

Regional Tourism Satellite Account Jammu & Kashmir, 2009-10

Study Commissioned by the
Ministry of Tourism, Government of India

October	2014
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Prepared by :

NATIONAL COUNCIL OF APPLIED ECONOMIC RESEARCH

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PREFACE

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

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

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

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

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

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

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

New Delhi
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ABBREVIATIONS AND ACRONYMS

Units used in the Report

1 crore = 10 million

1 lakh = 100 thousand

Abbreviations

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

Abbreviations

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

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1. INTRODUCTION

About tourism

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

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

Some definitions of Tourism

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

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

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

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

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

*UNWTO
Definition*

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

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

**Tourism -
World**

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

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

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

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

⁴UNWTO: IRTS 2008, para 2.9

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

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

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

Tourism- India

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

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

⁶National Tourism Policy, 2002, Department of Tourism

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

1.12. With respect to the contribution of tourism to the GDP of India, the second Tourism Satellite Account of 2009-10 estimates it at 3.7 per cent as the direct share and 6.8 per cent, taking indirect impact also into account. This brings tourism to one of the top sectors of Indian economy in terms of contribution to economy. Tourism sector contributes significantly to the creation of jobs as well. It is estimated to have created 23.4 million jobs in 2009-10, which translated to a share of 4.4 per cent in the total employment. This sector also contributed 54.5 million jobs indirectly, which increased its share to 10.2 per cent. Within the non-agriculture employment, tourism had a share of 9.7 per cent in employment and if indirect share is included, the share goes up to 22.6 per cent. This implies that almost every 4th to 5th person employed in non-agricultural activities is directly or indirectly engaged in tourism activities.

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

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

Tourism – Jammu & Kashmir

1.15. Tourism is one of the main industries in J&K and provides jobs to large number of people, particularly to the younger generation. The three distinct regions of the state – Jammu, Valley and Ladakh – attract tourists from within the country and from abroad. Jammu is a popular destination for pilgrims, Valley for the domestic tourists and Ladakh attracts a number of foreign tourists.

1.16. According to the data compiled by the India Tourism Statistics, the total domestic tourist arrivals in the state rose from 52.5 lakh in 2001 to 1.36 crore in 2013, marking the compounded annual growth rate of 8.3 per cent.

⁷ This exercise is based on the data obtained from the latest National Accounts Statistics, 2013

⁸ The employment numbers for 2011-12 were obtained from the latest NSSO survey on Employment and Unemployment of India, 68th Round. The employment for 2010-11 was obtained by interpolating the numbers of 2009-10 and 2010-11.

However, the period witnessed sporadic phases of negative growth.

1.17. During the same period, foreign tourist arrival grew threefold, from 21,298 to 60,845, with the compounded annual growth rate (CAGR) of 9.1 per cent.

Measurement of tourism

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

1.19. 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.

1.20. However, as already mentioned, tourism is not defined separately in either the standard international industry or product classifications⁹ or in the accounting framework of national accounts, which focuses on accounting of economic activities undertaken in the country according to standard international classifications. This is because tourism, unlike other sectors of the SNA, is not defined as an industry by the characteristic of the product it makes as an output. It is identified rather by the characteristic of the purchaser demanding the products, that is, a visitor.

1.21. This means the tourism industry is defined according to the status of the consumer, not according to the status of producer. Therefore, this special

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

characteristic of tourism sector cannot be made explicit while compiling the national accounts according to System of National Accounts (SNA)¹⁰, though tourism is an economic activity and its contribution is already included in the national accounts implicitly and thus is not separately visible in the national accounts.

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

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

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

hospitality – interaction of tourists with local population.

Satellite Accounts

1.24. 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.

1.25. 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

¹⁰ 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.

classification is applied is not an establishment (as in national accounts) but, instead, is transactions, or groups of transactions.

*Tourism
Satellite
Account*

1.26. The Tourism Satellite Account (TSA) is an accounting procedure designed to measure goods and services associated with tourism, according to internationally agreed standards, concepts, classifications and definitions. It helps in assessing the size and contribution of tourism to the economy. Essentially, the TSA uses the macro-economic framework of the System of National Accounts, 1993¹¹ (1993 SNA) for integrating tourism statistics and for showing the linkages between demand and supply for goods and services in respect of Tourism.

1.27. 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.

1.28. The TSA provides a framework for policy analysis of issues related to tourism economics as well as for model building, tourism growth analysis and productivity measurement. The systems of tourism statistics and tourism satellite accounts are tools by which the role of tourism in the economy can be better understood and more accurately measured¹². The TSA focuses on the economic dimension of tourism trips¹³, mostly through expenditure by visitors or by others for their benefit.

1.29. 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.

1.30. 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

¹¹ United Nations, World Bank, International Monetary Fund, Commission of the European Communities and Organisation for Economic Cooperation and Development, 1993. System of National Accounts 1993. New York, Washington, D.C., Brussels and Paris

¹² Eurostat: European Implementation Manual on TSA

¹³ IRTS 2008, para. 2.29

descriptive in nature. It provides accounts and tables and macroeconomic aggregates, principal among them being the gross value added of tourism industry (GVATI), tourism direct gross value added (TDGVA) and tourism direct gross domestic product (TDGDP). The TSA also has a scope to link economic data with the investment in tourism, employment in the tourism industry and other non-monetary (quantitative) information related to tourism and tourists concerning tourism statistics.

Uses and Applications of TSA

1.31. The important uses and applications of TSA are:

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

Regional Tourism Satellite Account

1.32. 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.

1.33. 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.

1.34. 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.

1.35. 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.

1.36. 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.

1.37. The TSAs, 2009-10 for Jammu & Kashmir presented in this Report followed the guidelines provided in the TSA RMF: 2008 to the extent they are

applicable at regional level and the report includes the first seven tables, and Table 10 on non-monetary indicators. In comparison to the all-India TSA tables, the state TSA tables do not include the supply table, as no information on imports to the state from other states or from abroad is available. The data sources mainly include (i) Domestic Passenger Survey, 2008-09 conducted by the National Sample Survey Office of the NSO, India, (ii) International Passenger Survey, 2009-10 conducted by the Indian Statistical Institute, India, (iii) State Accounts by State Department of Economics and Statistics, (iv) Employment and Unemployment Survey, 2009-10 conducted by NSSO, (v) Consumer Expenditure Survey, 2009-10, conducted by NSSO.

Structure of the report

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

1.39. Section 2 presents a snapshot of the state of reference, which here is Jammu & Kashmir. 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.

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

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

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

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

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

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

2. PROFILE OF THE STATE

Geographic profile

2.1. Jammu & Kashmir, commonly referred to as "Kashmir" is situated in one of the most charismatic and tumultuous geographical regions of the world. Nestled in the Himalayan, Pir Panjal and Karakoram mountain ranges, at the cross rounds of South and Central Asia, Jammu & Kashmir shares its borders with Himachal Pradesh and Punjab to the south, international border with the China in the North and East while Line of Control separates it from Pakistani controlled territories of Azad Kashmir and Gilgit–Baltistan in the West and Northwest respectively.

2.2. The state is strategically divided into three regions: Jammu, the Kashmir valley and Ladakh, with Srinagar the summer capital, and Jammu the winter capital. Jammu with a numerous shrines attracting thousands of Hindu pilgrims every year, the Kashmir valley famous for its beautiful mountainous landscape attracting thousands of tourist from all corners throughout the year and Ladakh, is renowned for its remote mountain beauty and Buddhist culture and is also known as "Little Tibet".

2.3. The Himalayas divide the Kashmir valley from Ladakh while the Pir Panjal range, which encloses the valley from the west and the south, separates it from the Great Plains of northern India. Along the North-Eastern flank of the Valley runs the main range of the Himalayas.

2.4. The extensive range of elevations across the state is the reason for its diverse biogeography. Home to diverse forest types spread across the length and breadth of the Kashmir valley and North-Eastern part of the state is covered by the Karakoram-West Tibetan Plateau alpine steppe. The highest elevations have no vegetation, but are simply rocks and ice.

2.5. The Jhelum River the only major Himalayan river flowing through the Kashmir valley, the other major rivers flowing through the state are the Indus, Tawi, Ravi and Chenab. Jammu and Kashmir is home to several Himalayan glaciers, with an average altitude of 5,753 metres (18,875 ft) above sea-level, the Siachen Glacier is 70 km (43 mi) long making it the longest Himalayan glacier.

Climate profile

2.6. Kashmir Valley has a moderate climate, cool in the spring and autumn, mild in the summer and cold in the winter, varying with altitude across the region. Jammu regions climate is similar to the plains, hot summers, rainy monsoon and mildly cold winters. And Ladakh's climate is a little extreme the

summers are harsh with direct sunlight at high altitude and winters are very cold when temperatures drop below freezing point. Ladakh is a high altitude desert as the Himalayas create a rain shadow, prohibiting the entry of monsoon clouds. When rest of the country pray for rain, Ladakhis pray for the glaciers or snows to melt for irrigation and drinking purposes. It is only in Ladakh can a man sitting in the sun with his feet in the shade suffer from sunstroke and frostbite at the same time.

2.7. In '*Rajatarangini*', written by Kalhana, a Kashmiri Brahmin describes the climate of Valley as "*It is a place where the sun shines mildly, being the place created by Kashayapa as if for his glory. High school-houses, the saffron, iced water and grapes, which are rare even in heaven, are common here. Kailasa is the best place in the three worlds, Himalaya the best part of Kailasa, and Kashmir the best place in Himalaya.*"

2.8. **Sir Walter Roper Lawrence** writes in his book "*The Valley of Kashmir*" that: "*In latitude Kashmir corresponds with Peshawar, Baghdad and Damascus in Asia, with Fez in Morocco and South Carolina in America, but it presents none of the characteristics of those countries. People have linked the climate of Kashmir to that of Switzerland until the end of May, and of Southern France in July and August. But it is impossible to speak of Kashmir as possessing any one climate or group of characteristics. Every hundred feet of elevation brings some new phase of climate and of vegetation.*"

Historical background

2.9. Historians and locals believe that **Jammu** was founded by Raja Jambu Lochan in the 14th century BCE. Jammu experienced changes of control following invasions by Mughals and Sikhs, before finally coming under the control of the British. At the time of Partition of India, it became part of India following the Kashmir war.

2.10. "**Kashmir**" comes from Sanskrit words "*Ka = water and shimeera = desiccate*", "desiccated land", is believed that the valley of Kashmir was formerly a lake and according to the Hindu mythology, the lake was drained by the great sage, Rishi Kashyapa, son of Marichi, son of Brahma, by cutting a gap in the hills at Baramulla (*Varahamula*). When Kashmir had been drained, Kashyapa asked Brahmans to settle there.

2.11. The rock carvings found in **Ladakh** corroborates the existence of habitation since the Neolithic times and the earliest inhabitants were a mixed Indo-Aryan population of *Mons* and *Dards*, whose mention can be found in the works of Herodotus, Nearchus, Megasthenes, Pliny, Ptolemy and the geographical lists of the Puranas. There are evidences of existence of Buddhism in Ladakh since the 1st century which later spread into Kashmir. A separate

Ladakhi dynasty was formed in 842 by Nyima-Gon, a Tibetan royal representative who annexed Ladakh for himself after the break-up of the Tibetan empire.

**Demographic
& social
profile**

2.12. The 6th largest state covering an area of 6.76 per cent of the total land of the country but home to only 1.04 per cent of the population and 0.8% of the total households. More than 70 percent of the households and population of Jammu and Kashmir lives in rural areas. The dominance of Muslims in the Kashmir region and the Hindu's in Jammu region has been static over the years. However in Ladakh, Buddhist dominates the Leh district and Muslim dominates the Kargil district.

2.13. With very clear geographical demarcations, Jammu & Kashmir is divided into 3 regions; Jammu, Kashmir and Ladakh. Jammu is the largest region covering 66.2 per cent of the total geographical area of the state but only 42 per cent of the population of the state. Whereas the Kashmir region is the smallest spread across 15948 sq km area (7.2% of the total geographical area of the state) with more than 50 per cent of the population living here, resulting in very high density as compared to the other regions. The spread and difficult and unliveable mountainous terrain is the reason that the density of the Ladakh region is just 5 persons per sq km.

2.14. The domination of the religious groups is evident in the Jammu and Kashmir regions, while in Ladakh Hindu's are a minority (6.2%) and the Muslims and Buddhist form rest of the population. Although the literacy levels in Ladakh region are higher than the levels in Jammu and Kashmir, the sex ratio is reverse. The state ranks (29th) very poorly in the sex ratio and the Ladakh region is worst among the three regions of the state.

Table 2.1: The Demographic and Social Profile of the State

	Year	Jammu region	Kashmir Region	Ladakh Region	State	
Area (sq km)		147,142	15,948	59,146	222,236 (6 th Largest state in India)	
Households	2011	1056093 (49.8%)	1023378 (48.3%)	40247 (1.9%)	2119718 (0.8% of Total households)	
Household Size	2011	5.09	6.73	6.82	5.92	
Population (in Lakhs & %)	Total	2011	53798538 (42.9%)	6888475 (54.9%)	274289 (2.2%)	12541302 (1.04% of Total population) (19 th Most populated state)
	Male	2011	2852487 (43.0%)	3631419 (54.7%)	156756 (2.4%)	6640662 (1.1% of Total Male Popn.) (53.0% of State Population)
	Female	2011	2526051 (42.8%)	3257056 (55.2%)	117533 (2.0%)	5900640 (1.0% of Total Female Popn.) (47.0% of State Population)
	Rural	2011	4184684 (45.9%)	4711096 (51.7%)	212280 (2.3%)	9108060 (1.09% of Total Rural Popn.) (72.6% of State population)
	Urban	2011	1193854 (34.8%)	2177379 (63.4%)	62009 (1.8%)	3433242 (0.91% of Total Urban Popn.) (27.4% of State Population)
Population- Muslims (percentage)	2001	30.69	97.16	47.40	66.97	
Population – Hindu's (percentage)	2001	65.23	1.84	6.22	29.63	
Population – Sikh (percentage)	2001	3.57	0.88	-	2.03	
Population – Buddhist & Others (percentage)	2001	0.51	0.11	45.87	1.36	
Density (pop per sq.km.)	2011	36	433	5	56	
No of Districts	2011	10	10	2	22	
Literacy Rate	2011	72.0	63.0	74.3	67.2	
Male Literacy rate	2011	81.1	72.8	84.8	76.8	
Female Literacy rate	2011	61.7	52.1	59.8	56.4	
Sex ratio	2011	886	897	750	889	
Work Force (percentage)	2011	36.5	32.4	46.3	34.5	
Dependency Ratio	2011	1.7	2.1	1.2	1.9	

Source: Census of India, GOI

Society

2.15. The Kashmir Valley is dominated by ethnic Kashmiris and Non-Kashmiri Muslim ethnic groups (Paharis, Sheenas, Gujjars and Bakarwalas) dominating the areas along the Line of Control. Dogras are the single largest group in the multi-ethnic region of Jammu living with Punjabis, Paharis, Bakerwals and Gujjars. A feature of Ladakhi society that distinguishes it from the rest of the state is the high status and relative emancipation enjoyed by women compared to other rural parts of India. The higher reaches of the region is home to the nomadic tribe called Khampas who can be seen in the summer months with their large herds. The area also boasts of an impressive range of wildlife and is one of the better places where you could try and spot marmots, foxes and the Tibetan wild ass.

2.16. The principal languages spoken across the state are Kashmiri, Urdu, Dogri, Pahari, Balti, Ladakhi, Gojri, Shina and Pashto.

Economic profile

2.17. The economy of Jammu and Kashmir is majorly dependent on Agriculture and Tourism. The lack of industrial development, poor connectivity, poor infrastructure, inhospitable terrains in extreme weathers, poor reserves are reasons of low economic activity, unemployment and low income generating opportunities. Agriculture, animal husbandry, horticulture continues to be the backbone of the economy.

2.18. Apart from growing some of the famous and export quality of apples, cherries, pears, almonds, walnuts and basmati rice, the other products such as barley, corn, millet, oranges, sorghum, vegetables, and wheat are also exported.

2.19. Jammu and Kashmir with 70 per cent of the total production is the largest producer of apples in India. In the year 2011 India was the eighth largest producer with 36,000 tonnes of walnuts and of which 98 per cent of the walnuts came from the state of Jammu & Kashmir. The saffron produced in the state is of very high quality and brings the state a handsome amount of foreign exchange.

2.20. Kashmir is known for its sericulture and cold-water fisheries. The Wood from Kashmir is used in making high-quality cricket bats, popularly known as Kashmir Willow. The Kashmiri handicrafts, rugs, carpets, and shawls are exported across the world.

2.21. Horticulture has played an important role in the development of the state and is the second largest source of income to the state's economy. The Kashmir region is known for its horticulture industry and is the wealthiest region of the state.

2.22. The advantage of the favourable climate and thrust by the government for commercial exploitation in the newage industry of Floriculture has benefitted the people and the economy of the state. The large varieties of flowers grown are being used not only for domestic but international consumptions also. The Tulip garden of Srinagar is just one example of the industry.

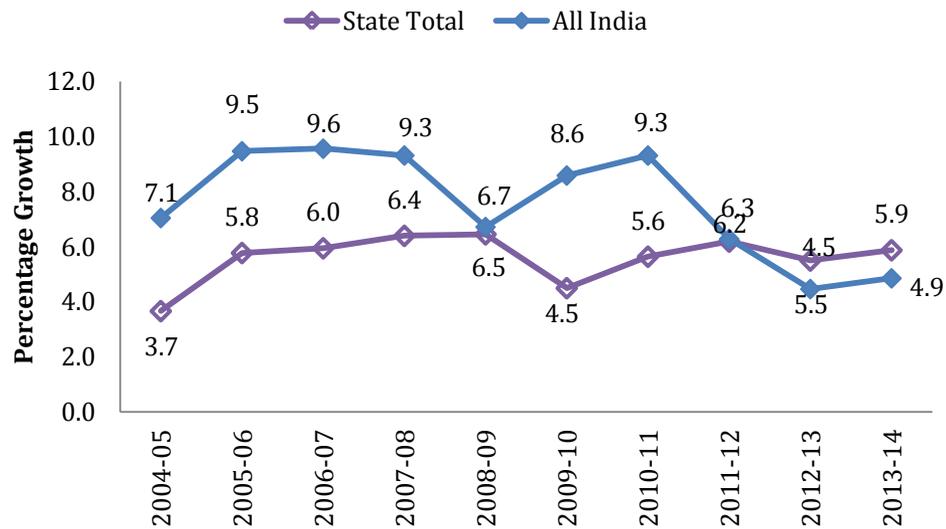
2.23. The Baltis in Ladakh are expert engineer who have devised farming and irrigation techniques unique to the environment and the apricots and Pashmina of produced in Ladakh have their presence felt atleast in India and are produced for export purpose.

2.24. The state has failed to capture it enormous potential to develop its industry and because of the slow pace of industrial growth, the state has lagged behind in the field of industrialisation and is yet to find a place on the industrial map of the country. Even with plentiful water resources, a rich mineral base, best suitable climate for producing of best and exclusive quality of dry fruits and fruits, world famous handicrafts and handloom products, the private sector has not been able to find a stable footing in developing the industrial sector and not very strong public sector also has not contributed in the industrial growth. A change in the outlook of the government and understanding the need for industrial development, the boost to industry will not only help in development of the state, but will be a great source of employment and income for the people and reducing their total dependence on either agriculture or tourism.

**Gross State
Domestic
Product**

2.25. During the last decade, the state's share in total GSDP (GSDP of all States) has remained more or less 1%, contributing maximum of 0.99 per cent in 2003-04 and minimum of 0.81 per cent in 2011-12. During the last decade since 2004-05, the state's economy has grown by an average growth of 5.6 per cent, but the growth has been slower than average growth rate in the last one decade for all India (7.6 per cent).

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



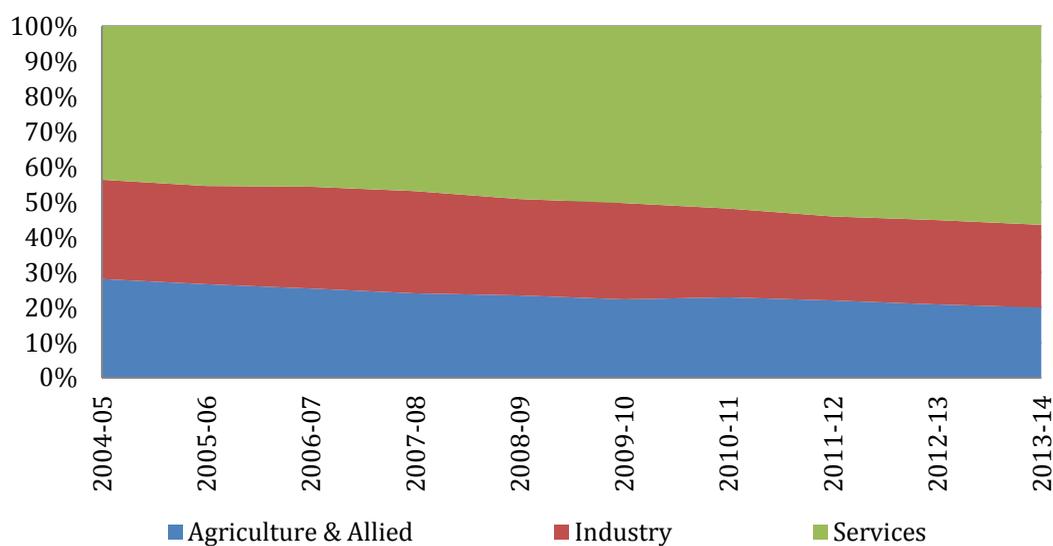
Source: NCAER Computations

Structure of the economy

2.26. The overall structure of the economy of the state has more or less remained constant over the last few years. The Services sector with 49.9 percent share, on an average, dominated the state’s economy in last decade since 2004-05 and Agriculture & Allied sector and the Industry had more or less similar contribution during the same period (23.5 per cent and 26.6 per cent respectively). In 2013-14, the share of Agriculture & Allied and the Industry sector have been approximately 20 per cent and 23.5 per cent respectively while the same for the services sector has been more than 56 per cent.

2.27. The driver of the economy of the state has been the services sector which reported an average growth of 8.5 per cent in the last five years. The industry sector recorded about 2.4 per cent average growth in the period of last five years and the Agriculture & Allied sector posted a similar average growth of 2.3 per cent during the same period. Both Industry and the Agriculture & Allied sectors have been deterrents in the overall economy’s growth.

Figure 2.2: Structural Changes in GDP over the last decade



Source: NCAER Computations

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



Source: NCAER Computations

Issues of concern

2.28. The continued violence and insurgencies has hindered in growth and development of the economy and the state. The development in the three regions is quite varied, Jammu is well connected with other parts of the country while Kashmir and Ladakh regions are poorly connected with other parts of the country. Jammu can easily be reached by air, road or rail. But for Kashmir and Ladakh even after more 6 decades of independence there is no rail connectivity from rest of India.

2.29. A very recent development has been the direct rail link from Banihal in Jammu region to Qazigund also referred to as the **Gateway of Kashmir**, which has reduced the travel time considerably and will also facilitate transportation during winters when inclement weather forces closure of the road tunnel and Srinagar-Jammu highway. This Banihal-Qazigund section or the Pir Panjal Railway Tunnel is India's longest and Asia's third longest railway tunnel. However, there are still gaps between the connectivity from Jammu Tawi railway station to Banihal station and from Qazigund to Srinagar.

2.30. Ladakh is connected by the rest of the country with very limited flight connectivity from Delhi, Jammu and Srinagar only and road travel is long and only possible during the summer months.

2.31. To exploit the full potential of Tourism in the state, the state needs to provide better infrastructure facilities, better connectivity, all weather roads, a wider railway network, improved airports and helipads in mountainous terrains. Specially in today's time when time is limited, people are busy; the travel time for holidays can be deterrent in choosing of the locations for vacations.

Tourism

2.32. Jammu and Kashmir is one state that has in store something for everyone young and old. The four distinct season's spring, summer, autumn and winter in Jammu and Kashmir, bring with it some of the unique experiences and that one can experience by visiting the state in all the four seasons. A natural and inevitable destination for tourists, its unique beauty, the extraordinary gardens, the glittering lakes, the snow peaks, the flowing rivulets, the magnificent Chinars, the tall Deodars, the undulating valleys, the fascinating and spectacular natural wonders on earth, shrines, monasteries, temples and cave temples, the fascinating trekking trails and innumerable adventure possibilities, the Himalayan range, snow-capped mountains and glaciers across the length and breadth of the state – all these beckon the tourists. Shrines - a tribute to the Sufi and mystic school of Islam for which the valley is famous throughout the world, the monasteries- unchanged for centuries are living temples of Buddhism in their original environment. The temples and the cave shrines- even in the toughest terrains attract millions of

pilgrims every year.

Jammu region

2.33. Also referred to as 'Sureyputri' in Holy Scriptures and historic books, Jammu is a land of grand ancient temples, and beautiful palaces. Nestled against the backdrop of the snow-capped Pir Panjal Mountains, land elevating from the plains of Punjab in south to the Himalayan range in the north and encircled by varied climatic conditions, the Shivalik range cutting across the region from the east to the west while the rivers Ravi, Tawi and Chenab flowing through the region.

2.34. Well connected by rail, road and air, Jammu region is home to the most famous and most visited Holy shrine of **Shri Mata Vaishno Devi**. With more than 1 crore visitor, the holy shrine generates hundreds of crores of revenue for the state, creates thousands of employment opportunities for the locals.

2.35. **Raghunath Temple**, one of the largest temple complexes of north India, located in Jammu city built by Maharaja Gulab Singh and his son during 1853-1860, has seven shrines each with its own 'Shikhara', (shikhara, a Sanskrit word translating literally to 'mountain peak', refers to the rising tower in the Hindu temple architecture in north India). The temple has many shrines dedicated to the incarnations of Lord Vishnu, but the sovereign deity is Lord Ram, an incarnation of Lord Vishnu. Along with Lord Vishnu, the temple is also home to Lord Surya (Sun God) in different forms. The gold sheets envelop the interior walls on three sides of the temple and has a gallery, where various 'lingams' (phallic form of Lord Shiva) and 'saligrams' are placed. Raghunath temple comprises almost all the images of the Hindu Pantheon, an unusual embodiment in temple architecture.

2.36. Home to many more religious places the region is visited by thousands of the people every year. The famous Gurudwara **Dera Baba Banda** on the banks of river Chenab built around 300 years ago, the **Peer Khoh Cave Shrine**, where one finds a naturally formed Shiva lingam, the dargah of **Peer Baba** Budhan Ali Shah, a Muslim saint who is believed to protect the people of the city from mishaps and evil spirits, **Purmandal** also referred as 'Chhota Kashi', the **Pandava temples** built with Greek influenced architecture during the 11th - 12th century AD and the caves believed to be the home of Pandavs during their exile and **Mahamaya Temple** on the banks of Tawi river. The **Ranbireshwar Temple**, biggest Shiva temple in north India has a 'lingam' measuring 8-feet in height, constructed out of black stone, is largest in India and the temple also preserves 12 shivlings in crystal, a gallery of 1.25 lakh 'bona lingam' brought from Narmada River and the mammoth images of Ganesha, Kartikeya and Nandi Bull.

2.37. Apart from the religious and historical tourism, Jammu has some famous adventure tourism destinations, day tourism destinations and beautiful picturesque places. **Bhadarwah** located on the foothills of middle Himalayas has breath-taking natural beauty and is also popularly called "mini Kashmir". Apart from having picture perfect scenic beauty one finds many small streams flowing through various parts of the town. The Halyan river flows through the main market of the town. **Patnitop** located in the Lower Himalayan Range close to the Pir Panjal ranges is a famous hill resort perched on a beautiful plateau, at an altitude of 2024 m across which the Jammu-Srinagar Highway passes. **Kud** a very small town is famous for its fresh and hot Patissa which melts in one's mouth. **Batote** is known as a place for quality rajma or the kidney bean.

Kashmir region

2.38. Kashmir, the paradise on earth is a multifaceted diamond, changing its hues with the seasons always extravagantly beautiful. Two major Himalayan ranges, the Great Himalayan range and the Pir Panjal, surround the landscape from the north and south respectively. Kashmir is rich in green gold, charismatic valleys, gorges, meadows, mesmerizing waterfalls, streams, and springs which appeal to people across the world.

2.39. **Spring** is the time when Kashmir bursts into a riot of colors and millions of flowers carpet the landscape. **Summer** brings a lot of tourists to the valley, especially those from the Indian plains which experience unbearably hot temperatures during the summers. The Chinar leaves turning golden, crimson red and crisp falling off and carpeting the roads, streams bringing down crystal clear water from mountains a mesmerizing spectacular are the signs of **Autumn** settling in Kashmir. With **Winter** setting in Kashmir is like walking on the clear white sky and with it comes the excitement of the winter sports like skiing, wild duck shooting etc. Every step in Kashmir has its own unique experience.

2.40. **Srinagar**, the summer capital of Jammu and Kashmir is world famous for its Mughal gardens and splendour. **Cheshma-i-Shahee** garden which means "The Grand Spring", built by the Mughals, is famous for its pure water springs. The **Pari Mahal** garden with walls preserved since Mughal times, **Nishat Garden**, a beautiful garden with fountains, majestic Chinar trees and good views of the Dal Lake, the most famous **Shalimar garden** with Chinar trees almost 400 years old, **Harwan Garden** last of the Mughal gardens, take the breath away. **"Badamvaer"**- Kashmiri for "The garden of almond blossoms" on the foot end of the Hari Parbat Fort, these almond trees were planted by the Dogra monarch Ranbir Singh in 1876. A major tourist attraction or a "Must See" destination in springs is the **"Tulip Garden"**- the largest of its' kind in Asia, built in 2009.

2.41. **Gulmarg** or "*the Meadow of Flowers*", one of the most favourite destinations that can be visited any time of the year. The slopes of the Agharwat hills (of the Himalayas) at Gulmarg are one of the highest ski slopes in Asia. Served by a cable car that goes all the way to the Agharwat peak – boasted as the highest gondola in the world (13,400 feet). **Pahalgam** or "*the Village of Shepherds*", famous for magnificent plains, where horse-riding, some fantastic angler opportunities as well and a lot of trekking routes and white water rafting. **Kokernag** or Bindoo Zalangam is a collection of many spring garden and collectively appear like a Cockerel, in Anantnag. **Sonamarg** or "*the Meadow of Gold*", is a valley carved by River Sindh surrounded by towering snow-capped mountains, skiers delight as the skiing season here stretches beyond the winters. Due to its geographic location, Sonamarg still has "raw" unspoiled beauty and is the gateway to **Ladakh**.

2.42. Himalayas or "the adobe of Lord Shiva" has the famous **Amarnath caves** visited by numerous Hindu pilgrims in search of Moksha and Salvation. The difficult terrain and harsh climatic conditions are not a deterrent to all the pilgrims who come to pay their homage before lord Shiva.

2.43. The beautiful structure of **Hazratbal Shrine** in Srinagar constructed in the 17th century is made of immaculate white marble, where Moi-e-Muqqadas, the sacred hair from the beard of Prophet Muhammad is preserved.

2.44. The high altitude alpine lakes like the Vishansar Lake, Nundkol Lake, Tarsar Lake, Gadsar Lake, Satsar Lake are perfect destinations for **adventure and trekking trips** as these destinations have no access by any form of transportation.

2.45. There are unexplored areas in the region like the valleys of Wardwan, Gurez and Tilel where there are many time bigger meadows than the famous Gulmarg. The rivers, Zanskar, Suru and Chenab have extensive potential for rafting, kayaking and other white water sports.

Ladakh region

2.46. To be a witness to unmatched natural beauty, landscapes visit the eastern-most part of the state of Jammu & Kashmir; **Ladakh**, a Tibet word meaning "**land of high passes**". The breathtakingly beauty, incredible and amazing landscapes high up in the Himalayas has often been termed as "**moonscape**". Ladakh is one of the highest places on earth with average altitude being above 12,000 feet.

2.47. Most desired destination of the trekkers and at the same time for those in search for solitude, Ladakh is the most appropriate place in the world. Ladakh covers about 117,000 square km and includes the Karakoram Range and the upper Indus River valley. Also famous for its unique Indo-Tibetan

culture. Chanting in Sanskrit and Tibetan language forms an integral part of Ladakh's Buddhist lifestyle.

2.48. The journey to the destinations in Ladakh is all about enjoying solitude and explore and experience the unknown. Crossing passes and undertaking not so smooth journeys is common to any destination in Ladakh. Home to many beautiful lakes enfolded by high snow covered peaks, which freeze to a depth of several meters during the peak winters, looking up to an endless sea of mountains.

2.49. Crossing the Chang La pass one reaches the **Pangong Lake** which appears emerald green and sometimes might-night blue is the world's highest salty lake at 14,256 feet above sea level. Beyond **Thanglang La** (Pass) and a bathe in hot springs of Chhumathang, one reaches the salty **Tso Kar or the 'White Lake'**, so named because of the parched salt that cakes the shores of the lake. The **Tsomorari Lake**, largest lake, is almost like an inland sea is assumed to be a leftover from the ice age, however the water of the lake is unfit for human consumption.

2.50. Apart from lakes, Ladakh is home to a number of Buddhist Monasteries/Gompas and is sometimes called "little Tibet" due to strong cultural and geographical similarities with Tibet. Gompas are situated on the highest points of the mountain spurs or sprawl over cliff sides, located in vicinity of villages and provide focus for the faith of Buddhists. Gompas have a wreath of artefacts from ancient times.

"Agar Firdaus bar ru-e-zamin ast, Hami ast o- hami ast o- hami ast."
In the seventeenth century while in Srinagar, the Mughal emperor Jahangir Khan enamoured with the beauty of Kashmir, quoted this Persian proverb which means: If there is heaven on earth, it is here, it is here it is here.

3. DATA SOURCES AND THEIR KEY FINDINGS

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

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

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

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

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

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

and other expenditures along with information of reimbursement/direct payment by any institution for such trips.

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

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

3.8. In Jammu & Kashmir, the sample number of households was 2257, comprising 1506 from rural areas and 751 from urban areas. Number of households reporting overnight visitors were 2144. In other words, 95 per cent of the sample households reported overnight visitors.

3.9. For India, total number of households reporting overnight visitors was estimated at 20.61 crore and total number of overnight visitors was estimated at 78.35 crore. These numbers for J&K were 13.5 lakh and 58.2 lakh respectively. The rural-urban breakup suggests that of the total 58.2 lakh overnight visitors, as much as 81.4 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. J&K witnessed the highest intensity of overnight domestic tourism, with an average of 836 trips per 100 households, as compared to the all-India average of 418 trips per 100 households. Hence, the tourism intensity in J&K is double the national-level tourism intensity. The incidence of trips per 100 rural households was recorded the highest at 904 for J&K as against 440 for India. The same for urban sector was also the highest at 601 for J&K as compared to 365 for India.

Use of DTS in preparation of state TSA

3.11. The DTS data that were used in the preparation of TSA for J&K 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 J&K. 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 J&K

3.12. In all, 2.06 crore visitor-trips¹⁴ originated from J&K (here, J&K is the state of origin), of which only 8.7 per cent of the trips were undertaken in the states other than J&K.

3.13. Of the total 2.06 crore visitor-trips, 83.3 per cent originated from the rural parts of the state. As compared to this, at national level, 73.5 per cent of the total 211.7 crore visitor-trips originated from the rural sector

3.14. On the other hand, with J&K as the state of destination, a total of 7.47 crore visitor-trips were undertaken. Of these 6.7 per cent of the trips were undertaken from the states other than J&K. Hence, the majority or the tourism activity occurred within the state.

3.15. While the share of J&K in total population of India stands at 0.77 per cent¹⁵, the share of visitor-trips undertaken in J&K (from within and other states) in the All-India total of 211.7 crore is recorded at 3.53 per cent.

Trips by purpose of travel

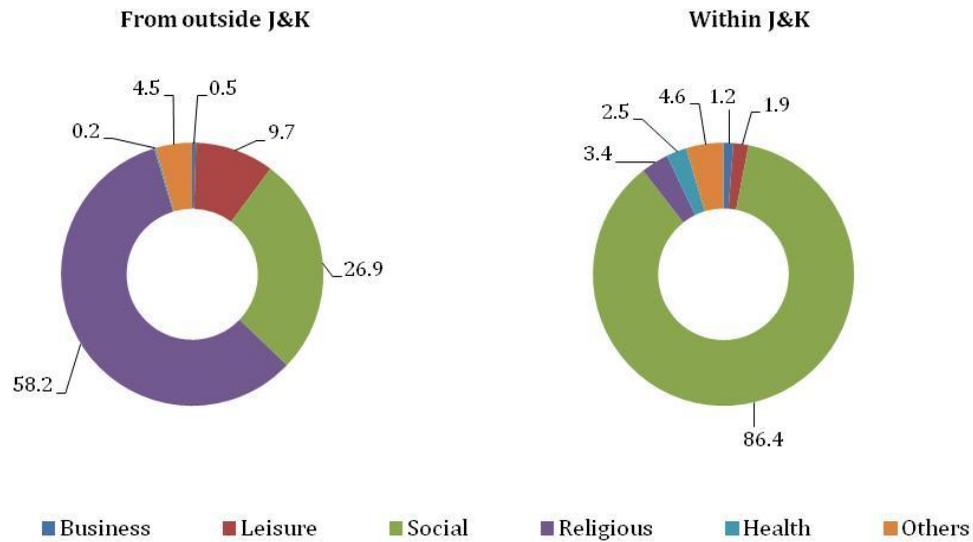
3.16. The distribution of visitor-trips by purposes reveals that of all the visitor-trips that were undertaken within the state (both the origin and destination state is J&K), 86.4 per cent were social trips, so most of the visitor-trips were undertaken to visit friends or relatives. Only 1.9 per cent of the trips were leisure trips.

3.17. As compared to this, among the visitor-trips that were undertaken from outside the state to J&K, as much as 58.2 per cent were religious trips. This is because of the large inflow of visitors to Vaishno Devi, a hugely popular place of pilgrimage in Jammu. The share of leisure trips was much higher at 9.7 per cent (figure 3.1).

¹⁴ “Visitor-trips” refers to all the trips undertaken by all the visitors during the reference period, eg. 3 trips undertaken by one visitor or 3 visitors travelling together in one trip during the reference period are each counted as 3 visitor-trips.

¹⁵ Population numbers also obtained from NSSO survey on Domestic Tourism

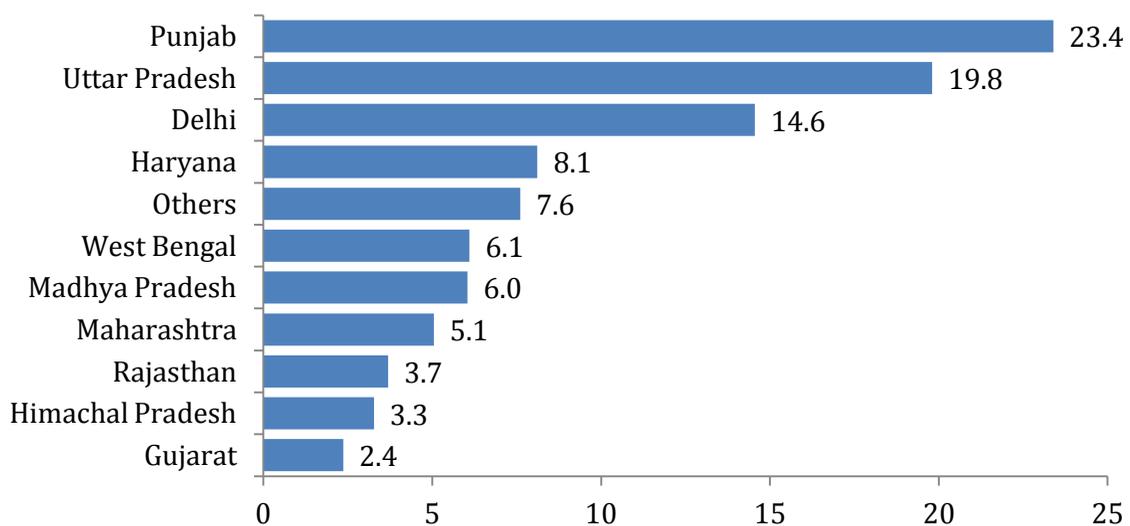
Figure 3.1: Distribution of trips undertaken by purpose – Jammu & Kashmir



Source: NCAER Computations

3.18. As shown in figure 3.2, of the total visitor-trips undertaken from other states with J&K as main destination, Punjab contributed to the maximum number of visitor-trips (23.4 per cent), followed by Uttar Pradesh (19.8 per cent), Delhi (14.6 per cent) and Haryana (8.1 per cent).

Figure 3.2: Per cent distribution of trips to Jammu & Kashmir by states of origin



Source: NCAER Computations

3.19. Further analysis reveals that visitor-trips originating from Punjab were largely undertaken for social purpose (66.8 per cent) but those from UP, Delhi and Haryana were predominately religious trips. Of the total visitor-trips originating from UP to J&K, as much as 92.4 per cent were religious trips. The same from Delhi and Haryana were 83.1 per cent and 79.7 per cent respectively.

3.20. Interestingly most of the leisure trips undertaken in J&K originated from West Bengal (31 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 J&K

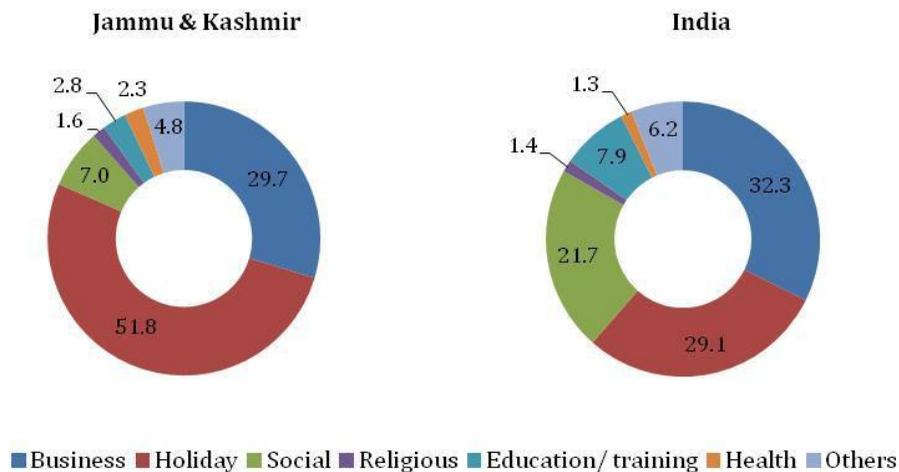
3.28. According to the India Tourism Statistics, the foreign tourist visits in J&K grew from just about 21298 in 2001 to about 3 times in 2013. The state hosted a total of 60845 foreign tourists during 2013, posting an annual negative growth of 23 per cent as against the all-India growth of 9.2 per cent 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 J&K who travelled abroad during 2010-11 was 58,900. With this, the state accounted for 0.54 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 (6.2) and other (1.3) purposes.

Figure 3.3: Distribution of number of Outbound Tourists by purpose - Jammu & Kashmir and India



Source: NCAER Computations

3.31. As compared to this, of the total outbound tourists of J&K, over 80 per cent travelled abroad for business and leisure purpose. As much as 51.8 per cent travelled for leisure and 29.7 per cent travelled for business purpose. Tourists travelling for social purpose accounted for 7.0 per cent, those for religious purpose were 1.6 per cent, education 2.8 per cent, medical 2.3 per cent and for other purposes were 4.8 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 J&K and who travelled for business purposes shows that major (90 per cent) business trips were made for participation in trade fairs or exhibitions while 7.7 per cent trips were undertaken with a mission of installing equipments, inspections, purchase or sales. Just 2.4 per cent of the business trips were made for attending meetings, conferences, seminars etc. (figure 3.4).

3.33. While looking at the percentage distribution of leisure trips undertaken by residents of J&K across the reasons of such trips, it is observed that most of the leisure trips (72.2 per cent) were undertaken because of the fact that the

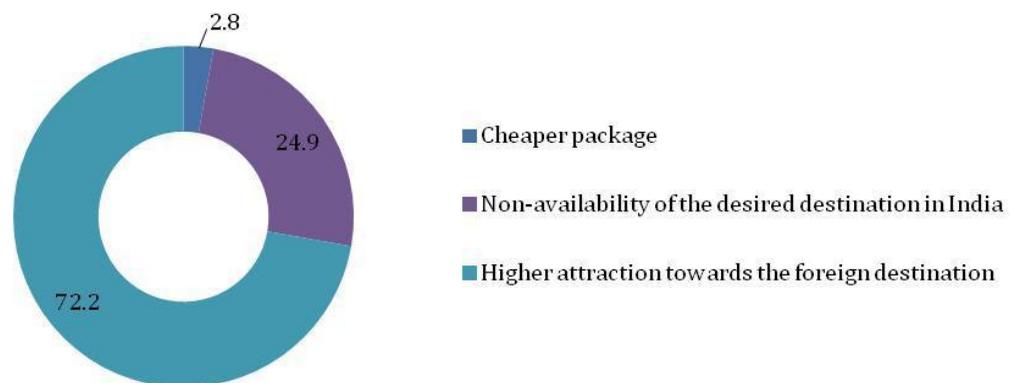
outbound tourists find themselves attracted more towards foreign destinations than towards similar Indian destinations. Almost a quarter of the outbound leisure trips were undertaken as desired destinations are not available in India while cheaper tour packages conducted 2.8 per cent of such trips made outside India (refer to figure 3.5).

Figure 3.4: Percentage Distribution of mission for which Business Trip is undertaken – Jammu & Kashmir



Source: NCAER Computations

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



Source: NCAER Computations

Employment and Unemployment Survey

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

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

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

Use of EUS data in preparation of State TSA

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

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

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

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

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

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

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

Table 3.1: Estimated number of workers by status – Jammu & Kashmir (Numbers in lakh)

		Rural			Urban			All		
Worker		Male	Female	Total	Male	Female	Total	Male	Female	Total
Principal	Own account worker	10.20	1.25	11.45	2.40	0.32	2.72	12.60	1.57	14.17
	Employer	0.04	0.00	0.04	0.03	0.00	0.03	0.07	0.00	0.07
	Regular Employee	3.53	0.36	3.89	2.28	0.57	2.85	5.81	0.93	6.74
	Casual wage labor	3.12	0.07	3.19	0.60	0.08	0.68	3.72	0.15	3.86
Subsidiary	Own account worker	6.20	7.52	13.72	0.37	0.32	0.70	6.58	7.84	14.42
	Employer	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Regular Employee	0.09	0.02	0.11	0.00	0.00	0.00	0.09	0.02	0.11
	Casual wage labor	1.12	0.05	1.16	0.00	0.00	0.00	1.12	0.05	1.16
Principal + Subsidiary	Own account worker	16.41	8.77	25.17	2.77	0.65	3.42	19.18	9.41	28.59
	Employer	0.04	0.00	0.04	0.03	0.00	0.04	0.07	0.00	0.08
	Regular Employee	3.62	0.38	4.00	2.28	0.57	2.85	5.90	0.95	6.85
	Casual wage labor	4.23	0.12	4.35	0.60	0.08	0.68	4.83	0.19	5.03

**Household
Consumer
Expenditure
Survey**

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.

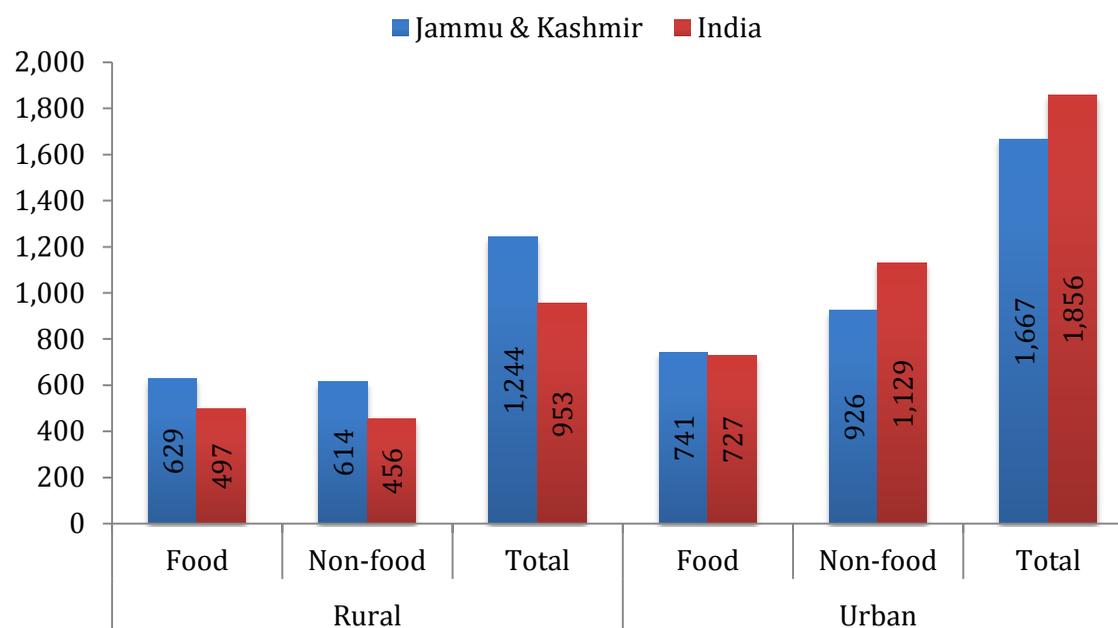
3.48. On the other hand, the reference periods for schedule type 2 were last 365 days (only) for the infrequently purchased items, last 7 days for very frequently consumed items like some of the food items, pan, tobacco and intoxicants etc. and last 30 days for other food items, fuel etc.

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 food, non-food in rural J&K and MPCE on food in urban J&K is higher than that for All India MPCEs respectively. Overall MPCE in rural J&K (Rs. 1244) is much higher than that for India (Rs. 953). Surprisingly in contrast with rural parts, the MPCE on non-food for urban J&K (Rs. 926) and overall MPCE (Rs. 1667) are lower than non-food MPCE (Rs. 1129) and total MPCE (Rs. 1856) at All India level, as given in figure 3.6.

Figure 3.6: MPCE at MRP on food, non-food and total – Jammu & Kashmir and India

Source: NCAER Computations

3.52. Major constituents of expenditure on food are cereals and milk and milk products both in rural as well as urban parts of J&K and India. Other major heads under which the expenditure per person per month in J&K occurs are fuel and light (rural: Rs. 99.6, urban: Rs. 119) and clothing and bedding (rural: 85.5, urban: 98.4). Table given below reveals MPCE for major items and broad groups for J&K and All India (see Table 3.2).

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

Sl. No.	Item Category	Jammu & Kashmir		All India	
		Rural	Urban	Rural	Urban
1	Cereal	183.9	196.8	145.1	161.9
2	Cereal Substitutes	0.0	0.0	0.7	0.8
3	Pulses and Pulse Products	36.1	40.9	35.7	49.8
4	Milk and Milk Products	134.1	180.6	80.2	138.7
5	Sugar	15.2	15.8	22.6	27.6
6	Salt	3.4	3.4	2.1	2.4
7	Edible Oil	53.9	56.9	34.1	46.1
8	Egg, Fish & Meat	35.8	54.2	32.3	48.0
9	Vegetables	65.2	72.6	57.2	76.7
10	Fruits (Fresh)	16.3	21.7	11.8	29.5
11	Fruits (Dry)	2.8	5.4	3.1	7.8
12	Spices	25.2	27.0	20.3	25.2
13	Beverages, Refreshments, etc.	57.2	65.4	52.0	113.0
14	Food: Total (1-13)	629.2	740.9	497.1	727.5
15	Pan, Tobacco & Intoxicants	15.7	17.0	20.6	21.9
16	Fuel and Light	99.6	119.0	87.8	142.8
17	Clothing and Bedding	85.5	98.4	57.6	98.6
18	Footwear	25.5	30.1	10.0	19.8
19	Education	71.5	126.3	40.3	162.2
20	Medical (Institutional)	29.1	8.7	17.8	34.0
21	Medical (Non-institutional)	37.0	41.0	39.3	64.7
22	Entertainment	10.6	28.7	8.2	31.5
23	Minor Durable-type Goods	5.6	5.1	2.5	4.3
24	Toilet Articles	23.8	36.6	23.2	44.0
25	Other Household Consumables	24.5	26.9	20.3	35.8
26	Consumer Services Excluding Conveyance	63.7	104.8	44.5	127.3
27	Conveyance	58.6	119.1	37.6	115.2
28	Rent	0.7	27.6	4.8	117.8
29	Taxes and Cesses	2.2	5.4	2.3	16.0
30	Durable Goods	60.8	131.1	39.3	92.6
31	Non-food: Total (15-30)	614.5	925.9	456.0	1128.5
32	Total Expenditure (14+31)	1243.6	1666.8	953.0	1856.0

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

**State GDP
Accounts**

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

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

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

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

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

3.58. The general methodology for compiling the estimates of state income is to first compile the estimates at disaggregated level for each economic activity and then aggregating them for the whole region/state. The estimates for commodity producing sectors like agriculture, forestry, fishing, mining &

quarrying, manufacturing, etc. are prepared using the production approach i.e. measuring the value of output and deducting there from the cost of material inputs used in the process of production.

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

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

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

Table 3.3: State GDP accounts for Jammu & Kashmir, 2009-10 (Rs. lakh)

	At current prices	GVO – FC	IC – PP	GVA – FC	GVA – others
1	Total agriculture and livestock	1187303	256827	906325	24151
2	Forestry and logging	229519	35805	193714	
3	Fishing	30996	2789	28207	
4	Mining	8003	1086	6917	
5	Meat, fish, fruits, vegetables and oils	22547	21520	1027	5741
6	Dairy products	16553	15596	957	1352
7	Grain mill products	44762	42161	2601	6451
8	Other food products	29875	26074	3801	12907
9	Beverages	24015	19712	4303	788
10	Tobacco products	0	0	0	-1
11	Spinning, weaving and finishing of textiles	74779	56982	17797	40101
12	Wearing apparel	1716	907	809	9679
13	Leather & fur products	734	412	322	1065
14	Wood and wood products	4392	3197	1195	39400
15	Furniture	1214	789	425	6614
16	Paper and printing etc	37296	30405	6891	763
17	Rubber, petroleum products etc.	96076	79934	16142	308
18	Chemical and chemical products	136122	92327	43795	74
19	Non-metallic products	41629	24799	16830	52187
20	Basic metals	215828	197613	18215	918
21	Recycling	0	0	0	0
22	Metal products and machinery	49512	43708	5804	13483
23	Electrical machinery	103032	81270	21762	1848
24	Other manufacturing	13602	10901	2701	5772
25	Transport equipment	2884	2640	244	18
	Total Manufacturing	916568	750947	165621	199468
26	Construction			277974	
27	Electricity, gas and water supply			426179	
28	Railway transport services			13406	
29	Land transport including via pipeline			118137	
30	Water transport			452	
31	Air transport			4051	
32	Supporting and aux. tpt activities			8742	
33	Storage and communication			690	59790
34	Trade			320492	
35	Hotels and restaurants			42010	
36	Banking and insurance			173855	
37	Real estate and business services			307955	
38	Education and research			330277	
39	Medical and health			96350	
40	Other services			259883	
41	Public administration			699246	
42	Total all industries				

Source: CSO

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

4. METHODOLOGY

Tourism Satellite Account

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

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

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

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

Expenditure or demand side data

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

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

Tourism Expenditure

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

**Production
or Supply
side data**

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

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

*Supply side
data*

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

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

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

4.8. Of the two possible approaches for compiling State TSAs, namely, (i) regionalisation or top-down and (ii) regional or bottom-up, adoption of one or

both approaches depends upon the availability of information that is required to compile the TSAs. It is, therefore, necessary to look at the availability of information for state TSAs in respect of both the approaches. This is presented in the following table:

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

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

Source: NCAER computation

Compilation of State TSAs

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

Gross Fixed Capital Formation and Tourism Collective Consumption respectively cannot be included in the State TSAs due to the non-availability of these data at state level. Even at national level, the TSA:RMF 2008 placed these compilations under research agenda and did not recommend their compilations, although NCAER included experimental compilations of these two tables in the all India TSA, 2009-10. Each of these tables is described in the following sections of this chapter.

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

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

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

Source: NCAER computation

Inbound Tourism Expenditure

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

*Inbound
Tourism
Expenditure
by
international
tourists*

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

4.13. The per-tourist pattern of expenditure by tourism characteristic products and tourism connected products observed at national level was applied on number of inbound tourists in state to arrive at the state-level estimates of expenditures. Hence the per-tourist expenditure by type of international tourists remains the same as observed for India.

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

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

*Inbound
Tourism
Expenditure
by domestic
tourists
belonging to
states other
than JAMMU &
KASHMIR*

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

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

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

4.19. The underestimation of DTS value of expenditure is corrected by applying the adjustment factor on value of expenditure of each item. The adjustment factor, for each item, is obtained by taking the ratio of PFCE expenditure and NSSO expenditure. These factors are assumed to be the same as those at national level (refer to “Second Tourism Satellite Account of India, 2009-10). These adjustment factors for the tourism specific goods and services are given in the Table 4.3.

4.20. An adjustment factor of 1.64 in the case of “Hotels” would mean that the NAS value of expenditure incurred on “Hotels” services is 1.64 times what is reported in the NSSO survey. Hence, for each item, the value of expenditure obtained through the DTS is multiplied by the corresponding adjustment factor.

*Inbound
tourism
expenditure*

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

Table 4.3: Consumption Expenditure Adjustment Factors

Industries	Adjustment factors
A 1. Tourism characteristic products	
1 Accommodation services/Hotels	1.64
2 Food and beverage serving services/Restaurants	1.64
3 Railway passenger transport services	6.90
4 Road passenger transport services	8.86
5 Water passenger transport services	13.07
6 Air passenger transport services	6.81
7 Transport equipment rental services	8.63
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	8.63
9 Cultural and religious services	0.50
10 Sports and other recreational services	0.50
11 Health and medical related services	1.81
A.2 Tourism connected products	
12 Readymade garments	2.56
13 Processed food	1.49
14 Tobacco products	5.28
15 Beverages	3.04
16 Travel related consumer goods	1.74
17 Footwear	3.05
18 Soaps, cosmetics and glycerine	0.70
19 Gems and jewellery	1.45
20 Books, journals, magazines, stationery etc.	1.41

Source: NCAER computation

Key Findings

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

4.23. According to the India Tourism Statistics, J&K received a total of 48,099 inbound tourists from other countries during 2009-10. Besides, the state played host to 12.9 lakh inbound trips from the other states of India. In terms of visitor-trips, this number stood at 29.8 lakh.

4.24. The per-cent distribution of trips by purposes is almost the same as that of visitor-trips (as given in Chapter 3). Of the total trips undertaken in the state from the other states, 60.6 per cent were religious trips, followed by 21.3 per cent social trips and 10.1 per cent leisure trips.

4.25. The following table presents a state-wise comparison of the per-cent distribution of trips undertaken in the state from the other states by purposes of travel (refer to Table 4.4).

4.26. The average per-trip expenditure of inbound tourists from other states was Rs. 19,990. However, among the various purposes of travel, leisure trip turns out to be the most expensive, with per-trip expenditure of Rs. 42,953 (Figure 4.1).

4.27. The state-wise average per-trip expenditure of inbound tourists from other states is given in the Table 4.5.

4.28. The per cent distribution of total expenditure by items of expenditure reveals that the passenger transport services (comprising transport by railway, road, water, air and transport rental services) account for 65.7 per cent of the total expenditure (Figure 4.2).

4.29. The share of expenditure incurred on passenger transport services is the maximum across all the purposes of travel, highest being in business trips, at 88.7 per cent. However, in case of educational trips, share of expenditure incurred on tourism connected goods and food & beverages was also fairly high at 25.9 per cent and 23.2 per cent respectively.

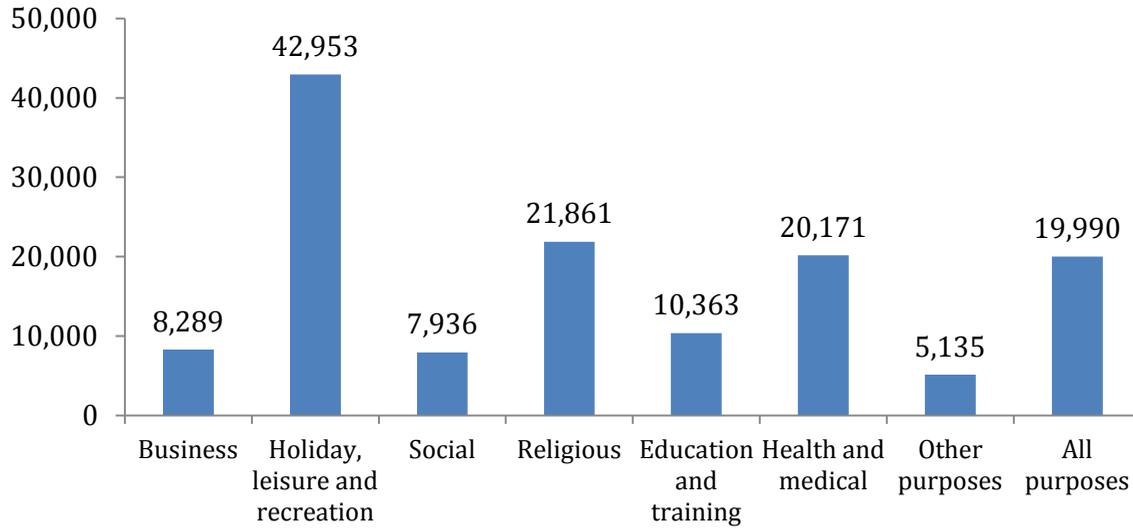
4.30. Also, for medical or health related trips, while the share of expenses on passenger transport services was the highest at 49.4 per cent, expenses on health and medical services also accounted for as much as 40.5 per cent of total expenditure (see Figure 4.2).

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

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

Source: NCAER computations

Figure 4.1: Average per-trip expenditure incurred in inbound trips from other states to Jammu & Kashmir



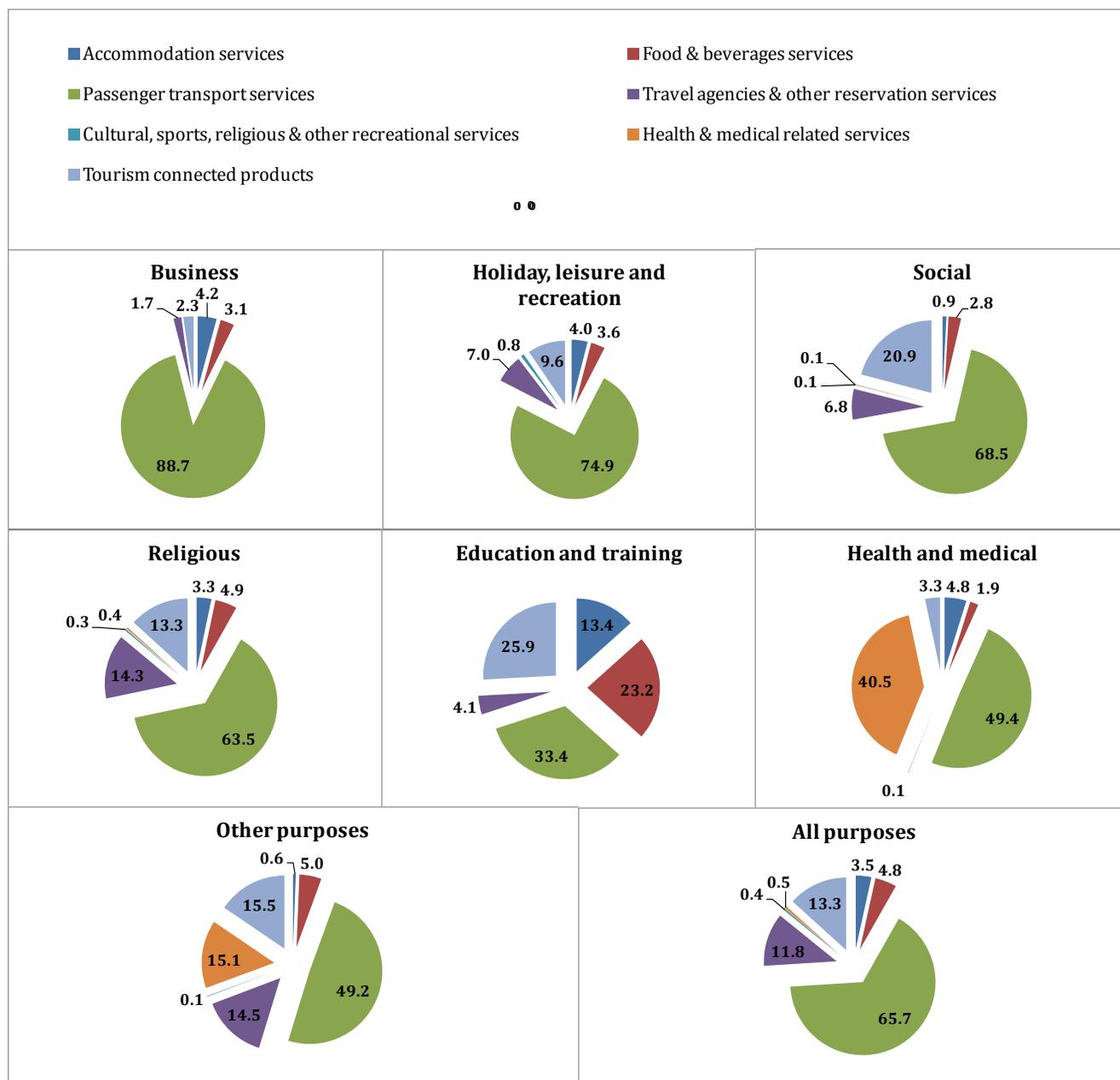
Source: NCAER computations

Table 4.5: State wise per-trip expenditure (Rs.) by purpose of travel (Inbound Tourism Consumption) (package + non-package)

States	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Other	All
Andhra Pradesh	25,155	7,312	10,981	12,277	17,049	23,374		16,585	12,494
Arunachal Pradesh	77,445	57,008	7,885	11,095					15,434
Assam	22,893	22,673	10,132	10,639	13,085	22,776	21,652	9,632	13,905
Bihar	8,919	11,203	7,544	26,669	47,181	9,504	1,019	6,607	10,059
Chandigarh	9,183	7,762	6,578	1,11,434	5,263	12,360	22,116	7,379	10,437
Chhattisgarh	1,51,295	12,804	7,009	4,241	10,477	11,208		13,362	35,513
Dadra & Nagar Haveli			1,598						1,598
Daman & Diu		10,047	4,107	1,808					6,013
Delhi	16,246	14,524	9,792	7,937	14,874	24,084	5,601	5,991	11,009
Goa	27,895	31,113	22,280	39,076	6,191			35,766	26,564
Gujarat	11,643	12,427	10,369	12,433	14,656	13,401	22,337	12,116	11,231
Haryana	7,790	14,058	8,898	2,844	1,592	17,192		9,398	9,142
Himachal Pradesh	6,872	44,124	7,446	5,508	1,053	5,115		14,722	9,961
Jammu & Kashmir	8,289	42,953	7,936	21,861	10,363	20,171		5,135	19,990
Jharkhand	3,992	12,294	5,180	6,870	2,985	4,220		6,549	5,901
Karnataka	8,179	17,470	10,961	11,480	21,101	13,866	62,703	23,410	12,795
Kerala	9,524	39,241	6,547	11,346	10,481	23,886		69,728	10,410
Lakshadweep									10,079
Madhya Pradesh	6,516	22,825	5,912	7,450	6,774	9,388		4,497	6,347
Maharashtra	25,643	20,747	13,439	17,835	16,220	8,839	25,282	19,208	16,419
Manipur	11,082		13,732	3,422		17,256			12,637
Meghalaya	10,585	22,641	5,820	20,262	7,513	39,671	45,184	13,943	12,221
Mizoram	15,613	92,092	13,411	4,533	20,021	41,077			58,015
Nagaland	4,016	7,212	7,475	11,179	10,748	2,767		14,593	4,571
Orissa	3,462	27,256	7,818	24,437	32,331	12,695	1,997	3,484	12,521
Pondicherry		59,676	2,881	3,297	678	13,095		4,455	5,871
Punjab	13,675	23,679	5,536	6,867	15,109	13,415		6,112	7,080
Rajasthan	45,920	86,102	8,552	8,775	17,755	8,299	29,930	6,297	12,126
Sikkim	11,487	39,995	24,946	3,96,797	5,489			11,768	74,521
Tamil Nadu	9,642	31,433	8,066	12,990	8,288	23,416	13,298	8,698	12,030
Tripura	34,927	19,580	7,069					8,565	9,132
Uttar Pradesh	11,473	26,750	8,022	6,501	8,551	6,046	6,943	5,589	8,218
Uttaranchal	6,562	29,137	9,194	9,705	18,717	6,849		20,241	11,452
West Bengal	14,373	14,447	24,618	15,712	24,332	9,770	12,766	8,543	19,239
All India	19,229	26,461	8,781	11,497	14,230	14,142	12,419	11,177	11,394

Source: NCAER computations

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



Source: NCAER computations

Domestic Tourism Expenditure

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

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

4.33. The procedure of estimation is given in Appendix.

4.34. As done for other states' inbound tourism expenditure, domestic tourism expenditure data was also price-adjusted to benchmark them for the TSA reference year. Also, the underestimation of these data is corrected by applying the adjustment factors (Table 4.3) on value of expenditure for each item.

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

Key Findings

4.36. In all, 1.13 crore domestic or intrastate trips were undertaken in 2008-09 in J&K.

4.37. The per cent distribution of intrastate trips by purpose of travel was completely different from that of interstate trips. While maximum number of trips (60.6 per cent of the total, as given in Table 4.4) undertaken from other states to the state of reference were religious trips, this proportion stood at just 3.7 per cent in case of intrastate domestic trips, as shown in Table 4.6, which presents the state-wise distribution of intra-state trips by purposes of travel.

4.38. Among the total intrastate domestic trips, 83.9 per cent were social trips and only 1.7 per cent were leisure trips.

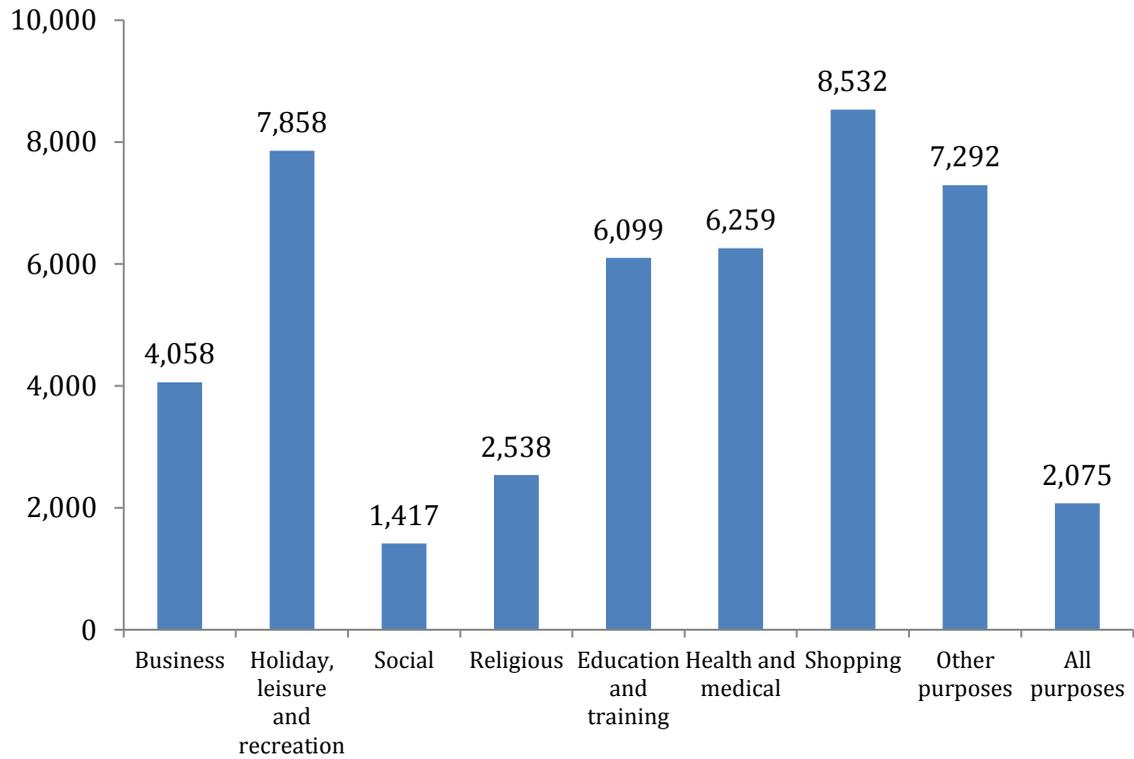
4.39. The average per-trip expenditure incurred during domestic trips in J&K was Rs. 2075. The per-trip expenditure is the highest for shopping trips (Rs. 8532) followed by leisure trips (Rs 7858) (see Figure 4.3).

Table 4.6: State-wise per-cent distribution of trips undertaken within the state, by purposes of travel

	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Others	Total
A & N Islands	4.3	5.4	67.4	2.7	3.8	9.5	1.8	5.1	100.0
Andhra Pradesh	2.3	3.6	74.0	8.7	0.6	7.0	0.1	3.7	100.0
Arunachal Pradesh	10.6	1.4	35.1	4.8	5.5	12.3	13.8	14.9	100.0
Assam	8.6	2.4	65.1	6.3	1.9	10.3	1.1	4.2	100.0
Bihar	4.5	1.4	72.0	7.9	1.1	10.2	0.9	1.7	100.0
Chandigarh	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	100.0
Chhattisgarh	2.0	2.9	81.0	5.8	1.2	4.3	0.8	1.9	100.0
Dadra & Nagar Haveli	0.3	0.3	97.8	0.2	0.0	1.4	0.0	0.0	100.0
Daman & Diu	0.0	0.0	99.3	0.0	0.0	0.0	0.0	0.7	100.0
Delhi	0.0	1.2	92.9	0.2	0.0	4.7	0.0	1.0	100.0
Goa	0.0	1.5	76.5	19.4	0.1	2.3	0.2	0.0	100.0
Gujarat	1.3	1.7	76.0	15.1	1.4	3.9	0.1	0.7	100.0
Haryana	0.8	0.1	86.9	2.8	0.5	5.6	0.0	3.2	100.0
Himachal Pradesh	3.0	2.2	78.4	4.3	1.1	5.3	1.5	4.2	100.0
Jammu & Kashmir	2.3	1.7	83.9	3.7	2.0	3.0	0.7	2.8	100.0
Jharkhand	2.4	3.6	76.4	3.0	1.8	9.7	0.7	2.5	100.0
Karnataka	2.1	2.6	76.3	13.0	0.5	3.9	0.1	1.6	100.0
Kerala	1.9	2.2	69.8	7.9	1.1	9.9	0.0	7.2	100.0
Lakshadweep	9.9	6.0	49.8	4.3	1.5	0.7	0.0	27.7	100.0
Madhya Pradesh	2.3	1.4	81.6	7.2	0.6	5.0	0.3	1.7	100.0
Maharashtra	1.6	1.8	70.8	15.4	0.7	7.4	0.4	1.8	100.0
Manipur	13.4	2.5	45.5	7.0	2.7	11.4	10.9	6.2	100.0
Meghalaya	9.4	5.0	55.9	7.8	1.9	13.6	1.6	4.7	100.0
Mizoram	23.2	1.2	50.2	5.7	3.2	5.5	6.3	4.6	100.0
Nagaland	19.0	4.2	34.1	9.3	6.9	3.8	2.1	20.6	100.0
Orissa	3.1	4.2	74.1	4.8	0.8	8.1	1.2	3.7	100.0
Pondicherry	0.0	10.9	66.7	5.4	6.9	9.3	0.0	0.8	100.0
Punjab	1.8	0.2	79.2	11.8	0.8	4.1	0.0	2.2	100.0
Rajasthan	1.3	1.0	82.4	6.2	1.2	4.8	0.2	2.9	100.0
Sikkim	6.7	0.7	51.7	10.9	3.6	10.4	0.8	15.3	100.0
Tamil Nadu	1.5	4.1	74.4	14.8	0.4	3.6	0.1	1.2	100.0
Tripura	0.2	5.4	82.3	1.1	0.4	7.5	0.1	2.5	100.0
Uttar Pradesh	1.8	1.5	82.5	5.0	1.1	4.9	0.3	2.8	100.0
Uttaranchal	4.3	0.5	76.0	4.6	1.1	3.5	3.7	6.3	100.0
West Bengal	2.4	5.8	76.0	3.6	0.6	8.8	0.1	2.8	100.0
All India	2.2	2.4	76.6	8.4	0.9	6.3	0.4	2.8	100.0

Source: NCAER computations

Figure 4.3: Average per-trip expenditure incurred in intrastate domestic trips in Jammu & Kashmir



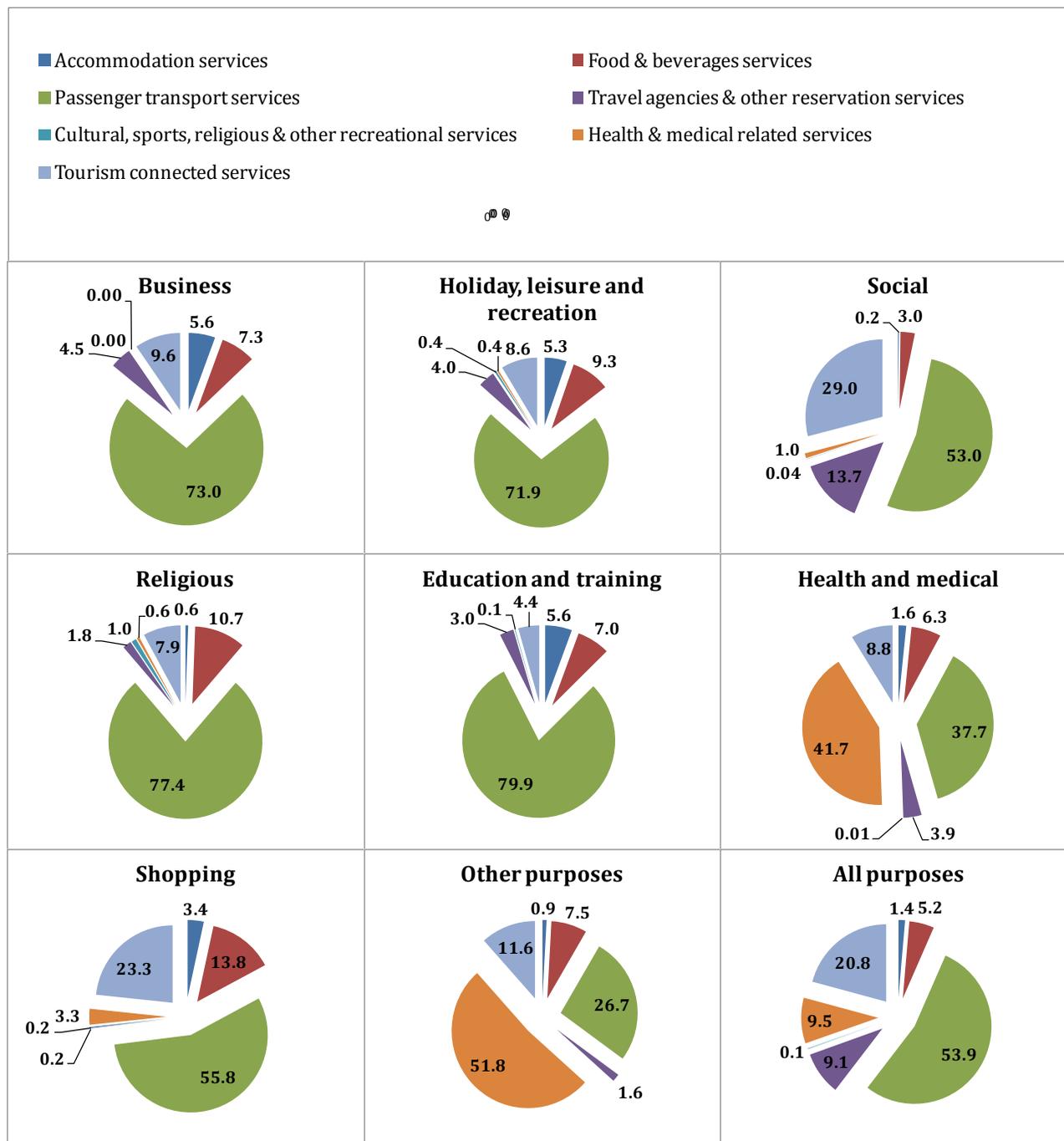
Source: NCAER computations

Table 4.7: State wise per-trip expenditure (Rs.) by purpose of travel (Domestic Tourism Consumption) (package + non-package)

States	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Other	All
A & N Islands	7,746	4,309	3,671	4,929	3,437	6,732	29,033	5,413	4,753
Andhra Pradesh	2,807	2,486	2,089	6,141	4,224	9,705	5,342	4,748	3,121
Arunachal Pradesh	13,523	10,268	7,451	4,672	9,984	8,206	6,089	7,828	8,112
Assam	4,351	5,508	2,767	2,742	4,800	4,451	4,555	3,483	3,231
Bihar	3,308	1,596	1,626	1,532	1,412	3,222	4,053	1,258	1,871
Chandigarh			2,234						2,234
Chhattisgarh	1,345	2,374	2,187	2,270	2,177	5,627	18,810	1,567	2,444
Dadra & Nagar Haveli	666	3,041	638	2,999		1,279			659
Daman & Diu			1,814					7,189	1,852
Delhi		1,305	1,774	1,991		56,980		2,160	4,347
Goa		8,244	3,914	7,099	1,680	13,242	519		4,806
Gujarat	5,181	5,147	2,962	3,986	5,044	24,080	11,351	6,464	4,058
Haryana	1,446	2,194	2,075	4,850	1,238	9,090	96,270	13,010	2,921
Himachal Pradesh	1,975	1,894	3,326	2,625	3,499	7,772	5,355	3,270	3,490
Jammu & Kashmir	4,058	7,858	1,417	2,538	6,099	6,259	8,532	7,292	2,075
Jharkhand	1,991	3,546	1,994	1,931	3,423	8,384	5,372	2,175	2,720
Karnataka	3,039	15,037	2,650	5,792	5,040	10,729	5,824	4,371	3,742
Kerala	6,116	20,058	1,859	4,592	2,226	12,679	11,530	8,436	4,104
Lakshadweep	8,578	11,701	5,876	9,694	4,977	6,461		2,930	5,830
Madhya Pradesh	2,743	4,136	1,618	2,481	3,533	4,210	3,150	1,931	1,890
Maharashtra	5,555	12,333	3,477	4,842	4,246	8,179	4,563	5,555	4,275
Manipur	8,542	5,440	3,008	3,224	6,252	7,151	7,839	3,593	4,956
Meghalaya	4,402	3,094	2,487	1,378	2,936	4,440	6,029	3,971	3,012
Mizoram	10,418	4,549	4,499	2,842	7,543	14,126	8,392	5,675	6,701
Nagaland	7,127	5,460	4,353	4,893	7,251	7,103	6,806	7,137	5,907
Orissa	2,079	1,897	1,291	4,016	8,480	6,026	2,174	1,711	1,939
Pondicherry		1,132	1,890	667	10,178	3,118		806	2,421
Punjab	3,410	19,774	2,118	3,727	2,074	12,933	9,673	8,596	2,948
Rajasthan	6,102	5,392	2,562	3,108	3,646	14,028	4,623	7,475	3,378
Sikkim	3,996	5,812	3,866	4,547	2,942	6,628	13,064	5,237	4,494
Tamil Nadu	3,120	7,126	2,487	4,530	5,973	20,414	46,751	5,902	3,723
Tripura	3,459	1,265	887	930	1,117	3,297	11,577	2,352	1,140
Uttar Pradesh	1,728	1,876	1,837	2,655	1,872	5,935	6,439	3,265	2,134
Uttaranchal	3,394	5,683	3,639	5,085	4,967	9,015	6,066	2,443	3,923
West Bengal	2,936	3,178	1,337	1,815	3,226	6,814	18,152	3,032	2,059
All India	3,492	5,558	2,184	4,103	3,525	8,761	6,664	4,963	2,976

Source: NCAER computations

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



Source: NCAER computations

4.40. The state-wise average per-trip expenditure of domestic tourists from within the state of reference is given in the Table 4.6.

4.41. The per cent distribution of total expenditure by items of expenditure reveals that the passenger transport services (comprising transport by railway, road, water, air and transport rental services) account for 53.9 per cent of the total expenditure.

4.42. When observed by purposes of travel (see Figure 4.4), the share of passenger transport expenses is the highest in most of the trips, except in case of health-related trips, where its share is 37.7 per cent and the maximum share, 41.7 per cent, is of expenditure incurred on health and medical related services.

Outbound Tourism Expenditure

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

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

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

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

4.47. The DTS-2008-09 conducted by NSSO canvassed the domestic tourists only and no information was collected on outbound tourism. However, a separate survey was conducted by ISI, Kolkata and was a part of IPS. This survey captured the expenditure incurred by outbound tourists within India which includes the pre-trip expenditure, say, on shopping or expenditure incurred on travelling from place of residence to place of exit to another country and back.

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

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

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

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

Key Findings

4.52. In all, there were 58,900 outbound tourists from J&K in 2010-11.

4.53. The per-cent distribution of trips by purposes of travel reveals that more than half the people (51.8 per cent) travelling abroad travelled for leisure. This was followed by trips undertaken for business purposes, whose share in total stood at 29.7 per cent (Table 4.8).

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

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

4.56. Table 4.9 presents the state wise per-trip expenditure for outbound trips originated from each state.

Table 4.8: State-wise per-cent distribution of number of Outbound Tourists, by purpose of travel

States	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Other	All
A & N Islands	36.3	27.9	12.8	0.0	22.6	0.4		0.0	100.0
Andhra Pradesh	23.5	30.4	31.9	0.1	8.2	0.6		5.4	100.0
Arunachal Pradesh	79.5	13.8	4.4	2.3	0.0	0.0		0.0	100.0
Assam	33.1	34.0	11.3	0.0	11.9	0.0		9.6	100.0
Bihar	33.4	36.2	3.9	10.7	10.5	0.0		5.4	100.0
Chandigarh	37.2	33.0	8.3	4.0	13.0	0.0		4.6	100.0
Chhattisgarh	13.8	17.8	1.9	0.0	56.1	0.0		10.4	100.0
Dadra & Nagar	89.1	10.9	0.0	0.0	0.0	0.0		0.0	100.0
Daman & Diu	35.0	23.6	27.4	0.0	5.8	8.2		0.0	100.0
Delhi	33.4	46.6	5.3	0.9	9.3	0.8		3.6	100.0
Goa	34.7	36.7	17.4	1.4	2.8	0.5		6.5	100.0
Gujarat	38.2	21.2	25.4	1.3	7.8	0.1		6.0	100.0
Haryana	32.8	41.5	7.8	0.9	11.3	2.4		3.4	100.0
Himachal Pradesh	42.5	24.9	13.5	0.0	8.8	0.0		10.3	100.0
Jammu & Kashmir	29.7	51.8	7.0	1.6	2.8	2.3		4.8	100.0
Jharkhand	33.3	15.0	18.1	0.0	8.3	0.0		25.3	100.0
Karnataka	47.8	27.1	11.2	0.7	6.6	1.7		4.9	100.0
Kerala	10.2	29.2	42.1	0.8	5.4	4.6		7.8	100.0
Lakshadweep	59.9	0.0	40.1	0.0	0.0	0.0		0.0	100.0
Madhya Pradesh	28.2	48.5	16.4	0.7	1.6	2.0		2.6	100.0
Maharashtra	46.6	26.5	12.9	1.9	9.6	0.7		1.9	100.0
Manipur	48.6	36.4	0.0	0.0	10.2	0.0		4.8	100.0
Meghalaya	21.6	0.0	0.0	0.0	0.0	0.0		78.4	100.0
Mizoram	24.9	1.9	29.9	0.0	18.6	0.0		24.7	100.0
Nagaland	47.6	0.0	22.4	30.0	0.0	0.0		0.0	100.0
Orissa	47.2	32.0	2.8	0.0	7.3	0.0		10.8	100.0
Pondicherry	63.8	27.1	0.0	0.0	0.0	0.0		9.0	100.0
Punjab	32.0	26.3	22.9	0.3	15.4	0.6		2.5	100.0
Rajasthan	24.2	15.1	29.2	9.1	3.6	0.4		18.4	100.0
Sikkim	17.5	20.3	9.5	0.0	12.6	40.1		0.0	100.0
Tamil Nadu	48.0	16.6	12.7	0.4	10.0	1.3		11.1	100.0
Tripura	51.1	6.2	42.6	0.0	0.0	0.0		0.0	100.0
Uttar Pradesh	44.9	28.2	6.0	6.3	4.9	0.7		9.1	100.0
Uttaranchal	13.4	63.3	8.4	4.1	1.9	0.0		8.8	100.0
West Bengal	38.6	26.0	23.6	0.4	4.2	0.0		7.3	100.0
Others	8.1	33.4	58.5	0.0	0.0	0.0		0.0	100.0
All India	32.3	29.1	21.8	1.4	7.9	1.3		6.2	100.0

Source: NCAER computations

**Table 4.9: State wise expenditure per tourist (Rs.) by purpose of travel
(Outbound Tourism Consumption)**

States	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Other	All
A & N Islands	19,611	8,394	4,689		6,083	101			11,433
Andhra Pradesh	11,355	9,092	6,851	5,820	10,554	24,574		3,312	8,805
Arunachal Pradesh	12,418	3,768	32,788	13,037					12,133
Assam	36,869	5,491	4,383		2,331			2,258	15,063
Bihar	4,713	12,369	77,626	3,957	8,143			1,989	10,429
Chandigarh	9,011	8,097	21,864	5,264	1,747			3,834	8,444
Chhattisgarh	9,705	4,420	183		5,874			1,550	5,585
Dadra & Nagar Haveli	12,141	10,287							11,939
Daman & Diu	4,831	57,244	9,982		9,770	34,530			21,361
Delhi	6,439	7,597	12,452	7,965	5,947	4,493		7,658	7,296
Goa	33,526	10,131	208	20,070	2,230	1,45,837		9,21,800	75,948
Gujarat	9,369	20,790	6,045	1,292	6,645	7,474		3,933	10,297
Haryana	3,539	9,383	6,137	5,068	7,754	12,325		4,747	6,904
Himachal Pradesh	5,681	6,945	9,400		14,307			2,766	6,954
Jammu & Kashmir	705	12,771	1,898	8,357	4,526	8,757		21,569	8,459
Jharkhand	6,738	55,256	5,141		2,058			3,769	12,572
Karnataka	10,065	17,890	13,818	16,965	19,836	29,938		24,471	14,353
Kerala	29,886	35,462	46,602	7,499	23,487	28,107		51,003	39,590
Lakshadweep	28,956		6,332						19,876
Madhya Pradesh	8,286	15,325	7,171	3,311	6,442	3,317		2,362	11,198
Maharashtra	16,117	34,494	7,373	5,804	8,068	20,664		3,518	18,684
Manipur	40,498	6,770			1,776			11,727	22,898
Meghalaya	16,121							248	3,680
Mizoram	2,333	3,476	14,735		13,133			784	7,695
Nagaland	2,612		9,110	18,842					8,934
Orissa	23,972	17,343	12,135		2,349			9,102	18,345
Pondicherry	45,335	15,408						7,034	33,757
Punjab	6,913	12,475	12,326	7,994	9,529	4,305		8,828	10,059
Rajasthan	4,848	19,836	4,776	1,298	7,248	16,309		2,952	6,549
Sikkim	23,099	2,05,831	30,219		474				48,818
Tamil Nadu	17,683	14,312	18,074	36,983	14,042	18,106		7,033	15,714
Tripura	12,598	456	62,228						33,006
Uttar Pradesh	3,516	6,736	6,633	6,805	5,551	3,178		3,016	4,868
Uttaranchal	4,264	4,109	6,389	940	2,591			5,906	4,322
West Bengal	5,189	4,300	3,140	4,336	9,837	328		3,034	4,507
Others	56,460	33,725	80,215						62,774
All India	12,558	17,560	18,681	5,565	10,655	22,963		13,711	15,302

Source: NCAER computations

Total Internal Tourism Consumption

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

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

- **Services associated with vacation accommodation on own account:** This item includes all imputed accommodation services related to accommodation units on own account and to all other types of vacation home¹⁶ 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.).

¹⁶ A vacation home (sometimes also designated as a holiday home) is a secondary dwelling that is visited by the members of the household mostly for purposes of recreation, vacation or any other form of leisure.

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

- **Services associated with vacation accommodation on own account:** The imputed consumption on services associated with vacation homes on own account is assumed to be equal to 1 per cent of the urban owner occupied dwelling services¹⁷.
- **Tourism social transfers in kind (except refunds):** This is derived from the component of “social transfer in kind” against “Recreation and Culture” in the Classification of Individual Consumption Expenditure of Households (COICOP). Household consumption on any item of consumption comprises of the individual consumption expenditure and social transfers in kind (paid by government). Since, the data on the share of these transfers that goes to the tourists and to non-tourists are not available, it is assumed to be 50 per cent for each. The NAS statement on COICOP provides these components household consumption expenditure. For Tourism, the individual consumption expenditure component is obtained from the demand side information through DTS while the imputed consumption that relate to “social transfers in kind” is obtained from COICOP.
- **Financial Intermediation Services Indirectly Measured (FISIM) on purchases related to tourism trips:** This is obtained using the share of FISIM in PFCE (as in NAS) and applying it on total internal tourism consumption expenditure.
- **Imputed consumption of services rendered by vacation residences provided by producers for the benefit of their employees:** This refers to the cost borne by the companies (mostly private corporates) on the services that they provide in their guest houses for the benefit of employees. This is assumed to be about half per cent of the total output of organised private corporate sector.
- **Expenditure incurred by other households (mainly on food) on the visiting tourists when the tourists stay at the friends/relatives’ place:** While the accommodation cost is recommended to be excluded from the tourism consumption when the tourists stay at the friends/relatives’ place while on trip, but the expenses incurred on food is taken into account. Notably, for the domestic tourists, in large number of cases friends and

¹⁷The economic activities covered under owner occupied dwelling services include ownership of dwellings (occupied residential houses) and the imputed value of owner occupied dwellings.

relatives provided accommodation not only when the trips were taken for social purpose but for other purposes too. The expenses incurred by these households on food provided to the visitors are to be added to the imputed tourism consumption. This is obtained by multiplying the average per day expenditure of food (obtained from PFCE, NAS) with the number of days spent at friends/relatives' place during all the tourist-trips taken in a reference year.

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

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

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

Production Account of Tourism Industries

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

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

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

4.66. In the second stage, this SUT of 130 industries was further expanded to 142 sectors to include some of the tourism specific industries which were not separately identifiable in the 130-industry SUT. The 142 sector SUT was compiled by splitting some of the 130 sectors (Refer to Technical Notes of this section). Further, since the focus of this TSA is on 25-industry/products that

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

4.67. The 25 sector SUT¹⁸ and production accounts for 25 industries have been compiled with the desired disaggregation of output of each industry broken down by 25 product groups (at basic prices), intermediate consumption (at purchasers' prices) broken down by 25 product groups and value added (at basic prices) broken down by its components of compensation of employees, other taxes on production, other subsidies on production, consumption of fixed capital and finally, the net operating surplus/mixed income. This table also includes employment in the 25 industries.

4.68. The source of data for Tables 5 and 6 is the detailed data on state domestic product, that has been provided by the CSO and the respective state Directorates of Economics and Statistics. The all-India ratios have been used for deriving output, intermediate consumption or for splitting of industries and products at state level, wherever there is lack of information by states.

Tourism Industry Ratios and TDGVA

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

4.70. Using the results of table 6, estimates can be derived regarding the gross value added attributable to tourism for each of the domestic industries that serve visitors. This provides the basic information that is necessary for the computation of tourism ratios for products and industries, TDGVA (Tourism Direct Gross Value Added) and TDGDP (Tourism Direct Gross Domestic Product) and their components. The table together with the

¹⁸ At State level, the supply table includes only the supplies of products at basic and purchasers' prices from domestic industries (in the all India table, this table also includes imports and presents total supplies), while the use table includes the net exports of products (in the all India table, this table shows only the exports).

associated use table¹⁹ provides a basis to compile input-output tables and input-output models that facilitate estimation of indirect contribution of tourism to the economy.

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

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

4.72. The supply of each of the products by domestic producers is first added over industries to obtain the aggregate value of total output of domestic producers at basic prices for each of these products. Then, this column (which also corresponds to the last column of table 5 is added to the following column, Imports, cif²⁰, which represents supply within the domestic economy of imported goods and services (besides imported goods, what concerns tourism refers to transport services within the domestic economy provided by non-resident producers, as well as insurance services or any other service provided by non-residents and purchased on the Internet or otherwise. Information on imports of services is generally available from the balance of payments statistics).

4.73. The sum of these two columns represents the total supply of each product at basic prices. This column is then added to a column of taxes less subsidies on products concerning domestic output and imports, and a last column representing trade and transport margins, in order to finally obtain the column of domestic supply at purchasers' prices for each of the product. This presentation is similar in essence to that followed in the System of

¹⁹Use 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.

²⁰Imports cif are considered to be at basic price valuations.

National Accounts 1993 to determine the supply and use tables.

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

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

4.76. Through these calculations, it is possible, for each industry, to establish the tourism share of output (in value), as the sum of the tourism share corresponding to each product component of its output. Then, it is possible to establish, for each industry, a tourism ratio²¹ (ratio between the total value of tourism share and total value of output of the industry expressed in percentage form), to be applied to the components of intermediate consumption, so as to arrive at the value added. If intermediate consumption is broken down by products, this tourism ratio might be uniform for each product belonging to the intermediate consumption of an industry and thus be equal to that of total output, or it might also be possible to modulate these ratios according to the relative importance of the different components of its output that is consumed by visitors (for instance, in a hotel providing also food-serving services, the ratio of accommodation services demanded by visitors might be different from that corresponding to food-serving services).

4.77. In all cases, from the difference between the values of output

²¹Tourism ratios can be generated and presented separately for both the products and the industries, based on their total output.

attributable to tourism consumption and the values of intermediate consumption attributable to tourism consumption, the part of gross value added generated in each industry by tourism consumption is compiled.

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

4.79. To obtain the tourism direct GDP generated by internal tourism consumption (TDGDP), it is necessary to add to TDGVA the taxes less subsidies on products and imports related to tourism products that are compiled in the same way, using the corresponding share for each product (except goods for which the share only relates to retail trade margins²²). 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 observable²³ and has to be estimated through the information provided by industries that produce this product.

4.80. The procedure that has been recommended for compiling Table 6 is applicable at national level. **The absence of data on imports in the State from other states and countries hampers the adoption of recommended method for compiling Table 6 which enables the estimation of TDGVA and TDGDP.** However, with the information available at state level, it is possible to compile TDGVA²⁴ with some assumptions. The three possible options for computing TDGVA are described below:

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

²²No 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.

²³Value added is a concept applicable for industries, which generally produce more than one product. Value added for products can only be derived through assumptions.

²⁴At state level, only gross value added at factor cost is computed in India, but not GDP (at purchasers'). Therefore, it is neither possible nor necessary to compute TDGDP at state level. However, GVA at basic prices by industry at state level has been estimated for the State TSA tables, using all-India ratios.

of share of imports in meeting tourism demand being same in a state and all India is incorrect in the case of most states.

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

State Tourism Industry Ratio

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

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

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

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

4.86. It may be noted that we have adopted this method due to the absence of requisite data for deriving the tourism industry ratios at state level

although conceptually tourism consumption is by tourists whereas PFCE is by the residents. But we have assumed that the services (all tourism characteristic industries are services industries) are consumed at the time of production hence the figures may be comparable.

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

4.88. Hence obtained TIRs for all 25 industries of Jammu & Kashmir are given in the table below:

Table 4.10: State-specific Tourism Industry Ratios

Industries	India		Jammu & Kashmir		
	Ratio1 = PFCE/Tourism Consumption for India	India TIR	Ratio2 = PFCE/Tourism Consumption for state	A = Ratio2/Ratio1	State TIR = A*India TIR
1. Agriculture		0.00			0.00
2. Mining, other manufacturing, construction, electricity, gas and water supply		0.00			0.00
3. Trade		0.66			0.66
4. transport freight services		2.25			2.25
5. All non-tourism specific services		2.29			2.29
A 1. Tourism characteristic product					
1. Accommodation services/Hotels	0.54	51.09	1.05	1.93	98.67
2 Food and beverage serving services/Restaurants	0.54	16.37	1.05	1.93	31.61
3 Railway passenger transport services	0.99	57.63	0.99	1.00	57.38
4 Road passenger transport services	0.77	54.42	1.13	1.47	79.83
5 Water passenger transport services	5.28	12.10	6.70	1.27	15.35
6 Air passenger transport services	4.71	77.20	5.56	1.18	91.07
7 Transport equipment rental services	14.63	28.82	17.20	1.18	33.89
8 Travel agencies and other reservation services/ Supporting and auxiliary transport activities	14.63	72.36	17.20	1.18	85.09
9 Cultural and religious services	0.95	17.06	1.89	1.98	33.82
10 Sports and other recreational services	0.95	3.84	1.89	1.98	7.62
11 Health and medical related services	0.31	30.05	0.39	1.27	38.22
A.2 Tourism connected products					
12 Readymade garments		0.00			0.00
13 Processed Food		0.00			0.00
14 Tobacco products		0.00			0.00
15 Beverages		0.02			0.02
16 Travel related consumer goods		0.00			0.00
17 Footwear		0.00			0.00
18 Soaps, cosmetics and glycerin		0.00			0.00
19 Gems and jewellery		0.00			0.00
20 Books, journals, magazines, stationery etc.		0.00			0.00
Total					

Source: NCAER computations

Employment in Tourism Industries

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

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

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

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

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

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

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

Table 4.11: Identification of Formal/Informal workers (EUS)

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

Source: NCAER computations

Non-monetary Indicators

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

region depending on the availability of data.

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

5. TSA TABLES AND ACCOUNTS

TSA TABLES

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

(Package + Non-package)		(Rs. Lakh)			
S. No	Industries	Non-Resident Indians	Foreigner PIO	Foreigner Others	Total International Demand
A 1. Tourism characteristic products		5470	8345	41316	55131
1	Accommodation services/Hotels	1315	3234	19884	24433
2	Food and beverage serving services/Restaurants	1480	1499	7765	10744
3	Railway passenger transport services	73	259	592	924
4	Road passenger transport services	604	706	2456	3766
5	Water passenger transport	110	6	61	177
6	Air passenger transport services	560	1215	3810	5585
7	Transport equipment rental services	121	268	714	1103
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	80	145	977	1203
9	Cultural and religious services	108	254	636	999
10	Sports and other recreational services	547	620	1300	2466
11	Health and medical related services	472	139	3122	3732
A.2 Tourism connected products		5208	2396	9866	17470
12	Readymade garments	1401	746	3116	5263
13	Processed food	119	88	405	612
14	Tobacco products	14	94	93	201
15	Beverages	91	509	961	1560
16	Travel related consumer goods	64	32	298	394
17	Footwear	136	99	512	747
18	Soaps, cosmetics and glycerine	17	8	54	79
19	Gems and jewellery	2736	638	3338	6712
20	Books, journals, magazines, stationery etc.	629	183	1090	1902
Total		10677	10742	51181	72600
Estimated number of trips		8363	6681	33055	48099
Expenditure per trip (Rs.)		127672	160784	154837	150939

Source: NCAER computations

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

(Package + Non-package)		(Rs. Lakh)							
S. No	Industries	Business	Leisure	Social	Religious	Education & training	Health & medical	Other	All
A 1. Tourism characteristic products		1018	50773	17271	148490	3989	839	1472	223853
1	Accommodation services/Hotels	44	2269	190	5670	721	42	11	8946
2	Food and beverage serving services/Restaurants	32	2001	613	8384	1248	16	86	12382
3	Railway passenger transport services	53	24555	5905	54314	976	176	204	86183
4	Road passenger transport services	857	8062	8336	37486	288	6	653	55688
5	Water passenger transport	0	0	1	66	0	0	0	67
6	Air passenger transport services	0	1311	0	0	0	0	0	1311
7	Transport equipment rental services	14	8140	712	16873	534	246	0	26519
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	18	3955	1478	24498	223	1	253	30425
9	Cultural and religious services	0	252	18	488	0	0	1	760
10	Sports and other recreational services	0	217	0	80	0	0	1	298
11	Health and medical related services	0	12	18	631	0	352	262	1274
A.2 Tourism connected products		24	5386	4567	22707	1392	29	271	34375
12	Readymade garments	0	3030	2224	14970	299	2	81	20605
13	Processed food	8	1193	153	2017	348	18	51	3788
14	Tobacco products	1	106	5	469	0	0	0	580
15	Beverages	0	162	0	0	0	0	3	165
16	Travel related consumer goods	13	757	456	3180	431	6	86	4929
17	Footwear	0	33	101	1584	0	1	32	1751
18	Soaps, cosmetics and glycerine	0	2	0	84	0	0	0	87
19	Gems and jewellery	0	72	1618	266	0	0	0	1955
20	Books, journals, magazines, stationery etc.	0	32	10	139	314	2	17	514
Total		1042	56159	21838	171197	5381	868	1743	258228
Estimated number of trips		12569	130746	275186	783125	51923	4302	33941	1291791
Expenditure per trip (Rs.)		8289	42953	7936	21861	10363	20171	5135	19990

Source: NCAER computations

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

(Package + Non-package)		(Rs. Lakh)				
S. No	Industries	Non-Resident Indians	Foreigner PIO	Foreigner Others	Indians from other states	Total Inbound Demand
A 1. Tourism characteristic products		5470	8345	41316	223853	278984
1	Accommodation services/Hotels	1315	3234	19884	8946	33379
2	Food and beverage serving services/Restaurants	1480	1499	7765	12382	23126
3	Railway passenger transport services	73	259	592	86183	87107
4	Road passenger transport services	604	706	2456	55688	59454
5	Water passenger transport	110	6	61	67	244
6	Air passenger transport services	560	1215	3810	1311	6896
7	Transport equipment rental services	121	268	714	26519	27622
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	80	145	977	30425	31627
9	Cultural and religious services	108	254	636	760	1758
10	Sports and other recreational services	547	620	1300	298	2765
11	Health and medical related services	472	139	3122	1274	5007
A.2 Tourism connected products		5208	2396	9866	34375	51845
12	Readymade garments	1401	746	3116	20605	25868
13	Processed food	119	88	405	3788	4400
14	Tobacco products	14	94	93	580	781
15	Beverages	91	509	961	165	1726
16	Travel related consumer goods	64	32	298	4929	5323
17	Footwear	136	99	512	1751	2498
18	Soaps, cosmetics and glycerine	17	8	54	87	166
19	Gems and jewellery	2736	638	3338	1955	8667
20	Books, journals, magazines, stationery etc.	629	183	1090	514	2416
Total		10677	10742	51181	258228	330828
Estimated number of trips		8363	6681	33055	1291791	1339890
Expenditure per trip (Rs.)		127672	160784	154837	19990	463283

Source: NCAER computations

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

(Package + Non-package)											(Rs. Lakh)
S. No	Industries	Business	Leisure	Social	Religious	Education & training	Health & medical	Shopping	Other	All	Total Domestic (Adjusted using SUT information)
A 1. Tourism characteristic products		9413	13440	94992	9816	12881	19241	5134	20144	185061	185061
1	Accommodation services/Hotels	585	781	265	61	759	341	228	195	3215	3215
2	Food and beverage serving services/Restaurants	761	1363	4023	1145	939	1326	923	1715	12195	12195
3	Railway passenger transport services	0	0	841	0	0	0	0	0	841	841
4	Road passenger transport services	2364	7667	67309	8249	8795	5439	2434	4758	107014	107014
5	Water passenger transport	0	4	15	0	0	0	16	34	69	69
6	Air passenger transport services	0	0	1364	0	1972	0	0	0	3335	3335
7	Transport equipment rental services	5238	2913	1404	0	0	2511	1290	1286	14642	14642
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	466	592	18369	192	398	817	10	365	21208	21208
9	Cultural and religious services	0	42	42	111	7	1	0	0	202	202
10	Sports and other recreational services	0	21	18	0	12	1	11	0	63	63
11	Health and medical related services	0	57	1343	59	0	8804	222	11792	22277	22277
A.2 Tourism connected products		1000	1271	38877	844	595	1868	1563	2631	48649	48649
12	Readymade garments	132	474	19368	21	96	520	440	1213	22265	22265
13	Processed food	107	268	3592	305	16	669	458	543	5958	5958
14	Tobacco products	46	22	403	0	0	52	51	35	610	610
15	Beverages	203	0	158	0	0	47	122	102	631	631
16	Travel related consumer goods	252	160	10652	436	216	307	50	257	12331	12331
17	Footwear	259	305	3967	73	11	256	366	475	5713	5713
18	Soaps, cosmetics and glycerine	0	19	386	0	3	11	12	5	436	436
19	Gems and jewellery	0	5	109	8	0	0	3	1	127	127
20	Books, journals, magazines, stationery etc.	0	19	241	1	253	5	60	0	579	579
Total		10412	14712	133869	10660	13476	21108	6697	22776	233710	233710
Estimated number of trips		256569	187229	9449740	420051	220938	337257	78488	312342	11262614	11262614
Expenditure per trip (Rs.)		4058	7858	1417	2538	6099	6259	8532	7292	2075	2075

Source: NCAER computations

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

(Package + Non-package)		(Rs. Lakh)							
S. No	Industries	Business	Leisure	Social	Religious	Education & training	Health & medical	Other	All
A 1. Tourism characteristic products		92	3213	77	69	67	115	428	4061
1	Accommodation services/Hotels	3	982	5	25	8	74	94	1192
2	Food and beverage serving services/Restaurants	6	315	18	10	13	25	165	551
3	Railway passenger transport services	0	202	33	0	20	0	0	255
4	Road passenger transport services	20	401	16	0	11	16	168	633
5	Water passenger transport								
6	Air passenger transport services	60	1201	0	0	10	0	0	1271
7	Transport equipment rental services	1	0	0	0	0	0	0	1
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	0	8	0	34	0	0	0	41
9	Cultural and religious services	0	0	3	0	0	0	0	3
10	Sports and other recreational services	0	0	2	0	1	0	0	3
11	Health and medical related services	2	105	0	0	5	0	0	112
A.2 Tourism connected products		31	685	1	8	9	4	183	922
12	Readymade garments	8	256	0	8	1	0	183	456
13	Processed food	0	128	0	0	5	3	0	136
14	Tobacco products	0	2	1	0	0	0	0	3
15	Beverages								
16	Travel related consumer goods	18	274	0	0	0	0	0	292
17	Footwear	3	1	0	0	0	0	0	4
18	Soaps, cosmetics and glycerine								
19	Gems and jewellery	2	17	0	0	0	1	0	20
20	Books, journals, magazines, stationery etc.	0	7	0	0	3	0	0	11
Total		123	3898	78	76	76	119	611	4982
Estimated number of trips		17470	30526	4118	915	1675	1363	2834	58900
Expenditure per trip (Rs.)		705	12771	1898	8357	4526	8757	21569	8459

Source: NCAER computations

TSA Table 4: Total Internal Tourism Consumption – J&K, 2009-10

(Rs. lakh)

S. No	Industries & Products	Inbound Tourism Consumption	Domestic Tourism Consumption	Outbound Tourism Consumption	Total Tourism Consumption
A 1. Tourism characteristic products		278,984	185,061	4,061	468,105
1	Accommodation services/Hotels	33,379	3,215	1,192	37,785
2	Food and beverage serving services/Restaurants	23,126	12,195	551	35,872
3	Railway passenger transport services	87,106	841	255	88,203
4	Road passenger transport services	59,454	107,014	633	167,100
5	Water passenger transport	244	69	0	313
6	Air passenger transport services	6,896	3,335	1,271	11,501
7	Transport equipment rental services	27,622	14,642	1	42,265
8	Travel agencies and other reservation services/ Supporting and auxiliary transport activities	31,628	21,208	41	52,877
9	Cultural and religious services	1,758	202	3	1,963
10	Sports and other recreational services	2,764	63	3	2,830
11	Health and medical related services	5,006	22,277	112	27,395
A.2 Tourism connected products		51,844	48,649	922	101,415
12	Readymade garments	25,869	22,265	456	48,590
13	Processed food	4,400	5,958	136	10,494
14	Tobacco products	781	610	3	1,393
15	Beverages	1,726	631	0	2,356
16	Travel related consumer goods	5,323	12,331	292	17,947
17	Footwear	2,498	5,713	4	8,215
18	Soaps, cosmetics and glycerine	166	436	0	602
19	Gems and jewellery	8,667	127	20	8,814
20	Books, journals, magazines, stationery etc.	2,416	579	11	3,005
A.3 Other imputed connected products			47,713		47,713
21	Vacation homes (assumed to be 1% of urban owner occupied dwelling services)		1153		1,153
22	Social transfers in kind (50% of GFCE of tourism and cultural services)		4263		4,263
23	FISIM (calculated from the share of FISIM in PFCE)		16249		16,249
24	Producers' guest houses (.5% of private organised sector share in output)		17454		17,454
25	Imputed expenditures of households on food for tourists staying with them		8594		8,594
Total		330,828	281,423	4,982	617,233

Source: NCAER computations

TSA Table 5: Production account of tourism industries and other industries, J&K, 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	1296701	3051	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	3801	4296821	0	0	0
3	Trade	1237	46915	380132	0	0
4	Transport freight services	0	0	0	193524	0
5	All non-tourism specific services	0	321	0	0	191703 6
6	Processed food products	7794	6164	0	0	0
7	Beverages	160	1865	0	0	0
8	Tobacco products	0	0	0	0	0
9	Readymade garments	0	20108	0	0	0
10	Printing and publishing	0	3231	0	0	0
11	Leather footwear	0	1507	0	0	0
12	Travel related consumer goods	0	5464	0	0	0
13	Soaps and cosmetics	0	3645	0	0	0
14	Gems and jewellery	0	2095	0	0	0
15	Railway passenger transport services	0	0	0	0	0
16	Land passenger transport including via pipeline	0	0	0	7883	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	76	0	0	0
24	Cultural and religious services	0	0	0	0	0
25	Sporting and recreational services	0	85	0	0	0
Total domestic output at basic prices		1309694	4391348	380132	201407	191703 6

TSA Table 5: Production account of tourism industries and other industries, J&K, 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	128741	0	0	0	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	8244	1446	0	2535	3410	677
3	Trade	404	256	0	0	186	87
4	Transport freight services	0	0	0	0	0	0
5	All non-tourism specific services	4	64	0	0	0	0
6	Processed food products	151695	640	0	0	0	0
7	Beverages	315	25554	0	0	0	0
8	Tobacco products	0	0	0	0	0	0
9	Readymade garments	0	0	0	70505	0	1
10	Printing and publishing	0	0	0	0	14281	0
11	Leather footwear	0	0	0	0	0	628
12	Travel related consumer goods	4	0	0	419	10	99
13	Soaps and cosmetics	76	12	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	0	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0	0
20	Hotels	0	0	0	0	0	0
21	Restaurants	0	0	0	0	0	0
22	Medical and health	0	0	0	0	0	0
23	Renting of transport equipment	1	16	0	0	0	0
24	Cultural and religious services	0	0	0	0	0	0
25	Sporting and recreational services	0	0	0	0	1	0
Total domestic output at basic prices		289485	27989	0	73458	17889	1491

TSA Table 5: Production account of tourism industries and other industries, J&K, 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	617	1855	519	0	0	0
3	Trade	12	233	740	0	0	0
4	Transport freight services	0	0	0	0	8168	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	1	1	0	0	0	0
10	Printing and publishing	0	0	0	0	0	0
11	Leather footwear	63	0	0	0	0	0
12	Travel related consumer goods	186	0	1	0	0	0
13	Soaps and cosmetics	1	14618	3	0	0	0
14	Gems and jewellery	0	3	70188	0	0	0
15	Railway passenger transport services	0	0	0	8157	0	0
16	Land passenger transport including via pipeline	0	0	0	0	149213	0
17	Water passenger transport	0	0	0	0	0	463
18	Air passenger transport	0	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0	0
20	Hotels	0	0	0	0	0	0
21	Restaurants	0	0	0	0	0	0
22	Medical and health	0	0	0	0	0	0
23	Renting of transport equipment	0	0	0	0	0	0
24	Cultural and religious services	0	0	0	0	0	0
25	Sporting and recreational services	0	0	0	0	0	0
Total domestic output at basic prices		880	16710	71450	8157	157381	463

TSA Table 5: Production account of tourism industries and other industries, J&K, 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	8753	0	0	0	0	0
19	Tourism related supporting and auxiliary transport activities	0	4013	0	0	0	0
20	Hotels	0	0	26106	504	0	0
21	Restaurants	0	0	10202	89177	0	0
22	Medical and health	0	0	0	0	211760	0
23	Renting of transport equipment	0	0	0	0	0	2056
24	Cultural and religious services	0	0	0	0	0	0
25	Sporting and recreational services	0	0	0	0	0	0
Total domestic output at basic prices		8753	4013	36308	89682	211760	2056

TSA Table 5: Production account of tourism industries and other industries, J&K, 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	1428493	216872
2	Mining, other manufacturing, construction, electricity, gas and water supply	0	0	4319925	387888
3	Trade	0	0	430201	-430201
4	Transport freight services	0	0	201692	-202554
5	All non-tourism specific services	0	0	1917426	0
6	Processed food products	0	0	166294	15789
7	Beverages	0	0	27895	1489
8	Tobacco products	0	0	0	0
9	Readymade garments	0	0	90615	3961
10	Printing and publishing	0	0	17512	2164
11	Leather footwear	0	0	2197	908
12	Travel related consumer goods	0	0	6184	1122
13	Soaps and cosmetics	0	0	18355	545
14	Gems and jewellery	0	0	72286	2016
15	Railway passenger transport services	0	0	8157	0
16	Land passenger transport including via pipeline	0	0	157096	0
17	Water passenger transport	0	0	463	0
18	Air passenger transport	0	0	8753	0
19	Tourism related supporting and auxiliary transport activities	0	0	4013	0
20	Hotels	0	0	26610	0
21	Restaurants	0	0	99380	0
22	Medical and health	0	0	211760	0
23	Renting of transport equipment	0	0	2149	0
24	Cultural and religious services	15966	0	15966	0
25	Sporting and recreational services	0	79097	79183	0
Total domestic output at basic prices		15966	79097	9312604	0

TSA Table 5: Production account of tourism industries and other industries, J&K, 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	6464	116060	-109596	1535769
2	Mining, other manufacturing, construction, electricity, gas and water supply	323767	75794	247974	4955786
3	Trade	0	0	0	0
4	Transport freight services	1370	508	862	0
5	All non-tourism specific services	32973	5773	27201	1944627
6	Processed food products	2964	760	2204	184287
7	Beverages	6835	0	6835	36219
8	Tobacco products	0	0	0	0
9	Readymade garments	1309	63	1246	95822
10	Printing and publishing	166	42	124	19800
11	Leather footwear	29	0	29	3135
12	Travel related consumer goods	209	73	136	7442
13	Soaps and cosmetics	2341	35	2307	21207
14	Gems and jewellery	538	0	538	74839
15	Railway passenger transport services	9	0	9	8165
16	Land passenger transport including via pipeline	713	487	226	157322
17	Water passenger transport	26	0	26	489
18	Air passenger transport	94	231	-137	8616
19	Tourism related supporting and auxiliary transport activities	124	0	124	4136
20	Hotels	22	11	11	26621
21	Restaurants	53	27	26	99406
22	Medical and health	0	0	0	211760
23	Renting of transport equipment	25	0	25	2174
24	Cultural and religious services	60	112	-53	15914
25	Sporting and recreational services	8581	14264	-5684	73500
Total domestic output at basic prices		388673	214242	174431	9487035

TSA Table 5: Production account of tourism industries and other industries, J&K, 2009-10

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

(Rs. lakh) Contd.

S. No.	Industry	Industry as per the Serial No. given in first column				
		1	2	3	4	5
1	Agriculture	159266	233132	0	4830	1557
2	Mining, other manufacturing, construction, electricity, gas and water supply	83370	2535603	21579	100539	85288
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	12113	162280	23036	11625	80567
6	Processed food products	2675	18397	0	10	132
7	Beverages	0	1765	0	1	118
8	Tobacco products	0	7	0	0	0
9	Readymade garments	30	7806	28	107	655
10	Printing and publishing	153	642	1144	400	1004
11	Leather footwear	0	231	0	71	0
12	Travel related consumer goods	8	1707	19	43	89
13	Soaps and cosmetics	0	1664	0	5	8
14	Gems and jewellery	0	686	0	0	0
15	Railway passenger transport services	135	2858	37	117	1246
16	Land passenger transport including via pipeline	3418	18287	10893	1673	7227
17	Water passenger transport	2	6	0	0	0
18	Air passenger transport	50	7846	35	64	1584
19	Tourism related supporting and auxiliary transport activities	0	129	0	24	0
20	Hotels	438	637	1590	4666	5477
21	Restaurants	1286	1871	4675	13717	16101
22	Medical and health	0	0	0	312	3833
23	Renting of transport equipment	8	274	0	67	52
24	Cultural and religious services	6	1571	4	39	482
25	Sporting and recreational services	719	6602	3	100	510
IC-PP		263675	3004000	63044	138410	205929
GVA-basic prices		1046019	1387347	317088	62997	1711107
CoE		158106	555887	48655	22765	693858
OS/MI		805956	536789	258550	32374	830567
CFC		72972	264649	8150	7021	152788
net taxes on production		9135	30987	1783	855	34680
GO-basic prices		1309694	4391348	380132	201407	1917036
Employment (lakh)		34.09	11.36	4.51	0.92	6.65

TSA Table 5: Production account of tourism industries and other industries, J&K, 2009-10

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

(Rs. lakh) Contd.

S. No.	Industry	Industry as per the Serial No. given in first column				
		6	7	8	9	10
1	Agriculture	225849	6404	0	271	10
2	Mining, other manufacturing, construction, electricity, gas and water supply	24294	6927	0	37744	12336
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	5558	585	0	5068	899
6	Processed food products	10757	6836	0	45	89
7	Beverages	55	1979	0	0	0
8	Tobacco products	0	0	0	0	0
9	Readymade garments	15	0	0	2238	32
10	Printing and publishing	2	0	0	3	649
11	Leather footwear	0	0	0	0	0
12	Travel related consumer goods	5	4	0	103	9
13	Soaps and cosmetics	3	21	0	241	21
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	75	6	0	123	18
16	Land passenger transport including via pipeline	369	35	0	293	127
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	22	11	0	31	32
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	2	0	0	0	0
21	Restaurants	6	0	0	0	0
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	0	0	0	0	0
24	Cultural and religious services	9	0	0	134	16
25	Sporting and recreational services	21	6	0	206	15
IC-PP		267045	22814	0	46500	14254
GVA-basic prices		22440	5175	0	26959	3635
CoE		6689	297	0	6375	589
OS/MI		9759	3499	0	13673	2181
CFC		5379	1237	0	6173	766
net taxes on production		624	144	0	749	101
GO-basic prices		289485	27989	0	73458	17889
Employment (lakh)		0.40	0.00	0.00	0.71	0.04

TSA Table 5: Production account of tourism industries and other industries, J&K, 2009-10

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

(Rs. lakh) Contd.

S. No.	Industry	Industry as per the Serial No. given in first column				
		11	12	13	14	15
1	Agriculture	58	45	418	0	0
2	Mining, other manufacturing, construction, electricity, gas and water supply	701	232	7968	28000	2809
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	82	15	908	8380	205
6	Processed food products	23	4	535	0	0
7	Beverages	0	0	33	0	0
8	Tobacco products	0	0	0	0	0
9	Readymade garments	10	1	0	0	0
10	Printing and publishing	0	0	5	0	2
11	Leather footwear	5	0	0	0	0
12	Travel related consumer goods	48	50	1	65	2
13	Soaps and cosmetics	0	0	1519	0	0
14	Gems and jewellery	0	1	0	19432	0
15	Railway passenger transport services	6	0	15	289	3
16	Land passenger transport including via pipeline	12	2	116	2907	14
17	Water passenger transport	0	0	0	54	0
18	Air passenger transport	1	1	64	611	1
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	0	0	0	0	3
21	Restaurants	0	0	0	0	9
22	Medical and health	0	0	0	0	101
23	Renting of transport equipment	0	0	0	6	15
24	Cultural and religious services	0	0	8	130	0
25	Sporting and recreational services	7	2	41	82	1
IC-PP		953	353	11633	59954	3165
GVA-basic prices		538	527	5077	11496	4991
CoE		64	57	215	2951	3472
OS/MI		345	345	3538	6546	436
CFC		114	116	1186	1685	938
net taxes on production		15	10	141	320	145
GO-basic prices		1491	880	16710	71450	8157
Employment (lakh)		0.04	0.03	0.01	0.03	0.01

TSA Table 5: Production account of tourism industries and other industries, J&K, 2009-10

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

(Rs. lakh) Contd.

S. No.	Industry	Industry as per the Serial No. given in first column				
		16	17	18	19	20
1	Agriculture	24507	5	0	0	17709
2	Mining, other manufacturing, construction, electricity, gas and water supply	49364	133	3806	580	3570
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	3072	21	551	418	293
6	Processed food products	30	1	0	0	1665
7	Beverages	0	0	0	0	416
8	Tobacco products	0	0	0	0	0
9	Readymade garments	1	4	78	0	165
10	Printing and publishing	83	0	3	43	5
11	Leather footwear	1	0	0	0	0
12	Travel related consumer goods	5	0	15	1	0
13	Soaps and cosmetics	0	0	62	0	34
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	3	0	1	16	3
16	Land passenger transport including via pipeline	16	15	290	336	21
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	4	0	2	1	8
19	Tourism related supporting and auxiliary transport activities	0	0	0	6	0
20	Hotels	2404	2	31	127	87
21	Restaurants	7069	6	91	372	257
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	25	0	5	0	0
24	Cultural and religious services	12	0	0	5	1
25	Sporting and recreational services	51	0	5	1	5
IC-PP		86647	190	4941	1905	24240
GVA-basic prices		70734	273	3813	2107	12068
CoE		13359	35	2838	1525	3319
OS/MI		50865	214	525	335	7657
CFC		6114	23	423	232	1000
net taxes on production		413	2	28	15	93
GO-basic prices		157381	463	8753	4013	36308
Employment (lakh)		0.82	0.00	0.00	0.01	0.15

TSA Table 5: Production account of tourism industries and other industries, J&K, 2009-10

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

(Rs. lakh) Contd.

S. No.	Industry	Industry as per the Serial No. given in first column				
		21	22	23	24	25
1	Agriculture	46264	6215	0	0	201
2	Mining, other manufacturing, construction, electricity, gas and water supply	6581	53286	88	999	12582
3	Trade	0	0	0	0	0
4	Transport freight services	0	0	0	0	0
5	All non-tourism specific services	361	3747	148	1045	15167
6	Processed food products	4351	0	0	0	9
7	Beverages	1088	0	0	0	0
8	Tobacco products	0	0	0	0	0
9	Readymade garments	266	1252	0	0	25
10	Printing and publishing	6	215	0	4	41
11	Leather footwear	0	0	0	0	0
12	Travel related consumer goods	1	5	0	7	14
13	Soaps and cosmetics	18	0	0	0	39
14	Gems and jewellery	0	0	0	0	0
15	Railway passenger transport services	2	109	0	2	30
16	Land passenger transport including via pipeline	15	1412	8	2	39
17	Water passenger transport	0	0	0	0	0
18	Air passenger transport	6	18	0	3	11
19	Tourism related supporting and auxiliary transport activities	0	0	0	0	0
20	Hotels	228	3734	9	20	16
21	Restaurants	671	10977	26	60	48
22	Medical and health	0	0	0	0	0
23	Renting of transport equipment	0	0	0	0	338
24	Cultural and religious services	4	30	1	29	534
25	Sporting and recreational services	12	78	0	8	7552
IC-PP		59873	81078	280	2180	36645
GVA-basic prices		29808	130682	1776	13786	42452
CoE		8197	76265	276	8046	22936
OS/MI		18536	47198	1038	4992	5561
CFC		2470	6040	415	637	13538
net taxes on production		610	1502	47	142	531
GO-basic prices		89682	211760	2056	15966	79097
Employment (lakh)		0.37	0.56	0.00	0.06	0.14

TSA Table 5: Production account of tourism industries and other industries, J&K, 2009-10

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

(Rs. lakh) Contd.

S. No.	Industry	IC	FD	output
1	Agriculture			
2	Mining, other manufacturing, construction, electricity, gas and water supply	726743	809026	1535769
3	Trade	3078379	1877408	4955786
4	Transport freight services	0	0	0
5	All non-tourism specific services	0	0	0
6	Processed food products	336143	1608484	1944627
7	Beverages	45558	138729	184287
8	Tobacco products	5455	30764	36219
9	Readymade garments	8	-7	0
10	Printing and publishing	12714	83107	95822
11	Leather footwear	4406	15394	19800
12	Travel related consumer goods	307	2827	3135
13	Soaps and cosmetics	2200	5242	7442
14	Gems and jewellery	3634	17573	21207
15	Railway passenger transport services	20119	54721	74839
16	Land passenger transport including via pipeline	5095	3071	8165
17	Water passenger transport	47527	109795	157322
18	Air passenger transport	62	427	489
19	Tourism related supporting and auxiliary transport activities	10406	-1790	8616
20	Hotels	159	3977	4136
21	Restaurants	19471	7150	26621
22	Medical and health	57243	42163	99406
23	Renting of transport equipment	4247	207513	211760
24	Cultural and religious services	792	1382	2174
25	Sporting and recreational services	3013	12900	15914
IC-PP		4399708	5087327	9487035
GVA-basic prices		4912896	0	0
CoE		1636776	0	0
OS/MI		2641479	0	0
CFC		554067	0	0
net taxes on production		83072	0	0
GO-basic prices		9312604	0	0
Employment (lakh)		60.90	0.00	0.00

Source: NCAER computations

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

Industries	Gross output at basic prices	Intermediate Consumption	Gross value added at basic prices	State Tourism Industry Ratios	TDGVA
1. Agriculture	1309694	263675	1046019	0.00	0
2. Mining, other manufacturing, construction, electricity, gas and water supply	4391348	3004000	1387347	0.00	10
3. Trade	380132	63044	317088	0.66	2108
4. transport freight services	201407	138410	62997	2.25	1415
5. All non-tourism specific services	1917036	205929	1711107	2.29	39184
6. Processed food products	289485	267045	22440	0.00	0
7. Beverages	27989	22814	5175	0.02	1
8. Tobacco products	0	0	0	0.00	0
9. Readymade garments	73458	46500	26959	0.00	0
10. Printing and publishing	17889	14254	3635	0.00	0
11. Leather footwear	1491	953	538	0.00	0
12. Travel related consumer goods	880	353	527	0.00	0
13. Soaps and cosmetics	16710	11633	5077	0.00	0
14. Gems and jewellery	71450	59954	11496	0.00	0
15. Railway passenger transport services	8157	3165	4991	77.66	3876
16. Land passenger transport including via pipeline	157381	86647	70734	79.83	56468
17. Water passenger transport	463	190	273	21.65	59
18. Air passenger transport	8753	4941	3813	91.07	3472
19. Tourism related supporting and auxiliary transport activities	4013	1905	2107	86.87	1831
20. Hotels	36308	24240	12068	98.67	11907
21. Restaurants	89682	59873	29808	31.61	9424
22. Medical and health	211760	81078	130682	38.22	49940
23. Renting of transport equipment	2056	280	1776	34.59	614
24. Cultural and religious services	15966	2180	13786	55.83	7697
25. Sporting and recreational services	79097	36645	42452	12.57	5338
Total	9312604	4399708	4912896		193346
Share in State GVA					3.94

Source: NCAER computations

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

Industries	Number of Employees			Number of Employees		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	23545	3990	27535	98676	1734	100409
Accommodation services/Hotels	2779	0	2779	5764	0	5764
Food and beverage serving services/Restaurants	1226	0	1226	25027	0	25027
Railway passenger transport services	0	0	0	0	0	0
Land passenger transport services	1646	0	1646	53701	0	53701
Water passenger transport services	0	0	0	0	0	0
Air passenger transport services	0	0	0	0	0	0
Transport equipment rental services	0	0	0	0	0	0
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	0	0	0	0	0
Cultural and religious services	0	0	0	2903	0	2903
Sporting and other recreational services	0	0	0	8866	0	8866
Health and medical related services	17894	3990	21884	2414	1734	4148
Tourism connected industries	571	748	1318	74164	6383	80547
Readymade garments	0	748	748	46393	6383	52776
Processed Food	571	0	571	22036	0	22036
Tobacco products	0	0	0	0	0	0
Beverages	0	0	0	0	0	0
Travel related consumer goods	0	0	0	336	0	336
footwear	0	0	0	2693	0	2693
Soaps, cosmetics and glycerine	0	0	0	0	0	0
Gems and jewellery	0	0	0	0	0	0
Book, journals, magazines, stationery etc.	0	0	0	2707	0	2707

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

TSA Table 7B: Employment in tourism industries by formal/informal and by gender – Jammu & Kashmir, URBAN – 2009-10

Industries	Number of Employees			Number of Employees		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	22970	10174	33144	44687	3075	47762
Accommodation services/Hotels	561	0	561	5957	0	5957
Food and beverage serving services/Restaurants	0	0	0	10726	0	10726
Railway passenger transport services	593	0	593	0	0	0
Land passenger transport services	4320	0	4320	20446	0	20446
Water passenger transport services	0	0	0	0	0	0
Air passenger transport services	0	0	0	0	0	0
Transport equipment rental services	0	0	0	0	0	0
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	232	232	1001	0	1001
Cultural and religious services	1390	0	1390	1179	0	1179
Sporting and other recreational services	331	0	331	2375	1718	4093
Health and medical related services	15775	9942	25717	3003	1357	4360
Tourism connected industries	0	1014	1014	32773	8204	40977
Readymade garments	0	0	0	10136	6745	16881
Processed Food	0	0	0	15499	828	16327
Tobacco products	0	0	0	0	0	0
Beverages	0	0	0	0	0	0
Travel related consumer goods	0	0	0	1944	631	2575
footwear	0	1014	1014	234	0	234
Soaps, cosmetics and glycerine	0	0	0	519	0	519
Gems and jewellery	0	0	0	3263	0	3263
Book, journals, magazines, stationery etc.	0	0	0	1178	0	1178

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

TSA Table 7C: Employment in tourism industries by formal/informal and by gender – Jammu & Kashmir, TOTAL – 2009-10

Industries	Number of Employees			Number of Employees		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	46515	14164	60679	143363	4809	148172
Accommodation services/Hotels	3340	0	3340	11721	0	11721
Food and beverage serving services/Restaurants	1226	0	1226	35753	0	35753
Railway passenger transport services	593	0	593	0	0	0
Land passenger transport services	5966	0	5966	74148	0	74148
Water passenger transport services	0	0	0	0	0	0
Air passenger transport services	0	0	0	0	0	0
Transport equipment rental services	0	0	0	0	0	0
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	232	232	1001	0	1001
Cultural and religious services	1390	0	1390	4081	0	4081
Sporting and other recreational services	331	0	331	11241	1718	12959
Health and medical related services	33669	13932	47601	5417	3091	8508
Tourism connected industries	571	1762	2333	106937	14587	121524
Readymade garments	0	748	748	56529	13128	69657
Processed Food	571	0	571	37535	828	38362
Tobacco products	0	0	0	0	0	0
Beverages	0	0	0	0	0	0
Travel related consumer goods	0	0	0	2280	631	2911
footwear	0	1014	1014	2927	0	2927
Soaps, cosmetics and glycerine	0	0	0	519	0	519
Gems and jewellery	0	0	0	3263	0	3263
Book, journals, magazines, stationery etc.	0	0	0	3884	0	3884

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

**TSA Table 7D: Jobs in tourism industries by formal/informal and by gender –
Jammu & Kashmir, RURAL – 2009-10**

Industries	Number of Jobs			Number of Jobs		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	23545	3990	27535	101844	1734	103578
Accommodation services/Hotels	2779	0	2779	5764	0	5764
Food and beverage serving services/Restaurants	1226	0	1226	25251	0	25251
Railway passenger transport services	0	0	0	0	0	0
Land passenger transport services	1646	0	1646	55299	0	55299
Water passenger transport services	0	0	0	0	0	0
Air passenger transport services	0	0	0	0	0	0
Transport equipment rental services	0	0	0	0	0	0
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	0	0	0	0	0
Cultural and religious services	0	0	0	3885	0	3885
Sporting and other recreational services	0	0	0	9232	0	9232
Health and medical related services	17894	3990	21884	2414	1734	4148
Tourism connected industries	571	748	1318	75467	6383	81850
Readymade garments	0	748	748	47319	6383	53701
Processed Food	571	0	571	22413	0	22413
Tobacco products	0	0	0	0	0	0
Beverages	0	0	0	0	0	0
Travel related consumer goods	0	0	0	336	0	336
footwear	0	0	0	2693	0	2693
Soaps, cosmetics and glycerine	0	0	0	0	0	0
Gems and jewellery	0	0	0	0	0	0
Book, journals, magazines, stationery etc.	0	0	0	2707	0	2707

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

**TSA Table 7E: Jobs in tourism industries by formal/informal and by gender –
Jammu & Kashmir, URBAN – 2009-10**

Industries	Number of Jobs			Number of Jobs		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	22970	10174	33144	44873	3075	47948
Accommodation services/Hotels	561	0	561	5957	0	5957
Food and beverage serving services/Restaurants	0	0	0	10726	0	10726
Railway passenger transport services	593	0	593	0	0	0
Land passenger transport services	4320	0	4320	20632	0	20632
Water passenger transport services	0	0	0	0	0	0
Air passenger transport services	0	0	0	0	0	0
Transport equipment rental services	0	0	0	0	0	0
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	232	232	1001	0	1001
Cultural and religious services	1390	0	1390	1179	0	1179
Sporting and other recreational services	331	0	331	2375	1718	4093
Health and medical related services	15775	9942	25717	3003	1357	4360
Tourism connected industries	0	1014	1014	32980	8204	41184
Readymade garments	0	0	0	10136	6745	16881
Processed Food	0	0	0	15706	828	16534
Tobacco products	0	0	0	0	0	0
Beverages	0	0	0	0	0	0
Travel related consumer goods	0	0	0	1944	631	2575
footwear	0	1014	1014	234	0	234
Soaps, cosmetics and glycerine	0	0	0	519	0	519
Gems and jewellery	0	0	0	3263	0	3263
Book, journals, magazines, stationery etc.	0	0	0	1178	0	1178

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

**TSA Table 7F: Jobs in tourism industries by formal/informal and by gender –
Jammu & Kashmir, TOTAL – 2009-10**

Industries	Number of Jobs			Number of Jobs		
	Formal			Informal		
	Male	Female	Total	Male	Female	Total
Tourism characteristic industries	46515	14164	60679	146717	4809	151526
Accommodation services/Hotels	3340	0	3340	11721	0	11721
Food and beverage serving services/Restaurants	1226	0	1226	35977	0	35977
Railway passenger transport services	593	0	593	0	0	0
Land passenger transport services	5966	0	5966	75931	0	75931
Water passenger transport services	0	0	0	0	0	0
Air passenger transport services	0	0	0	0	0	0
Transport equipment rental services	0	0	0	0	0	0
Travel agencies and other reservation services/ Supporting and auxiliary passenger transport activities	0	232	232	1001	0	1001
Cultural and religious services	1390	0	1390	5063	0	5063
Sporting and other recreational services	331	0	331	11607	1718	13325
Health and medical related services	33669	13932	47601	5417	3091	8508
Tourism connected industries	571	1762	2333	108447	14587	123033
Readymade garments	0	748	748	57454	13128	70582
Processed Food	571	0	571	38119	828	38947
Tobacco products	0	0	0	0	0	0
Beverages	0	0	0	0	0	0
Travel related consumer goods	0	0	0	2280	631	2911
footwear	0	1014	1014	2927	0	2927
Soaps, cosmetics and glycerine	0	0	0	519	0	519
Gems and jewellery	0	0	0	3263	0	3263
Book, journals, magazines, stationery etc.	0	0	0	3884	0	3884

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

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

(in lakh)

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

Source: India Tourism Statistics

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Source of information	Jammu & Kashmir					
	Incredible India Campaign			Other promotional campaigns		
	Rural	Urban	Total	Rural	Urban	Total
Newspaper/Magazine	42	18	36	21	68	31
Radio	76	132	90	304	115	265
TV	472	637	514	319	417	340
Internet	0	8	2	0	0	0
Billboard/ Hoarding	0	0	0	31	10	27
More than one of these	390	156	331	282	257	227
Others	20	49	27	42	134	61
Any/Some/ All of these	1000	1000	1000	1000	1000	1000

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

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

Source of information	All India					
	Incredible India Campaign			Other promotional campaigns		
	Rural	Urban	Total	Rural	Urban	Total
Newspaper/Magazine	145	139	142	172	272	220
Radio	82	22	47	113	30	73
TV	547	661	614	318	385	350
Internet	3	20	13	1	8	5
Billboard/ Hoarding	10	5	7	66	40	53
More than one of these	186	145	162	265	248	257
Others	27	8	16	65	17	42
Any/Some/ All of these	1000	1000	1000	1000	1000	1000

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

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

Source of information	Jammu & Kashmir					
	Incredible India Campaign			Other promotional campaigns		
	Rural	Urban	Total	Rural	Urban	Total
Resulted into one or more trips	5	6	5	5	50	14
Planning to make a trip in near future	246	303	261	306	191	282
Willing to make a trip but could not make it due to other constraints	158	260	184	283	322	291
No impact	530	333	480	337	273	324
Cannot say	61	97	70	70	164	89
Total	1000	1000	1000	1000	1000	1000

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

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

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

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

6. SUMMARY OF FINDINGS

Number of trips

- Total domestic or intrastate trips undertaken in J&K were 1.12 crore in 2008-09 (DTS, 2008-09). This amounts to 1.2 per cent of the total domestic trips undertaken in India.
- In addition to this, 12.9 lakh trips were undertaken in the state from the other states of India, constituting a part of inbound tourism activity in the state (DTS, 2008-09). The other part relates to the tourism activity by 48,099 tourists visiting the state from other countries (MoT Report).
- With respect to outbound tourism, a total of 58,900 people living in J&K undertook foreign trips during 2010-11 (IPS, 2010-11). This is 0.54 per cent of the total outbound tourists of India (Table 6.1).

Table 6.1: Number of trips / tourists

Item	Jammu & Kashmir	All India	Share of JK in All- India
Total domestic trips (No.) - within state	1,12,62,614	93,90,32,132	1.20
Total Inbound trips (No.) - from other states	12,91,791	-	
Total Inbound tourists (No.) - from other countries	48,099	66,03,897	0.73
Total outbound tourists (No.) - to other countries	58,900	1,08,42,124	0.54

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. 5,69,520 lakh which is 1.13 per cent of the total Tourism Expenditure for India (Table 6.2).

Table 6.2: Internal Tourism Expenditure (Rs. lakh)

Item	Jammu & Kashmir	All India	Share of JK in All- India (%)
1. Domestic Tourism Expenditure	2,33,710	3,92,96,109	0.59
2. Inbound Tourism Expenditure	3,30,828	99,67,885	3.32
- Total Expenditure on trips from other states	2,58,228	-	-
- Total Expenditure on trips from other countries	72,600	99,67,885	0.73
3. Outbound Tourism Expenditure	4,982	10,14,854	0.49
4. Gross Internal Tourism Expenditure (1+2+3)	5,69,520	5,02,78,848	1.13

Source: NCAER Computations

Employment in tourism industries

- The overall workforce (number of jobs) in J&K was 60.9 lakh in 2009-10.
- The number of jobs in tourism characteristic industries in the state stood at 2.12 lakh. This refers to the tourism employment of the state.
- **The direct share of tourism employment in total state employment is 3.48 per cent, as compared to the corresponding national share of 4.37 per cent (Table 6.3).**

Table 6.3: Employment in tourism industries

	Jammu & Kashmir	All India
Total Employment (in lakh)	60.90	5,355.4
Tourism Characteristic Industries	2.12	234.2
Tourism Connected Industries	1.25	203.7
Tourism Specific Industries	3.38	437.9
Shares in Total Employment (%)		
Tourism Characteristic Industries	3.48	4.37
Tourism Connected Industries	2.06	3.80
Tourism Specific Industries	5.54	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. 49,12,896 lakh for the reference year of 2009-10.
 - The GVA of Tourism characteristic industries (GVATI) works out to be Rs. 3,12,491 lakh, which is 6.36 per cent of the total state GVA or GSDP (Table 6.4).

Table 6.4: Gross Value Added of tourism industries

	Jammu & Kashmir	All India
Gross Value Added (GVA) at basic prices	49,12,896	61,86,95,000
Tourism Characteristic Industries (GVATI)	3,12,491	4,42,92,221
Tourism Connected Industries	75,846	1,82,16,126
Tourism Specific Industries (1+2)	3,88,338	6,25,08,347
Shares in GVA		
Tourism Characteristic Industries (GVATI)	6.36	7.16
Tourism Connected Industries	1.54	2.94
Tourism Specific Industries	7.90	10.1
Tourism Direct GVA	1,93,346	2,34,91,181
Share of TDGVA in total GVA	3.94	3.8

Source: NCAER Computations

Direct and indirect shares in GSDP & employment

- The Tourism Direct GVA (TDGVA) for the state is Rs. 1,93,346 lakh.
- **The share of TDGVA in the state GVA is 3.94 per cent. This is the direct share of tourism in the state GDP.**
- Using the GVA and employment multipliers, we arrive at the direct and indirect contribution of tourism in the state GDP and employment respectively.
- These multipliers have been computed for the state of reference using the Input-Output analysis and are given in Table 6.5. The direct plus indirect shares in GDP and employment are obtained by multiplying their direct shares with the respective multipliers.

- The overall (direct + indirect) share of tourism in the state GDP is 7.59 per cent which is the share of TDGVA in overall GVA.
- And the overall (direct + indirect) share of tourism employment in total state employment is 9.26 per cent (Table 6.5).

Table 6.5: Contribution of Tourism in the Economy

	Jammu & Kashmir	All India
TDGVA - direct	3.94	3.80
GVATI-direct	6.36	7.16
Tourism Employment - direct	3.48	4.37
GVA multipliers	1.929	1.843
Employment multipliers	2.6587	2.3256
TDGVA - direct and indirect	7.59	7.00
GVATI-direct and indirect	12.27	13.19
Tourism Employment - direct and indirect	9.26	10.17

GLOSSARY

GLOSSARY²⁵

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

²⁵ Sources of glossary:

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

Direct tourism gross value added	The value of direct tourism output at basic prices, less the value of the inputs used in producing these tourism products. This measure is directly comparable with the value added of 'conventional' industries such as mining and manufacturing and should also be used for comparisons across countries. See also Direct tourism output and Direct tourism GDP.
Direct tourism output	The value of goods and services, at basic prices, which are consumed by visitors and produced in the economy by industries in a direct relationship with visitors.
Domestic output	Domestic output is output produced by resident enterprises.
Domestic tourism	The travel of domestic visitors is called domestic tourism. It comprises the activities of a resident visitor within the country of reference either as part of a domestic tourism trip or part of an outbound tourism trip.
Domestic tourism consumption	Consists of the tourism consumption by resident visitors on tourism related products within the economy. It is the sum of household tourism consumption and business and government tourism consumption.
Domestic travel	Travel within a country by residents is called domestic travel.
Domestic travellers	Those who undertake domestic travel are domestic travellers.
Domestic trip	A domestic trip is one with a main destination within the country of residence of the visitor.
Domestic visitor	<p>A domestic traveller qualifies as a domestic visitor if: (a) he/she is on a tourism trip and (b) he/she is a resident travelling in the country of reference.</p> <p>Domestic visitors are those who travel within the country to a place other than their usual place of residence and stay at hotels or other accommodation establishments run on commercial basis or in dharamshalas/sarais/musafirkhanas/ agrashalas/ choultries, etc for a duration of not less than 24 hours or one night and for not more than 12 months at a time.</p>
Durable consumer goods	Durable goods are goods that “may be used repeatedly or continuously over a period of a year or more, assuming a normal or average rate of physical usage”. When acquired by producers, these are considered to be capital goods used for production processes as is the case of vehicles, computers, etc. When acquired by households, they are considered to be consumer durable goods.
Economic activity	Any activity resulting in production of goods and services that add value to national product is considered as an economic activity. Such activities include production of all goods and services for market (market activities), i.e. production for pay or profit, and, among the non-market activities, the production of goods and household services with paid domestic employees and owner occupied dwellings for own consumption and own account production of fixed assets.
Employed persons	Employed (or worker) persons are those who are engaged in any economic activity or who, despite their attachment to economic activity, abstain from work for reason of illness, injury or other physical disability, bad weather, festivals, social or religious functions or other contingencies necessitating temporary absence from work.

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

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

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

	<p>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.</p>
Input-output tables	<p>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.</p>
Intermediate consumption	<p>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.</p>
Intermediate output	<p>That part of the total output of each industry consumed by other industries in the production process.</p>
Internal tourism	<p>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.</p>
Internal tourism consumption	<p>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.</p>
International tourism	<p>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.</p>
International tourism consumption	<p>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.</p>
International travellers	<p>Those who undertake international travel are considered as international travellers.</p>
International visitor	<p>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.</p>
ISIC	<p>ISIC is the United Nations International Standard Industrial Classification of All Economic Activities; the third revision of ISIC is used in the 1993 SNA.</p>
Leontief inverse (input-output) table	<p>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</p>

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

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

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

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

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

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

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

APPENDIX

APPENDIX

Estimation Procedure

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

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

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

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

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

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

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

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

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



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