Fourth Session of OIC Statistical Commission

21-23 April 2014, Ankara–Turkey
IMPROVING STATISTICAL CAPACITIES IN TOURISM SECTOR

visit MALAYSIA 2014

Truly Asia

DEPARTMENT OF STATISTICS MALAYSIA
OUTLINE

1. Background

2. Chronology of Malaysia Tourism Statistics Development

3. Malaysia Tourism Statistics
   • Tourism Satellite Account
   • Domestic Tourism Survey

4. Manual/References

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

Source: Department of Statistics, Malaysia
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
Feb-2003  First Inter Agency Planning Group (IAPG) tourism meeting was held.


Jul-2003  Proposal to create Tourism Statistic Division in Department of Statistic Malaysia for the implementation of Tourism Satellite Account
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>Apr 2004</td>
<td>An alternative proposal was that the production of Tourism Statistics will be collective activity between National Account Division, DOSM and Services Statistics Division, DOSM</td>
</tr>
<tr>
<td>Jan 2005</td>
<td>Coordination meeting for implementation of Tourism Satellite Accounting (TSA)</td>
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<tr>
<td>June 2005</td>
<td>Study visit to Australia on the implementation of Tourism Satellite Accounting (TSA)</td>
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<tr>
<td>Date</td>
<td>Event</td>
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<tr>
<td>July 2005</td>
<td>Preliminary meeting for the implementation of Tourism Satellite Accounting (TSA) with Ministry of Tourism Malaysia</td>
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<td>July 2006</td>
<td>First compilation of Tourism Satellite Account (TSA) inclusive of introduction, framework, draft tables and related questionnaires were completed</td>
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<td>Oct. 2006</td>
<td>Domestic Tourism Survey conducted</td>
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</tbody>
</table>
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)
## AGENCIES ENGAGE IN THE COMPILATION OF MALAYSIA TOURISM STATISTICS

- MINISTRY OF TOURISM
- DEPARTMENT OF IMMIGRATION
- CENTRAL BANK OF MALAYSIA
TOURISM SATELLITE ACCOUNT (TSA)


Department of Statistics, Malaysia
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

<table>
<thead>
<tr>
<th>No</th>
<th>Tables</th>
<th>Data Requirements</th>
</tr>
</thead>
</table>
| 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 ‘same-day visitor’. |
| 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.)

<table>
<thead>
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</tr>
</thead>
</table>
| 3  | **Table 3:** Outbound Tourism Expenditure by products and classes of visitors | **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  
**Bank Negara Malaysia**  
Malaysia resident expenditure abroad, Balance of Payment Statistics, DOSM  
**Tourism Malaysia**  
*Malaysian Outbound Survey* |
| 4  | **Table 4:** Internal Tourism Consumption by products | Combination of table 1 and Table 2 |
## TSA Tables and Data Sources (Cont’d.)

<table>
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</thead>
<tbody>
<tr>
<td>5</td>
<td><strong>Table 5:</strong> Production accounts of tourism industries and other industries (at basic price)</td>
<td>Input-Output Tables, DOSM</td>
</tr>
<tr>
<td>6</td>
<td><strong>Table 6:</strong> Total domestic supply and internal tourism consumption (at purchaser’s price)</td>
<td>Input-Output Tables, DOSM</td>
</tr>
<tr>
<td>7</td>
<td><strong>Table 7:</strong> Employment in the tourism industries</td>
<td>Labour Force Survey, DOSM</td>
</tr>
</tbody>
</table>
PERCENTAGE SHARE OF GROSS VALUE ADDED TOURISM INDUSTRIES

Tourism GVA: 11.1% a year
DOMESTIC TOURISM SURVEY (DTS)

Free Download Link:
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

- Shopping: 31%
- Food & beverage: 24%
- Transport: 22%
- Accommodation: 11%
- Other activities: 9%
- Expenditure before the trip/package/entrance fees/tickets: 3%
- Other activities: 9%

Department of Statistics, Malaysia
MANUAL/REFERENCES

- Tourism in Malaysia Key Performance Indicators (2001 - 2006)
- 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
- 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
- Provisional Tourism Satellite Account (1998 - 2000)
MOVING FORWARD

CRYSTAL MOSQUE

WAU
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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