



Fourth Session of OIC Statistical Commission

21-23 April 2014, Ankara–Turkey



IMPROVING STATISTICAL CAPACITIES IN TOURISM SECTOR



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BACKGROUND



BACKGROUND

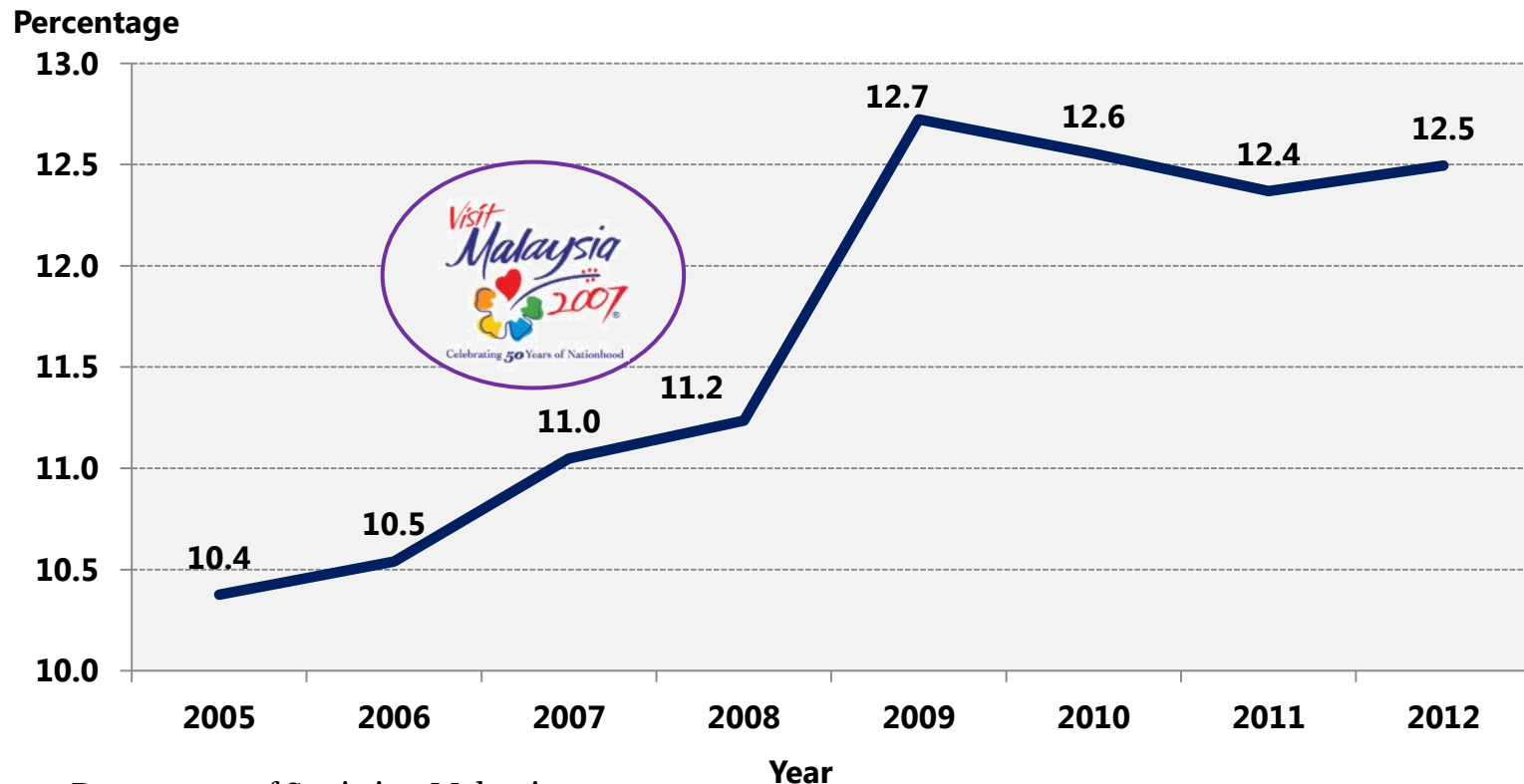


- Visit Malaysia Year 2014 is the nation biggest and grandest tourism celebration with Malaysia Truly Asia's endless wonders of events, festivals and activities all year round
- Malaysia Truly Asia : Multi racial, cultural and heritage, food and beverages, supported with diversity of flora and fauna – attracts tourists all over the world
- Hence arises the importance of tourism statistical compilation to measure and monitor the development of tourism industry and its contribution to the GDP

GVATI as a percentage to GDP



In **2012**, Gross Value Added of Tourism Industry (**GVATI**) recorded **12.5%** as a percentage to GDP.



Source : Department of Statistics, Malaysia

BACKGROUND (Cont'd.)



The Department of Statistics, Malaysia published two types of tourism statistics to provide a better insight regarding Malaysian tourism industry : -

- Tourism Satellite Account
- Domestic Tourism Survey



CHRONOLOGY OF MALAYSIA TOURISM STATISTICS DEVELOPMENT



CHRONOLOGY OF MALAYSIA TOURISM STATISTICS DEVELOPMENT



- Feb-2003 First Inter Agency Planning Group (IAPG) tourism meeting was held.
- Mac -2003 Meeting for the establishment of Technical Working Group-TWG Integrated Tourism Development of IAPG Tourism Sector for Mid-term Review Eight Malaysian Plan.
- Jul-2003 Proposal to create Tourism Statistic Division in Department of Statistic Malaysia for the implementation of Tourism Satellite Account

CHRONOLOGY OF MALAYSIA TOURISM STATISTICS DEVELOPMENT



- Apr-2004 An alternative proposal was that the production of Tourism Statistics will be collective activity between National Account Division, DOSM and Services Statistics Division, DOSM
- Jan 2005 Coordination meeting for implementation of Tourism Satellite Accounting (TSA)
- June 2005 Study visit to Australia on the implementation of Tourism Satellite Accounting (TSA)

CHRONOLOGY OF MALAYSIA TOURISM STATISTICS DEVELOPMENT (CONT'D.)



- July 2005 Preliminary meeting for the implementation of Tourism Satellite Accounting (TSA) with Ministry of Tourism Malaysia
- July 2006 First compilation of Tourism Satellite Account (TSA) inclusive of introduction, framework, draft tables and related questionnaires were completed
- Oct. 2006 Domestic Tourism Survey conducted

CHRONOLOGY OF MALAYSIA TOURISM STATISTICS DEVELOPMENT (CONT'D.)



- Feb 2009 First publication on Domestic Tourism Survey was released for internal circulation (ref. year 2007)
- Mar. 2010 Domestic Tourism Survey publication was released to public (reference year 2009)**
- Mar. 2010 First Tourism Satellite Account (TSA) publication was released for internal circulation (reference year 2000 – 2008)
- 10th Feb 2012 TSA was officially launched to public by the Ministry of Tourism (reference year 2000 – 2010)**

MALAYSIA TOURISM STATISTICS



Sabah
Dragon Boat Race
7 - 8 June 2014



Magic of The Night
14 - 22 June 2014

MALAYSIA TOURISM STATISTICS

TOURISM SATELLITE ACCOUNTS (TSA)

NATIONAL ACCOUNTS
STATISTICS DIVISION, DOSM

DOMESTIC TOURISM STATISTICS (DTS)

SERVICES STATISTICS DIVISION,
DOSM

AGENCIES ENGAGE IN THE COMPILATION OF MALAYSIA TOURISM STATISTICS

- **MINISTRY OF TOURISM**
- **DEPARTMENT OF IMMIGRATION**
- **CENTRAL BANK OF MALAYSIA**



TOURISM SATELLITE ACCOUNT (TSA)

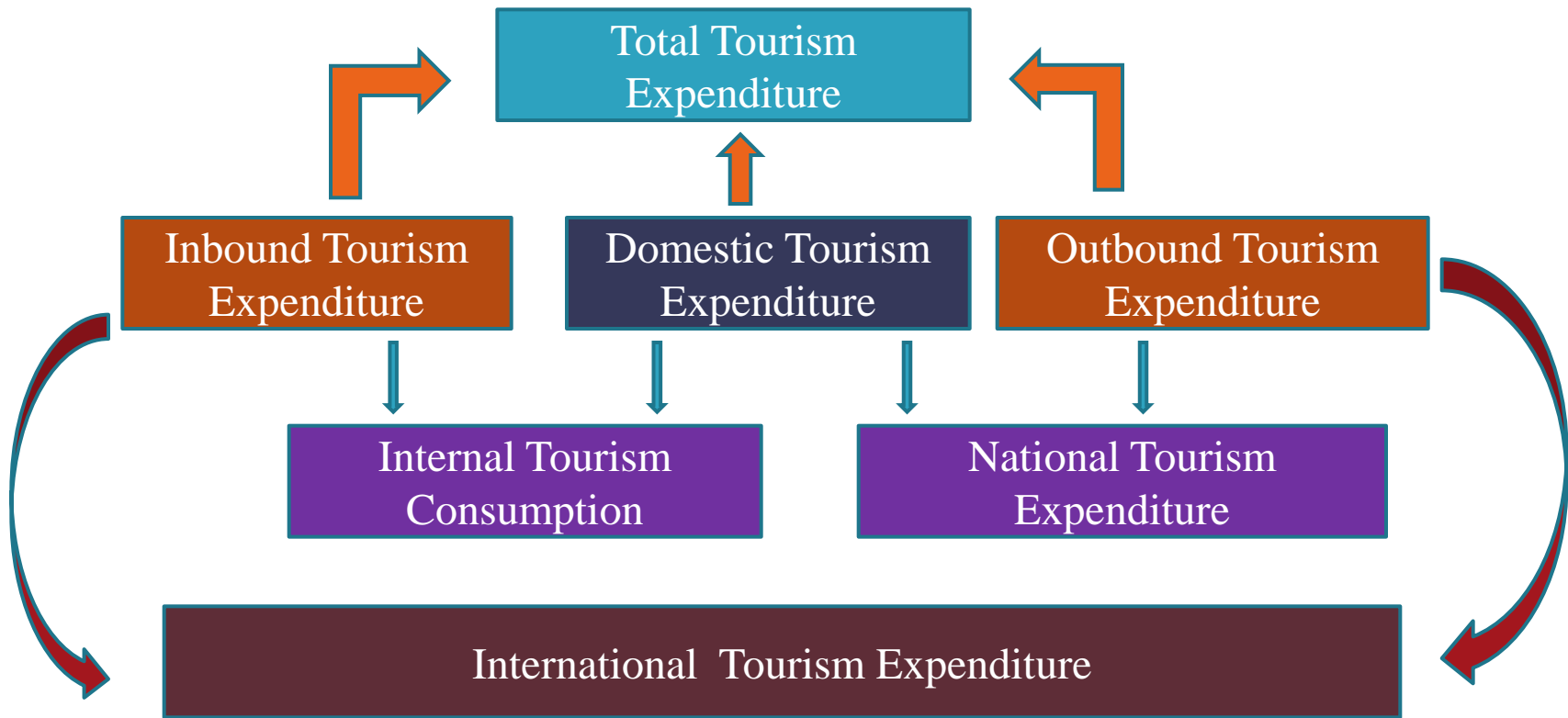
Recent –
2005-2012



Free Download Link :

http://www.statistics.gov.my/portal/index.php?option=com_content&view=article&id=1415&Itemid=111&lang=en

TOURISM SATELLITE ACCOUNT (TSA)



- ❑ Visitors – Tourist and Excursionist
- ❑ Trip at least 50 km to and return outside of usual location and spend a minimum 4 hours at the location
- ❑ Trip less than 50 km to and return, period of 4 hours and more and using tourism facilities such as transport, accommodation etc

TSA Tables and Data Sources



No	Tables	Data Requirements
1	Table 1: Inbound Tourism Expenditure by products and classes of visitors	Department of Immigration Malaysia: Number of tourists entering Malaysia for the purpose of tourism, business trips, education, health etc for the period less than one year Bank Negara Malaysia Total Expenditure of Non-Resident. Tourism Malaysia Break-down of Expenditure for ' <i>same-day visitor</i> '.
2	Table 2: Domestic Tourism Expenditure by products, classes of visitors and types of trips	Service Statistics Division, DOSM Domestic Tourism Survey (DTS): Resident Expenditure in Malaysia before departure abroad.

TSA Tables and Data Sources (Cont'd.)

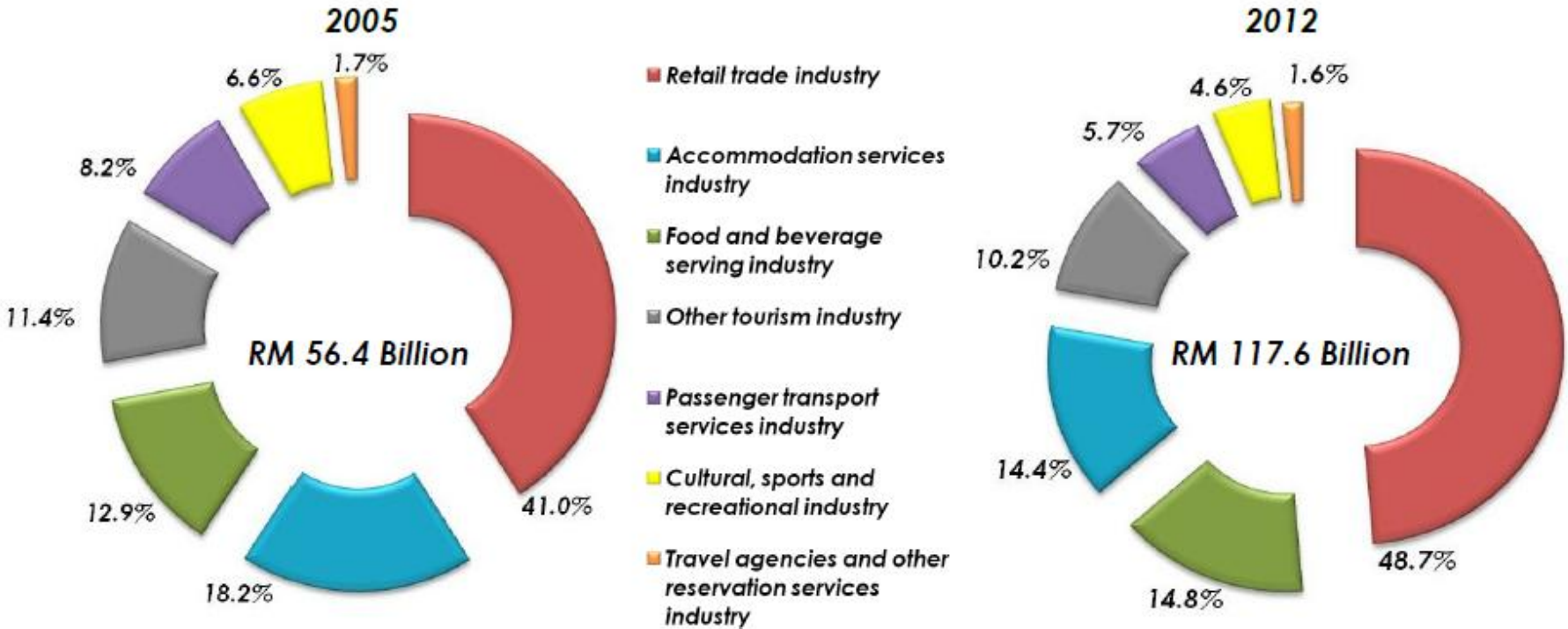
No	Tables	Data Requirements
3	<p>Table 3: Outbound Tourism Expenditure by products and classes of visitors</p>	<p>Department of Immigration Malaysia: Number of Malaysia resident abroad for the purpose tourism, education, business trip, health services etc for traveling less than one year</p> <p>Bank Negara Malaysia Malaysia resident expenditure abroad, Balance of Payment Statistics, DOSM</p> <p>Tourism Malaysia <i>Malaysian Outbound Survey</i></p>
4	<p>Table 4: Internal Tourism Consumption by products</p>	<p>Combination of table 1 and Table 2</p>

TSA Tables and Data Sources (Cont'd.)



No	Tables	Data Requirements
5	Table 5: Production accounts of tourism industries and other industries (at basic price)	Input-Output Tables, DOSM
6	Table 6: Total domestic supply and internal tourism consumption (at purchaser's price)	Input-Output Tables, DOSM
7	Table 7: Employment in the tourism industries	Labour Force Survey, DOSM

PERCENTAGE SHARE OF GROSS VALUE ADDED TOURISM INDUSTRIES



Tourism GVA: 11.1% a year

DOMESTIC TOURISM SURVEY (DTS)

Recent –
2012



Free Download Link :

http://www.statistics.gov.my/portal/index.php?option=com_content&view=article&id=1536&Itemid=111&lang=en

DOMESTIC TOURISM SURVEY



- ❑ Conducted by Department of Statistics Malaysia
- ❑ Purpose: Assist Government in Planning and Formulation of National Tourism Policy
 - Input for TSA
 - To meet demand of agencies related to tourism industries
- ❑ Sample Design and Sample Size
 - Two Stage Stratified Sample (States, Urban and Rural)
 - Based on the Reliability (RSE 10 Percent)

DOMESTIC TOURISM SURVEY (Cont'd.)



Method of Collection

- Face to face Interview

Data Collected

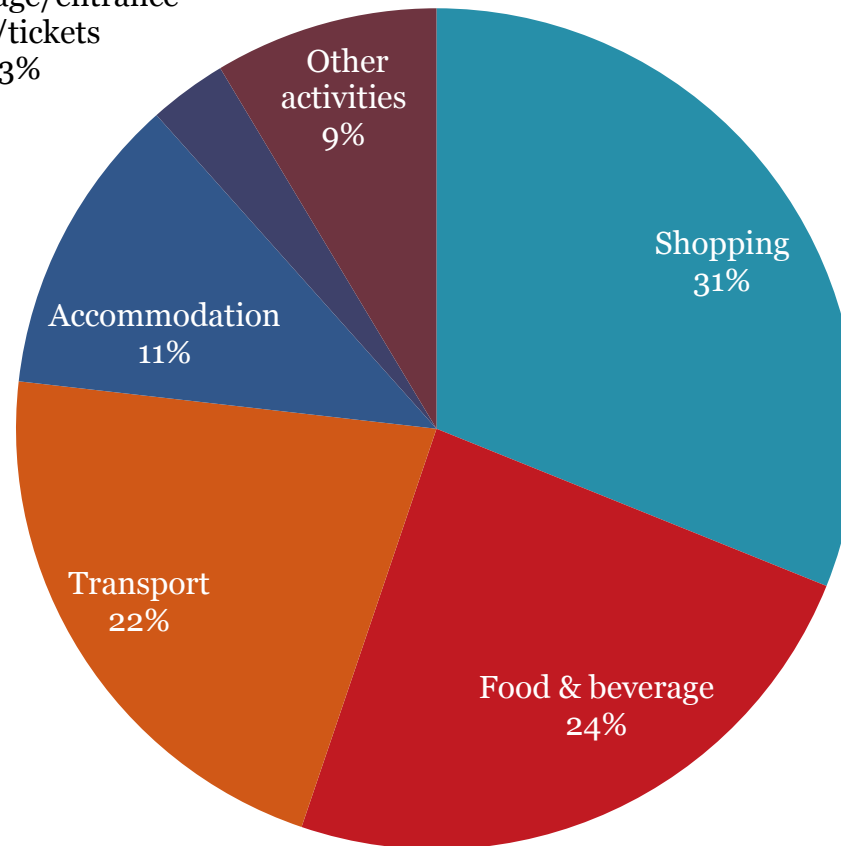
- Relationship with the Head of HH, Sex, Age, Ethnic & Citizenship, Education level, Occupation
- Type of Domestic Tourism Trips, Monthly Income, Length of Stay, Main destination & Main Purpose and Expenditure of Domestic Trips

Reference Period

- Monthly from January to December

Components of Expenditure Domestic Tourists 2012

Expenditure before the trip/package/entrance fees/tickets
3%



MANUAL / REFERENCES



PRIME MINISTER'S OFFICE

MANUAL/REFERENCES



- ❑ Tourism Satellite Account : Recommended Methodological Framework (2001,2007 & 2008)
- ❑ Tourism in Malaysia Key Performance Indicators (2001 - 2006)
- ❑ Profile of Tourists by Selected Markets (2002, 2004 & 2005)
- ❑ Malaysia Standard Industrial Classification 2000
- ❑ List of Goods and Services Consume by Households (HES 2004/05)

MANUAL/REFERENCES



- ❑ United Nations Recommendations on Tourism Statistics 1994
- ❑ Measuring the Contribution of Tourism to the Economy : The Philippine Tourism Satellite Account (2001)
- ❑ International Recommendations on Tourism Statistics (IRTS) Provisional Draft Revision 5 (2007)
- ❑ Tourism Statistic and Tourism Satellite Accounts in Turkey
- ❑ Tourism Satellite Account, Australian National Accounts
- ❑ New Zealand Tourism Satellite Account (2005 & 2006)
- ❑ Provisional Tourism Satellite Account (1998 - 2000)

MOVING FORWARD



CRYSTAL MOSQUE



WAU

MOVING FORWARD



Currently the TSA consists of 7 tables and the remaining 3 tables are ongoing project : -

- | | |
|----------|--|
| Table 8 | Tourism gross fixed capital formation of tourism industries and other industries |
| Table 9 | Tourism collective consumption by products and levels of government |
| Table 10 | Non monetary indicators |

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Thank You

TERIMA KASIH

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