

## Regional Tourism Satellite Account Odisha, 2009-10

Phase II

*Study Commissioned by*  
**Ministry of Tourism, Government of India**

December 2015

**Document of NCAER**  
Report No. 2015-12-2 (8)



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

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***Published by***

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## 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 20<sup>th</sup>, 2015

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## 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*

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

*Abbreviations*

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

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## 1. INTRODUCTION

### *About Tourism*

1.1. Tourism is a social, cultural and economic phenomenon related to the movement of people to places outside their usual place of residence, pleasure being the usual motivation<sup>1</sup>. 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 needs<sup>2</sup>.
- The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors<sup>3</sup>.
- Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups travelling away from home.

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

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

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

- 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 visited<sup>4</sup>.”*

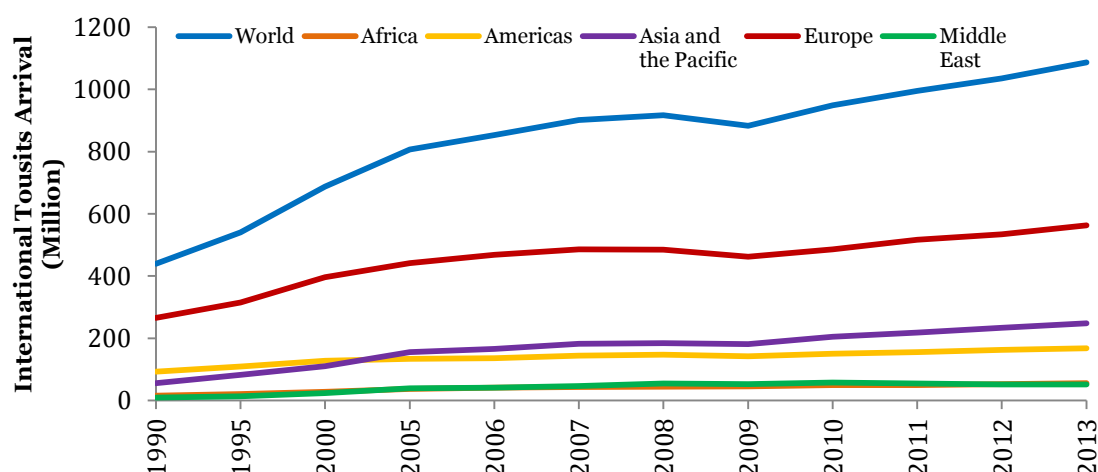
1.5. Tourism has recently become a phenomenon which is continuously increasing and establishing itself as an important economic sector. Tourist arrivals are exponentially growing across the globe creating high demand for tourism-connected consumer items/ services and infrastructure.

### **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.

---

<sup>4</sup>UNWTO: 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*

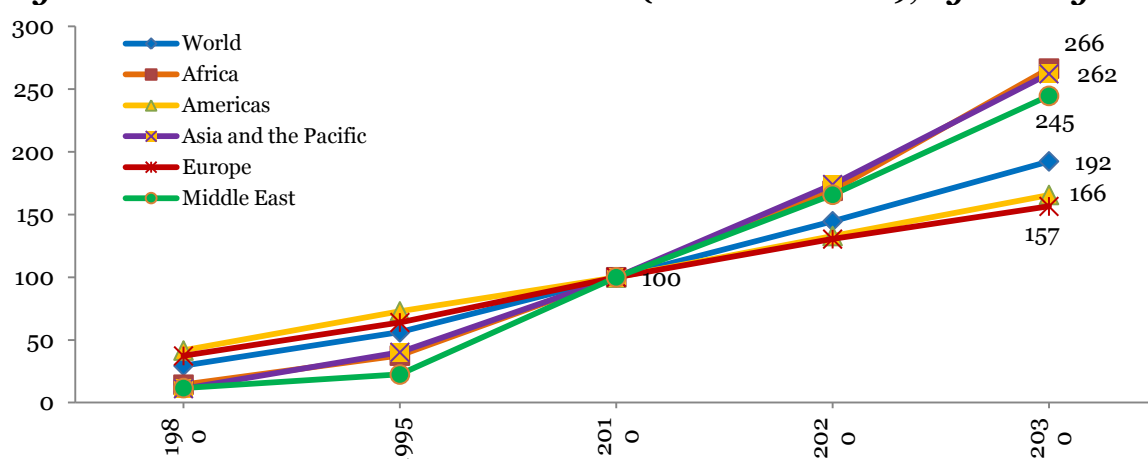
1.7. Amongst the sub-regions, Europe has been receiving the highest number of international tourists since beginning and the number stood at 563.4 million in 2013. This is followed by Asia and the Pacific with 248 million international tourist arrivals. Asia and the Pacific superseded Americas in terms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

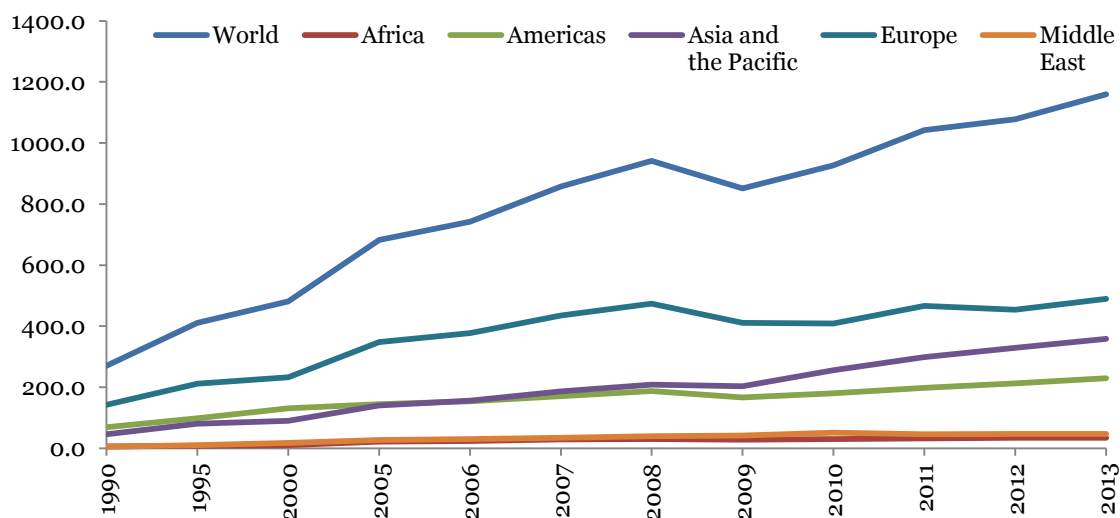
1.10. Tourism is one of the largest and fastest growing economic sectors in the world, thanks to the increase in tourism destinations in tandem with an increase in awareness among people. Unlike a rather conservative tourism activity in the past, particularly in developing countries like India, now people 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 earned<sup>i</sup>. 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**

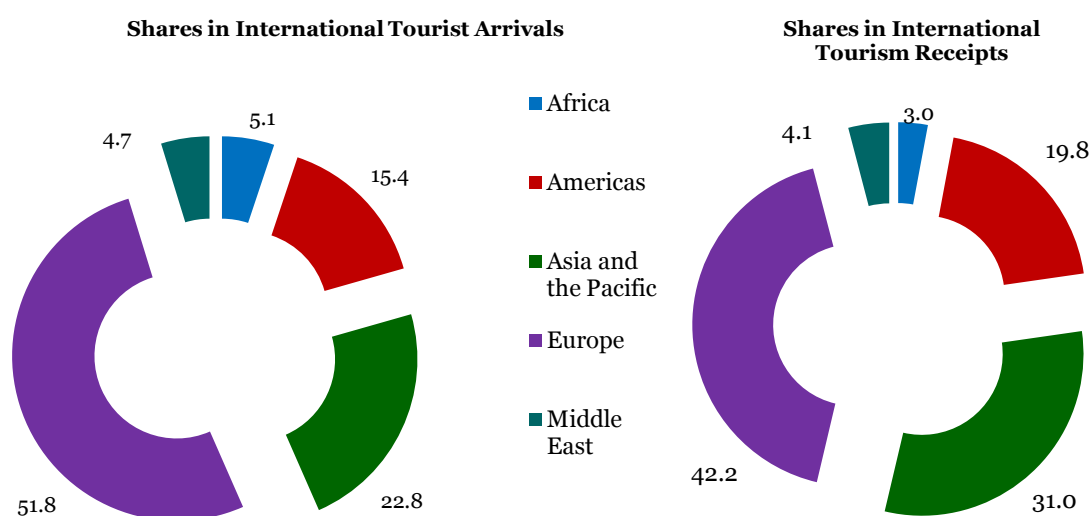


**Source:** UNWTO – *Tourism Market Trends*, 2006 edition and various editions of UNWTO – *Tourism Highlights*

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 16<sup>th</sup> most visited country in the world and has a share of 1.56 per cent in the world's total tourism receipts.

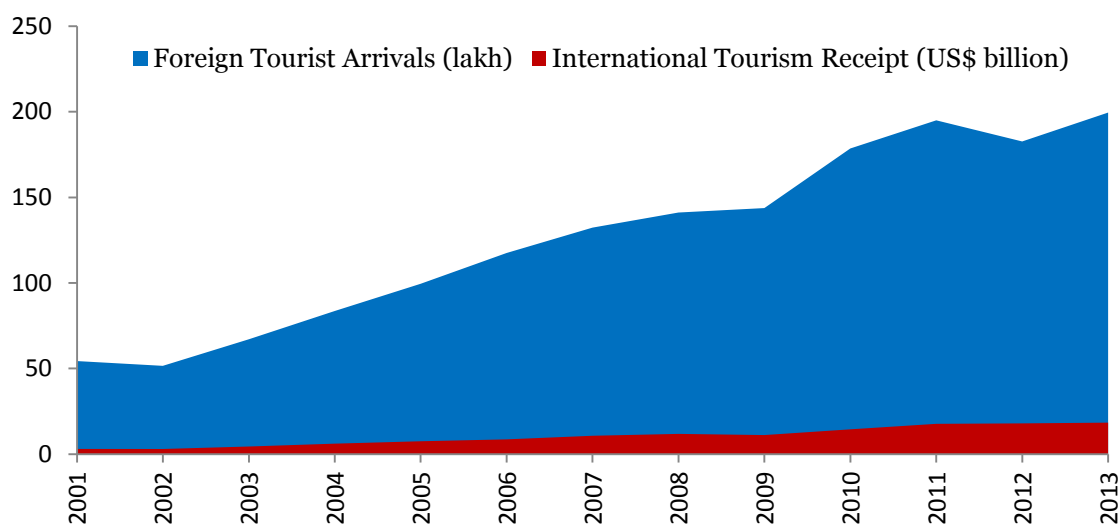
1.17. According to the latest data compiled by the Ministry of Tourism, number of international tourist arrivals in India was 6.97 million in 2013, posting an annual growth of 5.9 per cent, higher than the world growth. Domestic tourism, which accounts for a bulk of tourism in India, grew by 10 per cent 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 classifications<sup>5</sup> 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)<sup>6</sup>, 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

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<sup>5</sup>These 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.

<sup>6</sup>A 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.

into a structure that permits examination and analysis by function. In such cases, where SNA core accounts do not provide the required information, the SNA suggests the development of satellite accounts within the framework, concepts and definitions of SNA. These satellite accounts draw from the core accounts in concept, framework and data but are recast to highlight the particular aspect of the economy that is inadequately described.

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

- (i) motivation for traveling – purpose of trip;
- (ii) facilities, that include hotels and restaurants, support services and infrastructure facilities;
- (iii) transportation and finances, such as air, road and water transportation, availability of finances to incur travel expenditures;
- (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, 1993<sup>7</sup> (1993 SNA) for integrating tourism statistics and for showing the linkages between demand and supply for goods and services in respect of Tourism.

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

1.30. The TSA provides a framework for policy analysis of issues related to tourism economics as well as for model building, tourism growth analysis and productivity measurement. The systems of tourism statistics and tourism satellite accounts are tools by which the role of tourism in the economy can be better understood and more accurately measured<sup>8</sup>. The TSA focuses on the economic dimension of tourism trips<sup>9</sup>, 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

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<sup>7</sup> 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

<sup>8</sup> Eurostat: European Implementation Manual on TSA

<sup>9</sup> IRTS 2008, para. 2.29

investment in tourism, employment in the tourism industry and other non-monetary (quantitative) information related to tourism and tourists concerning tourism statistics.

### ***Uses and Applications of TSA***

1.33. The important uses and applications of TSA are 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 Odisha 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 3.68 per cent as the direct share and 6.77 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 Account<sup>10</sup> reveals that the share of tourism in GDP moderated slightly to 3.67 per cent in 2010-11 due to the overall slowdown in general economy and held the same share in 2011-12. However, the share increased to 3.74 per cent in 2012-13. Accordingly the total (direct and indirect) share fell from 6.77 per cent in 2009-10 to 6.76 per cent in 2010-11 and 2011-12 but upped at 6.88 per cent in 2012-13.

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 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.

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



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, to 4.9 per cent in 2011-12 and further up to 5.3 per cent in 2012-13<sup>11</sup>. Its direct and indirect share escalated to 10.7 per cent in 2010-11, 11.1 per cent in 2011-12 and 11.9 per cent in 2012-13.

### **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

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

<sup>11</sup> 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.



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
<b>India</b>	<b>61,86,95,000</b>	<b>2,34,91,181</b>	<b>3.8</b>

**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

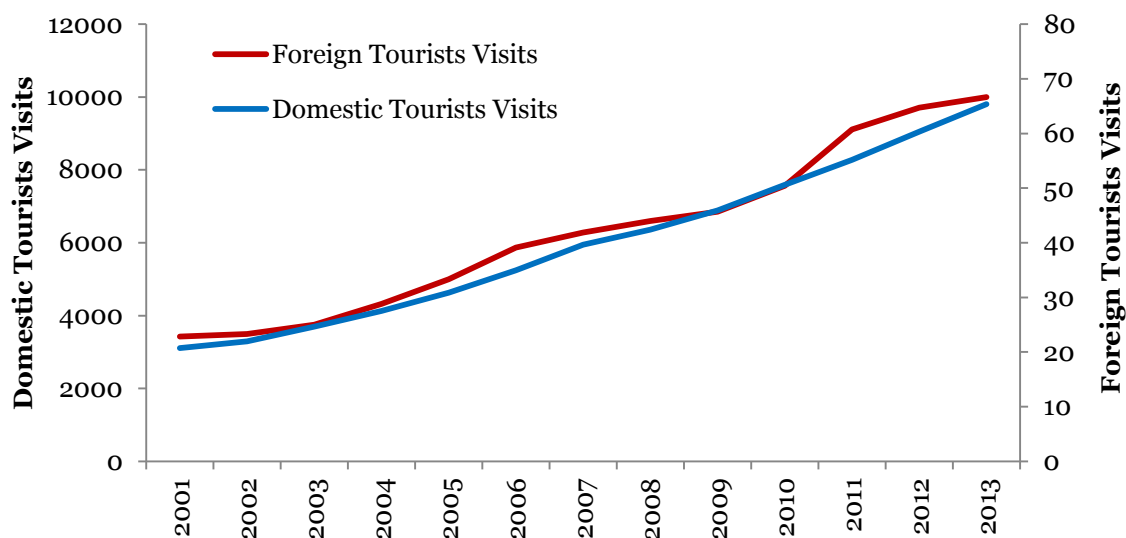
1.53. The topic of the two research reports for 2014-15 will be communicated to NCAER by MoT after mutual discussion and the decision will be based on the importance of the topic and feasibility of these reports with the given set of data.

- 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 Odisha***

1.54. Odisha boasts large number of beautiful locations including exotic beaches, a large number of popular and revered religious venues and temples, soothing lakes, and frolicking rivers, range of mountains, monuments, wildlife sanctuaries, waterfalls – everything a person looks forward to as a tourist.

1.55. Domestic and foreign tourist arrivals have been increasing continuously during last decade in Odisha with just 31.1 lakh domestic tourists and 22,854 foreign tourists in 2001 to 90.5 lakh domestic and 64,719 foreign tourists in 2012 (see figure 1.7).

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

**Source:** Various India Tourism Statistics reports, Ministry of Tourism

1.56. Domestic tourist visits stood at 98 lakh in 2013, posing an annual growth of 8.3 per cent while the numbers in case of foreign tourist visits were recorded at 66,675 and 3 per cent for the same period.

1.57. Of the total 98 lakh, 58.86 lakh tourists visited during the peak season of January to March and October to December of 2013. In the month of December alone, 13.8 lakh domestic tourists and 9263 foreign tourists visited the state.

1.58. The Statistical Bulletin of Odisha, 2013, reports the number of foreign tourists visiting in the state by their country of origin. According to this data, of the total 66,675 foreign tourists visiting the state in 2013, maximum number of tourists came from UK (9286) and USA (7092), followed by Germany (5315), France (4911) and Japan (4852).

1.59. The Bulletin also presents the number of domestic tourists by their state of origin. West Bengal, keeping the past trend, continues to be the major tourist generating state for Odisha with 13.74 lakh tourists visiting the state in 2013. This amounts to 14 per cent of the total 98 lakh domestic tourists. This is followed by Andhra Pradesh with 3.46 lakh tourists. The intra-state movement stood at 58.8 lakh which is 60 per cent of the total domestic tourists.

1.60. According to the Statistical Bulletin of Odisha for 2013, there were a total of 1585 hotels in the state at the end of 2013. The following table

presents the number of hotels and rooms in the state at the end of 2013:

**Table 1.3: Number of Hotels and Rooms in Odisha at the end of 2013**

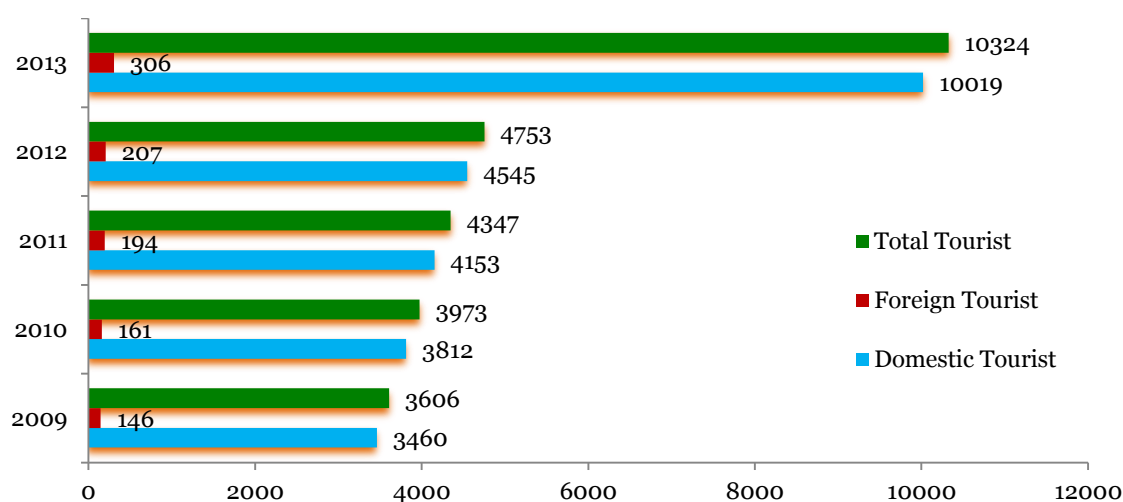
Groups	No. of Hotels	No. of Rooms
High Spending Group (HSG)	306	10381
Middle Spending Group (MSG)	356	7540
Low Spending Group (LSG)	923	15428
<b>Total</b>	<b>1585</b>	<b>33349</b>

**Source:** Statistical Bulletin, Odisha, 2013

1.61. The Statistical Bulletin also presents an estimate of expenditure incurred in the state through tourist spending. For 2013, the total inflow of money to the state through the tourist expenditure was Rs. 10324 cr. Of this, Rs. 10018.78 cr is on account of domestic tourism while the remaining Rs. 305.62 cr is the foreign tourist spending.

1.62. The inflow of money through tourist spending has been increasing over the years but saw an exceptional growth in 2013 over the previous year's level. The following figure presents the tourist expenditure, both by domestic and foreign tourism, since 2009.

**Figure 1.7: Tourism Expenditure in Odisha (Rs. Crore)**



**Source:** Statistical Bulletin, Odisha, 2013.

### State Tourism Policy

1.63. Odisha Tourism Policy 2013 aims to promote sustainable tourism as a means of economic and inclusive growth as well as for social equity and integration.

1.64. The main objectives of the policy are as follows:

- To promote Sustainable Tourism with a view to create employment opportunities and to bring about socio-economic benefits to the community.
- To preserve, enrich and promote Odisha's unique cultural heritage, natural resources and environment with a view to achieve sustainable development; addressing the regulatory and tourism promotion/ development functions in PPP mode at all levels, in an effective and well-coordinated manner,
- To promote Odisha as one stop destination to experience cultural heritage, ecotourism and rich wilderness so as to boost foreign & domestic tourist arrival in the State.

1.65. In order to achieve these objectives, the major state interventions of the state are to invite new investment, establish and promote land bank for tourism, human resource development or capacity building, ensure safety and security, establish a legal entity called "Tourism Undertaking", capital investment, incentive for tourism projects, special tourism zone, etc

### ***Structure of the report***

1.66. The present section on Introduction dealt with the 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.

1.67. Chapter 2 presents a snapshot of the state of reference, which here is Odisha. 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.

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

1.69. Chapter 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.

1.70. Chapter 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.

- 1.71. Chapter 6 presents the key findings of TSA, 2009-10.
- 1.72. The Glossary includes the conceptual issues and operational definitions of tourism, its types, forms, dimensions and related issues.
- 1.73. 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.
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## 2. PROFILE OF THE STATE

### *Geographic profile*

2.1. Odisha is enclosed by West Bengal to the north east. Jharkhand to the north. Chhattisgarh to the west and North West and Andhra Pradesh to the south. Odisha is placed on the eastern coast of India. The coastline approx. 450 km long spread along the eastern side of the country. Odisha stretches over 155, 460 sq km in terms of area. It has population of 4 cr people according to 2011, census. Odisha has a population density of 270 per sq km, in comparison to 382 per sq km for India. Low density is also because of river Mahanadi, which is the main river of Odisha and sixth largest river of India. It is about 857 km long and about 494 kms of this river falls in Odisha and its catchment area spreads over 141,000 sq km in total and 65,580 sq kms in Odisha. It is for this reason, special aquatic animals, birds, wildlife is of significant importance to Odisha. Beaches in Odisha are important sites, Balighai beach is an interesting visit as it is a meeting point of river and sea. Odisha is however, prone to floods and waterlogging as it is low-lying. In 1999, 10,000 deaths and other casualties were reported from Odisha cyclone of category 5.

### *Demographic and social profile*

2.2. Odisha is placed 8th in terms of area and 11th in terms of population in all-India list. Odisha area extends about 4.9 per cent of the total country area. Odisha population is 3.5 per cent of total India's population. The decadal population growth rate of Odisha at 14 per cent is lesser than all-India figure at 17.7 per cent during 2001-11. The decadal rate of growth of population in Odisha during 1991-01 was 16.3 per cent, bit higher than the succeeding decade. India's rate of growth during the same period is 21.5 per cent. Sex ratio in Odisha is 978 compared to 943 in India.

2.3. Male and female literacy levels in Odisha are not much different from the national level. In both cases males are more literate than females. Odisha overall literacy level at 73.5 per cent is quite same compared to national average of 73.0 per cent. In Odisha, male literates constitute 82.4 per cent and female literates 64.5 per cent of total population. In India, the ratio is 80.9 per cent and 64.6 per cent respectively. Workforce participation rate is 51.7 per cent of total Odisha population constituting main and marginal workers. Most of the people, accounting 94.4 per cent of total population in Odisha are Hindu's, according to 2001 census. Oriya is most primitive language in India. Hindu, Urdu, Bengali, Telegu etc are also spoken in the state. Odisha has schedule caste population, however, tribes in Odisha constitute

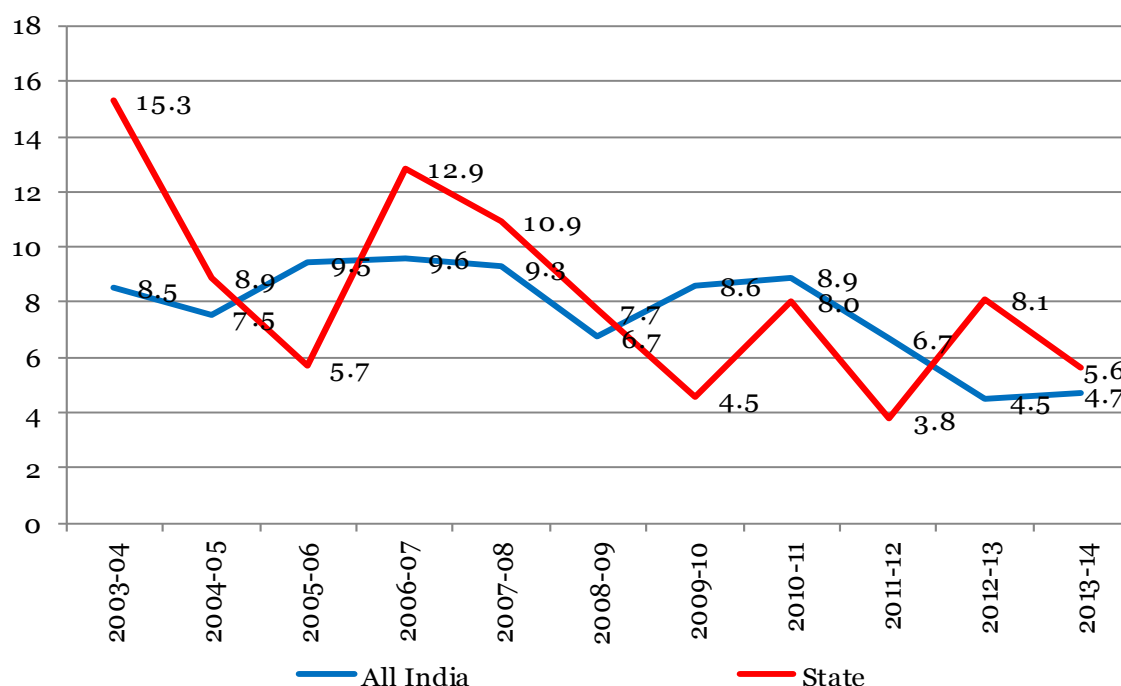
substantial population in India. As per 2001 census, SC and ST constitute about 16.5 per cent and 22.1 per cent respectively of Odisha total population. Kondhs constitute the major tribe in Odisha. These tribes are engaged in subsistence level work, mostly agriculture and craft related. Their life style is simple and good enough example to any other working class in India.

### ***Economic profile***

2.4. In terms of contribution, 2.6 per cent of all-India GDP comes from Odisha in 2013-14. However, the GSDP growth rate in Odisha has improved recently, and is higher than the all-India average. In 2013-14, growth rate of Odisha and India is 5.6 per cent & 4.7 per cent respectively. In terms of average growth rate during 2001-11, Odisha has grown at an average growth rate of 10.3 per cent, and corresponding rate of growth of the country is 10.0 per cent. Tourism is one of the most important sector in Odisha generating income and an important area of development. It is important from promoting employment and removing poverty. Estimate of percentage of people living below poverty line in Odisha is 46.4 per cent and India is 27.5 per cent in 2004-05 according to NSSO 61st round data for uniform reference period. People participation sort through panchayati raj institutes, local bodies, co-ops, NGOs are considered important to encourage tourism development. Tourism policy of the state encourages private investment and provides various incentives for new investment in tourism sector.

2.5. Tourism policies seek private investment through various incentives. This is done through finding collaboration between state government and private sector. The state government in Odisha is to develop a land and property bank to encourage tourist. Department of Tourism (DoT) of Odisha makes sure that land is to be developed for appropriate tourism projects. It also involves building a hospitality sector and travel management in the state.

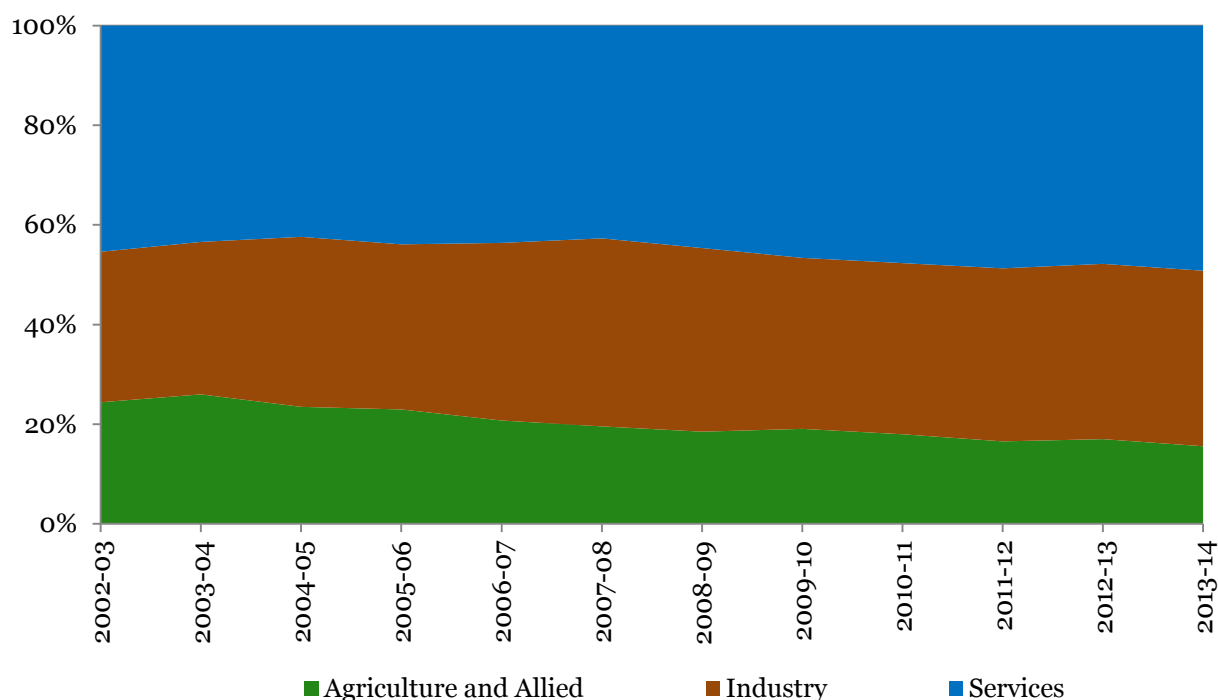


**Figure 2.1: Growth in gross state domestic product (constant prices)**

Source: CSO

### Agriculture

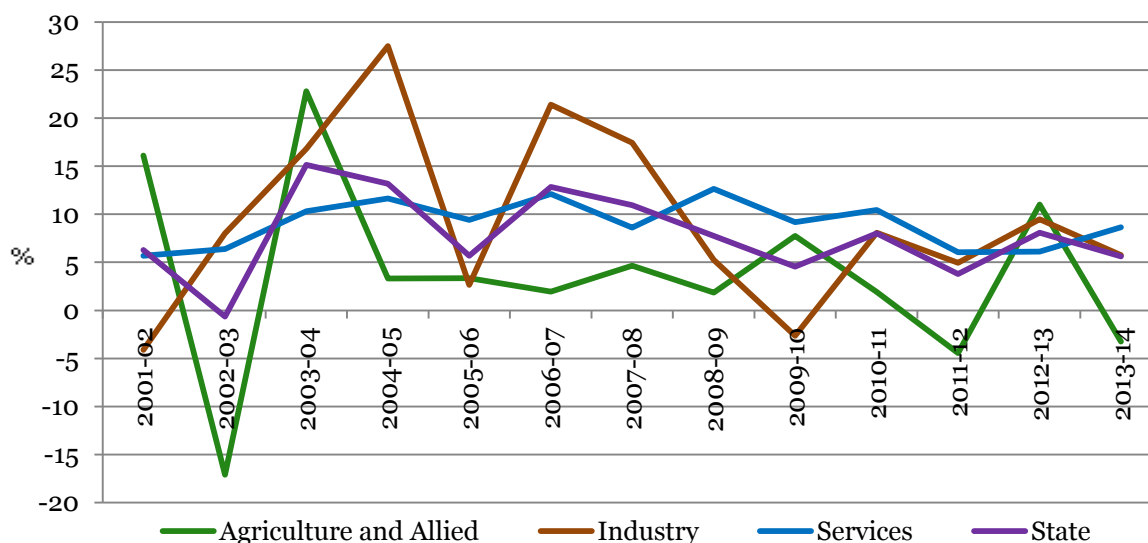
2.6. Agriculture consists of a share of 15.6 per cent in GSDP in 2013-14. Recent growth in agriculture in 2013-14 is negative at 3.3 per cent. In Odisha a shift in agriculture pattern from subsistence to profitable and commercial agriculture is promoted. There is need to diversify the cropping in irrigated and non irrigated and among cash and other crops. Dry land horticulture is found appropriate for Odisha. Rice, pulses, food grain, oilseed Odisha. System of Rice Intensification (SRI) was taken up to increase rice production in the state in 2010. Hybrid maize production is encouraged. Cultivation, cotton, jute and other fibres, vegetables, spices, sugarcane are crops of of hybrid mustard and sunflower to increase oilseed production.

**Figure 2.2: Structural Changes in GDP over the last decade**

Source: CSO

**Industry Sector**

2.7. Industry sector in Odisha constitute 35.2 per cent of the total GSDP in 2013-14. Industry sector is of importance in Odisha, however, services sector has grown in significance in last few years. Services sector constitute the largest part, at 49.2 per cent of the GSDP in 2013-14. Information Technology (IT) and Information technology Enabled Services (ITES) is a growing sector in Odisha. Industry and services in 2013-14 are growing at 5.7 per cent and 8.6 per cent respectively. Odisha has thickest mangrove forest and silk cotton trees. Odisha textile industry is trying to find its place, and is of considerable importance. In addition, Odisha handicrafts, paintings, stone, brass, silver work is quite famous. Paradip port is of quite significance. It is a major port as it serves eastern and central regions of India. It is well connected to rest of Odisha, as it is also called the coastal town of Odisha. Natural resources based industries are important part of industrial sector in Odisha. These industries are mineral, agriculture and marine based industries. Odisha is also an important source of thermal power to national production capacity. Bio-tech, engineering, food processing, fly ash and blast furnace based industries are among other industries. To promote steel production state government of Odisha has signed 49 Memorandum of Understanding (MoUs) with national & international steel companies.

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

Source: CSO

**Climate**

2.8. The state has high temperature in summer season recording maximum temperature of 45 degree to 50 degree celsius. Odisha gets rainfall from south west monsoon during Jul-Sep. Therefore, monsoon season is months of heavy rainfall. It is breeding time for most of the aquatic animals. Days are extremely hot, however, because of the coastal effect; weather is mostly pleasant with moderate sun and golden sand.

**Nature and wild life tourism**

2.9. Chilka lake in Bhubaneswar supports legumes, seagrass, mangroves, reptiles, green-sea turtle, fishes, crabs etc. Water fowl and shorebirds are migratory birds that winter on the lake. These birds arrive from Russia, Mongolia, Iran, Iraq and Afghanistan and Himalayas. The Chilka Development Authority (CDA) was set up to protect the lake eco system. It also takes into account the alkaline and saline nature of the water. Nandankanan is another botanical and zoological garden in Bhubaneswar. It has white tigers and lion. Chilka lake is home to Irrawaddy dolphins in India. The lagoon is not a sanctuary, however, for few months fishing is not allowed. Turtles as a result of fishing in Chilka lake are near extinction. Fishing is a source of livelihood for most of the fishermen. Odisha has wildlife parks which are perfect habitat for Asiatic lions.

**Society**

2.10. Cuisines of Odisha are quite popular. Rice is the most important produce in Odisha. It is also the staple food of the people in Odisha. Vegetables and non vegetarian dish find an important place in daily

meal. Odia meal is a one course meal served along with sweets of Odisha. Fish mutton, prawn, crab, lobsters are specialties of the place. Dalma is typical dish in Odisha, made from vegetables and dal. Strictly vegetarian people have food without onion and garlic. Potatoes, tomatoes etc are also avoided at times as Odisha is quite a religious place. There is a ritual of Sri Jagannath temple in Puri to offer Mahaprasad to God. This prasad is cooked through a unique steaming process in earthen pots. Most of the other temples in Odisha follow same approach of offering prasad through cooking. After offering prasad to the Lord, it is made available for sale in Anand Bazar, food market within the temple.

### ***Fair and festivals***

2.11. The “ratha-yatra” also known as car-festival of Lord Jagannath and Puri Beach Festival of Odisha is of utmost importance. Puri beach festival is celebrated in oriya style on sea beach. Maha Saptami Mela held in Konark for holy dip in Chandrabhaga river is must visit. Konark dance festival has cultural dance programme in Odissi, Bharatnatyam, Kathak, Kuchipudi etc. Durga Puja and Kali Puja are to worship shakti goddess.

### ***History***

2.12. Bhubaneswar has historical importance as it is ancient capital of Kalinga. Kalinga Mahotsav signifies peace through art of dance. It depicts how King Ashoka in Kalinga witnessed change of behavior towards peace. Cuttack was the original capital of Odisha, however, Bhubaneswar replaced Cuttack in 1948. Bhubaneswar is located in Khorda district of Odisha. Melakkadambur shiva temple in Konark is quite same as Sun temple in Konark, as both of them has chariot engraved in their sculptures. However, Melakkadambur shiva temple is oldest temple of Konark built by Kulottunga Chola I. Sun temple at Konark is an excellent example of sculpture and artistic heritage of Odisha and a UNESCO world heritage site. The Konark temple has an ancient connection, as it is dedicated to sun god by Samba, Lord Krishna’s son who was cured of leprosy by god. Konark itself is a small town, means kona (meaning angle) and word arka (meaning sun) and is dedicated to sun god surya.

### ***Tourism***

2.13. Puri is a city situated in Puri district on the coastal side of Odisha. This place is important because Puri beach is one of the most beautiful beaches in Odisha as it is on the shore of the Bay of Bengal. Puri is also a sacred place of worshipping for Hindus as it has quite a few number of temples. The place is also known as Jagannath Puri named after Jagannath temple in the city. It is one of the Char Dham, meaning ideal worshipping place for the Hindu’s. Odisha Tourism Development Corporation was established to promote tourism in Odisha.

2.14. Bhubaneswar meaning “the lord of the universe” is capital of Odisha. It is known for its magnificent temples. The “swarna tribhuja” golden triangle that incorporates Puri, Konark & Bhubaneswar is most visited tourist place. Bhubaneswar is important city of development and it is placed on Mahanadi delta. It is a tier-II city and an important IT and educational centre. The city is in seismic zone III and is quite prone to earthquakes. The soil in Bhubaneswar is 65 per cent reddish clayed, 25 per cent alluvial and 10 per cent sandstone. Konark is a small town in Puri district.

### **Health and Medical**

2.15. Role of the state is important as state funding for family planning, poverty alleviation, and to provide education is inadequate. It is important to contribute to the improvement of access to quality maternal health services in rural areas. Crude Birth Rate (CBR) in Odisha is lower than the national average. In 2011, the CBR in Odisha and India is 20.1 and 21.8 respectively. The population of rural Odisha is 83.3 per cent and urban Odisha is 16.7 per cent, as per 2011 census. Literacy rate of the rural population is also lower compared to the urban population, at 70.8 per cent and 86.5 per cent respectively. Therefore measures are towards strengthening the mind set of men and women through providing knowledge, attitude change, having appropriate relevant data, training assistance to understand maternal health needs. Through these measures diseases like HIV/AIDS can be controlled. Infant Mortality Rate (IMR) and Crude Death rate (CDR) in Odisha is greater than all India average in 2011. IMR and CDR are 57 and 8.5 respectively in Odisha, compared to 44 and 7.1 in India. Diseases like Malaria, diarrhea, jaundice can be prevented through provision of health services in health camps for tribal groups in Odisha. The object is to reach people who are underserved and residing in remote area and are social and economic disadvantageous people. Urban health problems are taken as seriously as rural health problems involving, sanitation, provision of drinking water etc. These goals are to be achieved through public private partnership to implement National Disease Control Programmes (NDCPs) and National Communicable Disease programmes (NCDPs).

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### 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 Odisha, the sample number of households was 5824, comprising 4590 from rural areas and 1234 from urban areas. Number of households reporting overnight visitors were 5678. In other words, 97.5 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 Odisha were 0.79 crore and 2.88 crore respectively. The rural-urban breakup suggests that of the total 2.88 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. Odisha secured 3<sup>rd</sup> rank in terms of intensity of overnight domestic tourism, with an average of 541 trips per 100 households, as compared to the all-India average of 418 trips per 100 households. Hence, the tourism intensity in Odisha is 29 per cent higher than the national-level tourism intensity. Regarding the incidence of trips per 100 rural households, Odisha secured 4<sup>th</sup> rank with 552 trips per 100 households as against 440 for India. The rank for urban Odisha was 3<sup>rd</sup> with an average of 479 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 Odisha 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 Odisha. 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 Odisha***

3.12. In all, 8.76 crore visitor-trips originated from Odisha (here, Odisha is the state of origin), of which only 3 per cent of the trips were undertaken in the states other than Odisha.

3.13. Of the total 8.76 crore visitor-trips, 86 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.

3.13. 3.14. On the other hand, with Odisha as the state of destination, a total of 6.98 crore visitor-trips were undertaken. Of these just 4.6 per cent of the trips were undertaken from states other than Odisha. Hence, the majority of the tourism activity occurred within the state.

3.15. While the share of Odisha in total population of India stands at 3.54 per cent<sup>12</sup>, the share of visitor-trips undertaken in Odisha (from within and other states) in the All-India total of 211.7 crore is slightly lower at 3.29 per cent.

***Trips by purpose of travel***

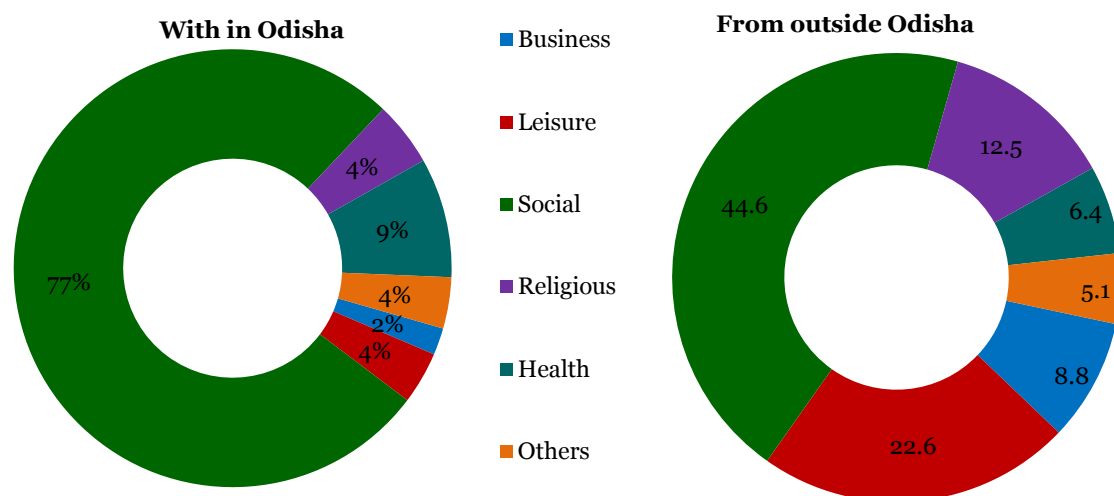
3.16. The distribution of trips by purposes reveals that of all the trips that were undertaken within the state (Odisha being both the state of origin and the state of destination), 77 percent were social trips, so most of the trips were undertaken to visit friends or relatives. Only 4 per cent of the trips were leisure trips (figure 3.1).

3.17. As compared to this, among the trips that were undertaken from outside the state to Odisha, as much as 44.6 per cent were social trips. Leisure trips accounted for the second largest share in the total trips (22.6 per cent) whereas the share of religious trips was about 12.5 per cent (figure 3.1).

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<sup>12</sup> Population numbers also obtained from NSSO survey on Domestic Tourism

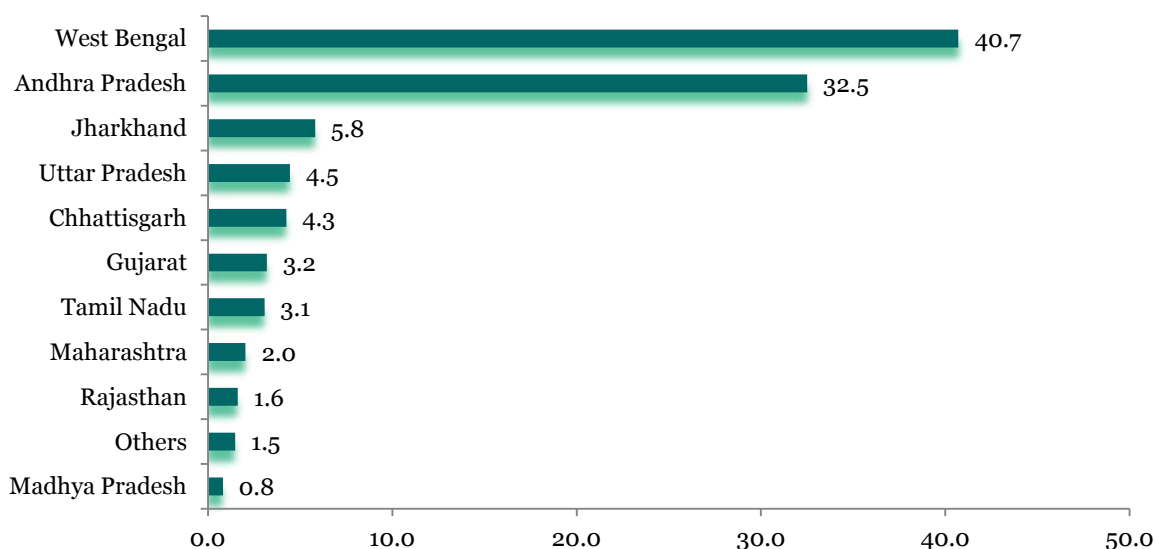
**Figure 3.1: Distribution of visitor trips undertaken by purpose – Odisha as state of destination**



**Source:** NCAER Computation

3.18. As shown in figure 3.2, of the total visitor-trips undertaken from other states with Odisha as main destination, West Bengal recorded the maximum number of trips (40.7 per cent of all the trips), followed by Andhra Pradesh (32.5 per cent), and Jharkhand (5.8 per cent).

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



**Source:** NCAER Computation

3.19. Further analysis reveals that trips originating from the largest contributing states i.e. West Bengal and Andhra Pradesh, to Odisha were largely undertaken for social purpose. Almost 34 per cent of the trip originating from West Bengal were social trips while the shares of social trips in total trips originating from Andhra Pradesh (49.7 per cent) was very high.

3.20. Interestingly, amongst all the states, West Bengal contributed most of the leisure trips undertaken in Odisha (74 per cent) and medical trips (67 per cent). Contribution of Andhra Pradesh has been highest in total trips made to Odisha for business trips (61 per cent) and social trips (36 per cent).

***International  
Passenger  
Survey (IPS)***

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

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

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

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

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

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

3.25. The principal objectives of the survey were:

- To estimate the total number of tourist arrivals in India. The tourists were to be identified as foreign tourist (PIOs and others) and Non-Resident Indians.
- To assess the detailed expenditure pattern of the foreign tourists visiting the country.
- To assess the number of outbound tourists to various countries.
- To evaluate the performance of existing tourist facilities in India.
- To estimate the average duration of stay of foreign tourists in India including country-wise details.
- To obtain demographic, economic and social profiles of foreign tourist visiting India and the motivational factors responsible for attracting them to India.

*Use of IPS data in preparation of State TSA*

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

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

*IPS – Key Findings for Odisha*

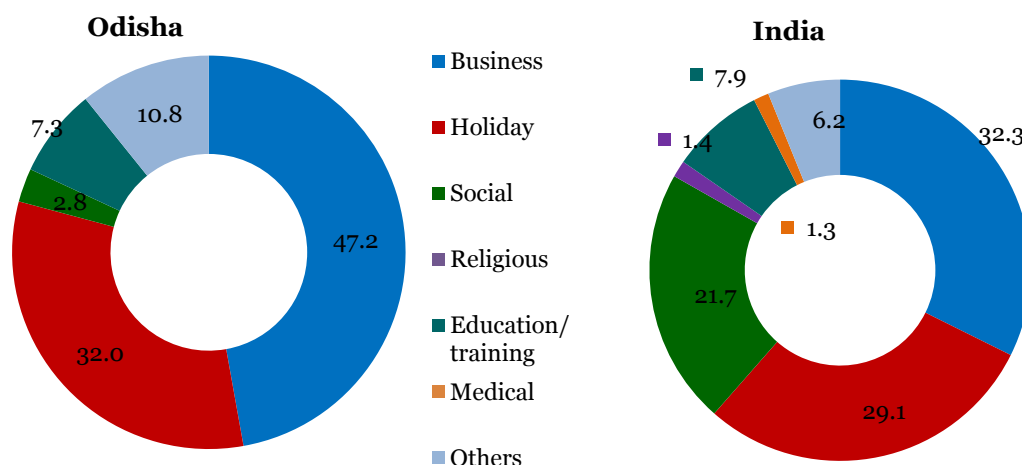
3.28. According to the India Tourism Statistics, the foreign tourist visits in Odisha grew from just about 22854 in 2001 to almost 3 times in 2013. The state hosted a total of 66675 foreign tourists during 2013, posting an annual growth of 3 per cent as against the all-India growth of

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 Odisha who travelled abroad during 2010-11 was 25126. With this, the state accounted for 0.23 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  
Odisha and India**



**Source:** NCAER Computation

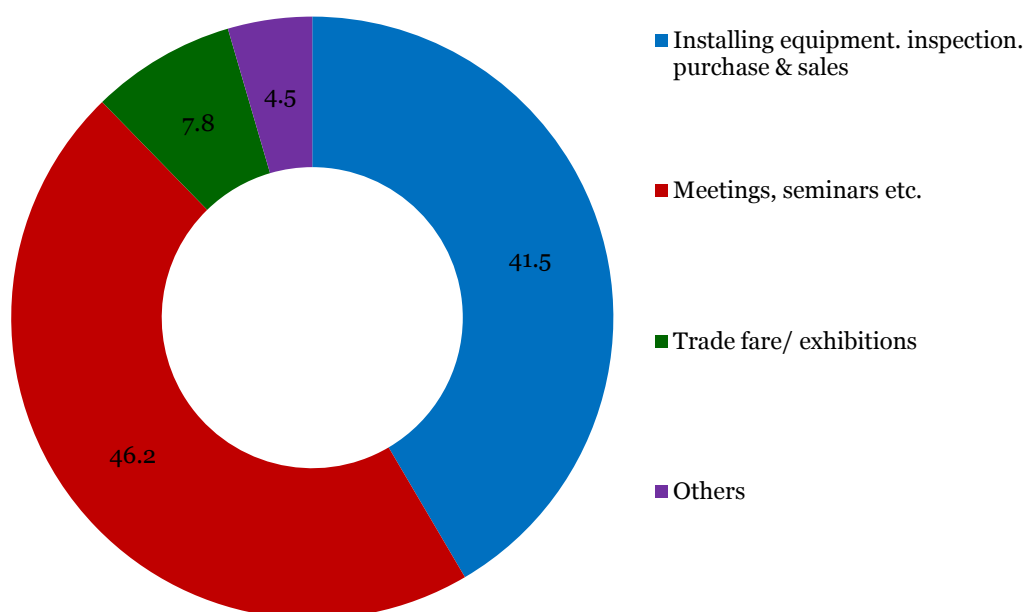
3.31. As compared to this, of the total outbound tourists of Odisha, about 82 per cent travelled abroad for social, business and leisure purpose. As much as 47 per cent travelled for business purpose, 32 per cent travelled for leisure purpose and just 2.8 per cent travelled with social purpose. Tourists travelling for educational purpose accounted for 7.3 per cent and those for other purpose were about 11 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

Odisha and who travelled for business purposes shows that major (46.2 per cent) business trips were made for participation in meetings and seminars while 41.5 per cent trips were undertaken with a mission of installing equipments, inspections, purchase or sales. Just 7.8 per cent of the business trips were made for attending trade fares, exhibitions etc. (figure 3.4).

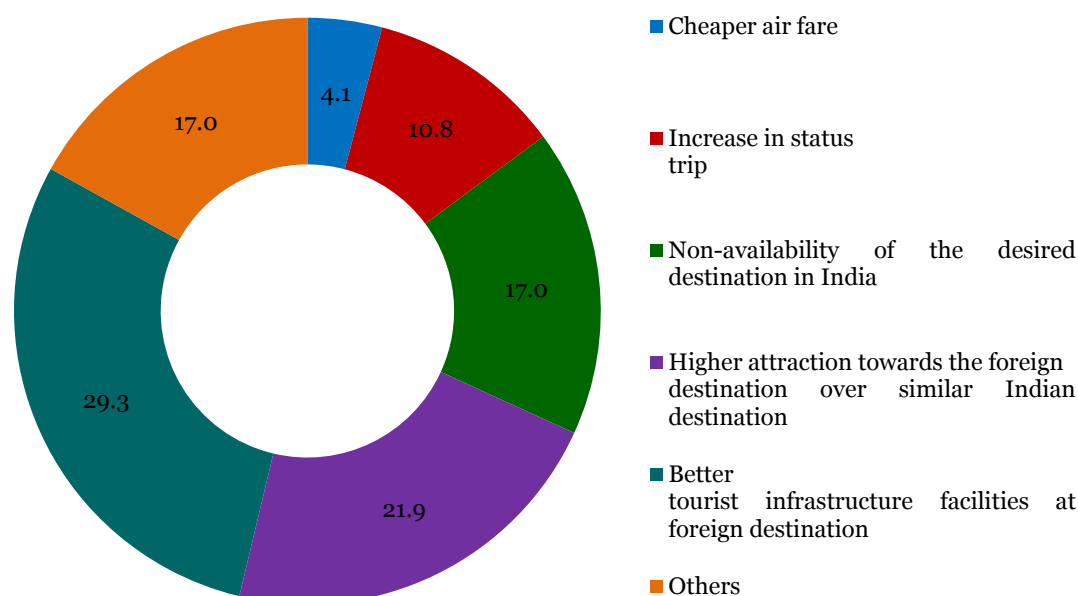
3.33. While looking at the percentage distribution of leisure trips undertaken by residents of Odisha across the reasons of such trips, it is observed that about 22 per cent of the leisure trips were undertaken because of the fact that the outbound tourists find themselves attracted more towards foreign destinations than towards similar Indian destinations. Almost 29 per cent of leisure trips were undertaken as the tourists find better tourist infrastructure facilities at foreign destinations while 17 of the outbound leisure trips were undertaken as desired destinations are not available in India while cheaper tour packages conducted 4 per cent of such trips made outside India (refer to figure 3.5).

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



**Source:** NCAER Computation

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



**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*

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

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

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

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

- Household size, religion, social group, land possessed, land cultivated etc.;
- Information on MNREGA for population living in rural areas;
- Information on household monthly consumer expenditure for a set of consumer items;
- Demographic particulars, like age, sex, educational level, status of current attendance and vocational training;
- Usual principal activity status and subsidiary economic activity status of the all members of canvassed households;
- Particulars of the enterprise for all the usual status workers (excluding those engaged in growing of crops and growing of crops combined with farming of animals) viz., location of work place, type of



enterprises, number of workers in the enterprise etc. and some particulars on the conditions of employment for the employees, like type of job contract, eligibility for paid leave, availability of social security benefits, etc.

- Extent of underutilization of the labour time and on the qualitative aspects of employment, like changes in activity status, occupation /industry, existence of trade unions/associations, nature of employment (permanent/temporary) etc;
- Participation in specified activities by the household members who are classified as engaged in domestic duties in the usual principal activity status.

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

**Table 3.1: Estimated number of workers by status – Odisha**

(Numbers in lakh)

Worker		Rural			Urban			All		
		Male	Female	Total	Male	Female	Total	Male	Female	Total
Principal	Own account worker	49.15	11.76	60.91	5.76	0.87	6.63	54.91	12.63	67.54
	Employer	0.89	0.17	1.06	0.03	0.00	0.03	0.92	0.18	1.09
	Regular Employee	6.44	1.41	7.85	5.57	0.63	6.20	12.01	2.04	14.05
	Casual wage labor	33.19	12.17	45.36	2.95	0.80	3.75	36.14	12.97	49.11
Subsidiary	Own account worker	19.21	15.14	34.35	0.64	0.39	1.03	19.86	15.52	35.38
	Employer	0.39	0.04	0.43	0.00	0.04	0.04	0.39	0.08	0.47
	Regular Employee	0.11	0.20	0.31	0.00	0.00	0.00	0.11	0.20	0.31
	Casual wage labor	13.55	7.56	21.12	0.24	0.26	0.50	13.79	7.83	21.62
Principal + Subsidiary	Own account worker	68.36	26.90	95.26	6.40	1.26	7.66	74.76	28.16	102.92
	Employer	1.27	0.22	1.49	0.03	0.04	0.07	1.30	0.26	1.56
	Regular Employee	6.55	1.61	8.16	5.57	0.63	6.20	12.12	2.24	14.36
	Casual wage labor	46.74	19.73	66.48	3.19	1.06	4.25	49.93	20.80	70.73

### 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.

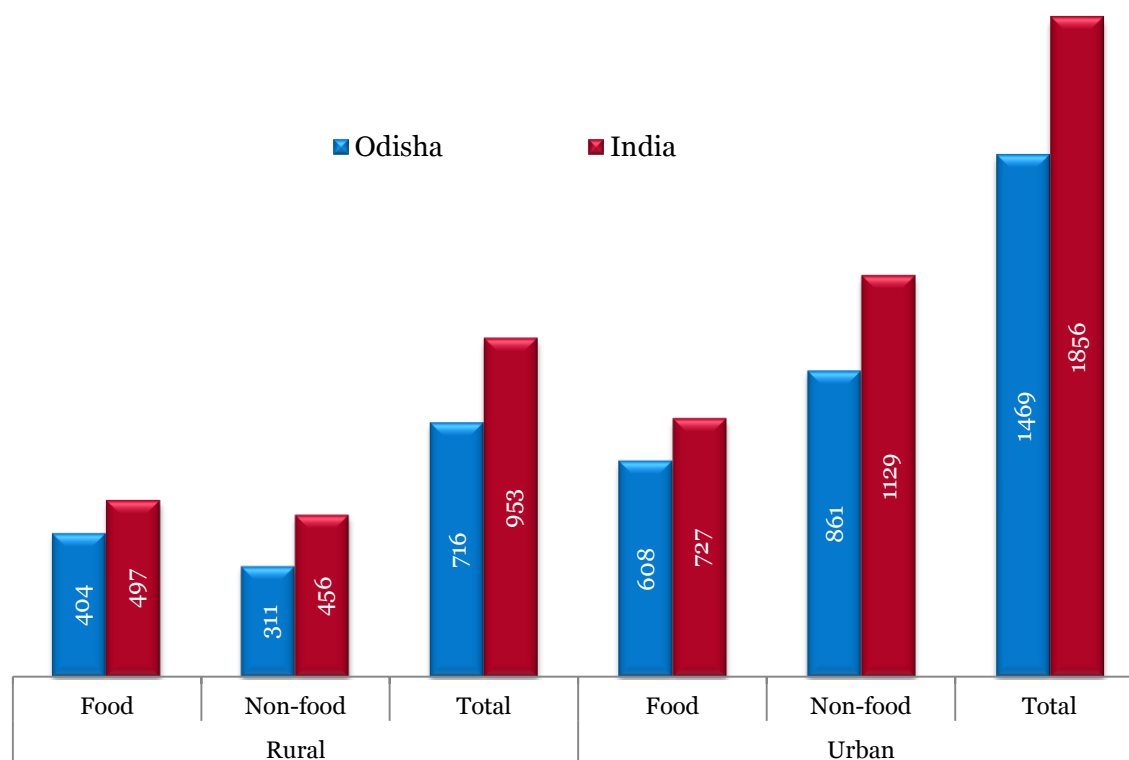
*Use of CES data in preparation of State TSA*

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 Odisha is lower than that for All India MPCEs

respectively. Overall MPCE in rural Odisha (Rs. 716) is about 25 per cent lower than that for India (Rs. 953) and the same for urban Odisha (Rs. 1469) is about 21 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 – Odisha and India**



**Source:** NCAER Computation

3.52. Major constituents of expenditure are Cereals (rural: 150, urban: 187), Eggs, Fish & Meat (rural: 131, urban: 156), Fuel & Light (rural: 84, urban: 115) and Beverages & Refreshment (rural: 48, urban: 92) in Odisha (table 3.2).

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

Sl. No.	Item Category	Odisha		All India	
		Rural	Urban	Rural	Urban
1	Cereal	150.2	187.3	145.1	161.9
2	Cereal Substitutes	0.0	0.0	0.7	0.8
3	Pulses and Pulse Products	29.5	42.9	35.7	49.8
4	Milk and Milk Products	18.4	53.4	80.2	138.7
5	Sugar	13.9	18.8	22.6	27.6
6	Salt	2.7	2.9	2.1	2.4
7	Edible Oil	24.5	34.4	34.1	46.1
8	Egg, Fish & Meat	29.7	50.5	32.3	48.0
9	Vegetables	63.6	82.1	57.2	76.7
10	Fruits (Fresh)	7.5	21.7	11.8	29.5
11	Fruits (Dry)	0.4	2.2	3.1	7.8
12	Spices	15.6	19.8	20.3	25.2
13	Beverages, Refreshments, etc.	48.2	91.9	52.0	113.0
14	Food: Total (1-13)	404.2	608.0	497.1	727.5
15	Pan, Tobacco & Intoxicants	15.3	15.4	20.6	21.9
16	Fuel and Light	83.9	115.1	87.8	142.8
17	Clothing and Bedding	48.1	81.8	57.6	98.6
18	Footwear	5.2	13.7	10.0	19.8
19	Education	17.3	140.3	40.3	162.2
20	Medical (Institutional)	5.6	22.2	17.8	34.0
21	Medical (Non-institutional)	28.4	47.1	39.3	64.7
22	Entertainment	4.5	22.9	8.2	31.5
23	Minor Durable-type Goods	2.2	6.9	2.5	4.3
24	Toilet Articles	18.1	32.0	23.2	44.0
25	Other Household Consumables	15.2	25.4	20.3	35.8
26	Consumer Services Excluding Conveyance	22.1	78.2	44.5	127.3
27	Conveyance	16.6	79.9	37.6	115.2
28	Rent	1.3	113.2	4.8	117.8
29	Taxes and Cesses	0.5	4.0	2.3	16.0
30	Durable Goods	27.2	62.7	39.3	92.6
31	Non-food: Total (15-30)	311.4	860.9	456.0	1128.5
<b>Total Expenditure (14+31)</b>		<b>715.6</b>	<b>1468.8</b>	<b>953.0</b>	<b>1856.0</b>

**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 Odisha, 2009-10 (Rs. lakh)**

S. No	At current prices	GVO – FC	IC – PP	GVA – FC
1	Total agriculture and livestock	3717963	858464	2859499
2	Forestry and logging	421153	65699.8	355453
3	Fishing	225585	36678.1	188907
4	Mining	1909869	318327.7	1591541
5	Meat, fish, fruits, vegetables and oils	176492	159539	16952.7
6	Dairy products	72822	67150.8	5671.3
7	Grain mill products	333892	291784	42108.3
8	Other food products	154151	127471	26680.2
9	Beverages	86155.3	66930.7	19224.6
10	Tobacco products	43685.2	27617	16068.2
11	Spinning, weaving and finishing of textiles	1000103	954363	45739.9
12	Wearing apparel	56256.4	42846.5	13410
13	Leather & fur products	8168.13	6305.22	1862.91
14	Wood and wood products	168557	123754	44803.4
15	Furniture	63365.4	41477.3	21888.1
16	Paper and printing etc	177593	126837	50755.7
17	Rubber, petroleum products etc.	284562	249745	34816.8
18	Chemical and chemical products	681466	549301	132166
19	Non-metallic products	775200	335713	439487
20	Basic metals	4185454	3068846	1116608
21	Recycling	2625.35	1146.12	1479.24
22	Metal products and machinery	231428	188649	42779.3
23	Electrical machinery	161937	153281	8656
24	Other manufacturing	0	0	0
25	Transport equipment	23571.3	5940.52	17630.8
<b>Total Manufacturing</b>		<b>8687484</b>	<b>6588696</b>	<b>2098788</b>
26	Construction			
27	Electricity, gas and water supply			
28	Railway transport services			
29	Land transport including via pipeline			855129
30	Water transport			53639
31	Air transport			8584.72
32	Supporting and aux. tpt activities			103837
33	Storage and communication			
34	Trade			1761476
35	Hotels and restaurants			252660
36	Banking and insurance			
37	Real estate and business services			
38	Education and research			1227409
39	Medical and health			186972
40	Other services			365913
41	Public administration			
<b>Total all industries</b>				

**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
<b>Regional (bottom-up)</b>	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.
<b>Regionalisation (top-down)</b>	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 services	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 goods	22 Medical and health
12 Country-specific tourism characteristic services	6 Processed food products
	7 Beverages
	8 Tobacco products
	9 Readymade garments
	10 Printing and publishing
	11 Leather footwear
	12 Travel related consumer goods
	13 Soaps and cosmetics
	14 Gems and jewellery

**Source:** NCAER computation

### ***Inbound Tourism Expenditure***

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

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

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

4.13. The per-tourist pattern of expenditure by tourism characteristic products and tourism connected products observed at national level was applied on number of inbound tourists in state to arrive at the state-level estimates of expenditures. Hence the per-tourist expenditure by type of international tourists remains the same as observed for India. 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	NRI	Foreigner PIO	Foreigner Others	Total International Tourists
<b>Inbound Tourism Expenditure (Rs. Crore)</b>	14660	14748	70271	99679
<b>Number of tourists</b>	1148234	917277	4538387	6603897
<b>Expenditure per tourist (Rs.)</b>	127672	160784	154837	150939
<b>Average number of days spent by a tourist in India</b>	21	19	20	20
<b>Expenditure per tourist per day (in Rs.)</b>	6201	8518	7716	7550

*Source: NCAER computations using IPS, 2010 data*

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

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, Odisha) and for which main destination was the state of reference (Odisha), 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
<b>A 1. Tourism characteristic products</b>	
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
<b>A.2 Tourism connected products</b>	
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, Odisha received a total of 50,432 inbound tourists from other countries during 2009-10. Besides, the state played host to 2073,713 inbound trips from the other states of India. In terms of visitor-trips, this number stood at 3192,988.

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, 39.8 per cent were social trips, followed by 15.9 per cent trips undertaken with leisure 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. 12,521. However, among the various purposes of travel, education & training trip turns out to be the most expensive, with per-trip expenditure of Rs. 32,331 (Figure 4.1).

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

4.27. 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 71.5 per cent of the total expenditure (Figure 4.2).

4.28. The share of expenditure incurred on passenger transport services is the maximum across all the purposes of travel except for medical and shopping related trips, highest being in religious trips, at 84.7 per cent.

4.29. For leisure trips, the share of expenses on passenger transport services was the highest at 66.2 per cent, followed by expenses incurred on tourism connected products at 13.2 per cent (Figure 4.

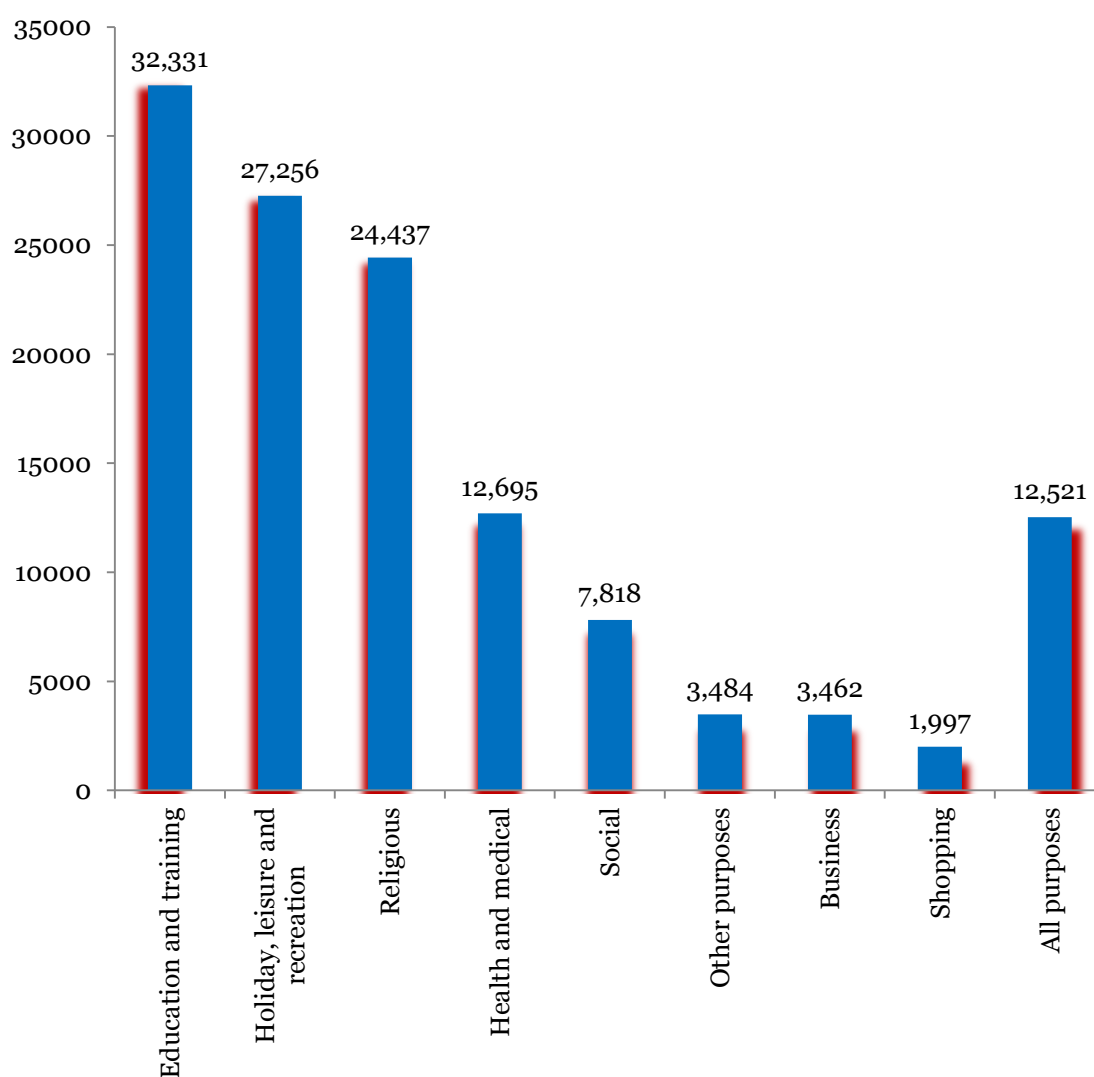


**Table 4.5: State-wise per-cent distribution of inbound trips (from other states), by purposes of travel**

S. No.	States	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	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	<b>Odisha</b>	<b>15.8</b>	<b>15.9</b>	<b>39.8</b>	<b>12.8</b>	<b>0.2</b>	<b>8.9</b>	<b>0.4</b>	<b>6.2</b>	<b>100</b>
26	Puducherry	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
<b>All India</b>		<b>5.5</b>	<b>5.2</b>	<b>54.8</b>	<b>22.8</b>	<b>1.9</b>	<b>5.2</b>	<b>0.3</b>	<b>4.2</b>	<b>100</b>

*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**

(Package + non-package)										
S. No.	States	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		16,58	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	1,51,29	12,804	7,009	4,241	10,477	11,208		13,36	35,513
7	Dadra & Nagar			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	22,28	39,076	6,191			35,76	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	23,41	12,795
17	Kerala	9,524	39,241	6,547	11,346	10,481	23,886		69,72	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	25,28	19,20	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	13,94	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		14,59	4,571
25	<b>Odisha</b>	<b>3,462</b>	<b>27,25</b>	<b>7,818</b>	<b>24,437</b>	<b>32,33</b>	<b>12,69</b>	<b>1,997</b>	<b>3,48</b>	<b>12,52</b>
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	29,93	6,297	12,126
29	Sikkim	11,487	39,995	24,94	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		20,24	11,452
34	West Bengal	14,373	14,447	24,618	15,712	24,332	9,770	12,766	8,543	19,239
<b>All India</b>		<b>19,229</b>	<b>26,46</b>	<b>8,781</b>	<b>11,497</b>	<b>14,23</b>	<b>14,14</b>	<b>12,41</b>	<b>11,17</b>	<b>11,39</b>

*Source: NCAER computations*

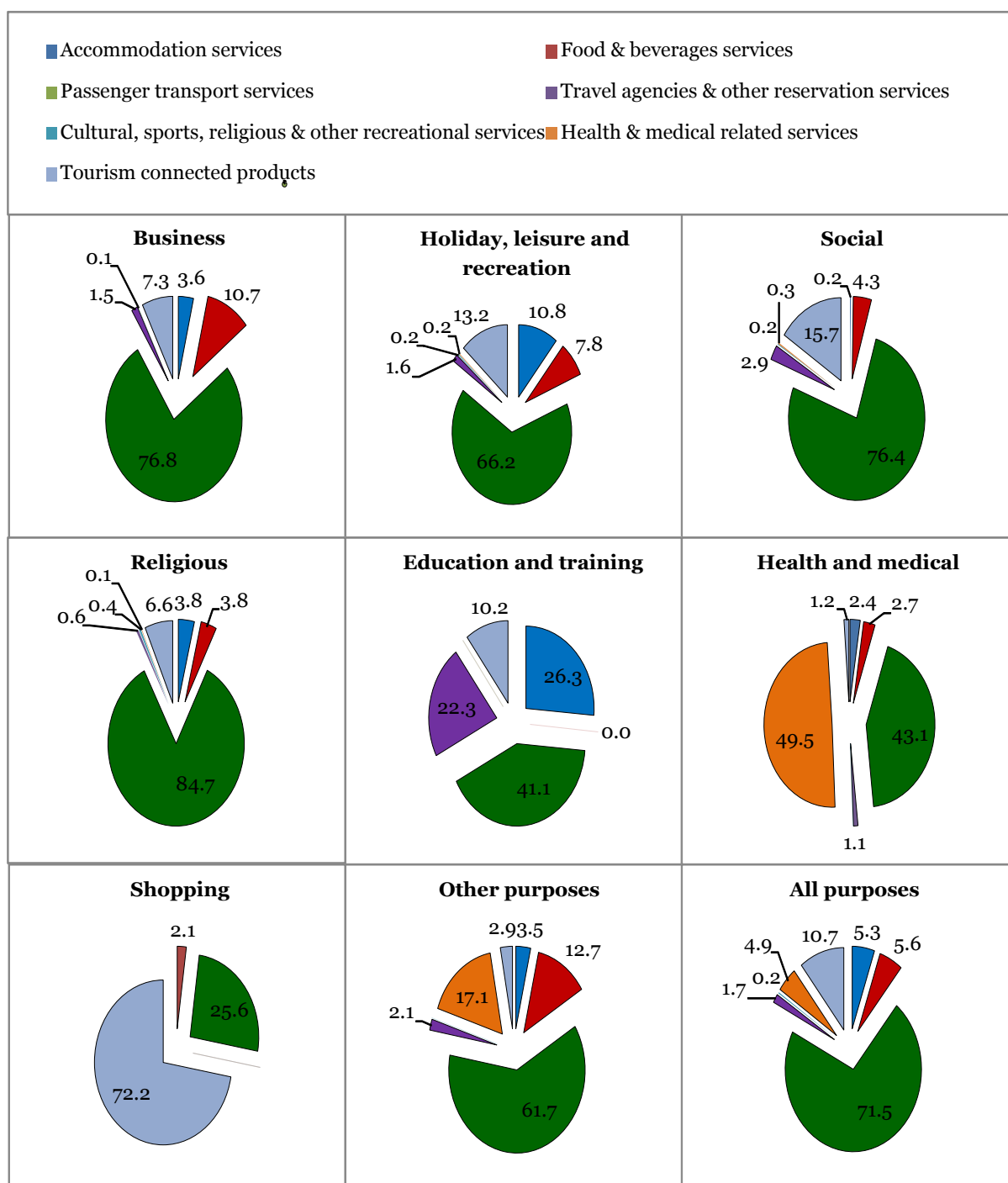
**Table 4.7: State wise per-tourist per-day expenditure (Rs.) of inbound trips (from other states) by purpose of travel**

(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
<b>Odisha</b>	<b>492</b>	<b>1049</b>	<b>438</b>	<b>1855</b>	<b>450</b>	<b>2622</b>	<b>1389</b>	<b>703</b>	<b>840</b>
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 – Odisha**



Source: NCAER computations

**Domestic  
Tourism  
Expenditure**

4.30. 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.

4.31. 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.

4.32. The procedure of estimation is given in Appendix.

4.33. 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.

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

**Key Findings  
– Domestic  
tourism  
expenditure**

4.35. In all, 432.8 lakh domestic or intrastate trips were undertaken in 2008-09 in Odisha.

4.36. The per cent distribution of intrastate trips by purpose of travel was somewhat similar from that of interstate trips. While maximum number of trips (39.8 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 74.1 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.

4.37. Among the total intrastate domestic trips, 8.1 per cent were medical trips and 4.2 per cent were leisure trips.

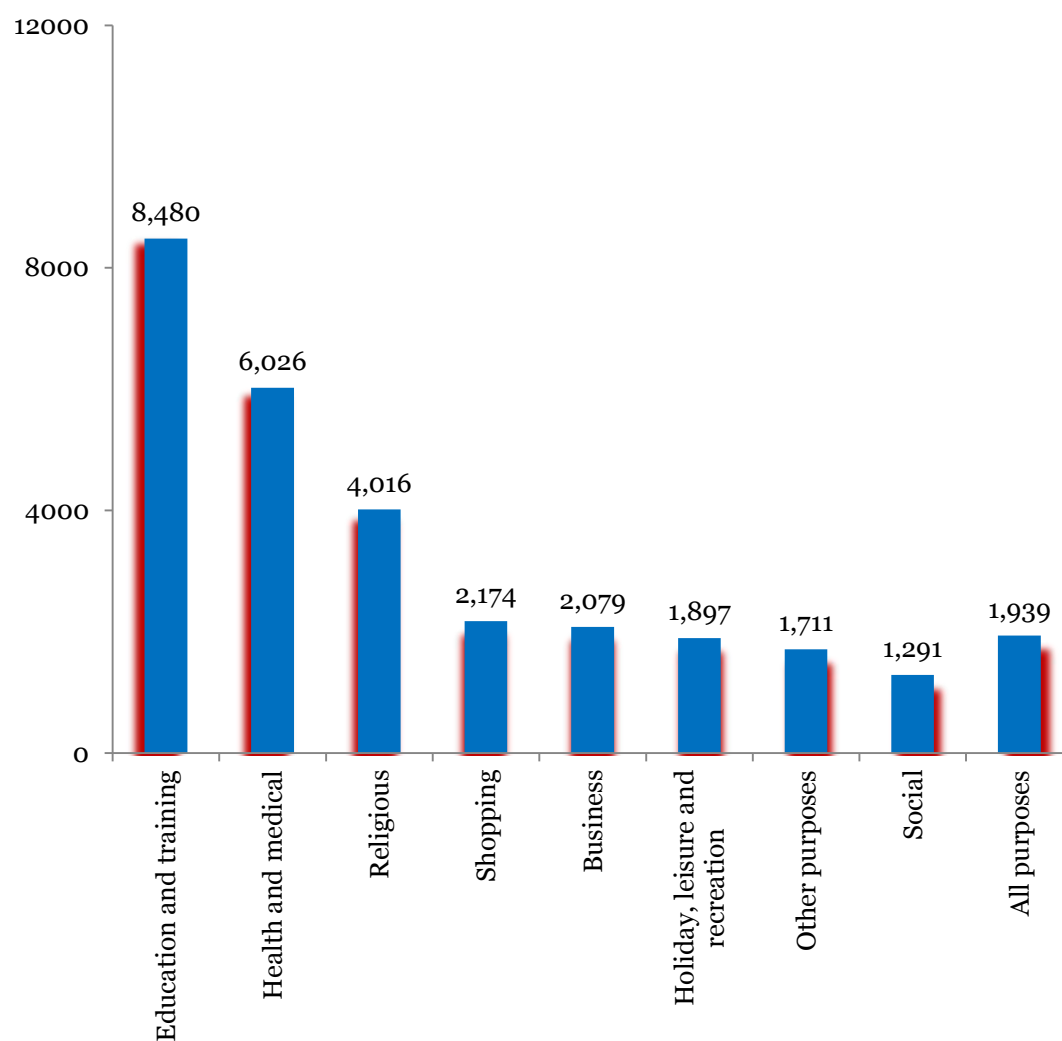
4.38. The average per-trip expenditure incurred during domestic trips in Odisha was Rs. 1,939. The per-trip expenditure is the highest for education & training trips (Rs. 8,480) followed by medical trips (Rs 6,026) (see Figure 4.3). The average per-tourist per-day expenditure is also reported in Table 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	<b>Odisha</b>	<b>3.1</b>	<b>4.2</b>	<b>74.1</b>	<b>4.8</b>	<b>0.8</b>	<b>8.1</b>	<b>1.2</b>	<b>3.7</b>	<b>100</b>
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
<b>All India</b>		<b>2.2</b>	<b>2.4</b>	<b>76.6</b>	<b>8.4</b>	<b>0.9</b>	<b>6.3</b>	<b>0.4</b>	<b>2.8</b>	<b>100</b>

*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	<b>Odisha</b>	<b>2079</b>	<b>1897</b>	<b>1291</b>	<b>4016</b>	<b>8480</b>	<b>6026</b>	<b>2174</b>	<b>1711</b>	<b>1939</b>
27	Puducherry		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
	<b>All India</b>	<b>3492</b>	<b>5558</b>	<b>2184</b>	<b>4103</b>	<b>3525</b>	<b>8761</b>	<b>6664</b>	<b>4963</b>	<b>2976</b>

**Source:** NCAER computations

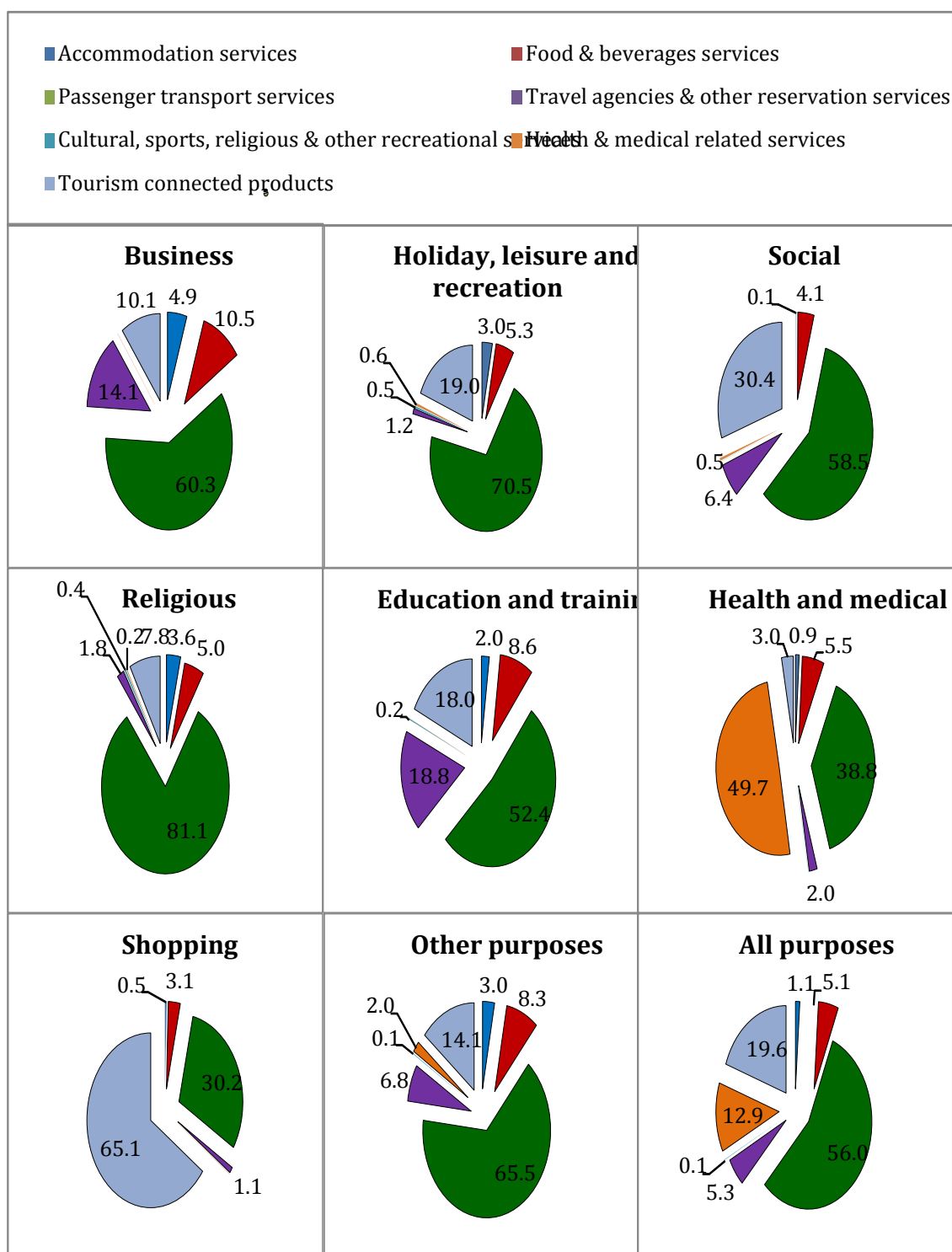
**Table 4.10: State wise per-tourist per-day expenditure (Rs.) of domestic trips (within state) by purposes of travel**

(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 Haveli	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
<b>Odisha</b>	<b>505</b>	<b>418</b>	<b>248</b>	<b>870</b>	<b>2251</b>	<b>915</b>	<b>1647</b>	<b>462</b>	<b>379</b>
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 – Odisha**



Source: NCAER computations

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

4.40. 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 56 per cent of the total expenditure.

4.41. 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 health-related trips and shopping related trips, where its share is 38.8 per cent and 30.2 per cent respectively. The maximum share in case of medical and shopping trips is of expenditure incurred on health and medical related services (49.7 per cent) and expenses incurred on tourism connected products (65.1 per cent) respectively.

### ***Outbound Tourism Expenditure***

4.42. 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.

4.43. 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.

4.44. 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.

4.45. 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.

4.46. 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.

4.47. 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.

4.48. 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.

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

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

*Key Findings –  
Outbound  
tourism  
expenditure*

4.51. In all, there were 25,126 outbound tourists from Odisha in 2010-11.

4.52. The per-cent distribution of trips by purposes of travel reveals that 47.2 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 2.8 per cent (Table 4.11) and 32.0 per cent of trips were made for leisure and holidaying.

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

4.54. 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.

4.55. 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	<b>Odisha</b>	<b>47.2</b>	<b>32</b>	<b>2.8</b>	<b>0</b>	<b>7.3</b>	<b>0</b>	<b>10.8</b>	<b>100</b>
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
36	Others	8.1	33.4	58.5	0	0	0	0	100
<b>All India</b>		<b>32.3</b>	<b>29.1</b>	<b>21.8</b>	<b>1.4</b>	<b>7.9</b>	<b>1.3</b>	<b>6.2</b>	<b>100</b>

*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	32,78	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 Haveli	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	21,569	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	24,498	14,383
18	Kerala	29,960	35,507	46,610	7,572	23,567	28,111	51,077	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	<b>Odisha</b>	<b>23,972</b>	<b>17,343</b>	<b>12,13</b>	<b>0</b>	<b>2,349</b>	<b>0</b>	<b>9,102</b>	<b>18,34</b>
27	Puducherry	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	2,05,83	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	62,22	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
	<b>All India</b>	<b>12,558</b>	<b>12,566</b>	<b>17,47</b>	<b>18,529</b>	<b>5,571</b>	<b>10,64</b>	<b>22,97</b>	<b>13,651</b>

**Source:** NCAER computations

**Total  
Internal  
Tourism  
Consumption**

4.56. 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.

4.57. 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 home<sup>13</sup> 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.).

4.58. However, these components are not directly available from any data source; hence, after discussions with the technical committee members, these are derived using certain plausible assumptions.

- **Services associated with vacation accommodation on**

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<sup>13</sup>A vacation home (sometimes also designated as a holiday home) is a secondary dwelling that is visited by the members of the household mostly for purposes of recreation, vacation or any other form of leisure.



**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 services<sup>14</sup>.

• **by other households (mainly on food) on the visiting tourists when the tourists stay at the friends/relatives' place:**

**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** While the accommodation cost is recommended to be excluded from the tourism consumption when the tourists stay at the friends/relatives' place while on trip, but the expenses incurred on food is taken into account. Notably, for the domestic tourists, in large number of cases friends and relatives provided accommodation not only when the trips were taken for social purpose but for other purposes too. The expenses incurred by these households on food provided to the visitors are to be added to the imputed tourism consumption. This is obtained by multiplying the average per day

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

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.

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

4.60. 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.

4.61. 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***

4.62. 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.

4.63. 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.

4.64. 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.

4.65. 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.

4.66. The 25 sector SUT<sup>15</sup> 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.

4.67. 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.

### ***Tourism Industry Ratios and TDGVA***

4.68. Table 6 is the core of the Tourism Satellite Account system as it is where the confrontation and reconciliation between domestic supply and internal tourism consumption take place. This table derives its conceptual basis from the supply and use tables of the System of National Accounts 1993. In this table, the total supply of goods and services in the economy of reference by products, which includes domestic production (production by resident industries) and imports, (including valuation adjustments), is compared to internal tourism consumption that has been derived in Table 4.

4.69. 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 table<sup>16</sup> provides a basis to compile input-output tables and input-output models that facilitate estimation of

<sup>15</sup> At State level, the supply by states 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).

<sup>16</sup> Use 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.

indirect contribution of tourism to the economy.

4.70. 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.

4.71. 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, cif<sup>17</sup>, which represents supply within the domestic economy of imported goods and services (besides imported goods, what concerns tourism refers to transport services within the domestic economy provided by non-resident producers, as well as insurance services or any other service provided by non-residents and purchased on the Internet or otherwise. Information on imports of services is generally available from the balance of payments statistics).

4.72. 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.

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<sup>17</sup>Imports cif are considered to be at basic price valuations.

4.73. 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.

4.74. 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.

4.75. 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 ratio<sup>18</sup> (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).

4.76. 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

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

added generated in each industry by tourism consumption is compiled.

4.77. 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.

4.78. 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 margins<sup>19</sup>). 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 observable<sup>20</sup> and has to be estimated through the information provided by industries that produce this product.

4.79. 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 TDGVA<sup>21</sup> with some assumptions. The three possible options for computing TDGVA are:

4.80. 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

<sup>19</sup>No 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.

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

<sup>21</sup>At 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.

being same in a state and all India is incorrect in the case of most states.

4.81. 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**

4.82. 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 66<sup>th</sup> round (for 2009-10) on "Household Consumption Expenditure". If the ratio for All-India is  $X_i$  for  $i^{\text{th}}$  industry and that for state is  $x_i$  for the same industry, then state-specific TIR for  $i^{\text{th}}$  industry is estimated as:

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

4.83. 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.

4.84. 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.

4.85. 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.

4.86. 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.

4.87. Hence obtained TIRs for all 25 industries of Odisha 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
<b>A 1. Tourism characteristic product</b>					
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
<b>A.2 Tourism connected products</b>					
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
<b>Total</b>					

Source: NCAER computations

### Employment in Tourism Industries

4.88. 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.

4.89. 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.

4.90. 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).

4.91. 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.

4.92. 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.

4.93. 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.

4.94. 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**

4.95. 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.

4.96. For the states of India, and Odisha 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.

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## **5. TSA TABLES AND ACCOUNTS**



## TSA TABLES

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

(Package + Non-package)

(Rs. Lakh)

S. No	Industries	Non-Resident Indians	Foreigner PIO	Foreigner Others	Total International Demand
<b>A 1. Tourism characteristic products</b>		<b>5735</b>	<b>8750</b>	<b>43320</b>	<b>57805</b>
1	Accommodation services/Hotels	1379	3391	20848	25618
2	Food and beverage serving services/Restaurants	1551	1572	8142	11265
3	Railway passenger transport services	76	272	621	968
4	Road passenger transport services	634	740	2575	3949
5	Water passenger transport services	115	6	64	185
6	Air passenger transport services	587	1274	3995	5856
7	Transport equipment rental services	127	281	748	1156
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	84	152	1024	1261
9	Cultural and religious services	114	266	667	1047
10	Sports and other recreational services	573	650	1363	2586
11	Health and medical related services	495	146	3273	3913
<b>A.2 Tourism connected products</b>		<b>5460</b>	<b>2513</b>	<b>10344</b>	<b>18317</b>
12	12 Readymade garments	1469	782	3267	5519
13	13 Processed Food	125	93	424	642
14	14 Tobacco products	15	98	97	210
15	15 Beverages	95	533	1007	1636
16	16 Travel related consumer goods	68	33	312	413
17	17 Footwear	142	104	537	783
18	18 Soaps, cosmetics and glycerin	18	9	56	83
19	19 Gems and jewellery	2869	669	3500	7037
20	20 Books, journals, magazines, stationery etc.	660	192	1143	1994
<b>Total</b>		<b>11195</b>	<b>11263</b>	<b>53664</b>	<b>76122</b>
No. of tourists		8769	7005	34658	50432
Per tourist expenditure		127672	160784	154837	150939

**Source:** NCAER computation

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

(Package + Non-package)

(Rs. Lakh)

S. No	Industries	Business	Leisure	Social	Religious	Education & training	Health & medical	Other	All
<b>A 1. Tourism characteristic products</b>		<b>10576</b>	<b>78214</b>	<b>54688</b>	<b>60794</b>	<b>1043</b>	<b>23185</b>	<b>4447</b>	<b>232946</b>
1	Accommodation services/Hotels	409	9738	149	2467	306	567	159	13793
2	Food and beverage serving services/Restaurants	1223	7030	2814	2446	0	642	578	14732
3	Railway passenger transport services	5133	29594	36661	24811	271	2574	2083	101129
4	Road passenger transport services	2673	13236	11115	27741	0	1691	146	56602
5	Water passenger transport	0	73	91	115	0	8	0	287
6	Air passenger transport services	0	2624	0	1485	0	0	0	4109
7	Transport equipment rental services	955	14097	1680	1001	207	5837	610	24387
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	170	1449	1887	378	259	249	97	4489
9	Cultural and religious services	8	177	85	259	0	1	0	530
10	Sports and other recreational services	1	39	33	14	0	0	0	87
11	Health and medical related services	5	155	175	76	0	11616	774	12801
<b>A.2 Tourism connected products</b>		<b>837</b>	<b>11860</b>	<b>10148</b>	<b>4321</b>	<b>119</b>	<b>271</b>	<b>250</b>	<b>27806</b>
12	Readymade garments	98	7787	5764	2418	96	14	94	16272
13	Processed food	149	1820	922	307	9	161	51	3418
14	Tobacco products	135	441	298	24	0	55	6	958
15	Beverages	133	93	340	0	0	0	0	566
16	Travel related consumer goods	314	728	853	635	12	27	31	2601
17	Footwear	0	482	688	480	0	11	42	1702
18	Soaps, cosmetics and glycerine	5	48	50	76	1	3	3	187
19	Gems and jewellery	0	348	1180	316	0	0	0	1844
20	Books, journals, magazines, stationery etc.	2	114	52	66	0	0	24	258
<b>Total</b>		<b>11412</b>	<b>90074</b>	<b>64836</b>	<b>65114</b>	<b>1162</b>	<b>23456</b>	<b>4697</b>	<b>260752</b>
Estimated number of trips		329597	330470	829314	266462	3593	184765	138363	2082564
Expenditure per trip (Rs.)		3462	27256	7818	24437	32331	12695	5481	12521

**Source:** NCAER computation



**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
<b>A 1. Tourism characteristic products</b>		<b>5735</b>	<b>8750</b>	<b>43320</b>	<b>232946</b>	<b>290751</b>
1	Accommodation services/Hotels	1379	3391	20848	13793	39411
2	Food and beverage serving services/Restaurants	1551	1572	8142	14732	25997
3	Railway passenger transport services	76	272	621	101129	102097
4	Road passenger transport services	634	740	2575	56602	60551
5	Water passenger transport	115	6	64	287	472
6	Air passenger transport services	587	1274	3995	4109	9965
7	Transport equipment rental services	127	281	748	24387	25543
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	84	152	1024	4489	5750
9	Cultural and religious services	114	266	667	530	1577
10	Sports and other recreational services	573	650	1363	87	2672
11	Health and medical related services	495	146	3273	12801	16715
<b>A.2 Tourism connected products</b>		<b>5460</b>	<b>2513</b>	<b>10344</b>	<b>27806</b>	<b>46123</b>
12	Readymade garments	1469	782	3267	16272	21790
13	Processed food	125	93	424	3418	4060
14	Tobacco products	15	98	97	958	1169
15	Beverages	95	533	1007	566	2202
16	Travel related consumer goods	68	33	312	2601	3014
17	Footwear	142	104	537	1702	2485
18	Soaps, cosmetics and glycerine	18	9	56	187	269
19	Gems and jewellery	2869	669	3500	1844	8881
20	Books, journals, magazines, stationery etc.	660	192	1143	258	2252
<b>Total</b>		<b>11195</b>	<b>11263</b>	<b>53664</b>	<b>260752</b>	<b>336874</b>
Estimated number of trips		8769	7005	34658	2082564	2132996
Expenditure per trip (Rs.)		127672	160784	154837	12521	455813

**Source:** NCAER computation

**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
<b>A 1. Tourism characteristic products</b>		25245	27815	288024	77502	23523	20493 <sub>8</sub>	3971	23586	674605
1	Accommodation services/Hotels	1386	1026	297	3029	568	1960	52	836	9154
2	Food and beverage serving services/Restaurants	2959	1827	16940	4206	2475	11695	348	2274	42724
3	Railway passenger transport services	2571	1524	9515	2462	4294	2012	56	651	23083
4	Road passenger transport services	11208	8262	187277	42183	7483	24978	3055	14708	299155
5	Water passenger transport	87	280	1261	0	0	134	0	165	1927
6	Air passenger transport services	0	0	8	8599	0	0	0	0	8607
7	Transport equipment rental services	3078	14145	43882	14950	3234	54915	331	2478	137013
8	Travel agencies and other reservation services/Supporting and auxiliary transport activities	3952	403	26587	1515	5403	4263	125	1880	44129
9	Cultural and religious services	2	88	110	354	44	6	2	18	622
10	Sports and other recreational services	1	68	77	6	22	0	2	16	192
11	Health and medical related services	2	193	2069	198	0	10497 <sub>7</sub>	0	561	107999
<b>A.2 Tourism connected products</b>		<b>2832</b>	<b>6542</b>	<b>125839</b>	<b>6593</b>	<b>5149</b>	<b>6403</b>	<b>7411</b>	<b>3881</b>	<b>164651</b>
12	Readymade garments	403	3883	48180	2340	2663	560	3837	972	62839
13	Processed food	367	948	29908	2060	356	2654	178	911	37382
14	Tobacco products	240	333	3796	347	201	528	138	614	6197
15	Beverages	54	55	833	2	40	12	61	16	1074
16	Travel related consumer goods	1625	800	26201	1363	1259	2355	2561	898	37061
17	Footwear	0	178	2177	37	0	126	221	257	2996
18	Soaps, cosmetics and glycerine	10	15	249	64	24	113	43	32	551
19	Gems and jewellery	0	107	13299	217	122	0	50	11	13806
20	Books, journals, magazines, stationery etc.	134	223	1195	163	484	54	322	170	2746
<b>Total</b>		<b>28078</b>	<b>34357</b>	<b>413863</b>	<b>84095</b>	<b>28673</b>	<b>211342</b>	<b>11382</b>	<b>27468</b>	<b>839256</b>
Estimated number of trips		1350736	1811533	3204918 <sub>3</sub>	2094075	338113	3507253	52364 <sub>0</sub>	1605290	43279823
Expenditure per trip (Rs.)		2079	1897	1291	4016	8480	6026	2174	1711	1939

**Source:** NCAER computation

**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
<b>A 1. Tourism characteristic products</b>		<b>1721</b>	<b>1005</b>	<b>66</b>	<b>0</b>	<b>42</b>	<b>0</b>	<b>201</b>	<b>3036</b>
1	Accommodation services/Hotels	403	559	47	0	19	0	0	1028
2	Food and beverage serving services/Restaurants	95	169	19	0	5	0	6	293
3	Railway passenger transport services	65	96	0	0	16	0	0	178
4	Road passenger transport services	442	163	0	0	2	0	3	610
5	Water passenger transport								
6	Air passenger transport services	344	0	0	0	0	0	185	529
7	Transport equipment rental services	5	0	0	0	0	0	4	9
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	0	4	0	0	0	0	0	4
9	Cultural and religious services	0	2	0	0	0	0	0	2
10	Sports and other recreational services	199	12	0	0	0	0	0	211
11	Health and medical related services	168	0	0	0	0	0	3	171
<b>A.2 Tourism connected products</b>		<b>1120</b>	<b>389</b>	<b>18</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>45</b>	<b>1573</b>
12	Readymade garments	551	227	18	0	1	0	25	822
13	Processed food	107	45	0	0	0	0	6	157
14	Tobacco products	5	0	0	0	0	0	0	5
15	Beverages	0	20	0	0	0	0	0	20
16	Travel related consumer goods	162	79	0	0	0	0	0	241
17	Footwear	260	2	0	0	0	0	0	263
18	Soaps, cosmetics and glycerine	1	0	0	0	0	0	14	15
19	Gems and jewellery	26	5	0	0	0	0	0	31
20	Books, journals, magazines, stationery etc.	8	11	0	0	0	0	0	19
<b>Total</b>		<b>2842</b>	<b>1394</b>	<b>84</b>	<b>0</b>	<b>43</b>	<b>0</b>	<b>247</b>	<b>4609</b>
Estimated number of trips		11854	8038	694	0	1832	0	2709	25126
Expenditure per trip (Rs.)		23972	17343	12135		2349		9102	18345

**Source:** NCAER computation

**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
<b>A 1. Tourism characteristic products</b>		<b>290751</b>	<b>674605</b>	<b>3036</b>	<b>968392</b>
1	Accommodation services/Hotels	39411	9154	1028	49593
2	Food and beverage serving services/Restaurants	25997	42724	293	69014
3	Railway passenger transport services	102097	23083	178	125358
4	Road passenger transport services	60551	299155	610	360316
5	Water passenger transport	472	1927		2399
6	Air passenger transport services	9965	8607	529	19101
7	Transport equipment rental services	25543	137013	9	162565
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	5750	44129	4	49883
9	Cultural and religious services	1577	622	2	2202
10	Sports and other recreational services	2672	192	211	3076
11	Health and medical related services	16715	107999	171	124885
<b>A.2 Tourism connected products</b>		<b>46123</b>	<b>164651</b>	<b>1573</b>	<b>212347</b>
12	Readymade garments	21790	62839	822	85452
13	Processed food	4060	37382	157	41599
14	Tobacco products	1169	6197	5	7371
15	Beverages	2202	1074	20	3296
16	Travel related consumer goods	3014	37061	241	40316
17	Footwear	2485	2996	263	5744
18	Soaps, cosmetics and glycerine	269	551	15	835
19	Gems and jewellery	8881	13806	31	22718
20	Books, journals, magazines, stationery etc.	2252	2746	19	5017
<b>A.3 Other imputed connected products</b>			<b>1,46,973</b>		<b>1,46,973</b>
21	Vacation homes (assumed to be 1% of urban owner occupied dwelling services)		1579		1579
22	Social transfers in kind (50% of GFCE of tourism and cultural services)		4290		4290
23	FISIM (calculated from the share of FISIM in PFCE)		33687		33687
24	Producers' guest houses (.5% of private organised sector share in output)		58691		58691
25	Imputed expenditures of households on food for tourists staying with them		48726		48726
<b>Total</b>		<b>3,36,874</b>	<b>9,86,229</b>	<b>4609</b>	<b>13,27,712</b>

**Source:** NCAER computation

**TSA Table 5: Production account of tourism industries and other industries, Odisha 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	4493070	9987	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	13171	14063982	0	0	0
3	Trade	4287	153557	2094383	0	0
4	Transport freight services	0	0	0	1553934	0
5	All non-tourism specific services	0	1052	0	0	4324396
6	Processed food products	27008	20176	0	0	0
7	Beverages	556	6104	0	0	0
8	Tobacco products	0	0	0	0	0
9	Readymade garments	0	65815	0	0	0
10	Printing and publishing	0	10576	0	0	0
11	Leather footwear	0	4932	0	0	0
12	Travel related consumer goods	0	17885	0	0	0
13	Soaps and cosmetics	0	11930	0	0	0
14	Gems and jewellery	0	6856	0	0	0
15	Railway passenger transport services	0	0	0	0	0
16	Land passenger transport including via pipeline	0	0	0	63297	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	249	0	0	0
24	Cultural and religious services	0	0	0	0	0
25	Sporting and recreational services	0	279	0	0	0
<b>Total domestic output at basic prices</b>		<b>4538092</b>	<b>14373380</b>	<b>2094383</b>	<b>1617231</b>	<b>4324396</b>

**Source:** NCAER's computations

**TSA Table 5: Production account of tourism industries and other industries, Odisha 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	207264	0	0	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	13272	4553	76	10473	15183	1816
3	Trade	650	806	125	0	829	232
4	Transport freight services	0	0	0	0	0	0
5	All non-tourism specific services	6	202	1	0	1	0
6	Processed food products	244218	2016	968	0	0	0
7	Beverages	508	80469	0	0	0	0
8	Tobacco products	0	0	43572	0	0	0
9	Readymade garments	0	0	0	291290	0	2
10	Printing and publishing	0	0	0	0	63576	0
11	Leather footwear	0	0	0	0	0	1684
12	Travel related consumer goods	7	0	0	1730	46	266
13	Soaps and cosmetics	123	38	135	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	2	50	0	0	0	0
24	Cultural and religious services	0	0	0	0	0	0
25	Sporting and recreational services	0	0	0	0	6	0
<b>Total domestic output at basic prices</b>		<b>466050</b>	<b>88135</b>	<b>44877</b>	<b>303493</b>	<b>79641</b>	<b>4000</b>

**Source:** NCAER's computations

**TSA Table 5: Production account of tourism industries and other industries, Odisha 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	2595	9629	4026	0	0	0
3	Trade	49	1209	5740	0	0	0
4	Transport freight services	0	0	0	0	59040	0
5	All non-tourism specific services	0	1	0	0	0	0
6	Processed food products	0	0	0	0	0	0
7	Beverages	0	0	0	0	0	0
8	Tobacco products	0	0	0	0	0	0
9	Readymade garments	4	4	0	0	0	0
10	Printing and publishing	1	0	0	0	0	0
11	Leather footwear	263	0	0	0	0	0
12	Travel related consumer goods	784	2	7	0	0	0
13	Soaps and cosmetics	3	75870	22	0	0	0
14	Gems and jewellery	1	14	544773	0	0	0
15	Railway passenger transport services	0	0	0	100495	0	0
16	Land passenger transport including via pipeline	0	0	0	0	1078526	0
17	Water passenger transport	0	0	0	0	0	54901
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
<b>Total domestic output at basic prices</b>		<b>3702</b>	<b>86728</b>	<b>554569</b>	<b>100495</b>	<b>1137566</b>	<b>54901</b>

**Source:** NCAER's computations

**TSA Table 5: Production account of tourism industries and other industries, Odisha 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	18523	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	47593	0	0	0	0
20	Hotels	0	0	107871	3429	0	0
21	Restaurants	0	0	42157	606135	0	0
22	Medical and health	0	0	0	0	581545	0
23	Renting of transport equipment	0	0	0	0	0	5646
24	Cultural and religious services	0	0	0	0	0	0
25	Sporting and recreational services	0	0	0	0	0	0
<b>Total domestic output at basic prices</b>		<b>18523</b>	<b>47593</b>	<b>150028</b>	<b>609564</b>	<b>581545</b>	<b>5646</b>

**Source:** NCAER's computations



**TSA Table 5: Production account of tourism industries and other industries, Odisha 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	4710322	1338974
2	Mining, other manufacturing, construction, electricity, gas and water supply	0	0	14138776	2377054
3	Trade	0	0	2261867	-2261867
4	Transport freight services	0	0	1612974	-1619865
5	All non-tourism specific services	0	0	4325660	0
6	Processed food products	0	0	294386	52336
7	Beverages	0	0	87637	8756
8	Tobacco products	0	0	43572	12151
9	Readymade garments	0	0	357116	29227
10	Printing and publishing	0	0	74154	17157
11	Leather footwear	0	0	6880	5324
12	Travel related consumer goods	0	0	20725	7042
13	Soaps and cosmetics	0	0	88121	4899
14	Gems and jewellery	0	0	551645	28811
15	Railway passenger transport services	0	0	100495	0
16	Land passenger transport including via pipeline	0	0	1141823	0
17	Water passenger transport	0	0	54901	0
18	Air passenger transport	0	0	18523	0
19	Tourism related supporting and auxiliary transport activities	0	0	47593	0
20	Hotels	0	0	111299	0
21	Restaurants	0	0	648293	0
22	Medical and health	0	0	581545	0
23	Renting of transport equipment	0	0	5947	0
24	Cultural and religious services	43847	0	43847	0
25	Sporting and recreational services	0	217218	217504	0
<b>Total domestic output at basic prices</b>		<b>43847</b>	<b>217218</b>	<b>31545603</b>	<b>0</b>

**Source:** NCAER's computations

**TSA Table 5: Production account of tourism industries and other industries, Odisha 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	21316	382698	-361382	5687914
2	Mining, other manufacturing, construction, electricity, gas and water supply	1059665	248067	811598	17327428
3	Trade	0	0	0	0
4	Transport freight services	10958	4066	6891	0
5	All non-tourism specific services	74387	13023	61364	4387023
6	Processed food products	5247	1346	3901	350623
7	Beverages	21472	0	21472	117865
8	Tobacco products	15914	0	15914	71637
9	Readymade garments	5158	248	4910	391253
10	Printing and publishing	704	178	526	91837
11	Leather footwear	91	0	91	12295
12	Travel related consumer goods	700	245	455	28222
13	Soaps and cosmetics	11241	167	11074	104094
14	Gems and jewellery	4103	0	4103	584558
15	Railway passenger transport services	107	0	107	100601
16	Land passenger transport including via pipeline	5183	3538	1646	1143469
17	Water passenger transport	3046	0	3046	57947
18	Air passenger transport	199	489	-291	18233
19	Tourism related supporting and auxiliary transport activities	1466	0	1466	49059
20	Hotels	94	48	46	111345
21	Restaurants	348	177	172	648464
22	Medical and health	0	0	0	581545
23	Renting of transport equipment	70	0	70	6017
24	Cultural and religious services	164	308	-145	43703
25	Sporting and recreational services	23569	39181	-15612	201892
<b>Total domestic output at basic prices</b>		<b>1265203</b>	<b>693781</b>	<b>571423</b>	<b>32117025</b>

*Source: NCAER's computations*

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

Use table at purchasers' prices 25 X 25 products 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	636814	702016	0	37296	4723
2	Mining, other manufacturing, construction, electricity, gas and water supply	333347	7635286	118891	776339	258671
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	48434	488663	126919	89764	244353
6	Processed food products	10694	55398	0	79	400
7	Beverages	0	5314	0	10	356
8	Tobacco products	0	22	0	0	0
9	Readymade garments	118	23506	153	829	1986
10	Printing and publishing	610	1933	6304	3088	3044
11	Leather footwear	0	695	0	545	0
12	Travel related consumer goods	30	5139	107	333	269
13	Soaps and cosmetics	0	5011	0	35	25
14	Gems and jewellery	0	2067	0	0	0
15	Railway passenger transport services	538	8606	202	901	3778
16	Land passenger transport including via pipeline	13668	55068	60018	12918	21920
17	Water passenger transport	8	17	1	1	0
18	Air passenger transport	201	23626	192	494	4806
19	Tourism related supporting and auxiliary transport activities	0	389	0	185	0
20	Hotels	1749	1917	8762	36027	16610
21	Restaurants	5143	5635	25760	105916	48831
22	Medical and health	0	0	0	2413	11626
23	Renting of transport equipment	32	824	1	521	158
24	Cultural and religious services	22	4729	22	298	1461
25	Sporting and recreational services	2874	19880	17	774	1548
IC-PP		1054284	9045739	347350	1068767	624564
GVA-basic prices		3483809	5327640	1747033	548464	3699831
CoE		526577	2134697	268070	198202	1500291
OS/MI		2684270	2061358	1424514	281854	1795889
CFC		243037	1016294	44903	61123	330366
<b>Net taxes on production</b>		<b>30423</b>	<b>118995</b>	<b>9825</b>	<b>7444</b>	<b>74986</b>
GO-basic prices		4538092	14373380	2094383	1617231	4324396
Employment (lakh)		136.26	42.89	12.57	3.83	10.51

**Source:** NCAER's computations

**TSA Table 5: Production account of tourism industries and other industries, Odisha 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	343373	19085	7431	1616	39
2	Mining, other manufacturing, construction, electricity, gas and water supply	36936	20645	3940	224887	47503
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	8451	1745	1684	30194	3461
6	Processed food products	16355	20373	3242	266	344
7	Beverages	84	5897	0	0	0
8	Tobacco products	0	0	10124	0	0
9	Readymade garments	23	0	0	13332	125
10	Printing and publishing	4	1	3	20	2499
11	Leather footwear	0	0	0	0	0
12	Travel related consumer goods	7	13	1	613	36
13	Soaps and cosmetics	5	61	394	1434	79
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	114	17	186	736	71
16	Land passenger transport including via pipeline	561	105	460	1744	488
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	33	32	110	185	125
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	3	0	0	0	0
21	Restaurants	9	0	0	0	0
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	1	0	1	2	1
24	Cultural and religious services	14	0	3	800	60
25	Sporting and recreational services	32	17	475	1230	60
IC-PP		406005	67991	28055	277056	54891
GVA-basic prices		60045	20143	16822	26437	24750
CoE		17899	1158	3118	6252	4014
OS/MI		26114	13618	10143	13409	14848
CFC		14392	4817	3101	6054	5213
<b>Net taxes on production</b>		<b>1669</b>	<b>560</b>	<b>468</b>	<b>735</b>	<b>688</b>
GO-basic prices		466050	88135	44877	303493	79641
Employment (lakh)		1.04	0.10	1.30	1.43	0.29

**Source:** NCAER's computations

**TSA Table 5: Production account of tourism industries and other industries, Odisha 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	198	209	2536	0	1
2	Mining, other manufacturing, construction, electricity, gas and water supply	2383	1070	48369	194851	34605
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	278	69	5513	58314	2524
6	Processed food products	77	19	3245	0	0
7	Beverages	0	0	200	0	0
8	Tobacco products	0	0	0	0	0
9	Readymade garments	35	6	0	0	1
10	Printing and publishing	0	0	32	0	24
11	Leather footwear	18	1	0	0	0
12	Travel related consumer goods	163	230	9	450	23
13	Soaps and cosmetics	0	1	9222	0	0
14	Gems and jewellery	0	3	0	135226	0
15	Railway passenger transport services	20	1	93	2014	42
16	Land passenger transport including via pipeline	39	8	706	20227	171
17	Water passenger transport	0	0	0	374	0
18	Air passenger transport	4	2	390	4255	7
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	0	0	0	0	38
21	Restaurants	0	0	0	0	111
22	Medical and health	0	0	0	0	1250
23	Renting of transport equipment	0	0	1	40	186
24	Cultural and religious services	0	1	47	901	0
25	Sporting and recreational services	23	9	250	569	18
IC-PP		3239	1628	70613	417222	39000
GVA-basic prices		761	2074	16115	137347	61494
CoE		90	222	683	35254	42783
OS/MI		488	1358	11228	78208	5366
CFC		161	457	3764	20134	11556
<b>Net taxes on production</b>		<b>21</b>	<b>37</b>	<b>448</b>	<b>3818</b>	<b>1789</b>
GO-basic prices		4000	3702	86728	554569	100495
Employment (lakh)		0.01	0.02	0.04	0.19	0.07

**Source:** NCAER's computations

**TSA Table 5: Production account of tourism industries and other industries, Odisha 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	177140	619	0	0	73173
2	Mining, other manufacturing, construction, electricity, gas and water supply	356811	15793	8054	6879	14753
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	22201	2538	1166	4952	1209
6	Processed food products	220	77	0	0	6881
7	Beverages	0	22	0	0	1720
8	Tobacco products	0	0	0	0	0
9	Readymade garments	5	494	166	3	683
10	Printing and publishing	603	35	7	510	22
11	Leather footwear	5	0	0	0	0
12	Travel related consumer goods	39	6	32	7	1
13	Soaps and cosmetics	0	5	131	0	139
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	22	17	2	188	12
16	Land passenger transport including via pipeline	118	1794	614	3982	87
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	27	22	4	11	34
19	Tourism related supporting and auxiliary transport activities	0	0	0	76	0
20	Hotels	17379	254	66	1502	361
21	Restaurants	51093	748	193	4416	1061
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	180	23	10	1	0
24	Cultural and religious services	88	0	0	55	6
25	Sporting and recreational services	367	42	10	16	19
IC-PP		626295	22491	10455	22598	100162
GVA-basic prices		511271	32410	8068	24994	49866
CoE		96558	4127	6005	18091	13713
OS/MI		367660	25342	1111	3974	31639
CFC		44191	2713	896	2753	4133
<b>Net taxes on production</b>		<b>2982</b>	<b>238</b>	<b>59</b>	<b>184</b>	<b>385</b>
GO-basic prices		1137566	54901	18523	47593	150028
Employment (lakh)		2.07	0.03	0.00	0.04	0.35

**Source:** NCAER's computations

**TSA Table 5: Production account of tourism industries and other industries, Odisha 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	314457	17068	0	0	553
2	Mining, other manufacturing, construction, electricity, gas and water supply	44729	146337	241	2743	34553
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	2450	10289	406	2871	41652
6	Processed food products	29573	0	0	0	24
7	Beverages	7392	0	0	0	0
8	Tobacco products	1	0	0	0	0
9	Readymade garments	1807	3439	0	0	68
10	Printing and publishing	39	590	0	12	112
11	Leather footwear	0	0	0	0	0
12	Travel related consumer goods	4	13	0	18	39
13	Soaps and cosmetics	124	0	0	0	106
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	15	300	0	5	82
16	Land passenger transport including via pipeline	105	3877	21	6	107
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	41	49	0	9	29
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	1551	10254	24	56	45
21	Restaurants	4561	30146	71	165	133
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	0	1	1	1	928
24	Cultural and religious services	25	82	4	81	1466
25	Sporting and recreational services	81	214	0	21	20739
IC-PP		406957	222659	769	5987	100635
GVA-basic prices		202607	358886	4877	37860	116583
CoE		55717	209442	758	22095	62987
OS/MI		125985	129616	2852	13709	15271
CFC		16791	16587	1139	1750	37180
<b>Net taxes on production</b>		<b>4149</b>	<b>4125</b>	<b>128</b>	<b>391</b>	<b>1458</b>
GO-basic prices		609564	581545	5646	43847	217218
Employment (lakh)		1.41	0.97	0.01	1.12	0.06

**Source:** NCAER's computations

**TSA Table 5: Production account of tourism industries and other industries, Odisha 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	2338347	3349567	5687914
2	Mining, other manufacturing, construction, electricity, gas and water supply	10368615	6958813	17327428
3	Trade	0	0	0
4	Transport freight services	0	0	0
5	All non-tourism specific services	1200102	3186922	4387023
6	Processed food products	147266	203358	350623
7	Beverages	20997	96868	117865
8	Tobacco products	10148	61489	71637
9	Readymade garments	46781	344472	391253
10	Printing and publishing	19491	72345	91837
11	Leather footwear	1263	11032	12295
12	Travel related consumer goods	7583	20640	28222
13	Soaps and cosmetics	16774	87320	104094
14	Gems and jewellery	137296	447263	584558
15	Railway passenger transport services	17962	82639	100601
16	Land passenger transport including via pipeline	198809	944660	1143469
17	Water passenger transport	401	57546	57947
18	Air passenger transport	34690	-16458	18233
19	Tourism related supporting and auxiliary transport activities	649	48409	49059
20	Hotels	96600	14746	111345
21	Restaurants	283993	364472	648464
22	Medical and health	15289	566256	581545
23	Renting of transport equipment	2913	3105	6017
24	Cultural and religious services	10165	33538	43703
25	Sporting and recreational services	49282	152609	201892
IC-PP		15025414	17091611	32117025
GVA-basic prices		16520188		
CoE		5228802		
OS/MI		9139824		
CFC		1893504		
<b>Net taxes on production</b>		<b>266006</b>		
GO-basic prices		31545603		
Employment (lakh)		216.60		

**Source:** NCAER's computations



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

S. No.	Industries	Gross Output at basic prices	Intermediate Consumption	Gross Value Added at basic prices	Tourism ratios	TDGVA
1	Agriculture	4538092	1054284	3483809	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	14373380	9045739	5327640	0	39
3	Trade	2094383	347350	1747033	1	11614
4	Transport freight services	1617231	1068767	548464	2	12322
5	All non-tourism specific services	4324396	624564	3699831	2	84725
6	Processed food products	466050	406005	60045	0	0
7	Beverages	88135	67991	20143	0	4
8	Tobacco products	44877	28055	16822	0	0
9	Readymade garments	303493	277056	26437	0	0
10	Printing and publishing	79641	54891	24750	0	0
11	Leather footwear	4000	3239	761	0	0
12	Travel related consumer goods	3702	1628	2074	0	0
13	Soaps and cosmetics	86728	70613	16115	0	0
14	Gems and jewellery	554569	417222	137347	0	0
15	Railway passenger transport Services	100495	39000	61494	57	35283
16	Land passenger transport including via pipeline	1137566	626295	511271	52	267288
17	Water passenger transport	54901	22491	32410	11	3573
18	Air passenger transport	18523	10455	8068	57	4625
19	Tourism related supporting and Auxiliary transport activities	47593	22598	24994	55	13848
20	Hotels	150028	100162	49866	51	25304
21	Restaurants	609564	406957	202607	16	32941
22	Medical and health	581545	222659	358886	24	87916
23	Renting of transport equipment	5646	769	4877	22	1076
24	Cultural and religious services	43847	5987	37860	0	118
25	Sporting and recreational services	217218	100635	116583	0	82
<b>Total</b>		<b>31545603</b>	<b>15025414</b>	<b>16520188</b>		<b>580759</b>
Share in State aggregate						3.52

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

**TSA Table 7A: Workers in tourism industries by formal/informal and by gender – Odisha, RURAL – 2009-10**

S. No.	Industries	Number of Workers			Number of Workers		
		Formal			Informal		
		Male	Female	Total	Male	Female	Total
1	Tourism characteristic industries	36126	27329	63455	300054	29041	329095
2	Accommodation services/Hotels	0	0	0	19630	0	19630
3	Food and beverage serving services/Restaurants	0	0	0	77171	25505	102675
4	Railway passenger transport services	3920	0	3920	0	0	0
5	Land passenger transport services	2195	0	2195	111172	652	111824
6	Water passenger transport services	0	0	0	49	0	49
7	Air passenger transport services	0	0	0	0	0	0
8	Transport equipment rental services	0	0	0	218	0	218
9	Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	0	0	352	0	352
10	Cultural and religious services	0	0	0	76278	2367	78645
11	Sporting and other recreational services	0	0	0	5594	0	5594
12	Health and medical related services	30011	27329	57340	9589	517	10106
13	Tourism connected industries	0	0	0	108159	133723	241882
14	Readymade garments	0	0	0	37791	42669	80460
15	Processed Food	0	0	0	36221	29169	65390
16	Tobacco products	0	0	0	15093	53327	68420
17	Beverages	0	0	0	1282	6638	7920
18	Travel related consumer goods	0	0	0	2074	0	2074
19	footwear	0	0	0	553	0	553
20	Soaps, cosmetics and glycerine	0	0	0	1921	1921	3841
21	Gems and jewellery	0	0	0	8627	0	8627
22	Book, journals, magazines, stationery etc.	0	0	0	4595	0	4595

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

**TSA Table 7B: Workers in tourism industries by formal/informal and by gender – Odisha, URBAN – 2009-10**

S. No.	Industries	Number of Workers			Number of Workers		
		Formal			Informal		
		Male	Female	Total	Male	Female	Total
1	Tourism characteristic industries	23293	5759	29052	143366	6440	149806
2	Accommodation services/Hotels	5174	0	5174	9851	0	9851
3	Food and beverage serving services/Restaurants	0	0	0	28600	3074	31674
4	Railway passenger transport services	1320	1760	3079	0	0	0
5	Land passenger transport services	3348	0	3348	84200	0	84200
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	4000	0	4000
10	Cultural and religious services	0	0	0	8620	0	8620
11	Sporting and other recreational services	0	0	0	495	0	495
12	Health and medical related services	13451	3999	17450	7599	3366	10966
13	Tourism connected industries	392	1519	1911	74212	51125	125337
14	Readymade garments	0	0	0	23777	30520	54297
15	Processed Food	392	0	392	19128	18353	37482
16	Tobacco products	0	0	0	0	0	0
17	Beverages	0	0	0	0	2252	2252
18	Travel related consumer goods	0	0	0	0	0	0
19	footwear	0	0	0	172	0	172
20	Soaps, cosmetics and glycerine	0	0	0	0	0	0
21	Gems and jewellery	0	0	0	9696	0	9696
22	Book, journals, magazines, stationery etc.	0	1519	1519	21439	0	21439

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

**TSA Table 7C: Workers in tourism industries by formal/informal and by gender – Odisha, TOTAL – 2009-10**

S. No.	Industries	Number of Workers			Number of Workers		
		Formal			Informal		
		Male	Female	Total	Male	Female	Total
1	Tourism characteristic industries	59419	33088	92507	443420	35481	478901
2	Accommodation services/Hotels	5174	0	5174	29481	0	29481
3	Food and beverage serving services/Restaurants	0	0	0	105771	28578	134349
4	Railway passenger transport services	5239	1760	6999	0	0	0
5	Land passenger transport services	5544	0	5544	195373	652	196025
6	Water passenger transport services	0	0	0	49	0	49
7	Air passenger transport services	0	0	0	0	0	0
8	Transport equipment rental services	0	0	0	218	0	218
9	Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	0	0	4353	0	4353
10	Cultural and religious services	0	0	0	84898	2367	87265
11	Sporting and other recreational services	0	0	0	6090	0	6090
12	Health and medical related services	43462	31328	74790	17188	3883	21072
13	Tourism connected industries	392	1519	1911	182371	184848	367219
14	Readymade garments	0	0	0	61569	73189	134758
15	Processed Food	392	0	392	55350	47522	102872
16	Tobacco products	0	0	0	15093	53327	68420
17	Beverages	0	0	0	1282	8890	10173
18	Travel related consumer goods	0	0	0	2074	0	2074
19	footwear	0	0	0	725	0	725
20	Soaps, cosmetics and glycerine	0	0	0	1921	1921	3841
21	Gems and jewellery	0	0	0	18323	0	18323
22	Book, journals, magazines, stationery etc.	0	1519	1519	26034	0	26034

**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 – Odisha, RURAL – 2009-10**

S. No.	Industries	Number of Jobs			Number of Jobs		
		Formal			Informal		
		Male	Female	Total	Male	Female	Total
1	Tourism characteristic industries	36126	27329	63455	337157	29774	366931
2	Accommodation services/Hotels	0	0	0	19630	0	19630
3	Food and beverage serving services/Restaurants	0	0	0	82498	25505	108003
4	Railway passenger transport services	3920	0	3920	0	0	0
5	Land passenger transport services	2195	0	2195	116149	652	116801
6	Water passenger transport services	0	0	0	3132	0	3132
7	Air passenger transport services	0	0	0	0	0	0
8	Transport equipment rental services	0	0	0	511	0	511
9	Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	0	0	352	0	352
10	Cultural and religious services	0	0	0	99701	2367	102068
11	Sporting and other recreational services	0	0	0	5594	0	5594
12	Health and medical related services	30011	27329	57340	9589	1250	10839
13	Tourism connected industries	0	0	0	140870	171197	312067
14	Readymade garments	0	0	0	46236	42669	88905
15	Processed Food	0	0	0	36221	29169	65390
16	Tobacco products	0	0	0	38702	90800	129502
17	Beverages	0	0	0	1282	6638	7920
18	Travel related consumer goods	0	0	0	2074	0	2074
19	footwear	0	0	0	553	0	553
20	Soaps, cosmetics and glycerine	0	0	0	1921	1921	3841
21	Gems and jewellery	0	0	0	9285	0	9285
22	Book, journals, magazines, stationery etc.	0	0	0	4595	0	4595

**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 – Odisha, RURAL – 2009-10**

S. No.	Industries	Number of Jobs			Number of Jobs		
		Formal			Informal		
		Male	Female	Total	Male	Female	Total
1	Tourism characteristic industries	23293	5759	29052	145809	6440	152249
2	Accommodation services/Hotels	5174	0	5174	9851	0	9851
3	Food and beverage serving services/Restaurants	0	0	0	29731	3074	32804
4	Railway passenger transport services	1320	1760	3079	0	0	0
5	Land passenger transport services	3348	0	3348	84200	0	84200
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	4000	0	4000
10	Cultural and religious services	0	0	0	9932	0	9932
11	Sporting and other recreational services	0	0	0	495	0	495
12	Health and medical related services	13451	3999	17450	7599	3366	10966
13	Tourism connected industries	392	1519	1911	75960	52028	127987
14	Readymade garments	0	0	0	23777	30520	54297
15	Processed Food	392	0	392	19128	18780	37908
16	Tobacco products	0	0	0	0	476	476
17	Beverages	0	0	0	0	2252	2252
18	Travel related consumer goods	0	0	0	0	0	0
19	footwear	0	0	0	172	0	172
20	Soaps, cosmetics and glycerine	0	0	0	0	0	0
21	Gems and jewellery	0	0	0	9696	0	9696
22	Book, journals, magazines, stationery etc.	0	1519	1519	23186	0	23186

**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 – Odisha, TOTAL – 2009-10**

S. No.	Industries	Number of Jobs			Number of Jobs		
		Formal			Informal		
		Male	Female	Total	Male	Female	Total
1	Tourism characteristic industries	59419	33088	92507	482966	36214	519180
2	Accommodation services/Hotels	5174	0	5174	29481	0	29481
3	Food and beverage serving services/Restaurants	0	0	0	112229	28578	140807
4	Railway passenger transport services	5239	1760	6999	0	0	0
5	Land passenger transport services	5544	0	5544	200349	652	201001
6	Water passenger transport services	0	0	0	3132	0	3132
7	Air passenger transport services	0	0	0	0	0	0
8	Transport equipment rental services	0	0	0	511	0	511
9	Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	0	0	4353	0	4353
10	Cultural and religious services	0	0	0	109633	2367	112000
11	Sporting and other recreational services	0	0	0	6090	0	6090
12	Health and medical related services	43462	31328	74790	17188	4616	21805
13	Tourism connected industries	392	1519	1911	216830	223224	440054
14	Readymade garments	0	0	0	70014	73189	143203
15	Processed Food	392	0	392	55350	47949	103299
16	Tobacco products	0	0	0	38702	91276	129978
17	Beverages	0	0	0	1282	8890	10173
18	Travel related consumer goods	0	0	0	2074	0	2074
19	footwear	0	0	0	725	0	725
20	Soaps, cosmetics and glycerine	0	0	0	1921	1921	3841
21	Gems and jewellery	0	0	0	18980	0	18980
22	Book, journals, magazines, stationery etc.	0	1519	1519	27782	0	27782

**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	<b>Odisha</b>	<b>75.92</b>	<b>0.50</b>	<b>82.71</b>	<b>0.61</b>	<b>90.53</b>	<b>0.65</b>	<b>98.00</b>	<b>0.67</b>
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
<b>All India</b>		<b>7402.14</b>	<b>178.53</b>	<b>8645.33</b>	<b>194.97</b>	<b>10450.48</b>	<b>182.63</b>	<b>11452.80</b>	<b>199.51</b>

**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	<b>Odisha</b>	<b>552</b>	<b>479</b>	<b>541</b>
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
<b>All India</b>		<b>440</b>	<b>365</b>	<b>418</b>

**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	<b>Odisha</b>	<b>95.9</b>	<b>94.9</b>	<b>95.7</b>	<b>80.5</b>	<b>83.6</b>	<b>81.0</b>
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
<b>All India</b>		<b>92.6</b>	<b>89.9</b>	<b>91.8</b>	<b>77.4</b>	<b>77.3</b>	<b>77.4</b>

**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 households reporting overnight visitors	Share in total number of overnight visitors	Share in total households reporting overnight visitors	Share in total number of overnight visitors	Share in total households reporting overnight visitors	Share in total number of overnight visitors
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	<b>Odisha</b>	<b>4.6</b>	<b>4.3</b>	<b>2.1</b>	<b>2.1</b>	<b>3.8</b>	<b>3.7</b>
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 Islands	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
<b>All India</b>		<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**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	<b>Odisha</b>	<b>24</b>	<b>51</b>	<b>747</b>	<b>52</b>	<b>4</b>	<b>87</b>	<b>8</b>	<b>27</b>	<b>1000</b>
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
<b>All India</b>		<b>15</b>	<b>26</b>	<b>760</b>	<b>107</b>	<b>6</b>	<b>58</b>	<b>2</b>	<b>26</b>	<b>1000</b>
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	<b>Odisha</b>	<b>1</b>	<b>1.2</b>	<b>1.6</b>
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
<b>All India</b>		<b>1</b>	<b>1.2</b>	<b>1.5</b>

**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 - Odisha**

S. No.	Source of information	Odisha					
		Incredible India Campaign			Other promotional campaigns		
		Rural	Urban	Total	Rural	Urban	Total
1	Newspaper/Magazine	38	145	93	133	189	154
2	Radio	63	19	40	52	3	33
3	TV	694	660	676	412	587	479
4	Internet	0	14	7	0	1	0
5	Billboard/ Hoarding	3	1	2	157	82	128
6	More than one of these	191	158	174	204	133	177
7	Others	11	3	8	42	5	29
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 – Odisha**

S. No.	Source of information	Odisha					
		Incredible India Campaign			Other promotional campaigns		
		Rural	Urban	Total	Rural	Urban	Total
1	Resulted into one or more trips	29	28	28	26	43	33
2	Planning to make a trip in near future	151	264	209	101	212	144
3	Willing to make a trip but could not make it due to other constraints	621	424	519	565	530	552
4	No impact	162	203	183	211	147	186
5	Cannot say	37	81	61	97	68	85
<b>Total</b>		<b>1000</b>	<b>1000</b>	<b>1000</b>	<b>1000</b>	<b>1000</b>	<b>1000</b>

**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
<b>Total</b>		<b>1000</b>	<b>1000</b>	<b>1000</b>	<b>1000</b>	<b>1000</b>	<b>1000</b>

**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 Odisha were 4.3 crore in 2008-09 (DTS, 2008-09). This amounts to 4.61 per cent of the total domestic trips undertaken in India.
- In addition to this, 20.7 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 50,432 tourists visiting the state from other countries (MoT Report).
- With respect to outbound tourism, a total of 25.1 thousand people living in Odisha undertook foreign trips during 2010-11 (IPS, 2010-11). This is 0.23 per cent of the total outbound tourists of India (Table 6.1).

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

Item	Odisha	All India	Share of Odisha in All- India (%)
Total domestic trips (No.) - within state	43,279,823	939,032,132	4.61
Total Inbound trips (No.) – from other states	2,073,713	-	
Total Inbound tourists (No.) – from other countries	50,432	6,603,897	0.76
Total outbound tourists (No.) – to other countries	25,126	10,842,124	0.23

**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. 1,180,739 lakh which is 2.35 per cent of the total Tourism Expenditure for India (Table 6.2).

**Table 6.2: Gross Internal Tourism Expenditure of Odisha and India**

(Rs. lakh)

Item	Odisha	All India	Share of Odisha in All- India (%)
1. Domestic Tourism Expenditure	839,256	39,296,109	2.14
2. Inbound Tourism Expenditure	336,874	9,967,885	3.38
- Total Expenditure on trips from other states	260,752	-	-
- Total Expenditure on trips from other countries	76,122	9,967,885	0.76
3. Outbound Tourism Expenditure	4,609	1,014,854	0.45
<b>4. Gross Internal Tourism Expenditure (1+2+3)</b>	<b>1,180,739</b>	<b>50,278,848</b>	<b>2.35</b>

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

- The overall workforce (number of jobs) in Odisha was 216.6 lakh in 2009-10.
- The number of jobs in tourism characteristic industries in the state stood at 6.12 lakh. This refers to the tourism employment of the state.
- The direct share of tourism employment in total state employment is 2.82 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 Odisha and India**

Item	Odisha	All India
<b>Total Employment (in lakh)</b>	<b>216.6</b>	<b>5355.4</b>
Tourism Characteristic Industries	6.12	234.2
Tourism Connected Industries	4.42	203.7
Tourism Specific Industries	10.54	437.9
<b>Shares in Total Employment (%)</b>		
<b>Tourism Characteristic Industries</b>	<b>2.82</b>	<b>4.37</b>
Tourism Connected Industries	2.04	3.8
Tourism Specific Industries	4.86	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. 16,520,188 lakh for the reference year of 2009-10.
- The GVA of Tourism characteristic industries (GVATI) works out to be Rs. 1,408,916 lakh, which is 8.53 per cent of the total state GVA or GSDP (Table 6.4).

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

Item	Odisha	All India
<b>Gross Value Added (GVA) at basic prices (Rs. Lakh)</b>	<b>16,520,188</b>	<b>618,695,000</b>
Tourism Characteristic Industries (GVATI)	1,408,916	44,292,221
Tourism Connected Industries	304,495	18,216,126
Tourism Specific Industries (1+2)	1,713,411	62,508,347
<b>Shares in GVA (%)</b>		
Tourism Characteristic Industries (GVATI)	8.53	7.16
Tourism Connected Industries	1.84	2.94
Tourism Specific Industries	10.37	10.1
<b>Tourism Direct GVA</b>	<b>580,759</b>	<b>23,491,181</b>
<b>Share of TDGVA in total GVA (%)</b>	<b>3.52</b>	<b>3.8</b>

*Source: NCAER Computations*

**Direct and indirect shares in GSDP & employment**

- The Tourism Direct GVA (TDGVA) for the state is Rs. 580,759 lakh.
- The share of TDGVA in the state GVA is 3.52 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 7.25 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 11.51 per cent (Table 6.5).

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

Item	Odisha	All India
TDGVA - direct	3.52	3.8
GVATI-direct	8.53	7.16
Tourism Employment - direct	2.82	4.37
GVA multipliers	2.0618	1.843
Employment multipliers	4.074	2.3256
TDGVA - direct and indirect	7.25	7
GVATI-direct and indirect	17.58	13.19
Tourism Employment - direct and indirect	11.51	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	<b>Odisha</b>	<b>16520188</b>	<b>580759</b>	<b>3.52</b>	<b>7.25</b>	<b>216.6</b>	<b>6.12</b>	<b>2.82</b>	<b>11.51</b>
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

<b><i>Basic price</i></b>	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.
<b><i>Business and government tourism consumption</i></b>	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.
<b><i>Central product classification (CPC)</i></b>	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.
<b><i>CIF price</i></b>	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.
<b><i>Compensation of employees</i></b>	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.
<b><i>Consumption of fixed capital</i></b>	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.
<b><i>Direct tourism gross domestic product</i></b>	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.

<b><i>Durable consumer goods</i></b>	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.
<b><i>Economic activity</i></b>	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.
<b><i>Employed persons</i></b>	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.
<b><i>Employed persons</i></b>	Number of persons usually employed in the principal and subsidiary statuses.
<b><i>Employed as per principal activity status</i></b>	Those in labour force pursuing some economic activity for major time during the reference period of 365 days
<b><i>Employed as per subsidiary activity status</i></b>	Those in labour force pursuing some economic activity for a relatively shorter time (minor time) during the reference period of 365 days
<b><i>Enterprise</i></b>	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.
<b><i>Establishment</i></b>	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.
<b><i>Exports of goods</i></b>	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.

<b>Exports of services</b>	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.
<b>Excursionist</b>	Same day visitors are called excursionists.
<b>Final demand</b>	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.
<b>Final output</b>	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.
<b>Final consumption</b>	Final consumption consists of goods and services used up by individual households or the community to satisfy their individual or collective needs or wants.
<b>Final consumption expenditure of government</b>	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.
<b>Final consumption expenditure of households</b>	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.
<b>Final consumption expenditure of NPISHs</b>	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.
<b>FOB price</b>	The FOB price (free on board price) of exports and imports of goods is the market value of the goods at the point of uniform valuation, (the

customs frontier of the economy from which they are exported); it is equal to the CIF price less the costs of transportation and insurance charges, between the customs frontier of the exporting (importing) country and that of the importing (exporting) country.

***General government***

The general government sector consists of the totality of institutional units which, in addition to fulfilling their political responsibilities and their role of economic regulation, produce principally non-market services (possibly goods) for individual or collective consumption and redistribute income and wealth.

***GDP***

Is the total market value of goods and services produced in the economy within a given period after deducting the cost of goods and services used up in the process of production but before deducting allowances for the consumption of fixed capital. Thus gross domestic product, as here defined, is 'at market prices'.

***Gross***

The term "gross" is a common means of referring to values before deducting consumption of fixed capital (generally used as in "gross capital stock" or "gross domestic product").

***Gross domestic product - expenditure based***

Expenditure-based gross domestic product is total final expenditures at purchasers' prices (including the FOB value of exports of goods and services), less the FOB value of imports of goods and services.

***Gross domestic product - income based***

Income-based gross domestic product is compensation of employees, plus taxes less subsidies on production and imports, plus gross mixed income, plus gross operating surplus.

***Gross domestic product - output based***

Output-based gross domestic product is the sum of the gross values added of all resident producers at basic prices, plus all taxes less subsidies on products. Output-based GDP is the sum of the gross values added of all resident producers at producers' prices, plus taxes less subsidies on imports, plus all non-deductible VAT (or similar taxes).

***Gross fixed capital formation***

Gross fixed capital formation is measured by the total value of a producer's acquisitions, less disposals, of fixed assets during the accounting period plus certain additions to the value of non-produced assets (such as subsoil assets or major improvements in the quantity, quality or productivity of land) realised by the productive activity of institutional units.

***Gross margin***

The gross margin of a provider of reservation services is the difference between the value at which the intermediated service is sold and the

value accrued to the provider of reservation services for this intermediated service.

***Gross value added***

Gross value added is the value of output less the value of intermediate consumption; it is a measure of the contribution to GDP made by an individual producer, industry or sector; gross value added is the source from which the primary incomes of the SNA are generated and is therefore carried forward into the primary distribution of income account.

***Gross value added at basic prices***

Gross value added at basic prices is output valued at basic prices less intermediate consumption valued at purchasers' prices.

***Gross value added of the tourism industries (GVATI)***

Gross value added of the tourism industries is the total gross value added of all establishments belonging to tourism industries, regardless of whether all their output is provided to visitors and of the degree of specialization of their production process.

***Household tourism Consumption***

Consists of the tourism consumption by resident households on tourism related products within economy.

***Imports of goods***

Imports of goods consist of imports of the following items from non-residents to residents, generally with a change of ownership being involved: general merchandise, goods for processing, goods procured in foreign ports by domestic carriers, and non-monetary gold.

***Imports of services***

Imports of services consist of the following services purchased by residents from non-residents: transportation; travel; communications; construction; insurance; financial; computer and information; royalties and licence fees; other business services; personal, cultural, and recreational services; and government services n.i.e.

***Imports of goods and services***

Imports of goods and services consist of purchases, barter, or receipts of gifts or grants, of goods and services by residents from non-residents; the treatment of exports and imports in the SNA is generally identical with that in the balance of payments accounts as described in the Balance of Payments Manual.

***Imputed tourism consumption***

Consists of imputations made for the consumption by visitors of certain goods and services for which they do not make a payment. Imputation is confined to a small number of cases where a reasonably satisfactory basis for the valuation of the implied transaction is available, and where

their inclusion is consistent with the production boundary in the core national accounts.

<b><i>Inbound travel</i></b>	Travel to a country by non-residents is called inbound travel.
<b><i>Inbound trip</i></b>	An inbound trip is one with a main destination outside the country of residence of the visitor.
<b><i>Inbound tourism</i></b>	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.
<b><i>Inbound tourism consumption</i></b>	Inbound tourism consumption is the tourism consumption of a non-resident visitor within the economy of reference.
<b><i>Input-output model</i></b>	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.
<b><i>Input-output tables</i></b>	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.
<b><i>Intermediate consumption</i></b>	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.



<b><i>Intermediate output</i></b>	That part of the total output of each industry consumed by other industries in the production process.
<b><i>Internal tourism</i></b>	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.
<b><i>Internal tourism consumption</i></b>	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.
<b><i>International tourism</i></b>	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.
<b><i>International tourism consumption</i></b>	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.
<b><i>International travellers</i></b>	Those who undertake international travel are considered as international travellers.
<b><i>International visitor</i></b>	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.
<b><i>ISIC</i></b>	ISIC is the United Nations International Standard Industrial Classification of All Economic Activities; the third revision of ISIC is used in the 1993 SNA.
<b><i>Leontief inverse (input-output) table</i></b>	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
<b><i>Main destination</i></b>	The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip.
<b><i>Main purpose of a trip</i></b>	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”.

<b>Margin</b>	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.
<b>Margin (trade)</b>	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.
<b>Margin (transport)</b>	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.
<b>Multipliers</b>	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.
<b>National tourism</b>	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.
<b>National tourism consumption</b>	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.
<b>Net taxes on products</b>	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.

<b><i>Other taxes on production</i></b>	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.
<b><i>Outbound tourism</i></b>	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.
<b><i>Outbound tourism consumption</i></b>	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.
<b><i>Outbound trip</i></b>	An outbound trip is one with a main destination outside the country of residence of the visitor.
<b><i>Outbound travel</i></b>	Travel outside a country by residents is called outbound travel.
<b><i>Output</i></b>	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.
<b><i>Output multiplier</i></b>	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 ( $\Sigma_i$ ) from Leontief inverse matrix ( $L_{ij}$ ).
<b><i>Principal activity</i></b>	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.
<b><i>Principal usual activity status of persons</i></b>	The activity status of a person during the reference period of 365 days preceding the date of survey, which is determined on the basis of a person spending relatively longer time (i.e. major time criterion). Based on this a person is categorised as those (a) belonging to labour force and

(b) not belonging to the labour force ('neither working nor available for work'). Within the labour force, the criteria of (i) 'working' and (ii) 'not working but seeking and/or available for work' is again based on the major time criterion. The principal status workers are from (i) whereas the subsidiary status workers can be from either or both of (i) and (ii).

***Principal product***

The principal product of an industry is the characteristic or main product produced by the relevant industry. Producing units are classified to industries according to which products they make. If they produce more than one product, they are classified according to whichever accounts for the greatest part of their GVA.

***Production***

Production is an activity, carried out under the responsibility, control and management of an institutional unit that uses inputs of labour, capital and goods and services to produce outputs of other goods and services.

***Production account***

The production account records the activity of producing goods and services as defined within the SNA; its balancing item, gross value added, is a measure of the contribution to GDP made by an individual producer, industry or sector.

***Products***

Products, also called "goods and services", are the result of production; they are exchanged and used for various purposes: as inputs in the production of other goods and services, as final consumption or for investment.

***Purchaser's price***

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

***Same day visitor***

A visitor (domestic, inbound or outbound) is classified as a same-day visitor (or excursionist) if his/her trip does not include an overnight stay

***Social transfers in kind***

Social transfers in kind consist of social security and social assistance benefits in kind together with goods and services provided to individual household outside any social insurance scheme by non-market producers owned by government units or non-profit institutions (NPIS).

***Subsidies***

Subsidies are current unrequited payments that government units, including non-resident government units, make to enterprises on the basis of the levels of their production activities or the quantities or

values of the goods or services which they produce, sell or import. They include the financing of deficits on public trading services deliberately run at a loss. There are two types, see subsidies on production and subsidies on products.

***Subsidy on a product***

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

***supply***

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

***Supply Table***

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

***Supply and use tables***

Supply and use tables are in the form of matrices that record how supplies of different kinds of goods and services originate from domestic industries and imports and how those supplies are allocated between various intermediate or final uses, including exports.

***Tax on a product***

A tax on a product is a tax that is payable per unit of some good or service, either as a specified amount of money per unit of quantity or as a specified percentage of the price per unit or value of the good or service transacted.

***Taxes***

Taxes are compulsory, unrequited payments, in cash or in kind, made by institutional units to government units; they are described as unrequited because the government provides nothing in return to the individual unit making the payment, although governments may use the funds raised in taxes to provide goods or services to other units, either individually or collectively, or to the community as a whole.

***Taxes on production and imports***

Taxes on production and imports consist of taxes payable on goods and services when they are produced, delivered, sold, transferred or otherwise disposed of by their producers plus taxes and duties on imports that become payable when goods enter the economic territory

by crossing the frontier or when services are delivered to resident units by non-resident units; they also include other taxes on production, which consist mainly of taxes on the ownership or use of land, buildings or other assets used in production or on the labour employed, or compensation of employees paid.

***Taxes on products***

Taxes on products, excluding VAT, import and export taxes, consist of taxes on goods and services that become payable as a result of the production, sale, transfer, leasing or delivery of those goods or services, or as a result of their use for own consumption or own capital formation. These taxes are defined as product specific taxes, for example: value added tax, excise duties, air passenger tax, insurance premium tax and import duties, and are based on the volume or value of production sold.

***Total economy***

The total economy consists of all the institutional units which are resident in the economic territory of a country.

***Total final expenditure***

This is the sum total of final consumption, gross capital formation and exports of goods and services. Total final expenditure is the same as total demand by final buyers and is equal to total final output.

***Total intermediate consumption***

The total intermediate consumption of each industry is the industry's total purchases of the outputs of other industries as well as purchases of imports of goods and services and intra-industry purchases for use in its production process. This is adjusted for the change in inventories of materials and fuels and excludes primary inputs.

***Total tourism internal demand***

Total tourism internal demand, is the sum of internal tourism consumption, tourism gross fixed capital formation and tourism collective consumption. It does not include outbound tourism consumption.

***Total output***

The total output of an industry is the aggregate value of the goods and services together with the work-in-progress produced by the industry. It is equal to the value of the industry's sales plus any increase (and less any decrease) in the value of its inventories of finished products and work-in progress. Output is thus measured after deducting holding gains. The outputs of the distribution and service trades industries are measured on a 'gross margin' basis.

***Taxes less subsidies on production and imports***

Defined as 'taxes on products' plus 'other taxes on production' less 'subsidies on products' less 'other subsidies on production'. The taxes do not include any taxes on the profits or other income received by an enterprise. They are payable irrespective of the profitability of the

production process. They may be payable on the land, fixed assets or labour employed in the production process, or on certain activities or transactions.

***Tourism***

Comprises the activities of visitors.

***Tourism  
characteristic  
industries***

Are those industries that would either cease to exist in their present form, producing their present product(s), or would be significantly affected if tourism were to cease. Under the international TSA standards, core lists of tourism characteristic industries, based on the significance of their link to tourism in the worldwide context, are recommended for implementation to facilitate international comparison. Some countries use the criteria of at least 25 per cent of an industry's output must be consumed by visitors to be a country-specific tourism characteristic industry.

***Tourism  
characteristic  
products***

These are defined in the international TSA standards as those products which would cease to exist in meaningful quantity, or for which sales would be significantly reduced, in the absence of tourism. Under the international TSA standards, core lists of tourism characteristic products, based on the significance of their link to tourism in the worldwide context, are recommended for implementation to facilitate international comparison. It is also recommended in the international TSA standards that country-specific tourism characteristic products are identified.

***Tourism  
connected  
industries***

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

***Tourism  
connected  
products***

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

***Tourism  
consumption***

Tourism consumption has the same formal definition as tourism expenditure. Nevertheless, the concept of tourism consumption used in the TSA goes beyond that of tourism expenditure. Actually, besides "the amount paid for the acquisition of consumption goods and services, as well as valuables for own use or to give away, for and during tourism trips" that corresponds to monetary transactions (the focus of tourism



expenditure), it also includes services associated with vacation accommodation on own account, tourism social transfers in kind, and other imputed consumption. These transactions need to be estimated using sources different from information collected directly from the visitors such as reports on home exchanges, estimations of rents associated to vacation homes, calculations of FISIM, etc.

<b><i>Tourism demand</i></b>	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.
<b><i>Tourism direct gross domestic product (TDGDP)</i></b>	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.
<b><i>Tourism direct gross value added (TDGVA)</i></b>	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.
<b><i>Tourism expenditure</i></b>	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.
<b><i>Tourism exports</i></b>	Tourism exports are domestically produced goods and services consumed by international visitors to the country.
<b><i>Tourism industry ratio</i></b>	This is the proportion of the total value added of an industry which is related to tourism.
<b><i>Total tourism internal demand</i></b>	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.
<b><i>Tourism imports</i></b>	Tourism imports are consumption of overseas produced goods and services by residents on overseas trips.
<b><i>Tourism net taxes on products</i></b>	Consists of taxes paid less subsidies received on tourism related products which is attributable to productive activity of tourism related industries that are in a direct relationship with visitors. In the case of goods purchased by visitors, only the net taxes attributable to the value

of retail trade services on those goods will be included.

***Tourism product ratio***

This is the proportion of the total supply of a product which is consumed by visitors.

***Tourism ratio***

For each variable of supply in the TSA, the tourism ratio is the ratio between the total value of tourism share and total value of the corresponding variable in the TSA expressed in percentage form.

***Tourism share***

Tourism share is the share of the corresponding fraction of internal tourism consumption to each component of supply. For each industry, the tourism share of output (in value), is the sum of the tourism share corresponding to each product component of its output.

***Tourism single purpose consumer durable goods***

Tourism single-purpose consumer durables are a specific category of consumer durable goods that include durable goods that are used exclusively, or almost exclusively by individuals while on tourism trips.

***Tourism Satellite Account***

Tourism Satellite Account consists in analysing in detail all the aspects of demand for goods and services which might be associated with tourism, in establishing the actual interface with the supply of such goods and services within the economy of reference, or outside and in describing how this supply (from domestic or imported origin) interacts with other economic activities, using the SUT as a reference.

***Tourist***

A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor) if his/her trip includes an overnight stay.

***Tourism trip***

Trips which are undertaken by visitors.

***Tourism visit***

The term tourism visit refers to a stay in a place visited during a tourism trip. However, while discussing the different forms of tourism (domestic, inbound and outbound), the term visitor is often used instead of tourism visit or tourism trip.

***Travel***

Travel refers to the activity of travellers.

***Transportation in balance of payments statistics***

Transportation (BoP item 205) covers services provided by all modes of transportation - sea, air, and other, which includes space, rail, road, inland waterway and pipeline - that are performed by residents of one economy for those of another. The different types of services offered include transport of passengers, transport of freight and other supporting and auxiliary services (e.g., storage and warehousing).



***Travel in  
balance of  
payments  
statistics***

The item Travel (BoP item 236) consists of goods and services which are acquired by residents who stay abroad or foreign travellers on the national territory for less than one year.

Note that international transportation costs of the traveller to destination are recorded under the heading "transportation", but all movements within the country, including cruises, are entered under "travel".

***Traveller***

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

***Trip***

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

***TSA  
aggregates***

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

- 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.

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