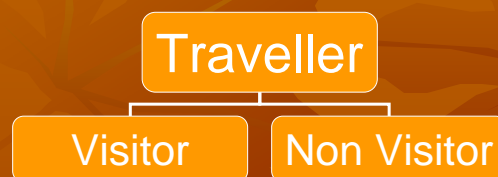


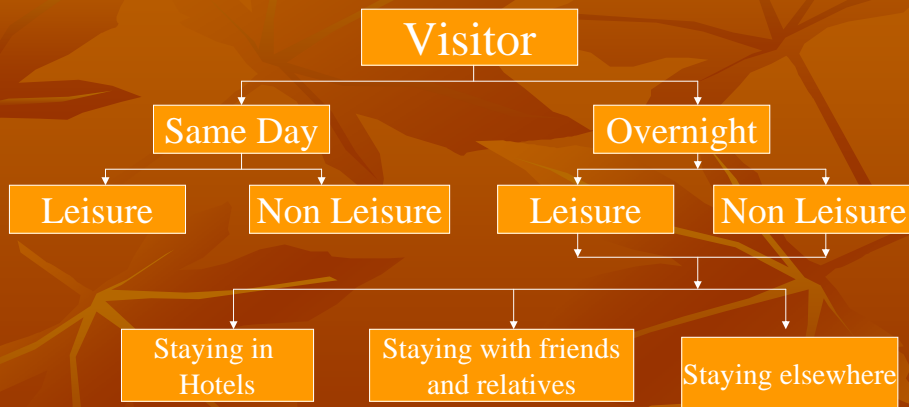
# *Improvement of Domestic Tourism Statistics.*

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Visitor: A visitor is a traveller taking a trip to a main destination outside his/her usual environment for any main purpose (business, leisure or other personal purpose) other than to be employed at the place visited.

## Categories of Visitors:



Defining Leisure and Non Leisure

## Sources of data on Domestic Tourists:

- Household Survey:
  - Conducted by NCAER in 2002.
  - Conducted by Ministry of Statistics and Programme Implementation during July 2008 to June 2009 (Report not yet available).
- Problems with Household Survey data:
  - Not available periodically.
  - Data available only at State level.

## Sources of data on Domestic Tourists:

- Based on Administrative Records.
  - Ministry of Tourism compiles data on state wise domestic and foreign tourist visits based on data supplied by State/ UTs .

### Some Figures:

## Problems with existing data on Domestic Tourists:

- No Uniformity in coverage of type of tourists.
  - Some States supply data based on information received from accommodation units.
  - Others based on data collected at tourist places.
- Data based on Household Survey have limited utility for immediate policy interventions.

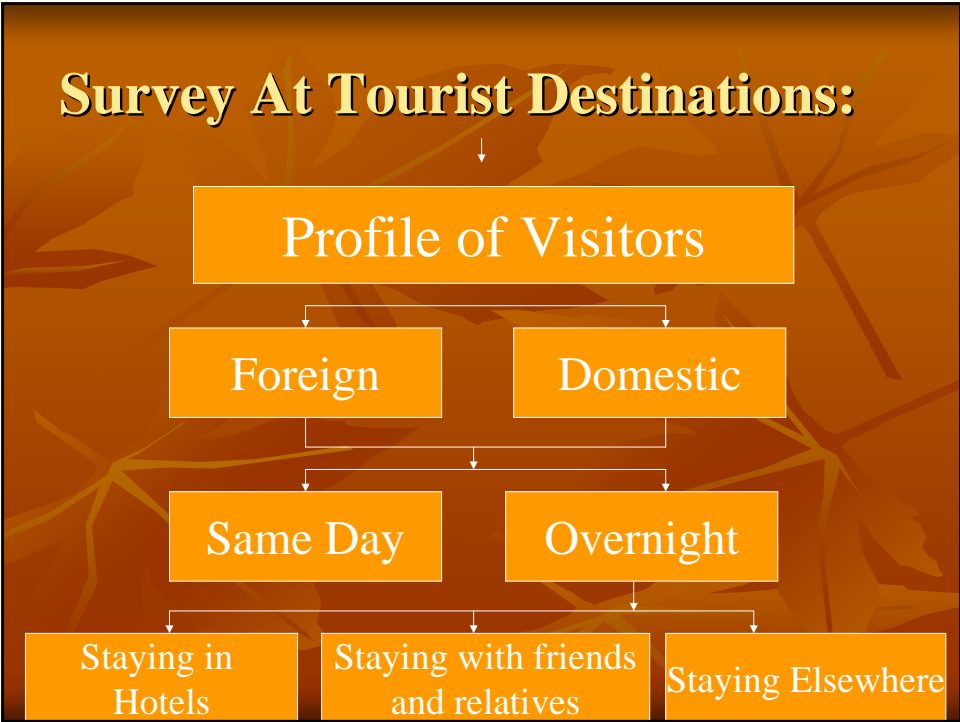
LIST

## **Limitations of existing data:**

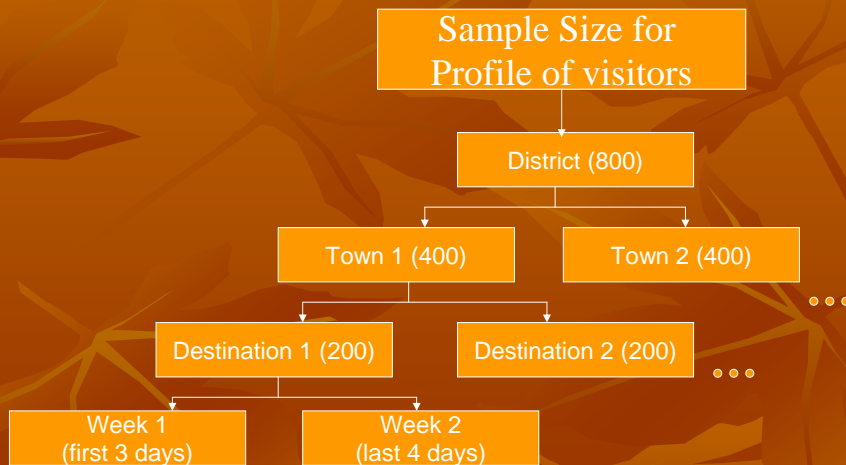
- India is unable to supply data to the UNWTO on
  - related to same day visitors
  - overnight stays in hotels and similar establishments
  - overnight stays in all types of accommodation establishments etc.

## **Efforts to bridge the gap:**

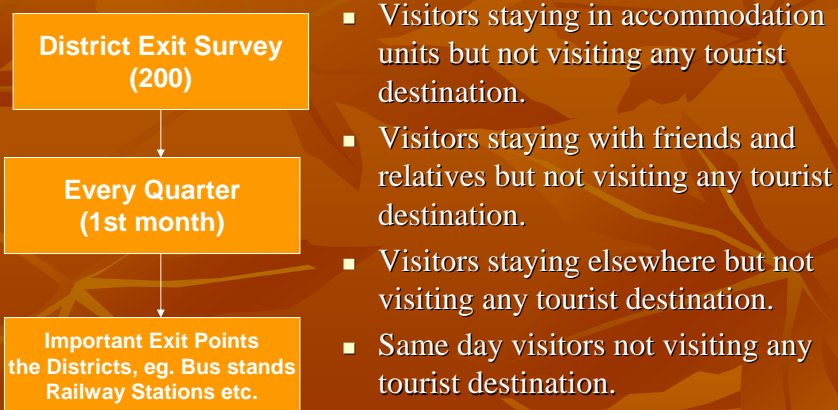
- Domestic tourism survey commissioned by Ministry of Tourism.
  - Survey period: 1 year starting from July 2009.
  - Covering 5 states of Andhra Pradesh, Delhi, Jharkhand, Maharashtra and Punjab.
  - Three types of surveys are being conducted:
    - Survey at Tourist Destinations.
    - Survey at Exit points of the district.
    - Survey of Accommodation units.



## Survey At Tourist Destinations:



## Survey at Exit Points of the district:



To capture Non Leisure visitors

## Estimation of Total Tourists and Day Visitors:

- Total Tourists= staying in Accommodation units (Leisure + Non Leisure)  
+ Tourists staying with friends and relatives (Leisure + Non Leisure)  
+ Tourists staying elsewhere (Leisure + Non Leisure)
- Same Day Visitors= Same Day Visitors (leisure)  
+Same Day Visitors (non leisure)

## Survey of Accommodation Units:

- Preparation of the list of accommodation units in the selected towns.
- Estimate of no. of tourist staying in accommodation units.
  - Classified hotels
  - Other accommodation units
    - Having more than 20 rooms
    - Having 10-20 rooms
    - Having less than 10 rooms
- Sample:
  - All the classified hotels.
  - 10% in other categories.
  - If less than 10 accommodation units in the town then all were covered.

## Survey of Accommodation Units:

- Multiplier: Number of beds in selected accommodation units/ Total no. of beds in all accommodation units.
- Some information about no. of employees and turnover also generated.

To serve as check to the data collected in survey at tourist destinations and exit points.

## Example: To Derive no. of Non Leisure Visitors

If following is the percentage distribution of Domestic Visitors obtained from Exit Point Survey at District A (sample size =200):

Leisure					Non Leisure				
Staying at Hotels	Staying with F&R	Staying Elsewhere	Same Day Visitors	Total	Staying at Hotels	Staying with F&R	Staying Elsewhere	Same Day Visitors	Total
5	14	16	20	55	3	12	13	17	45



### **Example: To Derive no. of Non Leisure Visitors**

From survey at Tourist Destinations it was found that in a given month there were :

Staying at Hotels	Staying with F&R	Staying Elsewhere	Same Day Visitors	Total
55	80	65	130	330

### **Example: To Derive no. of Non Leisure Visitors**

Then we can say that there were

$(330/55)*3=18$  Non Leisure visitors staying at hotels.

$(330/55)*12=72$  Non Leisure visitors staying with friends and relatives.

$(330/55)*45=270$  total Non Leisure visitors

$270 + 330 = 600$  total visitors

in District A for the given month.

## Survey provides following for the first time in the country:

- Ratio of total number of tourists to number of tourists staying in Hotels and accommodation units.

Domestic

Foreign

- Ratio of total number of Same Day Visitors to number of tourists staying in Hotels and accommodation units.

Domestic

Foreign

## Survey provides following for the first time in the country:

- Average Number of Visits per Tourist. (Leisure)

Domestic

Foreign

- Average Number of Visits per Same Day Visitor. (Leisure)

Domestic

Foreign

## Way Forward:

- This Survey cannot be conducted every year.
- Survey provides district wise list of accommodation units.
- For the states covered under the survey list of accommodation units are available.

## Way Forward:

- States to simply collect information of no. of tourists staying in accommodation units on monthly basis.
- Applying the ratios obtained from this survey total no. of tourists and same day visitors can be obtained on a monthly basis at all the tourist destinations covered in the survey.
- This survey can be repeated at every 5 years to update the ratios.

*Thank You*

If the Visitor lives within the same city and the frequency of visit to the Tourist Spot is once in a month or less than that then the Tourist Spot is said to be in the **Usual Environment** of the visitor.



## Defining Leisure and Non Leisure Visitors

- In the Survey at Exit Points the visitors are classified as Leisure and Non Leisure Visitors based on their purpose of visit.
- If the purpose of visit is other than Holiday, Leisure and recreation and the visitor did not visit any tourist destination then he is classified as a non leisure visitor.



## States sending data on accommodation basis:



Assam	Mizoram
Chandigarh	Orissa
Daman & Diu	Puducherry
Delhi	Tamil Nadu
Haryana	Tripura
Himachal	Uttar Pradesh
Jharkhand	Uttarakhand
Manipur	Gujarat
Meghalaya	West Bengal

## Some Figures (in millions):

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Year	Domestic Tourist Visits	Foreign Tourist Visits
2006	462.31	117.47
2007	526.56	132.67
2008	562.91	141.12

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Ratio of Total Tourists wrt Tourists staying in Hotels (Domestic)						
State	Andhra Pradesh	Delhi	Jharkhand	Maharashtra	Punjab	Combined
Month						
July	2.266	2.376	2.190	1.606	3.863	2.157
August	2.272	2.364	1.836	1.711	3.832	2.074
September	2.021	2.455	1.662	1.500	4.097	1.898
October	2.437	2.279	2.000	1.365	4.005	1.838
November	2.452	2.236	2.126	1.402	3.978	1.891
December	2.132	2.792	1.989	1.427	4.069	1.835
Total	2.280	2.409	2.018	1.472	3.972	1.936

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Ratio of Total Tourists wrt Tourists staying in Hotels (Foreign)						
State	Andhra Pradesh	Delhi	Jharkhand	Maharashtra	Punjab	Combined
Month						
July	1.000	1.174	1.000	1.000	1.552	1.038
August	1.000	1.173	1.030	1.000	1.809	1.053
September	1.000	1.169	1.082	1.000	1.263	1.050
October	1.000	1.083		1.000	1.340	1.029
November	1.000	1.097	1.451	1.000	1.338	1.033
December	1.000	1.075	1.000	1.000	1.243	1.022
<b>Total</b>	<b>1.000</b>	<b>1.110</b>	<b>1.020</b>	<b>1.000</b>	<b>1.367</b>	<b>1.034</b>

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Ratio of Total Same Day Visitors wrt Tourists staying at Hotels (Domestic)						
State	Andhra Pradesh	Delhi	JharKhand	Maharashtra	Punjab	Combined
Month						
July	2.512	1.094	0.922	0.912	3.830	1.538
August	2.116	1.059	1.325	1.321	3.787	1.671
September	2.090	1.122	1.324	1.278	4.058	1.645
October	2.063	1.029	5.664	1.362	3.938	1.781
November	2.121	0.882	6.793	1.361	3.858	1.839
December	1.467	0.989	4.991	1.337	4.088	1.703
<b>Total</b>	<b>2.048</b>	<b>1.030</b>	<b>2.227</b>	<b>1.298</b>	<b>3.925</b>	<b>1.706</b>

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**Ratio of Total Same Day Visitors wrt Tourists staying at Hotels  
(Foreign)**

State	Andhra Pradesh	Delhi	JharKhand	Maharashtra	Punjab	Combined
Month						
July	0.000	0.063	0.132	0.000	0.064	0.013
August	0.000	0.053	0.000	0.000	0.149	0.015
September	0.000	0.052	0.000	0.000	0.027	0.013
October	0.000	0.131		0.000	0.045	0.043
November	0.000	0.100	0.000	0.000	0.044	0.031
December	0.001	0.098	0.000	0.000	0.019	0.026
Total	0.000	0.095	0.010	0.000	0.047	0.026

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**Avg. No. of visits to tourist destinations per tourist (Leisure)  
(Domestic)**

State	Andhra Pradesh	Delhi	Jharkhand	Maharashtra	Punjab	Combined
Month						
July	2.71	3.63	2.21	3.02	1.33	2.51
August	2.02	3.63	2.06	2.57	1.33	2.22
September	1.94	3.60	2.18	2.64	1.31	2.22
October	1.73	2.70	1.85	2.25	1.39	2.02
November	1.73	2.71	1.58	2.17	1.39	1.98
December	1.67	2.62	1.42	2.17	1.39	1.97
Total	1.97	2.98	2.04	2.43	1.36	2.15



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Avg. No. of visits to tourist destinations per tourist (Leisure) (Foreign)						
State	Andhra Pradesh	Delhi	Jharkhand	Maharashtra	Punjab	Combined
Month						
July	3.62	4.50	1.00	4.78	1.35	4.30
August	2.75	4.50	1.12	4.68	1.31	4.15
September	3.12	4.50	1.16	4.69	1.47	4.15
October	1.25	2.87	0.00	5.49	1.66	4.11
November	1.26	2.87	1.69	5.35	1.67	3.99
December	1.37	2.87	1.00	4.78	1.71	3.71
Total	2.25	3.39	1.05	5.03	1.52	4.02

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Avg. No. of visits to tourist destinations per same day visitor (Leisure) (Domestic)						
State	Andhra Pradesh	Delhi	Jharkhand	Maharashtra	Punjab	Combined
Month						
July	2.32	2.47	2.17	2.55	1.17	2.19
August	1.99	2.47	1.98	2.00	1.17	1.89
September	2.03	2.47	2.09	2.02	1.15	1.93
October	1.36	2.08	1.06	1.42	1.12	1.40
November	1.36	2.08	1.07	1.43	1.13	1.40
December	1.40	2.08	1.05	1.43	1.13	1.40
Total	1.80	2.23	1.58	1.65	1.14	1.66

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**Avg. No. of visits to tourist destinations per same day visitor (Leisure)  
(Foreign)**

State	Andhra Pradesh	Delhi	Jharkhand	Maharashtra	Punjab	Combined
Month						
July		3.00			1.00	2.57
August					1.00	1.00
September					1.00	1.00
October		1.90			1.00	1.87
November					1.00	1.00
December	2.43				1.00	1.51
Total	2.43	2.02			1.00	1.82