

Country Experience of Measuring Inbound Tourism Consumption in Nepal

Dr. Jishnu Mohan Bhattarai

Sitaram Ghimire

Nepal

Outline of presentation

- ▶ Tourism Statistics of Nepal
- ▶ Experimental Inbound TSA
- ▶ Visitors Exit Survey

General Introduction

- ▶ Nepal is a key destination of national and international tourists.
- ▶ Tourism industry in Nepal became more popular since 1953 when Edmond Hillary and Tenzing Norge Sherpa successfully summited the highest peak of the world, the Mount Everest.
- ▶ The exact contribution of tourism industry in Nepalese economy is yet to be estimated



Nepal

- ▶ Occupying only 0.1% of the earth - is home to:
- ▶ 2% of all the flowering plants in the world;
- ▶ 8% of the world's population of birds (more than 848 species);
- ▶ 4% of mammals on earth;
- ▶ 11 of the world's 15 families of butterflies (more than 500 species); • 600 indigenous plant families.



National Statistical System

Data providers

- Households
- Enterprises
- Communities
- Establishes
- Organizations
- Government

Data Producers

- NSO
- Line ministries
- Departments
- Local bodies
- NGO
- Research institutions
- Provincial and Local Government

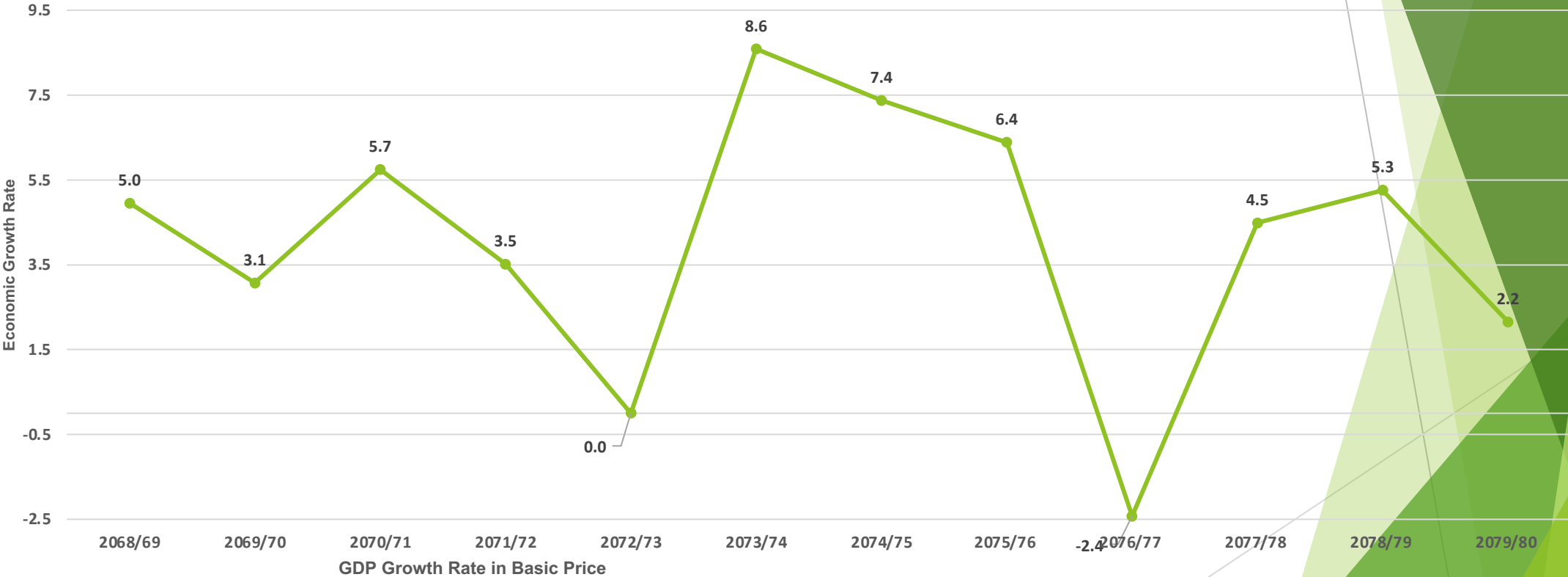
Data Users

- Policy makers and planner
- Three tiers of government
- I/NGOs
- Private
- Civil Society
- University
- Research instiutions

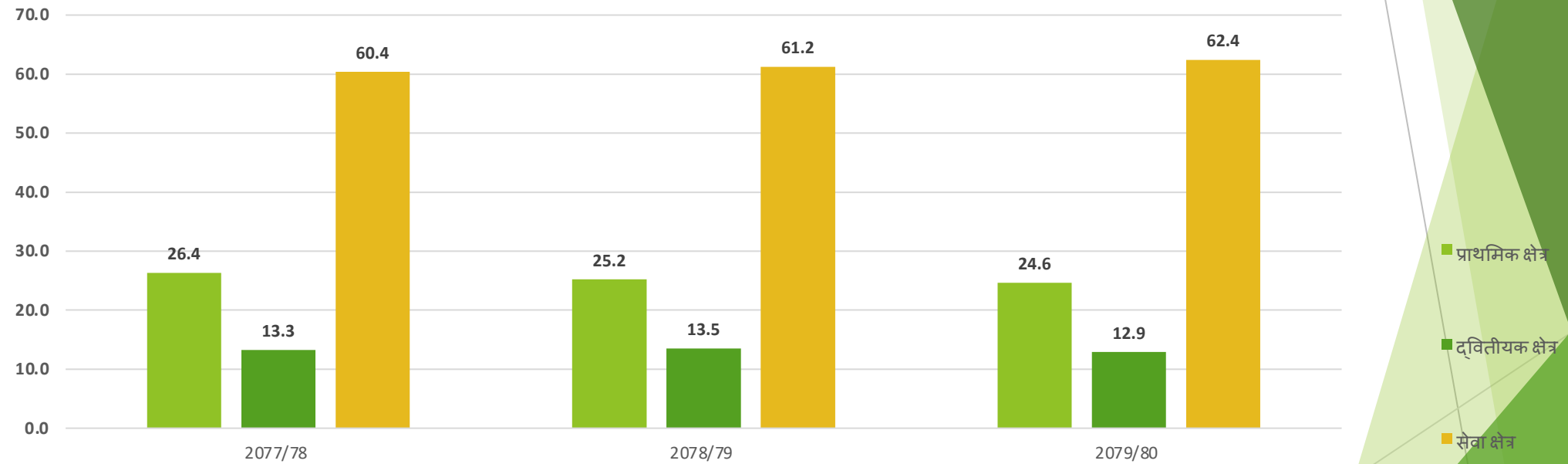
Major players of official statistics

S.No.	Name of Organization	Area	Data sources
1	National Statistics Office (NSO) (nsonepal.gov.np)	Social, Economic, and environment	Studies, surveys, census and administrative data
2	Ministry of Finance	Government finance statistics	Administrative records
3	Central Bank nrb.gov.np	Monetary statistics, CPI, Balance of Payment, foreign trade statistics	Studies, surveys, census and administrative records
4	Ministry of Local Development	Social statistics	Surveys, censuses, administrative records
5	Ministry of Health, Ministry of Education, Ministry of Women	Social statistics	Studies, surveys, censuses, administrative records
6	Ministry of Ministry of Agriculture, Ministry of Forestry etc	Economic and environment statistics	Studies, surveys, censuses, administrative records
7	Ministry of Tourism	Tourism Statistics	Administrative records

Gross Domestic Product Growth Rate

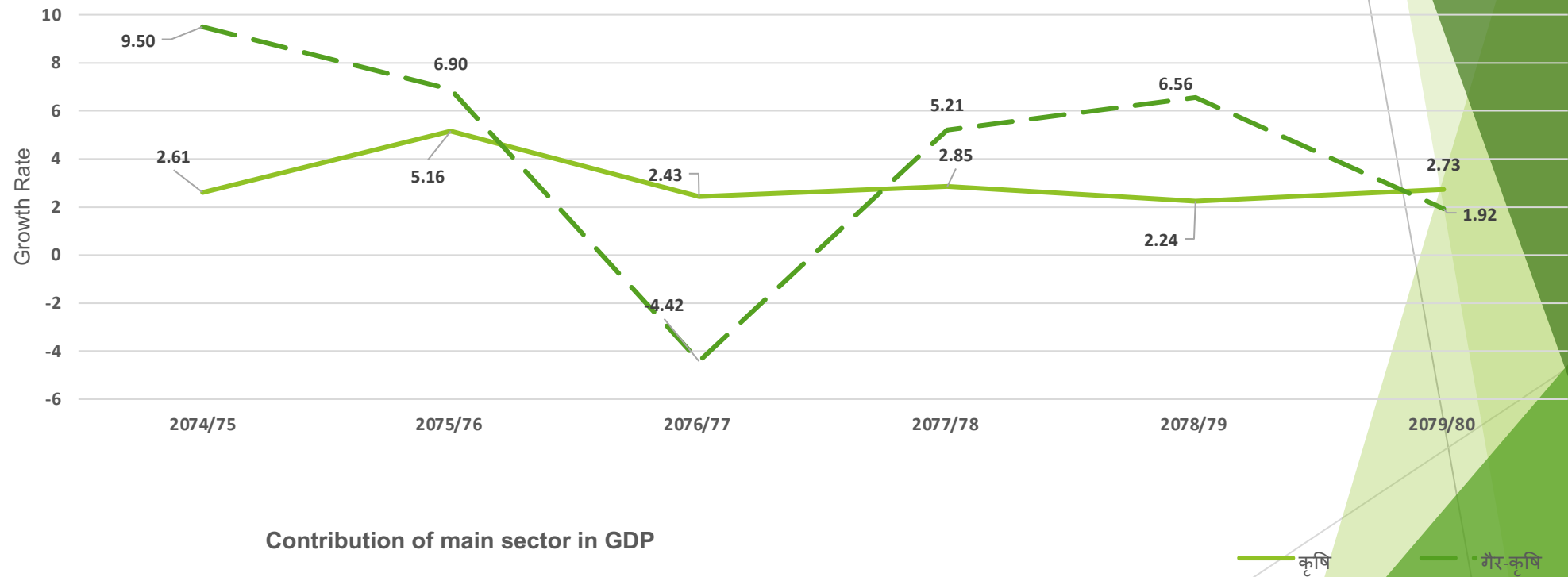


GDP Contribution in Broad Sector



GDP Contribution in Broad Group

Contribution of Agriculture and Non-Agriculture Sector in GDP



Contribution of Accommodation and food service activities

Table 12: Composition of Gross Domestic Product by ISIC Division
(at current prices)

NSIC	Industrial Classification	2067/68	2068/69	2069/70	2070/71	2071/72	2072/73	2073/74	2074/75	2075/76	2076/77	2077/78 R	2078/79 P
		2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
A	Agriculture, forestry and fishing	33.45	32.68	31.39	30.31	29.39	28.43	26.81	25.63	24.92	25.16	24.90	23.95
B	Mining and quarrying	0.59	0.62	0.59	0.60	0.58	0.58	0.58	0.61	0.66	0.60	0.59	0.58
C	Manufacturing	5.85	6.29	6.31	6.20	5.94	5.45	5.49	5.63	5.75	5.08	5.45	5.65
D	Electricity, gas, steam and air conditioning supply	1.00	1.03	1.13	1.02	0.97	0.81	1.07	1.03	1.01	1.18	1.14	1.37
E	Water supply; sewerage, waste management and remediation activities	0.64	0.62	0.62	0.77	0.78	0.78	0.69	0.65	0.59	0.59	0.56	0.51
F	Construction	6.45	6.63	6.48	6.39	6.32	6.48	6.73	7.23	7.01	6.23	5.95	6.17
G	Wholesale and retail trade; repair of motor vehicles and motorcycles	15.38	14.99	15.43	15.49	15.59	14.98	14.76	15.73	16.25	15.02	15.96	16.40
H	Transportation and storage	5.38	5.46	5.96	5.84	5.86	6.86	6.77	6.57	6.46	5.26	5.36	5.98
I	Accommodation and food service activities	1.71	1.78	1.96	1.94	2.10	1.98	2.06	2.24	2.26	1.47	1.60	1.65
J	Information and communication	2.19	2.30	2.27	2.52	2.58	2.58	2.52	2.33	2.22	2.24	2.22	2.09
K	Financial and insurance activities	4.77	4.58	4.57	4.59	4.90	5.44	5.82	6.20	6.20	7.06	7.01	6.86
L	Real estate activities	9.99	9.53	9.82	9.21	8.76	9.27	8.97	8.78	8.85	9.42	9.09	8.79
M	Professional, scientific and technical activities	0.86	0.87	0.91	0.92	0.96	0.99	0.99	0.99	0.98	1.03	1.01	0.99
N	Administrative and support service activities	0.40	0.41	0.47	0.51	0.56	0.64	0.62	0.65	0.76	0.81	0.80	0.78
O	Public administration and defence; compulsory social security	4.46	4.86	4.65	5.61	6.18	5.89	6.80	6.43	6.54	8.07	7.85	7.73
P	Education	5.25	5.64	5.75	6.26	6.54	6.89	7.27	7.29	7.53	8.41	8.10	8.10
Q	Human health and social work activities	1.18	1.23	1.20	1.32	1.46	1.42	1.52	1.46	1.49	1.76	1.78	1.79
R, S, T, U	Arts, entertainment and recreation; Other service activities; and Activities of households as employers; undifferentiated goods- and services-producing activities of households for own use	0.46	0.48	0.49	0.49	0.53	0.55	0.54	0.53	0.54	0.62	0.63	0.61

National Economic Census 2018

- ▶ Before economic census, listing of business establishments was conducted for specific surveys. And appropriate sampling methodology was adopted for the survey
- ▶ Non-availability of basic sampling frame before economic census
- ▶ First economic census 2018 in the country with the objective to prepare the frame of establishments which can be used for various thematic survey for data collection on the detailed characteristics of economy
- ▶ It is complete enumeration of all establishments belonging to a given population within the geographical boundaries of a country.

Tourism Statistics of Nepal

- ▶ Primary source of data: Ministry of Tourism and Civil Aviation
- ▶ Secondary sources: Central Bank, Nepal Tourism Board, Department of Immigration, Department of National Parks and Wildlife Conservation, Mounterneering Association etc.
- ▶

Indicators in Tourism Statistics

- ▶ Number of international tourists arrival by month
- ▶ Mode of arrival
- ▶ By gender and age
- ▶ By nationalities
- ▶ By purpose of visit

Survey and studies of tourism related statistics

- ▶ Survey of overland Indian visitor's 2017-18
- ▶ The survey found that about 1.3 million Indian tourists travelled to Nepal through land borders during 2017-18.
- ▶ NTB also conducted Indian Visitors' Exit Survey to assess the purpose of visit, spending pattern, duration of stay, preferred destinations, etc.
- ▶ This number 1.3 million represents the tourist travelled from vehicles. There is cross border statistics of tourist travel by foot.
- ▶ Statistics on tourist travelled by vehicles is crude and estimated on average number of tourist travelled on each type of vehicle.

Visitors Exit Survey

- ▶ NSO requested to Nepal Tourism Board to conduct this survey
- ▶ Conducted by Nepal Academy of Tourism and Hotel Management (NATHM)
- ▶ Assistance from UNWTO and TSA Steering Committee
- ▶ Survey was conducted in Tribhuvan International Airport Departure from March to September, 2023.

Coverage

- ▶ Both
 - ▶ foreign national and
 - ▶ non-resident Nepalese national inbound tourists.

The objectives of the survey

- To present the profile of the respondent (detail information on nationality, trip length, purpose of visit, accommodation, trip expenditure and package, etc.)
- To ascertain the average expenditure by the tourist visiting the country

Sampling methodology

- ▶ Sample size was 2000
- ▶ Tourists were selected randomly who were ready to answer
- ▶ Foreigner and Non-resident Nepali

Inbound Total Expenditure

- ▶ NPR 333,573 million (or USD 3,204 million)

S.No.	Particular	Percentage
1	Tourism Connected Product	23.8
2.	Food and beverage serving services	21.4

Limitation of Inbound Tourism Survey

- ▶ The methodology is not clear with the recommended methodology of inbound tourism
- ▶ It was conducted only in Tribhuvan International Airport, Kathmandu and there are many exit points in the country where there is continuous flow of tourists.
- ▶ Survey was conducted in March to September, 2023. The survey should be conducted throughout the year to obtain the seasonality of expenditure.

Thank You

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the frame, creating a modern, layered effect against the white background.