

RECENT INITIATIVES IN TOURISM STATISTICS AND TSA IN INDIA

Dr. R. N. Pandey
Additional Director General
Ministry of Tourism
Government of India
E-Mail: rajnath56.pandey@gmail.com

Institutional Set Up

- A full-fledged Division in the Ministry of Tourism (MR Division) for the work of Tourism Statistics and related activities. Main activities are
 - Collection, Tabulation, Dissemination of data
 - Foreign tourist arrivals/Foreign Exchange Earnings (Monthly)
 - Foreign and Domestic tourist visits – National and State level (Annual)
 - Sponsoring Surveys and studies on various aspects of tourism
 - Preparation of Master Plans/ Perspective Plans/ Detailed Project Reports for development of tourism even at the Sub-National Level

Some Selected Tourism Statistics

- Foreign Tourist Arrivals (2007)- 4.98 million
 - Domestic Tourist Visits (2006)- 462 million
 - Growth Rate
 - FTA (2007 over 2006) -11.9%
 - Domestic Tourist Visit (2006 over 2005) – 17.8%
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Some Selected Tourism Statistics

- Foreign Exchange Earnings (2007)
 - Indian Rupees- 494.13 billion
 - US\$-11.96 billion
 - Growth Rate in FEE (2007 over 2006)
 - Indian Rupees- 22.4%
 - US\$- 33.8%
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Some Selected Tourism Statistics

- India's Position in the World(2006)
 - FTA- 42nd
 - FEE-21st
- One of the highest growth rate in FTAs
- Also one of the highest growth rate in FEE

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Problems Faced and Recent Initiatives for Improvement

- Domestic Tourist Visit Data
 - As per international Definition, domestic tourists staying with friends and relatives during the trip are to be also treated as tourist.
 - In India data on domestic tourists are collected every month from the States
 - Due to difficulty in getting information about the tourists staying with the friends and relatives are excluded from the Definition in India
 - How other Countries are collecting such data through Administrative records?

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Problems Faced and Recent Initiatives for Improvement

- As per the international recommendations, data have to be also collected on “same Day Visitors”
 - In India, some of the important fairs and festivals as well as pilgrims visit, have huge crowd consisting of both same day and over night visitors.
 - There is an urgent need to formulate some statistical guidelines for estimating the no. of same day visitors in such fairs and festivals

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Recent Initiatives

- Monthly Estimates of FTA – Earlier the monthly estimates of FTA was prepared using the data from only 4 metro cities (having about 69% share in total FTAs)
- Now estimate is based on data of 6 cities (having about 80% share in total FTAs)
- Efforts are on to further expand the coverage to 10 cities (having about 93% share in total FTAs)

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Recent Initiatives

- Revision of the Methodology of the calculation of FEE from Tourism
 - Reserve Bank of India (RBI) is the nodal agency from the foreign exchange earning
 - Ministry of Tourism releases estimates of FEE from Tourism on a monthly basis with a time lag of 1 week
 - RBI releases quarterly figures of FEE with a time lag of one quarter
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Recent Initiatives

- Earlier MOT's estimates of FEE and that of RBI have wide divergence

 - Methodology revised to reduce the difference to maximum 5%
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- Old and New Figures (in US\$ billion) for a few year

Year	Old Est.	Revised Est.
2005	5.73	7.49
2006	6.57	8.93
2007	8.26	11.96

- UNWTO currently uses RBI figures- As MOT figures are now available with less time lag, they can be used by UNWTO

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Recent Initiatives

- An all India Domestic Survey to be conducted during July 2008 to June 2009 to provide various profile of domestic tourists such as
 - Demographic profile and geographical diversity
 - Purpose of Travel by various characteristics
 - Details of the trips such as mode, main destination, month of the trip, place of stay, etc
 - Average expenditure on trips according to purpose of the trips, social groups, etc

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Recent Initiatives

Brief Statistical Details of the Survey

Sample Size

	households
<input type="checkbox"/> Rural	84048
<input type="checkbox"/> Urban	36480

Sampling Design

- Stratified Two stage with sub-stratification of households in the selected Village and UFS Block

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Recent Initiatives

Sampling Design

- Selection of household in different sub- strata in the selected Village and UFS Block
 - Household having atleast one overnight visitor during last 30 days with MPCE \geq B : 4
 - Household having atleast one overnight visitor during last 30 days with MPCE $<$ B : 2
 - Household having atleast one same day visitor during last 30 days with MPCE \geq B : 2
 - Household having atleast one same day visitor during last 30 days with MPCE $<$ B : 2
 - Other Households : 2

Total 12

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Tourism Satellite Accounts (TSA)

- **First TSA Exercise for India undertaken for the Year 2002-03**
- **Main Data Requirements of the TSA were met from**
 - **International Passenger Survey**
 - **Domestic Tourism Survey**
 - **National Accounts Statistics**
 - **Various Surveys conducted by NSSO, particularly on Un-organized services sector**

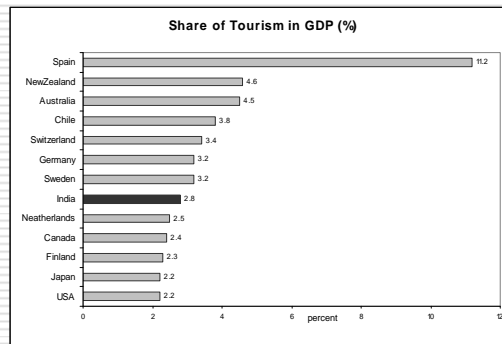
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Important Findings of TSA (2002-03) - Tourism Contribution to GDP and Employment

Share of Tourism to GDP (%)	
Direct	2.78
Direct and Indirect	5.83
Tourism Output Multiplier	2.1
Share of Tourism to Employment- Total (%)	
Direct (jobs in million)	21.5 (4.59%)
Direct and Indirect (jobs in million)	38.6 (8.27%)
Tourism Employment Multiplier	1.8

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A comparison (Direct impact)



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Problems faced in preparation of 1st TSA (2002-03)

- ❑ Data in the Domestic and International Passenger Survey on Tourism related industries was found to be under-reported as compared to that available from National Accounts Statistics (NAS)- (Private Final Consumption Expenditure)
- ❑ Disaggregated data on expenditure on road transport (i.e. buses, mechanized vehicle, and non- mechanized road transport) was not available in NAS also

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Problems faced in preparation of 1st TSA (2002-03) contd...

- Data for some of the sectors such as recreation and entertainment services were directly not available. The input-output table was used to get the requisite data.
 - Expenditure data on railway transport was also found to be under-estimated because of the under reporting of the trips sponsored by the employer.
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Recent initiatives in the field of TSA

- Efforts have started for preparation of the 2nd TSA of India.
 - Domestic Tourism Survey- to get data on expenditure incurred by domestic tourists- have already been planned and will be conducted during July'08 to June'09
 - International Passenger Survey is also being planned during the same period.
 - 2nd TSA will therefore correspond to the period July'08 to June'09
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Recent initiatives in the field of TSA contd...

- Problems encountered in preparing the details for collection of expenditure data in the domestic tourism survey
 - Reference period- The preparation of TSA requires the expenditure data for one year period.
 - With the reference period of one year, a very high degree of recall lapse is anticipated
 - With the reference period of one month, chances of missing the seasonal trips having high expenditure is high.
 - After considerable discussion, reference period of one month is being used.

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Recent initiatives in the field of TSA contd...

- It was generally felt that informant may not be able to provide information on individual component of the package trips.
- In the package trip, a serious problem is anticipated in the collection of data on the share of tour operators.

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Recent initiatives in the field of TSA contd...

- In the domestic tourism survey, most of the concepts and definitions given in International Recommendations on Tourism Statistics & Revised Framework for TSA prepared by UNWTO have been adopted.
 - The relevant expenditure block of the schedule.
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Recent Studies Undertaken

- Action Plan for increasing FTA to 10 million in 2010 and 25 million in 2015
 - Hotel Room Requirements in 2010 and 2015
 - Evaluation Studies-
 - Domestic Promotion and Publicity including hospitality
 - Rural Tourism
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Action Plan for Tourism

Raise the Number of Foreign Tourists visiting India to 25 million in 10 Years Time –

President of India – WTTC Summit – April 2005

An Action Plan is being prepared to achieve

- Analyse current status,
- identifying bottlenecks, and
- give recommendations

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Requirement of Hotel Room Accommodation in India

- Estimation of oversupply/shortfall in hotel room capacity
- Estimated future requirements of hotel accommodation, by 2010 and 2015
- Identification of constraints and bottlenecks
- Review of tariff structures of hotel accommodation
- Comparative analysis with competing tourism destination
- Emerging tourism trends in the Asia-Pacific region and its impact on demand for hotel rooms in India'

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Access to Tourism Data Study/Research Reports

- Monthly and Yearly data of FTA and FEE from Tourism and
- Complete reports of the studies undertaken are available on our website:

www.tourism.gov.in

THANK YOU

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