CHAPTER 1

INTRODUCTION

1.1 Perspective

1.1.1 The National Sample Survey Office (NSSO), Ministry of Statistics and Programme Implementation (MOSPI), Government of India, since its inception in 1950 has been conducting nationwide integrated large scale sample surveys, employing scientific sampling methods, to generate data and statistical indicators on diverse socio-economic aspects. The NSS surveys are conducted by interviewing sample households selected through a scientific design and cover practically the entire geographical area of Indian Territory.

1.1.2 In its 72ⁿᵈ round survey from 1ˢᵗ July 2014 to 30ᵗʰ June 2015, NSSO conducted a survey on 'Domestic Tourism Expenditure'. This report presents estimates of various characteristics pertaining to domestic tourism at the state level in 2014-15.

1.2 Objective of the Survey

1.2.1 The importance of domestic tourism, socially and economically, in a diversified, multi-cultural, multi-linguistic and multi-religious country like India needs no special mention. The tourism activity because of its multi-dimensionality generates revenues and creates employability across different economic sectors. Besides its economic importance, tourism has a great social importance in developing social bond among people of a pluralistic society like India. Likewise, tourism as an industry in Nagaland has seen strides of development over the past few decades. Not only has it opened new avenues of income for its population, but it's social role in ushering unity in the midst of diversity among the multi-tribe and multi-lingual people of Nagaland is valued significantly.

1.2.2 The purpose of the survey was primarily to obtain appropriate rates/ratios/tables for the use of Ministry of Tourism in preparing the Tourism Satellite Account (TSA). As per the requirement of TSA, focus of the survey was on capturing details of domestic overnight trips. Information on household characteristics, which are the important determinants of tourism characteristics, such as household size, principal industry, principal occupation, household type, household consumption expenditure, particulars of overnight trips completed during reference period and expenditure incurred by the household on domestic tourism were captured. However some information on same-day trips was also captured. The indicators presented in this document are primarily on:
   a.   Households reporting overnight trips
   b.   Trips and visitor-trip characteristics of overnight trip
   c.   Trip characteristics of same-day trip
   d.   Tourism expenditure for both overnight and same-day trip

1.2.3 These indicators on domestic tourism are required for planning, policy formulation and decision making at various levels within the government and outside. The results of the survey are likely to be used by the Ministry of Tourism apart from private data users, policy makers and other stake holders.

1.3   NSS 72ⁿᵈ round Survey on Domestic Tourism Expenditure

1.3.1 Geographical coverage: The survey covers the entire state of Nagaland.

1.3.2 Population coverage: The following rules were adhered to determine population coverage:

- Under-trial prisoners in jails and indoor patients of hospitals, nursing homes etc., were excluded, but residential staffs therein were listed whenever listing was done in such institutions. The persons of the first category was considered as members of their parent households and counted there. Convicted prisoners undergoing sentence was outside the coverage of the survey.

- Floating population, i.e., persons without any normal residence were not listed. But households residing in open space, roadside shelter, under a bridge, etc., more or less regularly in the same place, were listed.

- Neither the foreign nationals nor their domestic servants were listed, if by definition the latter belong to the foreign national's household. If, however, a foreign national became an Indian citizen for all practical purposes, he or she was covered.

- Persons residing in barracks of military and paramilitary forces (like police, BSF, etc.) were kept outside the survey coverage due to difficulty in conduct of survey therein. However, civilian population residing in their neighborhood, including the family quarters of service personnel, was covered.

- Orphanages, rescue homes, ashrams and vagrant houses were outside the survey coverage. However, persons staying in old age homes, ashrams/hostels (other than students) and the residential staff (other than monks/nuns) of these ashrams were listed. For orphanages, although orphans were not listed, the persons looking after them and staying there were considered for listing.

- Students residing in the students' hostels were excluded from the hostel as they were considered as members of the household to which they belonged before moving to the hostel. However, residential staff was listed in the hostel. In this round, however, following exceptions in the definition of household was integrated:

1.   *Students residing in students' hostels were considered as members of the household to which they belonged before moving to the hostel irrespective of the period of absence from the household they belonged.*

2.   *Any woman who has undergone childbirth during last 365 days before the date of survey was considered a member of the household which incurred the cost of childbirth irrespective of her place of residence during the last 365 days.*

3.   *A child aged less than 1 year was considered a member of the household to which its mother belongs.*

1.3.3 *Sample design:* A stratified multi-stage design was adopted for the 71st round survey. The First Stage Unit (FSU) was the census village in the rural sector and Urban Frame Survey (UFS) blocks in the urban sector. The Ultimate Stage Units (USU) was households in both the sectors. In case of large FSUs, one intermediate stage of sampling was the selection of two hamlet groups (hgs)/ sub-blocks (sbs) from each rural/ urban FSU.

1.3.3.1 *Selection of first-stage Units*: First-stage units (FSUs) in NSS 72nd round was selected by Probability Proportional to Size with Replacement (PPSWR). For the rural sector, the list of 2011 census villages constituted the sampling frame. For the urban sector, the latest updated list of UFS blocks (2007-12) were considered as the sampling frame.

1.3.3.2 *Selection of second-stage units*: Stratification of the households was done on the basis of households having at least one member who performed overnight trip during last 365 days for medical/ holidaying/ shopping purpose or from the remaining, households having at least one member who performed any other overnight trip during last 30 days. The total number of households in which Schedule 21.1 was canvassed, was 1040 and 1560 in rural and urban areas of Nagaland respectively.

1.3.3.3 *Sub-rounds*: The survey period of this round was divided into four sub-rounds of three months duration each as follows:

Sub-round 1: July – September 2014
Sub-round 2: October – December 2014
Sub-round 3: January – March 2015
Sub-round 4: April – June 2015

1.4   Main features of the Survey

1.4.1   Data were collected on household characteristics such as household size, principal industry, principal occupation, household type, religion, social group, household's usual monthly consumer expenditure.

1.4.2   Demographic and other particulars of all the household members which include name, age, gender, marital status, educational level, usual principal activity status.

1.4.3   Particulars of overnight trips completed by household members during (a) last 365 days for health & medical; holidaying, leisure & recreation; and shopping and (b) last 30 days for business; social; pilgrimage & religious activities; education & training; and others were collected.

1.4.4   Particulars of overnight trips completed during last 365 days were collected only from those households which performed a trip with any of the leading purposes namely health & medical; holidaying, leisure & recreation; and shopping. Similarly, particulars of overnight trips completed during last 30 days were collected only from those households which performed a trip with any of the leading purposes namely business; social; pilgrimage & religious activities; education & training; and **others (this doesn't include** health & medical; holidaying, leisure & recreation; and shopping).

1.4.5   Data on particulars of expenditure (Rs.) for all trips completed during last 365 days or 30 days with

break-up of expenditure by accommodation; food and drink; transport; shopping; recreation, etc. were collected along with information on reimbursement/ direct payment by any institution.

1.4.6   Particulars and expenditure (Rs.) of same-day trips completed by household members during last 30 days were collected.

1.4.7   Information on particulars and expenditure (Rs.) of special domestic trips of duration of more than 180 days but less than or equal to 365 days, completed by household members during last 365 days was collected.

1.5   Reference period

1.5.1   The estimates presented in this report are based on data collected during 01.07.2014 to 30.06.2015, a period of one year.

1.5.2   The reference period for capturing data on overnight trips was last 365 days with reference to leading purposes: holidaying, leisure & recreation; health & medical; and shopping. On the other hand, reference period for capturing data on overnight trips was last 30 days with reference to leading purposes business; social; pilgrimage & religious activities; education & training; and others. The reference period for capturing data on same-day trips was last 30 days for all trips.

1.6   Quintile class of UMPCE (Usual Monthly Per Capita Consumer Expenditure)

1.6.1   This refers to the 5 quintile classes of the Rural/Urban distribution (estimated distribution) of households by MPCE. In the tables, the different quintile classes are referred to simply as 1 (lowest quintile class), 2, 3, 4 and 5 (highest quintile class).

1.6.2   The following table 1.2 shows the lower and upper limits of the all-India quintiles to have an idea of level of living of the households belonging to these quintile classes.

Table 1.2: Lower and upper limits of UMPCE in different quintile classes for each sector

Quintile class of UMPCE	UMPCE in Rs.			
	Rural		Urban	
	Lower limit	Upper limit	Lower limit	Upper limit
1	0	889	0	1429
2	889	1167	1429	2000
3	1167	1400	2000	2500
4	1400	1800	2500	3600
5	1800	-	3600	-