



# 2019 BHUTAN TOURISM SATELLITE ACCOUNT

JANUARY 2022

PLANNING & RESEARCH  
TOURISM COUNCIL OF BHUTAN



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## FOREWORD

The Tourism Council of Bhutan is pleased to present the final estimates of the Pilot Bhutan Tourism Satellite Account (BTSA).

BTSA presents the estimates of Tourism's economic contribution corresponding to 2019 calendar year through the completion of selected TSA tables with complete supply side data and demand side data. The report presents all aspects of demand for goods and services associated with activity of a visitor which represents the total tourism consumption. Tourism Satellite Account (TSA) is a statistical framework to measure the size of economic sectors that are not defined as industries in the National Accounts.

This is in line with our continued efforts to provide our users with reliable, consistent and relevant statistical information on tourism which will enhance tourism statistical system in the country; the Bhutan System of Tourism Statistics (BSTS) and measurement of tourism's economic contribution.

We sincerely hope that the BTSA report will provide greater insights and necessary information on tourism's economic contribution and its measurements to the diverse stakeholder partners. We also hope that our initiative will encourage and make meaningful contribution to future discourse and interests on the subject.

We would like to express our gratitude to our Director General for the great leadership and continued support and guidance in our endeavours.

Finally, we offer our prayers for the Long and Happy Life of His Majesty The King, Her Majesty The Queen and Their Highnesses The Gyalseys.

Tashi Delek

Phuntsho Gyeltshen  
Planning and Research Section,  
Tourism Council of Bhutan

## ACKNOWLEDGMENT

The computation of the first Bhutan Tourism Satellite Account (BTSA) was made possible with the financial support of the Royal Government of Bhutan (RGOB) and Enhanced Integrated Framework (EIF) Trust Fund.

We would like to thank the World Tourism Organisation (UNWTO) and Tourism Research Australia (TRA) for providing technical assistance for this important endeavour.

The BTSA computation was undertaken with a team of officials from TCB with support and guidance from NSB. The core team comprised of Mr. Ugyen Dorji (Chief Statistical Officer) and Mr. Sonam Lhendup (Dy. Chief Statistical Officer) of NSB; and Mr. Phuntsho Gyeltshen (Dy. Chief Research Officer), Mr. Karma Chopel (Sr. Statistical Officer) and Mr. Jamyang Gyeltshen (Sr. Accounts Officer) of TCB.

TCB would also like to thank National Statistics Bureau for the technical support rendered during this process of development.

## ABBREVIATIONS

BSTS	Bhutan System of Tourism Statistics
BTM	Bhutan Tourism Monitor
BTSA	Bhutan Tourism Satellite Account
DOTS	Domestic and Outbound Tourism Survey 2019
GDP	Gross Domestic Product
GVA	Gross Value Added
GVATI	Gross Value Added of Tourism Industries
MDPR	Minimum Daily package Rate
NSB	National Statistics Bureau
STS	System of Tourism Statistics
TCB	Tourism Council of Bhutan
TDGVA	Tourism Direct Gross Value Added
TDGDP	Tourism Direct Gross Domestic Product
TECOB	Tourism Establishment Census of Bhutan 2021
TGDP	Tourism Gross Domestic Product
TSA	Tourism Satellite Accounts
VES	Visitor Exit Survey
UNWTO	United Nations World Tourism Organisation

## 1. INTRODUCTION

Tourism is a social, cultural and economic phenomenon which entails the movement of people to places outside their usual place of residence with pleasure being the usual motivation amongst others. Tourism has an impact on the economy, the natural and built environment, the local population at the places visited and the visitors themselves as consumers. Owing to this range of impacts and the diverse stakeholders involved, there is a need for a holistic approach to tourism development, management and monitoring.

Tourism plays a significant role on the social, economic and environmental development and cultural landscape of the country. As a potential economic sector, it contributes significantly towards socioeconomic development of the country through creation of employment opportunities, generating revenue and foreign exchange, creating benefits and linkages across the diverse tourism value chain.

The relationship of tourism with other economic activities has fostered interest in measuring its economic contribution, mainly in the places visited and assessing its interdependence with other social and economic activities. There is also a need for improved understanding of what tourism is, its role in the economy and its relationship with other parts of the economy. Further, the need for measuring the economic contribution of tourism is important and required to provide a basis for effective and efficient policy research, monitoring, analysis and development of the industry in a sustainable manner.

The Tourism Satellite Account (TSA) is a statistical instrument developed by the World Tourism Organisation (UNWTO), the Organisation for Economic Co-operation and Development (OECD), the statistical Office of the European Communities (Eurostat) and the United Nations (UN) Statistics Division to measure the size of economic sectors that are not defined as industries in national accounts. It is a standard statistical framework and the main tool for the economic measurement of tourism. The purpose of a TSA is to analyse in detail all the aspects of demand for goods and services associated with the activity of visitors; to observe the operational interface with the supply of such goods and services within the economy; and to describe how this supply interacts with other economic activities.

In its efforts to enhance the tourism statistical system in the country and measure the economic contribution of tourism, the Tourism Council of Bhutan (TCB) has developed a Bhutan System of Tourism Statistics (BSTS) and a Tourism Satellite Account for Bhutan (BTSA). The main objective of the initiatives is to *provide the users with reliable, consistent and appropriate statistical information* on tourism.



This report presents the final estimates of the Bhutan Tourism Satellite Account (BTSA) corresponding the 2019 calendar year with complete supply side data and demand side data. BTSA is presented in selected TSA tables (1-7) with disaggregated levels of various components of tourism in the country including methodology, concepts and classifications used to compute the estimates.

## 2. TOURISM SATELLITE ACCOUNT (TSA)

The TSA is an accounting framework designed to measure goods and services associated with tourism according to international standards, concepts, classifications and definitions.

Currently tourism is indirectly captured in the core national accounts. The products and services purchased by visitors, and produced by suppliers, are all part of the economic activity measured in the national accounts. However, while all the products and services that are produced and consumed in meeting tourism demand are embedded in the core accounts, they are not readily apparent because 'tourism' is not defined as an industry or product in the international statistical standards.

Within the context of macroeconomic analysis, the relationship between supply and demand is best studied within the general framework of national accounts. However, unlike out-put driven industries such as agriculture, forest or manufacturing, the primarily demand-defined tourism sector is not defined and measured as an industry in its own right in the national accounts but rather as an amalgamation of industries such as transportation, accommodation, food and beverage services, recreation and entertainment, travel agencies etc. This is because industries are classified according to the goods and services they produce, while tourism is a consumption-based concept that depends on the status of the consumer.

The objective of a TSA is to measure the goods and services consumed by visitors according to international standards of concepts, classifications and definitions which will allow for valid comparisons with other industries within the country and eventually for international comparisons. It brings together information by reorganizing the national accounts and supplementing them with additional concepts and data to develop relatively credible quantification of different aspects of tourism.

The main purpose of TSA is to measure the economic contribution of tourism to the economy. The following are specific objectives of constructing a TSA:

- It provides a powerful instrument for designing economic policies related to tourism development.
- It provides a standard framework for organizing statistical data on tourism.
- It provides a coherent and credible data on the impact of tourism and associated employment.
- Provide information on supply and use of tourism goods and services

TSA identifies 10 sets of Tables. The 10 tables make up the Tourism Satellite Account (TSA) and they are at the center of the process of reconciliation of the most relevant economic information related to tourism and of international comparisons of the economic contribution of tourism to development and growth. In the aggregate tables, visitors are broken down into two categories, and products and industries presented in aggregated categories. Tourism products and industries are disaggregated according to their relevance for the economy of reference. The 10 tables are illustrative of the work to be undertaken, and should be considered as a guide for presenting TSA data. Each country should decide on the most adequate format for taking into account its tourism reality and scope of available data.

In the first stage, the aim is to compile tables 1 to 7 and table 10. At a minimum, in order to speak of a satellite account, the TSA must include a detailed presentation of supply and consumption in terms of goods and services acquired by visitors (tables 1-4) and of the industries that produce them (table 5) as well as their components, as this constitutes the core of TSA system (table 6). Because of the frequent strategic importance of tourism in development of an employment policy, table 7, Employment in the tourism industries, also forms part of the central core, as well as table 10, non-monetary indicators.

TSA Tables	Brief Description
<b>Table 1:</b> Inbound Tourism	Refers to the expenditure of the non-resident visitors within a country of reference for any purpose other than to be employed.
<b>Table 2:</b> Domestic Tourism	Refers to the expenditure of resident visitors within the country
<b>Table 3:</b> Outbound Tourism	Refers to the expenditure of residents travelling outside the country of reference.
<b>Table 4:</b> Internal Tourism Consumption	Refers to the tourism consumption of both residents and non-resident visitors within the country of reference of the sum on inbound tourism expenditure (Table 1) and Domestic tourism expenditure (Table 2)
<b>Table 5:</b> Production accounts of tourism industries & other industries	Refers to the supply table that focuses on tourism characteristics products and tourism industries
<b>Table 6:</b> Domestic supply and internal consumption	Refers to the reconciliation of internal tourism consumption with domestic supply
<b>Table 7:</b> Employment in the tourism industries	Refers to the employment in tourism characteristics industries
<b>Table 8:</b> Tourism gross fixed capital formation of tourism industries & other industries	Refers to tourism specific fixed assets, other non-residential buildings and structures proper to tourism industries, passenger transport equipment for tourism purposes, others
<b>Table 9:</b> Tourism collective consumption by functions and level of government	Refers to the government expenditure associated with support and control of tourism - tourism promotion services, visitor info services, public administration services, market research, police and fire protection etc. by levels of government: National, regional and local
<b>Table 10:</b> Non-monetary indicators	Refers to the quantitative indicators such as Number of trips arrivals, establishment and capacity etc. by inbound, domestic and outbound tourism

### 3. BACKGROUND OVERVIEW TO BSTS AND BTSA INITIATIVE

In 2005, the erstwhile Department of Tourism published its first annual statistical publication titled **International Tourism Monitor** which has now become an annual feature publication of the Tourism Council of Bhutan with an improved title **Bhutan Tourism Monitor** which brings to the fore the performance of the tourism industry during a particular calendar year, market intelligence and insights about the tourism industry.

The publication initially contained annual tourism statistics and trends mainly focusing on the international dollar paying tourists and their profiles including findings from the exit surveys conducted at the Paro International Airport. Improvements were continuously made to the annual publication to enhance its value to the users and as such new data series on topics of interest are added and the publication now features data and statistics on international visitor arrivals which includes international and regional visitor arrival categories with detailed profiles of the visitors including visitor spending. The publication also includes independent chapters on international and regional trends with findings of the much-improved exit surveys conducted at the Paro International Airport and land border gateways. The report is complimented with in-depth analysis of major source markets which provides insights into the main source market trends vis-à-vis the trends in Bhutan.

Since 2010, the Tourism Council of Bhutan adopted the international classification of international visitors whereby data and statistics pertaining to all international visitor arrivals (inbound tourism) were compiled and disseminated. However, the classification was adapted into the Bhutanese context (with the main essence of international definition and classification retained) because of the unique tourism system in Bhutan.

The assessment of Bhutan's tourism statistics situation was initiated in 2012 with technical support from the World Tourism Organisation (UNWTO). The main objective was to develop and enhance the Bhutan System of Tourism Statistics (BSTS) as per the guidelines on tourism statistics of the UNWTO in terms of definitions, concepts, classifications and indicators and to work towards development of Tourism Satellite Account (TSA) for Bhutan.

The assessments found out that Bhutan did not have what can be considered an organized fully developed System of Tourism Statistics (STS) that meets all the criteria for such systems by UNWTO in its standards and guidelines. Instead, there were some initial, partial and fragmentary components of such a system. The statistical information on the nature, progress and impacts of tourism is mainly based on non-resident inbound arrivals (including their characteristics and expenditures), overnight stay statistics and Balance of Payment (BOP) information, which does not capture or reveal the whole economic phenomenon of tourism.

What is also lacking is an overall management structure, the necessary organizational and technical linkages and key analytical syntheses. There were limitation and gaps in the current tourism statistics for informing and guiding effective public policies and efficient business operations. The compilation of statistical information relating directly or indirectly to different aspects of tourism is currently decentralized across a number of different organizations in Bhutan.

In order to work towards a proper System of Tourism Statistics for Bhutan and ultimately towards compilation of TSA, several recommendations were identified to address these limitations.

A System of Tourism Statistics (STS) is that part of the National Statistical System whose aim is to provide the user with *reliable, consistent and appropriate* statistical information on the socio-economic structure and developments of the tourism phenomenon and which can in turn, be integrated with all the other economic and social statistics at different levels.

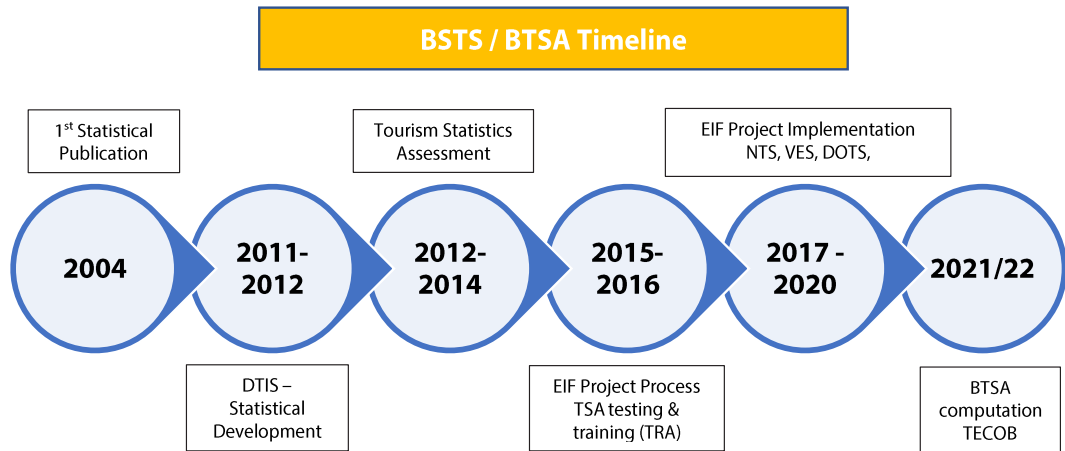
A statistical framework is required to provide a common understanding on concepts, definitions and related terminology. In particular:

- It provides a standard for collecting, organizing and disseminating data from multiple sources
- Integrates tourism with other economic, social and environmental information
- Offers a coherent information for deriving cross-cutting indicators

The statistical framework for Bhutan System of Tourism Statistics (BSTS) is based on National Statistical Development Strategy (NSDS) and World Tourism Organisation (UNWTO) standards on a framework of indicators, statistics and data that are essential to the formulation, implementation, monitoring and evaluation of evidence-based tourism policies, plans, programs and services for the tourism sector. The framework will serve to provide guidance in the measurement of development outcomes and outputs to support results-based management and monitoring and evaluation of development goals.

The Diagnostic Trade Integration Study in 2012 opened up opportunity to explore possible funding opportunity and around 2015 the Enhanced Integrated Framework (EIF) Trust Fund Tier 2 project approved funding for tourism statistics development for Bhutan.

TSA computation was tested in 2016 with technical support from the Tourism Research Australia (TRA) together with a training program for the key officials involved with tourism statistics from different agencies.



The BSTS has been progressively strengthened over the years in terms of data and statistics quality, availability and capacity enhancement of which the major ones are:

- Pilot National Tourism Survey 2017
- First Domestic and Outbound Tourism Survey (DOTS) 2019 – to develop baseline dataset for domestic tourism and outbound tourism
- Improvement of inbound tourism data through introduction on new survey design for VES since 2018
- Tourism Establishment Census of Bhutan 2021

### Existing Tourism Statistics Framework

Category	Main Characteristics	Data Source
<b>Inbound Tourism</b>	Type of visitors' Main purpose, mode of transport, types of accommodation used, organisation, expenditure Country of residence/ regions, size	Records of DOI, TCB (tashel system) and Visitor Exit Surveys (VES) / Bhutan Tourism Monitor (BTM)
<b>Domestic Tourism</b>	Type of visitors' Main purpose, mode of transport, types of accommodation used, organisation, expenditure Country of residence/ regions, size	Domestic and Outbound Tourism Survey (DOTS) 2019
<b>Outbound Tourism</b>	Type of visitors' Main purpose, mode of transport, types of accommodation used, organisation, expenditure Country of residence/ regions, size	Domestic and Outbound Tourism Survey (DOTS) 2019
<b>Tourism Industries</b>	Type, location, capacity (rooms bed etc.), category etc.	Tourism Establishment Census of Bhutan (TECOB) 2021 Admin record – TCB
<b>Tourism Employment</b>	By type of tourism business, location, job status etc.	Tourism Establishment Census of Bhutan (TECOB) 2021 Admin record / estimates based on tourism industries record

## 4. DEVELOPMENT OF TSA FOR BHUTAN (BTSA)

As recommended during the tourism statistics assessment and the subsequent interventions to enhance tourism statistics systems to develop a experimental TSA for Bhutan the proposed TSA initiative has focused on the construction of seven TSA tables. The calendar year 2019 has been selected as the reference year as the complete datasets from the demand side and supply side is available for the period.

The classifications of industries and products used for the TSA computation such as the tourism characteristics industries and tourism characteristics products has been developed and contextualized where required into our context.

### 4.1 Classifications

The TSA distinguishes between products and industries that are related to tourism and those which are not. The products and industries in the standard national accounts product and industry classification are not all related to tourism. Tourism related products and industries are further classified into tourism characteristics and tourism connected.

- Tourism Characteristic Industries

Are defined as those industries that would either cease to exist in their present form, or would be significantly affected if tourism were to cease.

- Tourism Related Industries

Are those other than tourism characteristic industries, for which a tourism related product is directly identifiable (primary) to it, 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 'all other industries', though some of their products may be consumed by visitors and are included in the calculation of TDGVA and TDGDP.



### Tourism Characteristic Industries

Tourism Industries	Description	Types
1. Accommodation for visitors	Short term accommodation activities Camping grounds Other accommodations	Star hotels Non-star hotels Village homestays Tented accommodation Campsites Govt. Guest houses Rented houses Friends and relatives Others
2. Food and beverage serving activities	Restaurants and mobile food service activities Other food service activities Beverage serving activities	Star hotels Non-star hotels Village homestays Tented accommodation Campsites Govt. Guest houses Restaurants Cafeterias Canteens Bars & other drinking places Others
4. Road Passenger Transport	Other passenger land transport	Scheduled passenger road transport Passenger transport by other motor vehicles Own transport Others
6. Air passenger transport	Passenger air transport	International air transport Domestic air transport Helicopter service
7. Transport equipment rental	Renting and leasing of motor vehicles	Hiring of taxi, tourist vehicles, motorcycles, bicycle etc.
8. Travel agencies and other reservation service activities	Travel Agency activities Tour operator activities Other reservation service and related activities	Travel agents Tour operators Ticketing agents
9. Cultural activities	Creative, arts and entertainment activities Museums activities and operation of historical sites and buildings Botanical and zoological gardens and nature reserve activities	

10. Sports and Recreational activities	Renting and leasing of recreational and sports goods Operation of sports facilities Other sports activities Activities of amusement parks and theme parks Other amusement and recreation activities n.e.c	
11. Retail trade of country-specific tourism characteristic goods	Duty free shops Specialized retail trade of souvenirs Specialized retail trade of handicrafts	Duty free shops Handicrafts
12. Other country-specific tourism characteristic activities	Guiding services	Guides

- Tourism Characteristic Products

Tourism characteristic products are defined as those products which would cease to exist in a meaningful quantity, or for which sales would be significantly reduced, in the absence of tourism.

International TSA standards also recommend that country-specific tourism characteristic products are identified.

- Tourism related products

Are defined as those products that are consumed by visitors but are not considered as tourism characteristics products.

### Tourism characteristic Products

Tourism products	Description
1. Accommodation services	Rooms Campsites
2. Food and beverage services	Meal serving services Beverage serving services Other food serving services
3. Road passenger	Taxi services Rental of passenger cars with operators Interurban scheduled road transport services Interurban special-purpose road transport Non-scheduled road transport services

4. Air transport	Sightseeing services by air Domestic scheduled / non-scheduled air service International scheduled / non-scheduled air services
5. Transport equipment rental	Leasing or rental for cars without operator
6. Travel agencies and other reservation services	Reservation for air services Reservations for bus services Other transport arrangement and reservation n.e.c
7. Cultural services	Performing arts event production and presentation services Services of performing artists Museum services except for historical sites and buildings Preservation services of historical sites and buildings Botanical and zoological garden services Nature reserve services
8. Sports and recreational services	Sports and recreational sports facility operation services Amusement park and similar attraction services Other recreation and amusement n.e.c
9. Country-specific tourism characteristics goods	
10. Country-specific tourism characteristics services	

## 4.2 Data and Data sources

### 4.2.1 Visitor Exit Survey (VES)

Objective	To gather / collect information on the characteristics, behavior and expenditure of inbound visitors at the departure port.
Design & Methodology	VES is the primary data for Bhutan Tourism Monitor (BTM). The survey is administered at Paro International Airport and Phuentsholing integrated checkpoint targeting all departing visitors. Survey questionnaire includes both open-ended and closed-ended questions.
Sampling	Previous year inbound arrival data used to develop sample frame.   Two stage systematic cluster design adopted. 1 <sup>st</sup> Stage – 12 weeks selected using systematic random sampling with a sample interval of 4.   2 <sup>nd</sup> Stage – required number of tourists selected using systematic random sampling in each sampled week.   Sampling based on previous year data. Systematic random sampling used. <ul style="list-style-type: none"> <li>• Flights and passenger for Paro</li> <li>• Vehicle and passenger for Phuntsholing</li> </ul>
Survey	Enumerators engaged to collect data on a monthly basis
Concepts and definition	As per international standards (in some cases local contextualization done)
Data available	Demographics, reasons for visit, international travel pattern, travel groups, stop-overs (Dzongkhags), accommodation, activities, transport, source of info, expenditure, satisfaction and destination loyalty etc.

#### 4.2.2 Domestic and Outbound Tourism Survey (DOTS)

Objective	To study the domestic and outbound tourism and the characteristics related to visitors travelling within and outside the country and to develop baseline dataset on national tourism.
Design & Methodology	DOTS designed to cover all twenty Dzongkhags (urban and rural areas) in the country. Survey questionnaire included both open-ended and closed-ended questions.
Sampling	<ul style="list-style-type: none"> <li>• Covered all 20 Dzongkhags with total sample of over 10,000 household samples. Resident population aged 15 years and over living in a household. Sample frame based on 2017 PHCB</li> <li>• A stratified two-stage sampling design was adopted to provide estimates at the Dzongkhag level. Urban / rural – strata, chiwog / Enumeration Areas (EAs), Primary Sampling Units (PSU), Household – Secondary Sampling Units (SSU) in both areas.</li> <li>• Reference period 2019 <ul style="list-style-type: none"> <li>• Domestic 3/6/12 months</li> <li>• Outbound 12 months</li> </ul> </li> </ul>
Survey	Enumerators engaged to collect data from Jan – Feb 2020
Concepts and definition	As per international standards and NSB (in some cases local contextualization done. For example, definition of <i>place of usual residence 10km distance</i> )
Data available	Number of trips, number of visits, number of persons not taking trip, total expenditure, average exp. Per trip, per night, per person, activities, etc.

#### 4.2.3 Tourism Establishment Census of Bhutan (TECOB) 2021

Objective	To provide data on tourism characteristic establishments in the country primarily to generate the supply side indicators that will complement the demand side data towards the development of the Tourism Satellite Account (TSA) for Bhutan. Specifically, the TECOB aims to; <ul style="list-style-type: none"> <li>• Provide data on the supply and capacity in terms of facilities and services</li> <li>• Gather data on employment by sex, qualification, hours of work, occupation and nationality</li> <li>• Gather data on revenue generated from both domestic and inbound tourist</li> <li>• Measure the impact of covid-19 on the tourism sectors</li> <li>• Provide key information for TSA</li> </ul>
Design & Methodology	The data was collected from the entire tourism establishment. The Survey question with both open-ended and closed-ended questions were designed in survey solutions and data collection carried by using CAPI.
Sampling	Complete enumeration/census. Establishments like hotels, restaurants, tour operations, Taxi, Retails and Truck were sampled using simple random sampling.
Concepts and definition	As per international standards (in some cases local contextualization done)
Data available / Main output	Number of establishments, Total employment, Visitor turnover, Occupancy, Expenditure and gross operating profit, Covid-19 impact on tourism

### 4.3 Estimation methodology

- Table 1: Inbound Tourism Expenditure
  - Is the sum of *Total Inbound visitor arrivals X Average Length of Stay X Average daily expenditure*
- Table 2: Domestic Tourism Expenditure
  - Is the sum of *Total annual domestic visitor trips X Average length of stay X Average daily expenditure*
- Table 3: Outbound Tourism Expenditure
  - Is the sum of *total outbound visitors X Average length of stay X average daily expenditure*
- Table 4: Internal Tourism Expenditure
  - Is the sum inbound (Table 1) and domestic tourism expenditure (Table 2) including the expenditure paid on behalf of the visitor.
- Table 5: Gross Value Added of Tourism Industries (GVATI)
  - Presents the production accounts of tourism industries and other industries in the economy of reference.
- Table 6: Tourism Direct Gross Value Added (TDGVA)
  - Is an extension of Table 5 and presents an overall reconciliation of internal consumption (Table 4) and domestic supply (Table 5).
- Table 7: presents the number of persons employed in the tourism industry and identified by tourism-characteristics industry.

### 4.4 Concepts and Definitions

**Tourism:** The term 'tourism' in the international standards is not restricted to leisure activity only. It also includes travel for business, official or other reasons such as education, visiting friends and relatives, medical etc. provided the destination is outside the person's usual environment, the travel is for less than a year and not for employment.

**Travel / Traveller:** Travel is a broad concept which encompasses the activity of travelers and includes commuting to a place of work, migration and travel for business or leisure. A **traveler** is defined as someone who moves between different geographic locations, for any purpose and any duration.

**Visitor:** the central statistical unit in tourism statistics is the 'visitor'. The scope of tourism in the international standards comprises the activity of visitors. A **visitor** is defined as a traveler 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 visited.

If a person stays in one place for longer than one year, their center of economic and social interest is deemed to be in that place, so they no longer qualify as a visitor.

**Trip:** refers to the travel by a person from the time of departure from his usual residence to a different place until he/she returns: it thus refers to a round trip.

**Types of visitors:** can be classified as national and international visitors. National or domestic visitors consist of Bhutanese residents who travel outside their usual environment within Bhutan. They include both overnight visitors (staying one or more nights at the place of travel) and same day visitors. International visitors are those persons (from other countries) who travel to a country (in this case Bhutan) other than that in which they have their usual residence.

For the purposes of measuring direct tourism gross value added and direct tourism GDP in the TSA, the consumption of Bhutanese residents travelling overseas (outbound visitors) is excluded, except to the extent they consume domestically produced products before or after their overseas trip. This is because their consumption overseas does not relate to the value of goods and services produced within the Bhutanese economy.

**Usual environment:** is the geographical area in which a person undertakes their regular activities such as their place of residence, place of work, place of study and other places frequently visited. The usual environment criterion has two dimensions; **frequency** of less than one visits a week and **distance** of 10km (20km round trip) from their place of residence. Places that are visited on a routine basis (at least once a week) are considered part of a person's usual environment, even if the place visited is located a considerable distance from their place of residence.

**Domestic Tourism:** comprises the activities of a resident visitor within the country of reference either as part of a domestic trip or part of an outbound tourism trip.

**Inbound Tourism:** comprises the activities of a non-resident visitor within the country of reference on an inbound tourism trip.

**Outbound Tourism:** comprises the activities of a resident visitor outside the country of reference on an outbound tourism trip.

**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 consumption:** includes in addition to the tourism expenditure, the imputations for the consumption by visitors of certain services for which they do not make a payment such as services associated with vacation accommodation on own account, tourism social transfers and imputed consumptions.

**Tourism Characteristic goods and services:** refer to products that are typically for tourism, which in the absence of visitors would probably cease to exist in meaningful quantity or for which the level of consumption would be significantly reduced.

**Tourism connected goods and services** include those that have been identified as tourism specific in a given country but for which this attribute has not been acknowledge on a worldwide basis.

**Tourism characteristic activities** are the activities that typically produce tourism characteristics products.

**Gross Value Added of Tourism Industries (GVATI)** is the sum of total gross value added of all establishments belonging to tourism industries, regardless of whether all their output is provided to visitors and the degree of specialization of their production process.

**Tourism Direct Gross Value Added (TDGVA)** refers to the part of gross value added generated by tourism industries and other industries of the economy that directly serve visitors in response to internal consumption. It also includes the part of gross value added associated with the output of other (non-tourism) industries as long as this output corresponds to tourism consumption.

**Tourism Employment** is measured as a count of persons employed in tourism industries in any of their jobs, as a count of the persons employed in tourism industries in their main jobs, or as a count of jobs in tourism industries.

**Tourism related industries** are defined as those industries that would either cease to exist in their present form, or would be significantly affected if tourism were to cease.

**Tourism connected industries** are those other than tourism characteristic industries, for which a tourism related product is directly identifiable (primary) to it, 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 'all other industries', through some of their products may be consumer by visitors and are included in the calculation of TDGVA and TDGDP.



## 5. COMPILATION OF TSA TABLES FOR BHUTAN

Bhutan's first ever TSA (BTSA) has focused on the compilation of the first 7 (seven) tables. The first three tables (Table 1, 2 and 3) presents estimates of tourism consumption by tourism characteristics products and forms of tourism (inbound, Domestic and Outbound tourism). Table 4 consolidates the estimates of total internal tourism consumption. The table 5 presents the estimates for production account of the tourism industries. Table 6 is essentially the core of the TSA bringing together the demand and supply side of tourism and wherein aggregates like Tourism Value Added and GDP can be evaluated. The final table for BTSA is Table 7 which presents the estimates of employment in the tourism.

### 5.1 Inbound Tourism Expenditure

Table 1 gives the inbound tourism consumption across tourism characteristic and tourism related industries. It describes the component of tourism consumption by foreign nationals namely tourism expenditure which includes not only what visitors pay for out of their own budget or pocket, but also what producers (businesses, governments, and non-profit institutions) or others spend for their benefit (transportation, accommodation etc.) on which visitors are usually able to report fairly well. Tourism expenditure excludes social transfers in kind except when they correspond to refunds of expenditure made initially by the visitor as well as expenditure, actual or imputed, associated with all types of vacation home ownerships. Tourism expenditure is disaggregated into that corresponding to overnight.

(In Nu. Million)

Tourism Characteristic Products	Inbound Overnight Expenditure	Total Inbound Consumption	Ratio (%)
	In Nu. Million		
Accommodation services	3,881	3,881	19.47
Food and beverage serving services	940	940	4.72
Road passenger transport services	1,475	1,475	7.40
Air passenger transport services	4,935	4,935	24.75
Transport equipment rental services	160	160	0.80
Travel agencies and other reservation services	4,892	4,892	24.54
Cultural Services	1,204	1,204	6.04
Sports and recreational services	216	216	1.08
Country-specific tourism characteristics goods	1,320	1,320	6.61
Country-specific tourism characteristic services	916	916	4.60
<b>Total</b>	<b>19,940</b>	<b>19,940</b>	

Assumptions and limitations:

- The data is sourced from Visitor Exist Survey (VES) 2019
- Travel agencies and other reservation services includes the MDPR
- Country-specific tourism characteristic goods include expenses on *handicraft and others* while *guide service* is included under Country-specific tourism characteristic services.
- Data on *excursionist / same-day visitors* is not available currently and as such is not included in the table.

**5.2 Domestic Tourism Expenditure**

Table 2 gives the domestic tourism consumption for tourism industries. The domestic tourists are further classified with respect to the purpose of visits and type of visits (overnight or excursion). Tourism expenditure which includes both what visitors pay for out of their own budget or pocket, but also what producers (businesses, governments, and non-profit institutions) or others spend for their benefit (transportation, accommodation etc.) on which visitors are usually able to report fairly well. Tourism expenditure excludes social transfers in kind except when they correspond to refunds of expenditure made initially by the visitor as well as expenditure, actual or imputed, associated with all types of vacation home ownerships.

(In Nu. Million)

Tourism Characteristic Products	Overnight Expenditure	Same-day Expenditure	Total Consumption	Ratio (%)
	In Nu. Million			
Accommodation services	225	-	225	6.12
Food and beverage serving services	352	76	428	11.66
Road passenger transport services	1,528	355	1,883	51.24
Air passenger transport services	32	-	32	0.88
Transport equipment rental services	67	19	86	2.35
Travel agencies and other reservation services	62	-	62	1.69
Cultural Services	28	1	29	0.78
Sports and recreational services	33	1	34	0.94
Country-specific tourism characteristics goods	532	131	663	18.03
Country-specific tourism characteristic services	224	8	232	6.31

<b>Total</b>	<b>3,083</b>	<b>591</b>	<b>3,675</b>	
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Assumptions and Limitations:

- Data sourced from DOTS 2020
- Country-specific tourism characteristic goods include expenses on *handicraft and others*
- Country-specific tourism characteristic services include expenses on *guide, health and education and training services*
- It also includes domestic lag of an outbound trip expenses

### 5.3 Outbound Tourism Expenditure

The table 3 provides outbound tourism consumption. Outbound tourism refers to the tourism of residents outside the country and the expenses made while traveling outside the country is the outbound tourism expenditure.

(In Nu. Millions)

Tourism Characteristic Products	Overnight Expenditure	Same-day Expenditure	Total Outbound Expenditure	Ratio (%)
	In Nu. Million			
Accommodation services	174	-	174	9.25
Food and beverage serving services	145	5	150	7.99
Road passenger transport services	124	14	138	7.29
Air passenger transport services	257	-	257	13.68
Transport equipment rental services	10	3	13	0.69
Travel agencies and other reservation services	109	-	109	5.80
Sports and recreational services	34	2	36	1.90
Country-specific tourism characteristics goods	772	93	865	46.02
Country-specific tourism characteristic services	139	-	139	7.39
<b>Total</b>	<b>1,763</b>	<b>117</b>	<b>1,880</b>	

Assumptions and Limitations

- Data sourced from DOTS 2020

## 5.4 Internal Tourism Consumption

The following table presents the total internal tourism consumption as a result of inbound tourism and domestic tourism.

(In Nu. Million)

Tourism Characteristic Products	Inbound Expenditure	Domestic Expenditure	Total internal Consumption*	Ratio (%)
	In Nu. Million			
Accommodation services	3,881	888	4,769	19.64
Food and beverage serving services	940	429	1,369	5.64
Road passenger transport services	1,475	1,889	3,363	13.85
Air passenger transport services	4,935	32	4,967	20.45
Transport equipment rental services	160	86	246	1.01
Travel agencies and other reservation services	4,892	62	4,954	20.40
Cultural Services	1,204	29	1,233	5.08
Sports and recreational services	216	34	251	1.03
Country-specific tourism characteristics goods	1,320	663	1,982	8.17
Country-specific tourism characteristic services	916	232	1,148	4.72
<b>Total</b>	<b>19,940</b>	<b>4,344</b>	<b>24,284</b>	

### Assumptions and Limitations:

- Includes other components of tourism consumption (accommodation-domestic imputed and road passenger-sponsored)

## 5.5 Production Accounts of Tourism Industries and Related Industries

This table provides the production account of tourism characteristics and tourism related industries and gives industries' value of output, intermediate consumption and gross value added.

(In Nu. million)

Tourism Characteristic Products	Output (at basic prices)	Intermediate consumptions	Value added
Accommodation industry	4,440	1,021	3,419
Food and beverage serving industry	1,232	283	949
Road passenger transport industry	3,330	999	2,331
Air passenger transport industry	4,471	2,459	2,012
Transport equipment rental industry	246	74	172
Travel agencies and other reservation services industry	3,077	923	2,154
Cultural Industries	2,125	212	1,912
Sports and Recreational industry	251	25	226
Country specific tourism industries	1,148	230	919
<b>TOTAL / Output of Domestic Producers (at basic prices)</b>	<b>20,319</b>	<b>6,226</b>	<b>14,093</b>

## 5.6 Domestic Supply and Internal Tourism Consumption by product (at purchasers' prices)

The following table merges demand side information with that of supply side to generate tourism industry ratios. Tourism industry ratios is the ratio of total supply of each industry to the value consumed by tourists.

(In Nu. million)

Products	Domestic supply (at purchasers' prices)	Internal Tourism Consumption	Tourism Ratio (%)
Accommodation services for visitors	4,961	4,769	96.13
Food and beverage serving services	1,810	1,369	75.63
Road passenger transport services	6,398	3,363	52.57
Air passenger transport services	6,415	4,967	77.43
Transport equipment rental services	246	246	100
Travel agencies and other reservation services	5,004	4,954	99.02
Cultural services	1,233	1,233	100
Sports and Recreational industry	1,179	251	21.27
Country-specific tourism characteristics goods	2,445	1,982	81.06
Country-specific tourism characteristics services	1,148	1,148	100

## 5.7 Tourism GDP

The Tourism GDP is estimated at Nu.16,967 million or 10% to the total economy.

(in Nu. Million)

I. Total Output (at basic prices)	20,319
II. Total Intermediate Consumption (at purchasers' prices)	6,226
III. Total Gross Value Added (at basic prices) (I-II)	14,093
Taxes less subsidies on products	2,874
Tourism GDP (TGDP)	16,967
GDP (Total Economy)	178,202
TGDP share to GDP	10%

## 5.8 Employment in the Tourism Industries

The following table gives the estimated total tourism employment and the number of persons employed by the tourism industry segregated by establishments, status and number of hours worked.

Tourism Industries	Total Tourism Employment		Male (%)	Female (%)
	Number	%		
Accommodation services for visitors	24,138	35.89	44.44	55.56
Food and beverage serving services	11,412	16.97	37.12	62.88
Road passenger transport services	3,820	5.38	97.24	2.76
Air passenger transport services	1,520	2.26	64.61	35.39
Transport equipment rental services	134	0.20	80.60	19.40
Travel agencies and other reservation services	22,738	33.80	73.59	26.41
Cultural services	150	0.22	22.67	77.33
Sports and Recreational industries	1,966	2.92	34.59	65.41
Country-specific tourism characteristics goods	1,126	1.67	46.54	53.46
Country-specific tourism characteristics services	460	0.68	35.22	64.78
<b>Total</b>	<b>67,267</b>			

\*Total Tourism Employment is estimated for the entire tourism industries (tourism establishments/industries not included in TECOB) on record during the reference period.

Estimates are based on per capita employment and ratios.

\*\* Travel agencies and other reservation services includes tour guides

\*\*\* Sports and recreational industries include drayangs / karaoke bars

\*\*\*\* Country-specific tourism characteristics goods (retail trade) includes handicrafts.

## 6. CONCLUSION AND WAY FORWARD

This report presents Bhutan's first TSA tables for the year 2019 in the form of relevant TSA tables after several years of preparatory works and struggles. Tourism as an economic activity is already embedded in the national accounts. However, since tourism is not identified as a separate activity in these accounts, information relating to tourism is subsumed under other elements of the core accounts and not identifiable. The TSA brings together information and supplementing with additional concepts and data to develop credible quantification of different aspects of tourism in the economy. TSA essentially bring together the demand side and supply side information on tourism.

The current statistical initiative provides a basic framework to enhance the Bhutan System of Tourism Statistics (BSTS) and Bhutan Tourism Satellite Account (BTSA) to support evidence-based planning and development of sustainable tourism in the country.

Some of the key challenges are:

- Availability of resources (funds) for BSTS and BTSA development.
- Resource limitation and constraints to develop / build on the basic datasets.
- Non-availability and insufficient data including access to disaggregated data.
- No formal advisory committee / group (including expertise) on tourism satellite account
- Skills and capacity enhancement of the key officials
- Continuity of support and guidance on the initiative from all concerned.

These initiatives and this report need to be seen as a part of continuing efforts towards strengthening the tourism statistical system in the country. It is our hope that the results presented in this report will be an important input for the tourism industry, researchers and policy makers in understanding and transforming the Bhutanese tourism sector.

The following are the way forward in this regard:

- Continue to improve and enhance BSTS on an annual basis
- Continue to compute BETSA on an annual basis
  - Inbound tourism data – annual basis
  - Domestic and outbound tourism data – expect to undertake once every 3 or 4 years (targeting 2023) given the huge budget requirement
- Compute the remaining TSA tables and aggregates
- Enhance administrative data systems
- Initiate (attempt) *Measurement of Sustainable Tourism (MST)*



## 7. TSA STATISTICAL TABLES

**Table 1: Inbound Tourism Expenditure**

(in Nu. Million)

Tourism Characteristics Products	Inbound tourism expenditure		
	Tourists (overnight visitors)(1.1)	Excursionists (same-day visitors) (1.2)*	Total Visitors (1.3) = (1.1) + (1.2)
<b>A.1. Tourism characteristic products</b>			
1. Accommodation services for visitors	3,881	-	3,881
2. Food- and beverage-serving services	940	-	940
3. Road passenger transport services	1,475	-	1,475
4. Air passenger transport services	4,935	-	4,935
5. Transport equipment rental services	160	-	160
6. Travel agencies and other reservation services	4,892	-	4,892
7. Cultural services	1,204	-	1,204
8. Sports and recreational services	216	-	216
<b>9. Country-specific tourism characteristic goods</b>	-	-	-
<i>9.a Handicraft</i>	1,056	-	1,056
<i>9.b Others</i>	264	-	264
<b>10. Country-specific tourism characteristic services</b>	-	-	-
<i>10.b Guide services</i>	916	-	916
<b>Total</b>	<b>19,940</b>	<b>-</b>	<b>19,940</b>

\*not available

Table 2: Domestic Tourism Expenditure

(In Nu. Million)

Product	Domestic tourism expenditure										
	Domestic trips (**)					Outbound trips (**)					Visitors (2.6) = (2.4) + (2.5)
	Tourists (overnight visitors) (2.1)	Excursionists (same-day visitors) (2.2)	Visitors (2.3) = (2.1) + (2.2)	Tourists (overnight visitors) (2.4)	Excursionists (same-day visitors) (2.5)	Tourists (overnight visitors) (2.6)	Excursionists (same-day visitors) (2.7)	Visitors (2.8) = (2.6) + (2.7)	Tourists (overnight visitors) (2.9)	Excursionists (same-day visitors) (2.3)	
1. Accommodation services for visitors	214	-	214	11	-	11	225	-	225	-	225
2. Food- and beverage-serving services	335	41	377	17	35	52	352	76	428		428
3. Road passenger transport services	1,439	180	1,619	88	175	264	1,528	355	1,883		1,883
4. Air passenger transport services	32	-	32	-	-	-	32	-	32		32
5. Transport equipment rental services	67	19	86	-	-	-	67	19	86		86
6. Travel agencies and other reservation services	0	-	0	62	-	62	62	-	62		62
7. Cultural services	28	1	29	-	-	-	28	1	29		29
8. Sports and recreational services	33	1	34	-	-	-	33	1	34		34
<b>9. Country-specific tourism characteristic goods</b>	-	-	-	-	-	-	-	-	-		-
9.a Handicraft and others	505	131	636	27	-	27	532	131	663		663
<b>10. Country-specific tourism characteristic services</b>	-	-	-	-	-	-	-	-	-		-
10.a Guide services	0	-	0	-	-	-	0	-	0		0
10.b Health services	124	8	132	-	-	-	124	8	132		132
10.c Education and training services	100	-	100	-	-	-	100	-	100		100
<b>Total</b>	<b>2,878</b>	<b>381</b>	<b>3,259</b>	<b>205</b>	<b>210</b>	<b>415</b>	<b>3,083</b>	<b>591</b>	<b>3,675</b>		<b>3,675</b>

**Table 3: Outbound Tourism Expenditure**

(in Nu. Million)

Product	Outbound tourism expenditure		
	Tourists (overnight visitors) (3.1)	Excursionists (same-day visitors) (3.2)	Visitors (3.3) = (3.1) + (3.2)
A.1 Tourism characteristic products			
1 – Accommodation services for visitors	174	-	174
1.a – Accommodation services for visitors other than 1.b	174		174
1.b – Accommodation services associated with all types of vacation home ownership			-
2 – Food and beverage serving services	145	5	150
3 – Railway passenger transport services			-
4 – Road passenger transport services	124	14	137
5 – Water passenger transport services			-
6 – Air passenger transport services	257		257
7 – Transport equipment rental services	10	3	13
8 – Travel agencies and other reservation services	109		109
9 – Cultural services			-
10 – Sports and recreational services	34	2	36
11 – Country-specific tourism characteristic goods	772	93	865
12 – Country-specific tourism characteristic services	139	0	139
<b>TOTAL</b>	<b>1,763</b>	<b>117</b>	<b>1,880</b>

Table 4: Internal Tourism Consumption

(In Nu. Million)

Product	Internal tourism expenditure			Other components of tourism consumption (***) (4.2)	Internal tourism consumption (4.3) = (4.1) + (4.2)
	Inbound tourism expenditure (1.3)	Domestic tourism expenditure (2.9)	Internal tourism expenditure (4.1) = (1.3) + (2.9)		
1. Accommodation services for visitors	3,881	225	4,106	663	4,769
2. Food- and beverage-serving services	940	429	1,369	2	1,369
3. Road passenger transport services	1,475	1,883	3,358	6	3,363
4. Air passenger transport services	4,935	32	4,967		4,967
5. Transport equipment rental services	160	86	246		246
6. Travel agencies and other reservation services	4,892	62	4,954		4,954
7. Cultural services	1,204	29	1,233		1,233
8. Sports and recreational services	216	34	251		251
<b>9. Country-specific tourism characteristic goods</b>	-				1,982
9.a Handicraft and others	1,056	663	1,718		1,718
9.b Others	264		264		264
<b>10. Country-specific tourism characteristic services</b>					1,148
10.b Guide services	916	0	917		917
10.c Health services		132	132		132
10.d Education and training services		100	100		100
<b>Total</b>	<b>19,940</b>	<b>3,675</b>	<b>23,615</b>	<b>669</b>	<b>24,284</b>

**Table 5: Production accounts of tourism industries and other industries (at basic prices)**

Product	TOURISM INDUSTRIES			
	1 - Accommodation for visitors	1 - a. accommodation services for visitors except in 1-b	1 - b. accommodation services associated with all types of vacation home ownership	2 – Food and beverage serving services
<b>A. Consumption products (*)</b>				
A.1 Tourism characteristic products				
1 – Accommodation services for visitors	<b>4,440</b>	<b>3,778</b>	<b>663</b>	
1.a – Accommodation services for visitors other than 1.b	3,778	3,778	0	
1.b – Accommodation services associated with all types of vacation home ownership	663	0	663	
2 – Food and beverage serving services				<b>1,232</b>
4 – Road passenger transport services				
6 – Air passenger transport services				
7 – Transport equipment rental services				
8 – Travel agencies and other reservation services				
9 – Cultural services				
10 – Sports and recreational services				
11 – Country-specific tourism characteristic goods				
12 – Country-specific tourism characteristic services				
A.2 Other consumption products (a)				
<b>B. Non-consumption products</b>				
B.1 Valuables				
B.2 Other non-consumption products (**)(b)				
<b>I. TOTAL OUTPUT (at basic prices)</b>	<b>4,440</b>	<b>3,778</b>	<b>663</b>	<b>1,232</b>
<b>II. TOTAL INTERMEDIATE CONSUMPTION (at purchasers prices) (c)</b>	<b>1,021</b>	<b>869</b>	<b>152</b>	<b>283</b>
<b>(I-II) TOTAL GROSS VALUE ADDED (at basic prices)</b>	<b>3,419</b>	<b>2,909</b>	<b>510</b>	<b>949</b>
Compensation of employees	<b>951.3</b>	<b>951.3</b>		<b>188.9</b>
Other taxes less subsidies on production	-			
Gross mixed income	<b>510.2</b>		<b>510.2</b>	
Gross operating surplus	<b>1,957.7</b>	<b>1,957.7</b>	-	<b>759.7</b>

(In Nu. Million)

TOURISM INDUSTRIES									Output of domestic producers (at basic prices)
4 – Road passenger transport	6 – Air passenger transport	7 – Transport equipment rental	8 – Travel agencies and other reservation services industry	9 – Cultural industry	10 – Sports and recreational industry	11 – Retail trade of country-specific tourism characteristic goods	12 – Country specific tourism industries	TOTAL	
								4,440	4,440
								3,778	3,778
								663	663
								1,232	1,232
3,330								3,330	3,330
	4,471							4,471	4,471
		246						246	246
			3,077					3,077	3,077
				1,233				1,233	1,233
					251			251	251
				892				892	892
							1,148	1,148	1,148
3,330	4,471	246	3,077	2,125	251	0	1,148	20,319	20,319
999	2,459	74	923	212	25	0	230	6,226	6,226
2,331	2,012	172	2,154	1,912	226	0	919	14,093	14,093
366	742		474		84			2,807	2,807
			39					39	39
		172		1,912		-	919	3,514	3,514
1,965	1,269	-	1,640	-	142	-	-	7,733	7,733

**Table 6: Total domestic supply and internal tourism consumption (at purchasers' prices)**

Product	Output of domestic producers (at basic prices)		Imports *	
	Total	"Tourism share in value"	Total	"Tourism share in value"
			(6.1)	
<b>A. Consumption products (*)</b>				
A.1 Tourism characteristic products	141			
1 – Accommodation services for visitors	4,576	4,440		
1.a – Accommodation services for visitors other than 1.b	3,838	3,778		
1.b – Accommodation services associated with all types of vacation home ownership	737	663		
2 – Food and beverage serving services	1,645	1,232		
4 – Road passenger transport services	6,398	3,330		
6 – Air passenger transport services	6,415	4,471		
7 – Transport equipment rental services	246	246		
8 – Travel agencies and other reservation services	3,125	3,077		
9 – Cultural services	1,233	1,233		
10 – Sports and recreational services	1,179	251		
11 – Country-specific tourism characteristic goods	1,053	892	1,392	1,090
12 – Country-specific tourism characteristic services	1,148	1,148		
A.2 Other consumption products (a) (d)				
<b>B. Non-consumption products (d)</b>				
B.1 Valuables				
B.2 Other non-consumption products (**) (b) (d)				
<b>I. TOTAL OUTPUT (at basic prices)</b>	27,019	20,319	1,392	1,090
<b>II. TOTAL INTERMEDIATE CONSUMPTION (at purchasers' prices) (c)</b>		6,226		
<b>(I-II) TOTAL GROSS VALUE ADDED (at basic prices)</b>	66,299	14,093		
<b>Taxes less subsidies on products</b>		2,874		
<b>TGDP</b>		16,967		
<b>GDP (Total economy)</b>		178,202		
<b>TGDP share to GDP</b>		9.52%		

Taxes less subsidies on products nationally produced and imported		Domestic supply (at purchasers' prices)	Internal tourism consumption	Tourism ratios (%)
Total	"Tourism share in value"			
(6.2)		$(6.4) = (5.15) + (6.1) + (6.2) + (6.3)$	(4.3)	$(6.5) = (4.3) / (6.4) * 100$
386	329	4,961	4,769	96.13%
385	329	4,224	4,107	97.23%
		737	663	89.86%
165	137	1,810	1,369	75.63%
	34	6,398	3,363	52.57%
	497	6,415	4,967	77.43%
		246	246	100.00%
1,879	1,878	5,004	4,954	99.02%
		1,233	1,233	100.00%
		1,179	251	21.27%
		2,445	1,982	81.06%
		1,148	1,148	100.00%
2,429	2,874	30,840	24,284	



**Table 7: Employment in the Tourism Industries****Total Tourism Employment**

Tourism Industries	Employment (in number)		
	Male	Female	Total
Accommodation services for visitors	10,728	13,410	24,138
Food and beverage serving industries	4,236	7,176	11,412
Road passenger transport industries	3,520	100	3,620
Air passenger transport industries	982	538	1,520
Transport equipment rental industries	108	26	134
Travel agencies and other reservation services industries	16,732	6,006	22,738
Cultural industries	34	116	150
Sports and recreational industries	680	1,286	1,966
Retail trade of Country-specific tourism characteristic goods industries	524	602	1,126
Country specific tourism industries	162	298	460
<b>Total</b>	<b>37,706</b>	<b>29,558</b>	<b>67,264</b>

\*Total Tourism Employment is number of individuals estimated to be employed in the tourism industries. Includes indirect employment at 2 as multiplier.

\*Total Tourism Employment is estimated for all tourism industries (establishments) listed (licensed for operation) in 2019.

\*For road transport 35% of taxis were estimated to have catered to tourists.

### Employment by Status and Hours worked

Tourism Industries	Number of Establishment	Number of Jobs by Status in Employment						Number of Hrs worked by Status in Employment (in '000)					
		Employees			Self-Employed			Employees			Self-Employed		
		M	F	Total	M	F	Total	M	F	Total	M	F	Total
Accommodation services for visitors	939	4,632	5,964	10,596	732	741	1,473	12,254	15,778	28,032	2,204	2,231	4,435
Food and beverage serving industries	2,685	935	1,669	2,604	1,183	1,919	3,102	2,795	4,989	7,784	3,562	5,778	9,340
Road passenger transport industries	1,732	50	25	75	1,710	25	1,735	149	75	224	5,818	85	5,903
Air passenger transport industries	3	491	269	760	0	0	0	1,080	592	1,672	-	-	-
Transport equipment rental industries	24	39	11	50	15	2	17	93	26	120	41	5	46
Travel agencies and other reservation services industries	1,243	7,271	2,288	9,559	1,095	715	1,810	16,216	5,103	21,319	2,780	1,815	4,595
Cultural industries	10	14	57	71	3	1	4	32	129	161	8	3	10
Sports and recreational industries	124	267	574	841	73	69	142	499	1,073	1,573	155	147	302
Retail trade of Country-specific tourism characteristic goods industries	132	202	203	405	60	98	158	527	529	1,056	178	291	469
Country specific tourism industries	60	57	120	177	24	29	53	137	289	426	66	80	145
<b>Total</b>	<b>6,952</b>	<b>13,958</b>	<b>11,180</b>	<b>25,138</b>	<b>4,895</b>	<b>3,599</b>	<b>8,494</b>	<b>33,783</b>	<b>28,584</b>	<b>62,367</b>	<b>14,812</b>	<b>10,435</b>	<b>25,246</b>

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