

Status of Compilation of Tourism Satellite Accounts for India

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What are Satellite Accounts?

- System of National Accounts provides flexibility for extensions and alternative concepts
- Satellite Accounts are extensions to National Accounts
- One such facility is alternative grouping of classifications, for example
 - Tourism industry is defined according to the status of consumer
 - Therefore, not separately shown in the standard list of industries
 - But, its contribution is implicitly included in the national accounts
 - The satellite accounts puts together information on tourism activity included under different industries in national accounts and presents it in the form of TSA

Tourism Characteristic Industries/Products

1. Accommodation for visitors
2. Food and beverage serving activities
3. Railway passenger transport
4. Road passenger transport
5. Water passenger transport
6. Air passenger transport
7. Transport equipment rental
8. Travel agencies and other reservation services activities
9. Cultural activities
10. Sports and recreational activities
11. Retail trade of country-specific tourism characteristic goods
12. Country-specific tourism characteristic activities

Tourism Connected Products

- Readymade garments
- Processed food
- Tobacco products
- Beverages
- Durables
- Footwear
- Toiletries
- Gems and jewellery
- Printing and publishing

Earlier TSA-Share in GDP and employment, TSA, 2002-03

- Tourism share in GDP
 - **2.2 % of GDP in terms of direct impact**
 - 5.8 % including indirect effects
 - One of the largest 15 sectors (out of 115) of the economy
- Tourism share in employment
 - **4.6 % in terms of direct share**
 - 8.3 % including indirect effects

Developments on TSA

- In India the responsibility of compiling the satellite accounts rests with the line ministry
- The Ministry of Tourism accordingly, constituted a steering committee under secretary, tourism and a Technical Advisory Committee under the head national Accounts to over see the compilation
- The NCAER has been chosen as a consultant to the project
- The TSA will be compiled for the year 2009-10

Structure of TSA, 2009-10 As suggested by UNWTO

- Conceptual basis will be TSA: RMF 2008 of UNWTO, EU and OECD
- **Table 1:** Inbound tourism expenditure, by products and classes of visitors
- **Table 2:** Domestic tourism expenditure, by products, classes of visitors and types of trips
- **Table 3:** Outbound tourism expenditure, by products and classes of visitors
- **Table 4:** Internal tourism consumption, by products
- **Table 5:** Production accounts of tourism industries and other industries
- **Table 6:** Domestic supply and internal tourism consumption, by products
- **Table 7:** Employment in the tourism industries

Proposed structure of TSA, 2009-10 contd

- **Table 8:** Gross fixed capital formation of tourism industries and other industries
- **Table 9:** Tourism collective consumption, by products
- **Table 10:** Non-monetary indicators

Major Surveys as Data Sources for the TSA

- Domestic Tourism surveys 2008-09
- International Passenger Survey, 2009-10

Sources of data on Domestic Tourists:

- Household Survey:
 - ✓ Conducted by National Sample Survey Organization of Ministry of Statistics and Programme Implementation during July 2008 to June 2009.

House Hold Survey

- Early hh domestic tourism survey in 1998-99
- Latest hh domestic tourism survey 2008-09
- Differences:
- 1998-99 expenditure included only on exp on passenger transport while in 2008-09 all expenditure made before and after were taken.

HH survey 2008-09

- Coverage all India – central sample
- Multistage sampling with 8188 villages and 4764 urban blocks
- 153308 households
- Same day and overnight trips
- Leading purpose of trips
 - business
 - leisure, holiday
 - Social
 - religious
 - education
 - health
 - Others
- Data Collection – interview method
- Survey conducted by National sample Survey - state wise
- Detailed unit level available for analysis

HH survey - contd

- Average no of trips –overnight and same day per 100 persons
- Variation by NIC
- By employment status
- By purpose
- Expenditure on trips by purpose, package component
- Detailed and useful for bench marking

International Passenger Survey

- International Passenger Survey (IPS) -2010 has been commissioned to the Indian Statistical Institute (ISI), Kolkata with the following objective:
- Providing data for preparation of 2nd TSA.
- Brief Demographic, Social and Economic profile of Foreign, NRI tourists and Outbound Indians for eg. Purpose and duration of visit, expenditure pattern (expenditure pattern up to the point of exit from the country in case of Outbound Indians Residents)
- Characteristics of strips
- Expenditure by products.

IPS-contd

- The sample size for the IPS 2010 is 50,000 (including foreign tourists, NRIs and outbound Indians).
- Data entry has been completed,
- Report to be brought out shortly

Other surveys as Data Sources - contd

- Employment and unemployment surveys of NSSO
 - Employment and jobs in tourism and other activities
- Consumer expenditure survey of NSSO
 - All-India and state-wise consumption expenditure of households, by products
- Non-monetary indicators
 - Tourism statistics

Other Data Sources

- National Accounts Statistics
 - Input-Output tables currently being updated for 2007-08
 - Industry-wise value added
 - Expenditure aggregates and details at compilation category– consumption expenditure, capital formation and external transactions

- Indicators derived from surveys to fill gaps

Some Results from Domestic Tourism Survey

A Comparison of Domestic Tourism Statistics			
	2002	2008-09	% Change
Estimated households (Million)	195.7	224.6	14.8
Estimated tourist households (Million)	86.8	206.1	137.4
Number of overnight trips (Million)	229.4	939	309.3
Number of overnight visitor trips (Million)	549.4	2117.4	285.4
Number of same day visitor trips (Million)	243.0	3156.6	1199.0
Number of trips per household	1.17	4.18	-
Number of tourists per trip	2.39	2.25	-
Average expenditure per trip	1,389	1,038	-
Total expenditure by tourists (Rs. Crore)		97,468	

Some Results from Domestic Tourism Survey

Distribution of Tourists by Purpose of Travel (Per cent)		
	2002	2008-09
Business	7.7*	1.5#
Leisure and Holiday	6.0	2.6
Religious and Pilgrimage	13.8	10.7
Social	58.9	76.0
Others	13.7	9.2
Total	100.0	100.0
* Rural – 6.6, Urban – 10.7		
# Rural – 1.3, Urban – 1.8		

Regional TSA

- Demands from various states for the compilation of state level TSAs - though concept of TSAs at regional level not fully developed internationally
- Few countries attempted compiling Regional TSAs, broadly using two different approaches
 - By disaggregating national level data using a set of indirect indicators to estimate the level of tourism demand and supply in a region
 - By treating the region as a small nation, and develop a full set of TSA tables. However, this is a complicated task

Thanks