prices, which are consumed by visitors and produced in the economy by industries in a direct relationship with visitors.

Domestic output

Domestic output is output produced by resident enterprises.

Domestic tourism

The travel of domestic visitors is called domestic tourism. It comprises the activities of a resident visitor within the country of reference either as part of a domestic tourism trip or part of an outbound tourism trip.

Domestic tourism consumption

Consists of the tourism consumption by resident visitors on tourism related products within the economy. It is the sum of household tourism consumption and business and government tourism consumption.

Domestic travel

Travel within a country by residents is called domestic travel.

Domestic travellers

Those who undertake domestic travel are domestic travellers.

Domestic trip

A domestic trip is one with a main destination within the country of residence of the visitor.

Domestic visitor

A domestic traveller qualifies as a domestic visitor if: (a) he/she is on a tourism trip and (b) he/she is a resident travelling in the country of reference.

Domestic visitors are those who travel within the country to a place other than their usual place of residence and stay at hotels or other accommodation establishments run on commercial basis or in dharamshalas/sarais/musafirkhanas/ agrashalas/ choultries, etc for a

duration of not less than 24 hours or one night and for not more than 12 months at a time.

Durable consumer goods

Durable goods are goods that “may be used repeatedly or continuously over a period of a year or more, assuming a normal or average rate of physical usage”. When acquired by producers, these are considered to be capital goods used for production processes as is the case of vehicles, computers, etc. When acquired by households, they are considered to be consumer durable goods.

Economic activity

Any activity resulting in production of goods and services that add value to national product is considered as an economic activity. Such activities include production of all goods and services for market (market activities), i.e. production for pay or profit, and, among the non-market activities, the production of goods and household services with paid domestic employees and owner occupied dwellings for own consumption and own account production of fixed assets.

Employed persons

Employed (or worker) persons are those who are engaged in any economic activity or who, despite their attachment to economic activity, abstain from work for reason of illness, injury or other physical disability, bad weather, festivals, social or religious functions or other contingencies necessitating temporary absence from work.

***Employed persons
Employed as per principal activity status***

Number of persons usually employed in the principal and subsidiary statuses.

Those in labour force pursuing some economic activity for major time during the reference period of 365 days

Employed as per subsidiary activity status

Those in labour force pursuing some economic activity for a relatively shorter time (minor time) during the reference period of 365 days

Enterprise

An enterprise is an institutional unit in its capacity as a producer of goods and services; an enterprise may be a corporation, a quasi-corporation, a non-profit institution, or an unincorporated enterprise.

Establishment

An establishment is an enterprise or part of an enterprise that is situated in a single location and in which only a single (non-ancillary) productive activity is carried out or in which the principal productive activity accounts for most of the value added.

<i>Exports of goods</i>	Exports of goods consist of exports of the following items from residents to non-residents: generally with a change of ownership being involved: general merchandise, goods for processing, goods procured in domestic ports by non-resident carriers and non-monetary gold.
<i>Exports of services</i>	Exports of services consist of exports of the following services provided by residents to non-residents: transportation; travel; communications; construction; insurance; financial; computer and information; royalties and licence fees; other business services; personal, cultural, and recreational services; and government services n.i.e.
<i>Excursionist</i>	Same day visitors are called excursionists.
<i>Final demand</i>	Transactions that involve purchases of produced goods and services for final uses are presented in final demand table. The “final” use for a good or service is that it is not used up entirely in the reference year as an intermediate input in the production of some other good or service. Transactions for goods and services that are completely used to produce other goods and services are shown in the intermediate input (or use) table of the accounts.
<i>Final output</i>	This is that part of total output of each industry sold either for final consumption by households, general government or for investment (including additions to inventories) and for export. In short, it represents total output sold to final buyers. For the whole economy, total final output is equal to the value of goods and services (both domestically produced and imported) available for consumption, investment and export.
<i>Final consumption</i>	Final consumption consists of goods and services used up by individual households or the community to satisfy their individual or collective needs or wants.
<i>Final consumption expenditure of government</i>	Government final consumption expenditure consists of expenditure, including imputed expenditure, incurred by general government on both individual consumption goods and services and collective consumption services.
<i>Final consumption expenditure of households</i>	Household final consumption expenditure consists of the expenditure, including imputed expenditure, incurred by resident households on individual consumption goods and services, including those sold at prices that are not economically significant.

<i>Final consumption expenditure of NPISHs</i>	Final consumption expenditure of NPISHs (non-profit institutions serving households) consists of the expenditure, including imputed expenditure, incurred by resident NPISHs on individual consumption goods and services.
<i>FOB price</i>	The FOB price (free on board price) of exports and imports of goods is the market value of the goods at the point of uniform valuation, (the customs frontier of the economy from which they are exported); it is equal to the CIF price less the costs of transportation and insurance charges, between the customs frontier of the exporting (importing) country and that of the importing (exporting) country.
<i>General government</i>	The general government sector consists of the totality of institutional units which, in addition to fulfilling their political responsibilities and their role of economic regulation, produce principally non-market services (possibly goods) for individual or collective consumption and redistribute income and wealth.
<i>GDP</i>	Is the total market value of goods and services produced in the economy within a given period after deducting the cost of goods and services used up in the process of production but before deducting allowances for the consumption of fixed capital. Thus gross domestic product, as here defined, is ‘at market prices’.
<i>Gross</i>	The term “gross” is a common means of referring to values before deducting consumption of fixed capital (generally used as in “gross capital stock” or “gross domestic product”).
<i>Gross domestic product - expenditure based</i>	Expenditure-based gross domestic product is total final expenditures at purchasers’ prices (including the FOB value of exports of goods and services), less the FOB value of imports of goods and services.
<i>Gross domestic product - income based</i>	Income-based gross domestic product is compensation of employees, plus taxes less subsidies on production and imports, plus gross mixed income, plus gross operating surplus.
<i>Gross domestic product - output based</i>	Output-based gross domestic product is the sum of the gross values added of all resident producers at basic prices, plus all taxes less subsidies on products. Output-based GDP is the sum of the gross values added of all resident producers at producers’ prices, plus taxes less subsidies on imports, plus all non-deductible VAT (or similar taxes).

<i>Gross fixed capital formation</i>	Gross fixed capital formation is measured by the total value of a producer's acquisitions, less disposals, of fixed assets during the accounting period plus certain additions to the value of non-produced assets (such as subsoil assets or major improvements in the quantity, quality or productivity of land) realised by the productive activity of institutional units.
<i>Gross margin</i>	The gross margin of a provider of reservation services is the difference between the value at which the intermediated service is sold and the value accrued to the provider of reservation services for this intermediated service.
<i>Gross value added</i>	Gross value added is the value of output less the value of intermediate consumption; it is a measure of the contribution to GDP made by an individual producer, industry or sector; gross value added is the source from which the primary incomes of the SNA are generated and is therefore carried forward into the primary distribution of income account.
<i>Gross value added at basic prices</i>	Gross value added at basic prices is output valued at basic prices less intermediate consumption valued at purchasers' prices.
<i>Gross value added of the tourism industries (GVATI)</i>	Gross value added of the tourism industries is the total gross value added of all establishments belonging to tourism industries, regardless of whether all their output is provided to visitors and of the degree of specialization of their production process.
<i>Household tourism Consumption</i>	Consists of the tourism consumption by resident households on tourism related products within economy.
<i>Imports of goods</i>	Imports of goods consist of imports of the following items from non-residents to residents, generally with a change of ownership being involved: general merchandise, goods for processing, goods procured in foreign ports by domestic carriers, and non-monetary gold.
<i>Imports of services</i>	Imports of services consist of the following services purchased by residents from non-residents: transportation; travel; communications; construction; insurance; financial; computer and information; royalties and licence fees; other business services; personal, cultural, and recreational services; and government services n.i.e.

<i>Imports of goods and services</i>	Imports of goods and services consist of purchases, barter, or receipts of gifts or grants, of goods and services by residents from non-residents; the treatment of exports and imports in the SNA is generally identical with that in the balance of payments accounts as described in the Balance of Payments Manual.
<i>Imputed tourism consumption</i>	Consists of imputations made for the consumption by visitors of certain goods and services for which they do not make a payment. Imputation is confined to a small number of cases where a reasonably satisfactory basis for the valuation of the implied transaction is available, and where their inclusion is consistent with the production boundary in the core national accounts.
<i>Inbound travel</i>	Travel to a country by non-residents is called inbound travel.
<i>Inbound trip</i>	An inbound trip is one with a main destination outside the country of residence of the visitor.
<i>Inbound tourism</i>	The travel of inbound visitors is called inbound tourism. It comprises the activities of a non-resident visitor within the country of reference on an inbound tourism trip.
<i>Inbound tourism consumption</i>	Inbound tourism consumption is the tourism consumption of a non-resident visitor within the economy of reference.
<i>Input-output model</i>	It provides a detailed breakdown of economic activity among business industries and a detailed breakdown of their inputs and outputs by commodity associated with some arbitrarily fixed exogenous demand. It also provides supply requirements from other sources such as imports and government production of goods and services. The input-output model is a structural model dealing primarily with resource allocation in the economy corresponding to an exogenously given demand.
<i>Input-output tables</i>	Input-output tables are derived from Supply and Use Tables, which show the process of flows of goods and services through the economic system between producers and consumers. The transactors involved in the production process are individuals (persons or households), establishments (production units of businesses and governments), non-business entities such as non-profit institutions, and governments. An input-output table presents a detailed analysis of the process of production and the use of goods and services (products) and the income generated in that production.; they can be either in the form of (a)

supply and use tables or (b) symmetric input-output tables. These tables include the Imports Use and Domestic Use matrices, industry by industry and product by product matrices plus the Leontief inverse, multipliers and other analyses of their structure.

Intermediate consumption

Intermediate consumption consists of the value of the goods and services consumed as inputs by a process of production, excluding fixed assets whose consumption is recorded as consumption of fixed capital; the goods or services may be either transformed or used up by the production process.

Intermediate output

That part of the total output of each industry consumed by other industries in the production process.

Internal tourism

Comprises domestic tourism and inbound tourism, that is, the activities of resident and non-resident visitors within the country of reference as part of domestic or international tourism trips.

Internal tourism consumption

Internal tourism consumption is the tourism consumption of both resident and non-resident visitors within the economy of reference. It is the sum of domestic tourism consumption and inbound tourism consumption.

International tourism

Comprises inbound tourism and outbound tourism, that is, the activities of resident visitors outside the country of reference, either as part of domestic or outbound tourism trips and the activities of non-resident visitors within the country of reference on inbound tourism trips.

International tourism consumption

Also referred to as internal tourism consumption by international visitors. Consists of the tourism consumption within the economy by non-residents on tourism related products.

International travellers

Those who undertake international travel are considered as international travellers.

International visitor

An international traveller qualifies as an international visitor with respect to the country of reference if: (a) he/she is on a tourism trip and (b) he/she is a non-resident travelling in the country of reference or a resident travelling outside of it.

ISIC

ISIC is the United Nations International Standard Industrial Classification of All Economic Activities; the third revision of ISIC is used in the 1993 SNA.

<i>Leontief inverse (input-output) table</i>	The columns of the Leontief inverse (input-output) table show the input requirements, both direct and indirect, on all other producers, generated by one unit of output
<i>Main destination</i>	The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip.
<i>Main purpose of a trip</i>	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”.
<i>Margin</i>	This is the difference between the resale price of a good and the cost to the retailer or wholesaler of the good sold. A transport margin consists of the transport charges invoiced separately by the producer in the delivery of a good.
<i>Margin (trade)</i>	A trade margin is the difference between the actual or imputed price realised on a good purchased for resale (either wholesale or retail) and the price that would have to be paid by the distributor to replace the good at the time it is sold or otherwise disposed of.
<i>Margin (transport)</i>	A transport margin consists of those transport charges paid separately by the purchaser in taking delivery of the goods at the required time and place.
<i>Multipliers</i>	An I-O multiplier is a quantitative measure created by a particular I-O based economic model. It is an analytical answer to a hypothetical question about how a certain expenditure is expected to impact the economy. The multipliers allow users to make estimates of the whole economy impacts of small changes in the economy.
<i>National tourism</i>	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.
<i>National tourism consumption</i>	National tourism consumption is the tourism consumption of resident visitors, within and outside the economy of reference. It is the sum of domestic tourism consumption and outbound tourism consumption.

Net taxes on products

Also referred to as taxes less subsidies on products. A tax or subsidy on a product is payable per unit of a good or service. The tax or subsidy may be a specific amount of money per unit of quantity of a good or service (quantity being measured either in terms of discrete units or continuous physical variables such as volume, weight, strength, distance, time, etc.), or it may be calculated ad valorem as a specified percentage of the price per unit or value of the goods or services transacted. A tax or subsidy on a product usually becomes payable when the product is produced, sold or imported, but it may also become payable in other circumstances, such as when a good is exported, leased, transferred, delivered, or used for own consumption or own capital formation. See also Other taxes on production and Taxes less subsidies on production and imports.

Other taxes on production

Consist of all taxes that enterprises incur as a result of engaging in production, except taxes on products. Other taxes on production include: taxes related to the payroll or workforce numbers excluding compulsory social security contributions paid by employers and any taxes paid by the employees themselves out of their wages or salaries; recurrent taxes on land, buildings or other structures; some business and professional licences where no service is provided by the Government in return; taxes on the use of fixed assets or other activities; stamp duties; taxes on pollution; and taxes on international transactions. See also Taxes less subsidies on production and imports.

Outbound tourism

The travel of outbound visitors is called outbound tourism. It comprises the activities of a resident visitor outside the country of reference, either as part of an outbound tourism trip or as part of a domestic tourism trip.

Outbound tourism consumption

Outbound tourism consumption is the tourism consumption of a resident visitor outside the economy of reference. Also referred to as tourism imports. Consists of the tourism consumption by resident visitors outside of the economy while on an international trip.

Outbound trip

An outbound trip is one with a main destination outside the country of residence of the visitor.

Outbound travel

Travel outside a country by residents is called outbound travel.

Output

Output consists of those goods or services that are produced within an establishment that become available for use outside that establishment, plus any goods and services produced for own final use.

<i>Output multiplier</i>	Output multiplier for a particular industry is defined to be the total of all outputs from each domestic industry required in order to produce one additional unit of output: that is, the column sums (Σ_i) from Leontief inverse matrix (L_{ij}).
<i>Principal activity</i>	The principal activity of a producer is the activity whose value added exceeds that of any other activity carried out within the same unit. The output of the principal activity must consist of goods or services that are capable of being delivered to other units even though they may be used for own consumption or own capital formation.
<i>Principal usual activity status of persons</i>	The activity status of a person during the reference period of 365 days preceding the date of survey, which is determined on the basis of a person spending relatively longer time (i.e. major time criterion). Based on this a person is categorised as those (a) belonging to labour force and (b) not belonging to the labour force ('neither working nor available for work'). Within the labour force, the criteria of (i) 'working' and (ii) 'not working but seeking and/or available for work' is again based on the major time criterion. The principal status workers are from (i) whereas the subsidiary status workers can be from either or both of (i) and (ii).
<i>Principal product</i>	The principal product of an industry is the characteristic or main product produced by the relevant industry. Producing units are classified to industries according to which products they make. If they produce more than one product, they are classified according to whichever accounts for the greatest part of their GVA.
<i>Production</i>	Production is an activity, carried out under the responsibility, control and management of an institutional unit that uses inputs of labour, capital and goods and services to produce outputs of other goods and services.
<i>Production account</i>	The production account records the activity of producing goods and services as defined within the SNA; its balancing item, gross value added, is a measure of the contribution to GDP made by an individual producer, industry or sector.
<i>Products</i>	Products, also called "goods and services", are the result of production; they are exchanged and used for various purposes: as inputs in the production of other goods and services, as final consumption or for investment.

Purchaser's price

The purchaser's price is the amount paid by the purchaser, excluding any deductible VAT or similar deductible tax, in order to take delivery of a unit of a good or service at the time and place required by the purchaser; the purchaser's price of a good includes any transport charges paid separately by the purchaser to take delivery at the required time and place.

Same day visitor Social transfers in kind

A visitor (domestic, inbound or outbound) is classified as a same-day visitor (or excursionist) if his/her trip does not include an overnight stay. Social transfers in kind consist of social security and social assistance benefits in kind together with goods and services provided to individual household outside any social insurance scheme by non-market producers owned by government units or non-profit institutions (NPIS).

Subsidies

Subsidies are current unrequited payments that government units, including non-resident government units, make to enterprises on the basis of the levels of their production activities or the quantities or values of the goods or services which they produce, sell or import. They include the financing of deficits on public trading services deliberately run at a loss. There are two types, see subsidies on production and subsidies on products.

Subsidy on a product

A subsidy on a product is a subsidy payable per unit of a good or service produced, either as a specific amount of money per unit of quantity of a good or service or as a specified percentage of the price per unit; it may also be calculated as the difference between a specified target price and the market price actually paid by a buyer. These are subsidies based on a quantity or value of goods or services sold.

supply

The supply of a good or service is the sum of the values of its domestic output (from all sectors), plus imports, c.i.f. when measured at basic prices. At purchasers' prices, trade and transport margins and net taxes on products are also added.

Supply Table

The main body of the Supply Table shows estimates of domestic industries' output by type of product at basic prices. The columns represent the supplying industries and the rows represent the products supplied. Additional columns covering imports of goods and services, distributors' trading margins and taxes (less subsidies) on products are added to show supply of all goods and services at purchasers' prices.

<i>Supply and use tables</i>	Supply and use tables are in the form of matrices that record how supplies of different kinds of goods and services originate from domestic industries and imports and how those supplies are allocated between various intermediate or final uses, including exports.
<i>Tax on a product</i>	A tax on a product is a tax that is payable per unit of some good or service, either as a specified amount of money per unit of quantity or as a specified percentage of the price per unit or value of the good or service transacted.
<i>Taxes</i>	Taxes are compulsory, unrequited payments, in cash or in kind, made by institutional units to government units; they are described as unrequited because the government provides nothing in return to the individual unit making the payment, although governments may use the funds raised in taxes to provide goods or services to other units, either individually or collectively, or to the community as a whole.
<i>Taxes on production and imports</i>	Taxes on production and imports consist of taxes payable on goods and services when they are produced, delivered, sold, transferred or otherwise disposed of by their producers plus taxes and duties on imports that become payable when goods enter the economic territory by crossing the frontier or when services are delivered to resident units by non-resident units; they also include other taxes on production, which consist mainly of taxes on the ownership or use of land, buildings or other assets used in production or on the labour employed, or compensation of employees paid.
<i>Taxes on products</i>	Taxes on products, excluding VAT, import and export taxes, consist of taxes on goods and services that become payable as a result of the production, sale, transfer, leasing or delivery of those goods or services, or as a result of their use for own consumption or own capital formation. These taxes are defined as product specific taxes, for example: value added tax, excise duties, air passenger tax, insurance premium tax and import duties, and are based on the volume or value of production sold.
<i>Total economy</i>	The total economy consists of all the institutional units which are resident in the economic territory of a country.
<i>Total final expenditure</i>	This is the sum total of final consumption, gross capital formation and exports of goods and services. Total final expenditure is the same as total demand by final buyers and is equal to total final output.

<i>Total intermediate consumption</i>	The total intermediate consumption of each industry is the industry's total purchases of the outputs of other industries as well as purchases of imports of goods and services and intra-industry purchases for use in its production process. This is adjusted for the change in inventories of materials and fuels and excludes primary inputs.
<i>Total tourism internal demand</i>	Total tourism internal demand, is the sum of internal tourism consumption, tourism gross fixed capital formation and tourism collective consumption. It does not include outbound tourism consumption.
<i>Total output</i>	The total output of an industry is the aggregate value of the goods and services together with the work-in-progress produced by the industry. It is equal to the value of the industry's sales plus any increase (and less any decrease) in the value of its inventories of finished products and work-in progress. Output is thus measured after deducting holding gains. The outputs of the distribution and service trades industries are measured on a 'gross margin' basis.
<i>Taxes less subsidies on production and imports</i>	Defined as 'taxes on products' plus 'other taxes on production' less 'subsidies on products' less 'other subsidies on production'. The taxes do not include any taxes on the profits or other income received by an enterprise. They are payable irrespective of the profitability of the production process. They may be payable on the land, fixed assets or labour employed in the production process, or on certain activities or transactions.
<i>Tourism</i>	Comprises the activities of visitors.
<i>Tourism characteristic industries</i>	Are those industries that would either cease to exist in their present form, producing their present product(s), or would be significantly affected if tourism were to cease. Under the international TSA standards, core lists of tourism characteristic industries, based on the significance of their link to tourism in the worldwide context, are recommended for implementation to facilitate international comparison. Some countries use the criteria of at least 25 per cent of an industry's output must be consumed by visitors to be a country-specific tourism characteristic industry.
<i>Tourism characteristic products</i>	These are defined in the international TSA standards as those products which would cease to exist in meaningful quantity, or for which sales would be significantly reduced, in the absence of tourism. Under the international TSA standards, core lists of tourism characteristic

products, based on the significance of their link to tourism in the worldwide context, are recommended for implementation to facilitate international comparison. It is also recommended in the international TSA standards that country-specific tourism characteristic products are identified.

***Tourism
connected
industries***

Are those, other than tourism characteristic industries, for which a tourism related product is directly identifiable (primary) to, and where the products are consumed by visitors in volumes which are significant for the visitor and/or the producer. All other industries are classified as non-tourism industries, though some of their products may be consumed by visitors and are included in the calculation of direct tourism gross value added and direct tourism GDP.

***Tourism
connected
products***

Are those that are consumed by visitors but are not considered as tourism characteristic products. All other products in the supply and use table not consumed by visitors are classified as 'all other goods and services' in the TSA.

***Tourism
consumption***

Tourism consumption has the same formal definition as tourism expenditure. Nevertheless, the concept of tourism consumption used in the TSA goes beyond that of tourism expenditure. Actually, besides “the amount paid for the acquisition of consumption goods and services, as well as valuables for own use or to give away, for and during tourism trips” that corresponds to monetary transactions (the focus of tourism expenditure), it also includes services associated with vacation accommodation on own account, tourism social transfers in kind, and other imputed consumption. These transactions need to be estimated using sources different from information collected directly from the visitors such as reports on home exchanges, estimations of rents associated to vacation homes, calculations of FISIM, etc.

***Tourism
demand***

Expenditure made by, or on behalf of, the visitor before, during and after the trip and which expenditure is related to that trip and which trip is undertaken outside the usual environment of the visitor.

***Tourism direct
gross domestic
product
(TDGDP)***

Tourism direct gross domestic product is the sum of the part of gross value added (at basic prices) generated by all industries in response to internal tourism consumption plus the amount of net taxes on products and imports included within the value of this expenditure at purchasers' prices.

<i>Tourism direct gross value added (TDGVA)</i>	Tourism direct gross value added is the part of gross value added generated by tourism industries and other industries of the economy that serve directly visitors in response to internal tourism consumption.
<i>Tourism expenditure</i>	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.
<i>Tourism exports</i>	Tourism exports are domestically produced goods and services consumed by international visitors to the country.
<i>Tourism industry ratio</i>	This is the proportion of the total value added of an industry which is related to tourism.
<i>Total tourism internal demand</i>	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.
<i>Tourism imports</i>	Tourism imports are consumption of overseas produced goods and services by residents on overseas trips.
<i>Tourism net taxes on products</i>	Consists of taxes paid less subsidies received on tourism related products which is attributable to productive activity of tourism related industries that are in a direct relationship with visitors. In the case of goods purchased by visitors, only the net taxes attributable to the value of retail trade services on those goods will be included.
<i>Tourism product ratio</i>	This is the proportion of the total supply of a product which is consumed by visitors.
<i>Tourism ratio</i>	For each variable of supply in the TSA, the tourism ratio is the ratio between the total value of tourism share and total value of the corresponding variable in the TSA expressed in percentage form.
<i>Tourism share</i>	Tourism share is the share of the corresponding fraction of internal tourism consumption to each component of supply. For each industry, the tourism share of output (in value), is the sum of the tourism share corresponding to each product component of its output.

<i>Tourism single purpose consumer durable goods</i>	Tourism single-purpose consumer durables are a specific category of consumer durable goods that include durable goods that are used exclusively, or almost exclusively by individuals while on tourism trips.
<i>Tourism Satellite Account</i>	Tourism Satellite Account consists in analyzing in detail all the aspects of demand for goods and services which might be associated with tourism, in establishing the actual interface with the supply of such goods and services within the economy of reference, or outside and in describing how this supply (from domestic or imported origin) interacts with other economic activities, using the SUT as a reference.
<i>Tourist</i>	A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor) if his/her trip includes an overnight stay.
<i>Tourism trip</i>	Trips which are undertaken by visitors.
<i>Tourism visit</i>	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.
<i>Travel</i>	Travel refers to the activity of travellers.
<i>Transportation in balance of payments statistics</i>	Transportation (BoP item 205) covers services provided by all modes of transportation - sea, air, and other, which includes space, rail, road, inland waterway and pipeline - that are performed by residents of one economy for those of another. The different types of services offered include transport of passengers, transport of freight and other supporting and auxiliary services (e.g., storage and warehousing).
<i>Travel in balance of payments statistics</i>	<p>The item Travel (BoP item 236) consists of goods and services which are acquired by residents who stay abroad or foreign travellers on the national territory for less than one year.</p> <p>Note that international transportation costs of the traveller to destination are recorded under the heading "transportation", but all movements within the country, including cruises, are entered under "travel".</p>
<i>Traveller</i>	A traveller is someone who moves between different geographic locations for any purpose and any duration. Travel within a country by residents is called domestic travel. Travel to a country by non-residents is called inbound travel, whereas travel outside a country by residents is

called outbound travel. Those who undertake travel, be it domestic, inbound or outbound, will be called domestic, inbound or outbound travellers, respectively.

Trip

A trip refers to the travel by a person from the time of departure from his usual residence until he/she returns to the same place: it thus refers to a round trip. A trip is made up of visits to different places. An inbound trip will correspond to the travel between arriving in a country and leaving, whereas a domestic trip or an outbound trip will correspond to the travel between leaving the place of residence and returning. A domestic trip has a main destination in the country of residence of the traveller, while an outbound trip has a main destination outside this country.

TSA aggregates

The compilation of the following aggregates, which represent a set of relevant indicators of the size of tourism in an economy is recommended:

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

Uses

The term refers to transactions in the current accounts that reduce the amount of economic value of a unit or sector, for example, wages and salaries are a type of use for the unit or sector that must pay them. By convention, uses are on the left-hand side of SNA accounts.

Usual environment

The geographical area (though not necessarily a contiguous one) within which an individual conducts his/her regular life routines. This is made up of one or more areas in which a person undertakes their regular activities such as their residence, place of work, place of study and other places frequently visited. The usual environment criteria has two dimensions – frequency (places that are visited on a routine basis) and distance (locations close from home for overnight trips).

Usual expenditures

In addition to the usual expenditures made by visitors while travelling (or preparing to travel) on commodities such as transport, meals or accommodation, these expenditures cover, inter alia, expenses incurred for the purposes of travel, such as suitcases which may be purchased some time before the planned trip. On the other hand, the measure excludes expenditure on capital equipment or other capital acquisition that may be made by a businessman while on a trip (even if that were

the reason for the trip). If the trip were paid for by a non-visitor (such as parents paying for their child to visit them from abroad), it would be included because the expenditure was made on behalf of the visitor.

Valuables

Valuables are produced assets that are not used primarily for production or consumption, that are expected to appreciate or at least not to decline in real value, that do not deteriorate over time under normal conditions and that are acquired and held primarily as stores of value.

Visitor

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

、

APPENDIX

APPENDIX

Estimation Procedure

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

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

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

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

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

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

reference) and whose main destination is the state of reference.

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

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

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



NATIONAL COUNCIL OF APPLIED ECONOMIC RESEARCH

Parisila Bhawan, 11 Indraprastha Estate, New Delhi 110002, India
Tel: + 91 11 2337 9861-3 Fax: + 91 11 2337 0164 infor@ncaer.org
www.ncaer.org