



MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA



**Statistical Capacity Building (StatCaB) Programme
Training Course on 'Basic Statistics for Diplomats'**

TOURISM SATELLITE ACCOUNT

20 March 2023

Malaysia Time : 14:45 – 16:45 | Indonesia Time : 13:45 – 15:45 | Turkiye Time : 09:45 – 11:45



**MALAYSIA
MADANI**





AGENDA

01

INTRODUCTION

02

CONCEPTS AND DATA SOURCES

03

GLOBAL TOURISM SCENARIO 2021

04

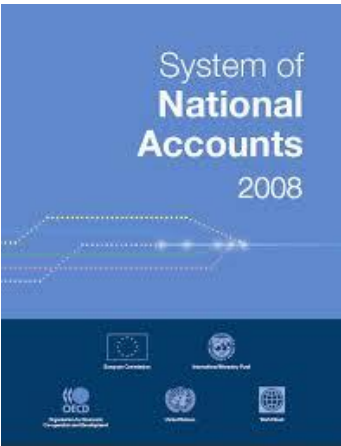
FINDINGS OF TSA 2021

05

CONCLUSION

INTRODUCTION





Recommended in the System of National Accounts, United Nations

Allows for an expansion of the national accounts for selected areas of interest

Maintains links to the basic concepts and structures of the core national accounts



Satellite account or systems generally stress the need to expand the analytical capacity of national accounting for **selected areas of social concern in a flexible manner**, without over burdening or disrupting the central system...

Source: SNA 1993; Chapter 21; pg 608

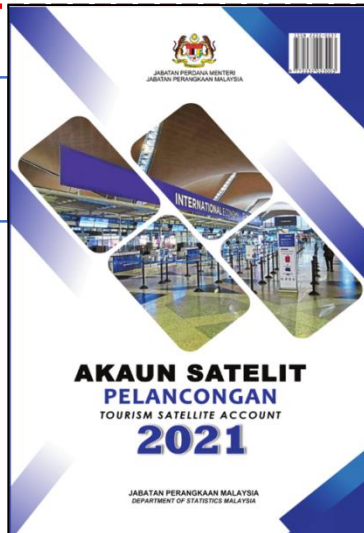


PRODUCTS OF SATELLITE ACCOUNTS



ROUTINE

Tourism

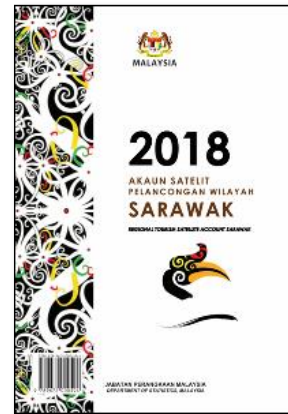


Information &
Communication
Technology



AD-HOC-DONE

RTSA-Sarawak



Nota:
RTSA Sarawak
• One-off project
/ Development

AD-HOC-IN PROGRESS

RTSA-Sabah

Nota:
RTSA Sabah
• One-off project
/ Development

DEVELOPMENT

Oil & Gas
Satellite Account

Sport
Satellite Account

Creative
Satellite Account



ABOUT TSA



WHAT

A set of account on tourism industry

**Linking the supply and demand of
tourism goods and services**

WHY

Contribute significantly to the economy

**Track the contribution of each tourism
activities**

IMPORTANCE

**Comparable measures between
countries, over time, and to other
economic sectors**

**Credible measure of tourism's
economic contribution**

**Provides government and private
sector with powerful advocacy tool**

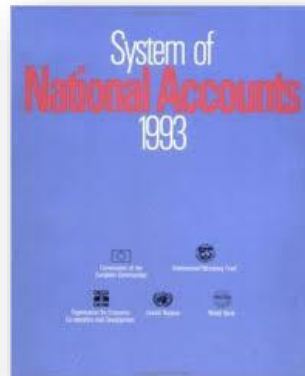
**TSA is the conceptual framework for
a comprehensive reconciliation of
tourism data related with supply &
demand**



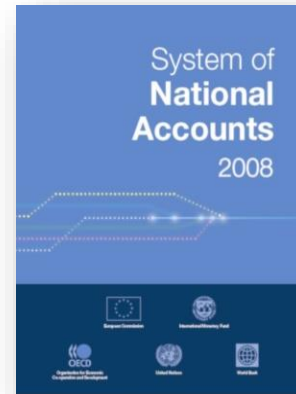
REFERENCES



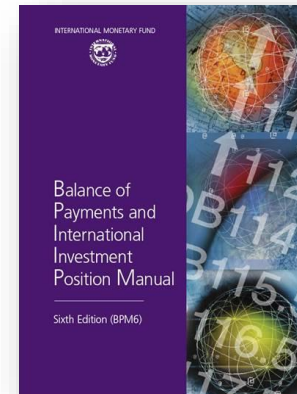
SNA 1993



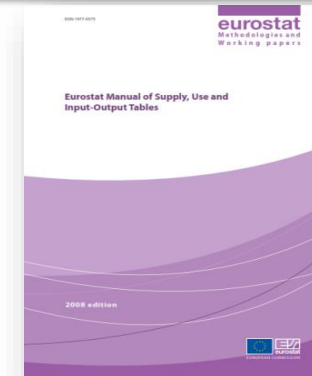
SNA 2008



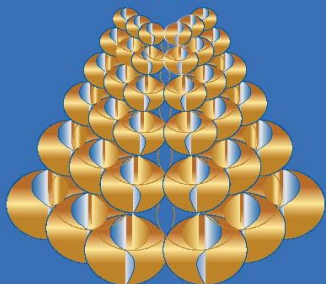
BPM6



Eurostat Manual of Supply, Use and Input-Output Tables 2008

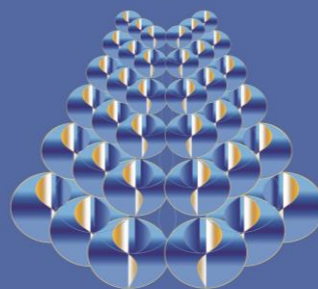


**Tourism Satellite Account:
Recommended Methodological
Framework
2008**



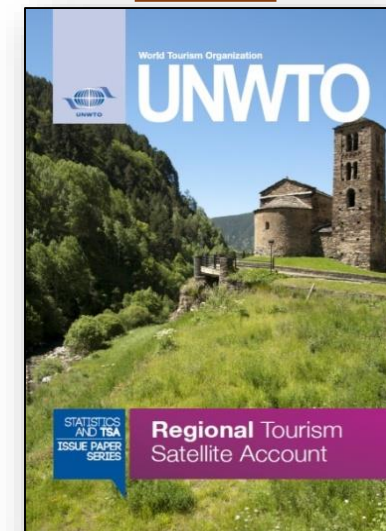
RMF 2008

**International Recommendations
for Tourism Statistics
2008**



IRTS 2008

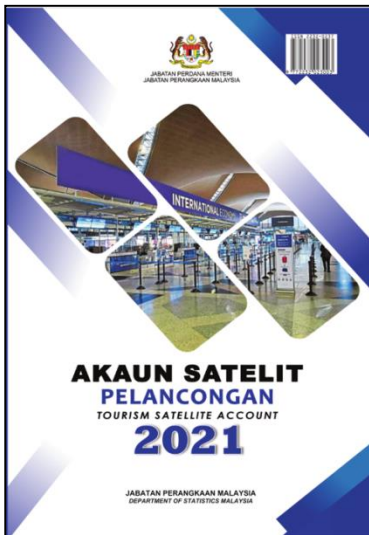
RTSA



**Regional Tourism
Satellite Account
(UNWTO)**



CHRONOLOGY OF TSA



Tourism Satellite Account (TSA)

6 years

2003-2004

- IAPG Tourism meeting
- Establish TWG
- Create TSA unit in DOSM

2005-2006

- Participated in the International Workshop
- Study visit to Australia
- TSA compilation initiated
- Pilot Study of Domestic Tourism Survey (DTS)

2007-2008

- Published DTS 2007 with official tourism domestic figure for every states (Internal Circulation)

2009-2010

- Published DTS (Public): Reference year 2009
- Limited circulation::
 - Publication TSA 2000-2008
 - Publication TSA 2000-2009

2012 Onwards

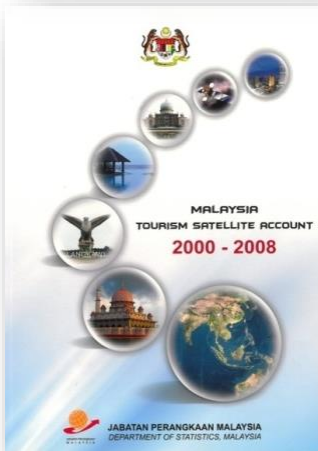
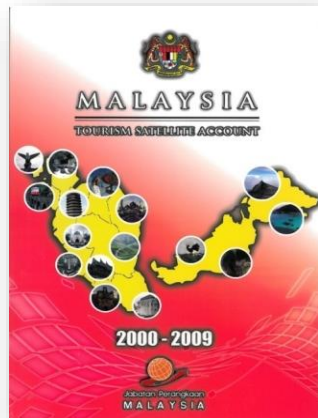
- Endorsement to release TSA to the public
- Publications:
 - TSA 2000-2010
 - TSA 2000-2011
 - TSA 2005-2012
 - TSA 2005-2013
 - TSA 2010-2014
 - TSA 2010-2015
 - TSA 2016
 - TSA2017
 - TSA2018
 - TSA 2019
 - TSA 2020
 - TSA 2021
- **Moving forward for TSA 2022**



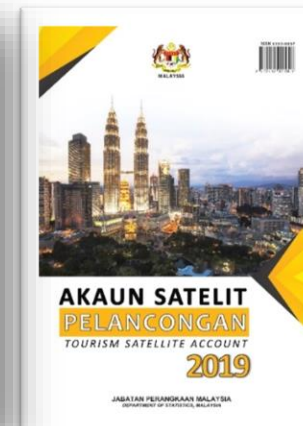
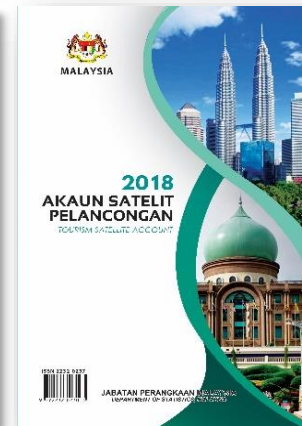
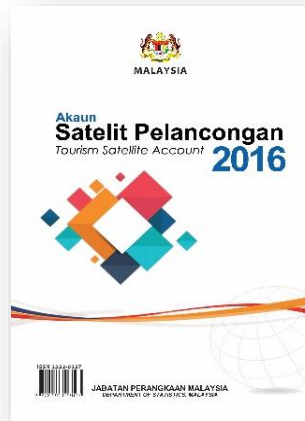
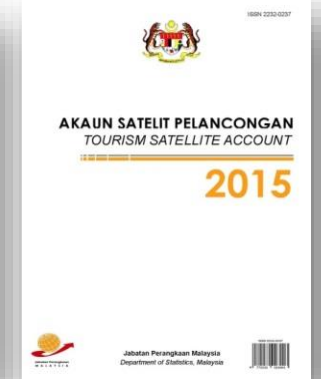
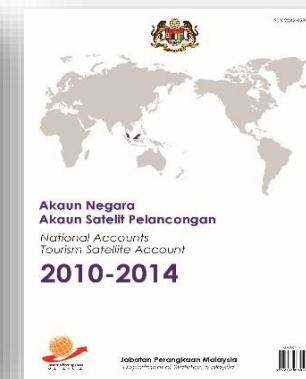
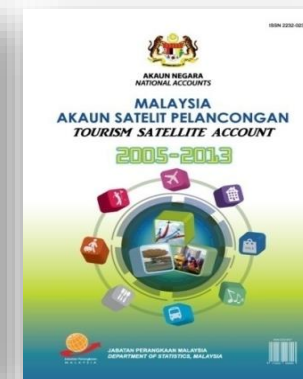
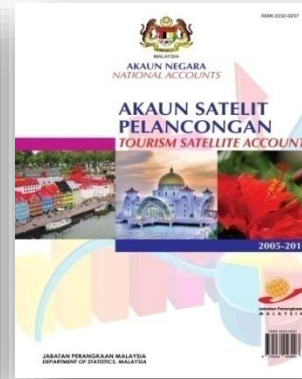
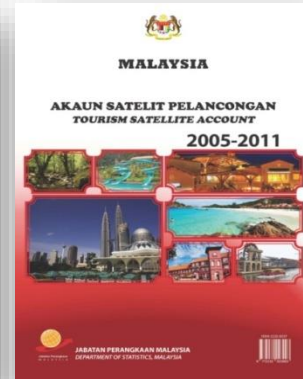
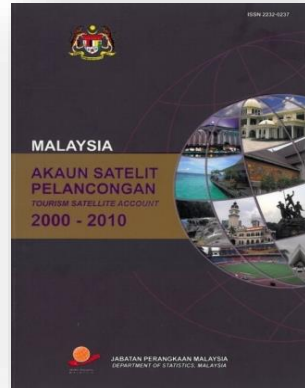
TSA PUBLICATIONS



Limited Circulation

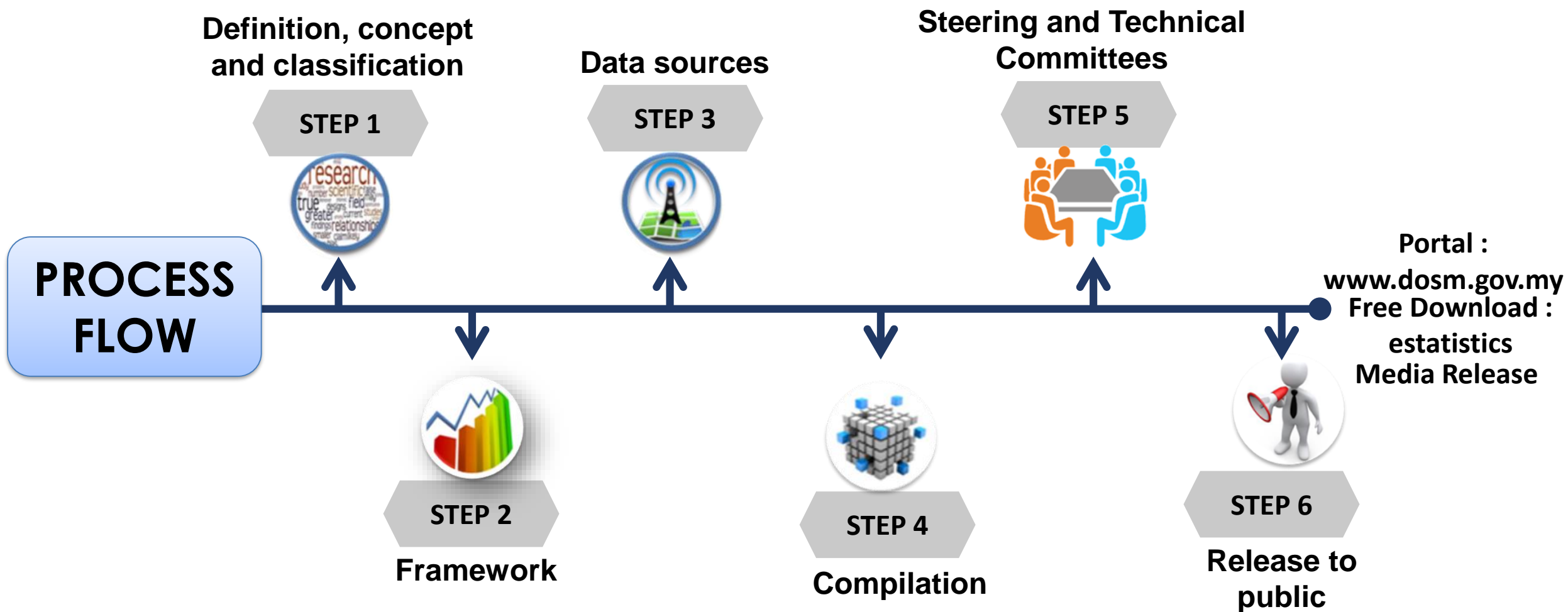


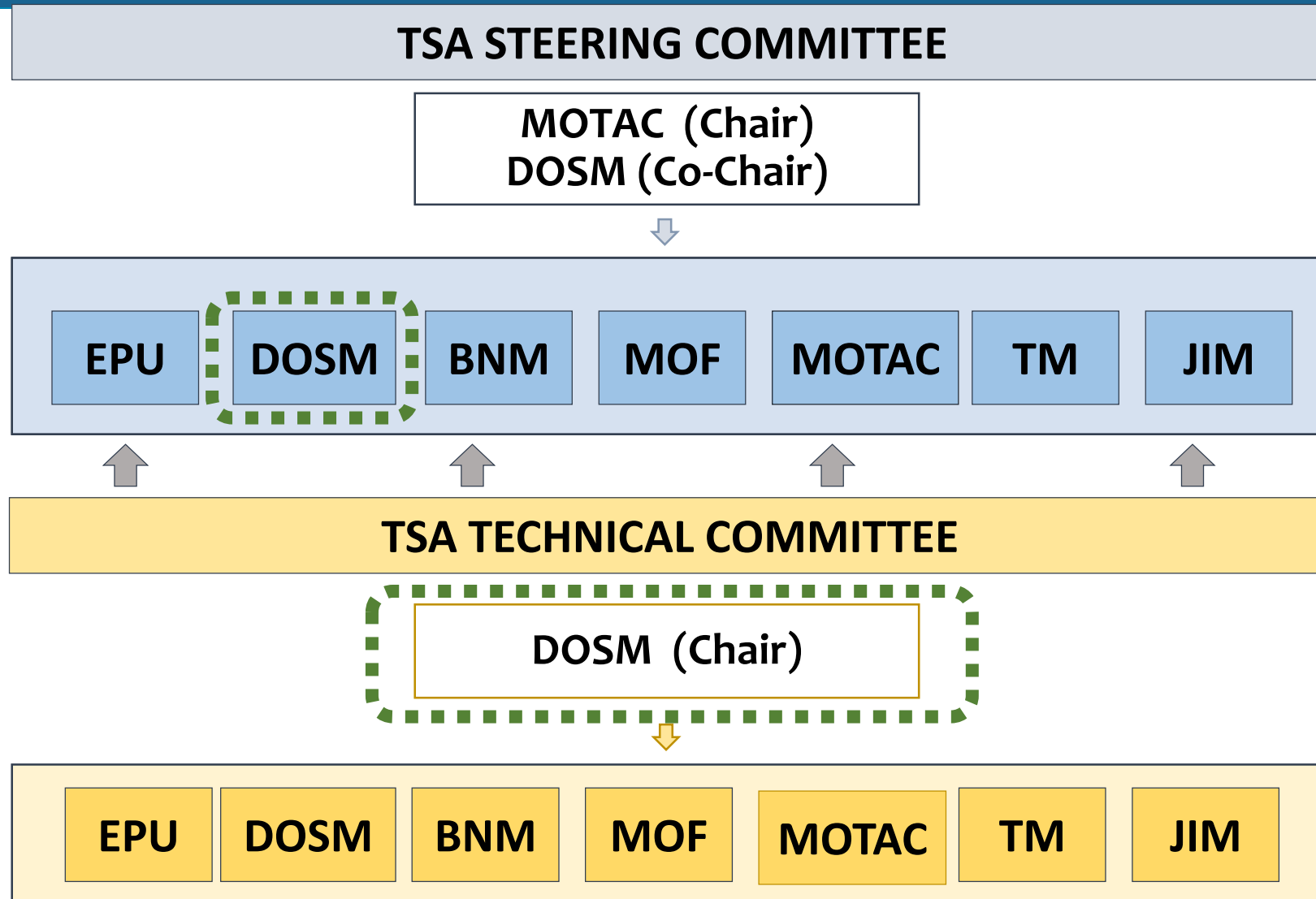
Released to Public





PROCESS FLOW OF COMPILATION





CONCEPT & DATA SOURCES





‘Visitors’ can be classified into 2 categories:

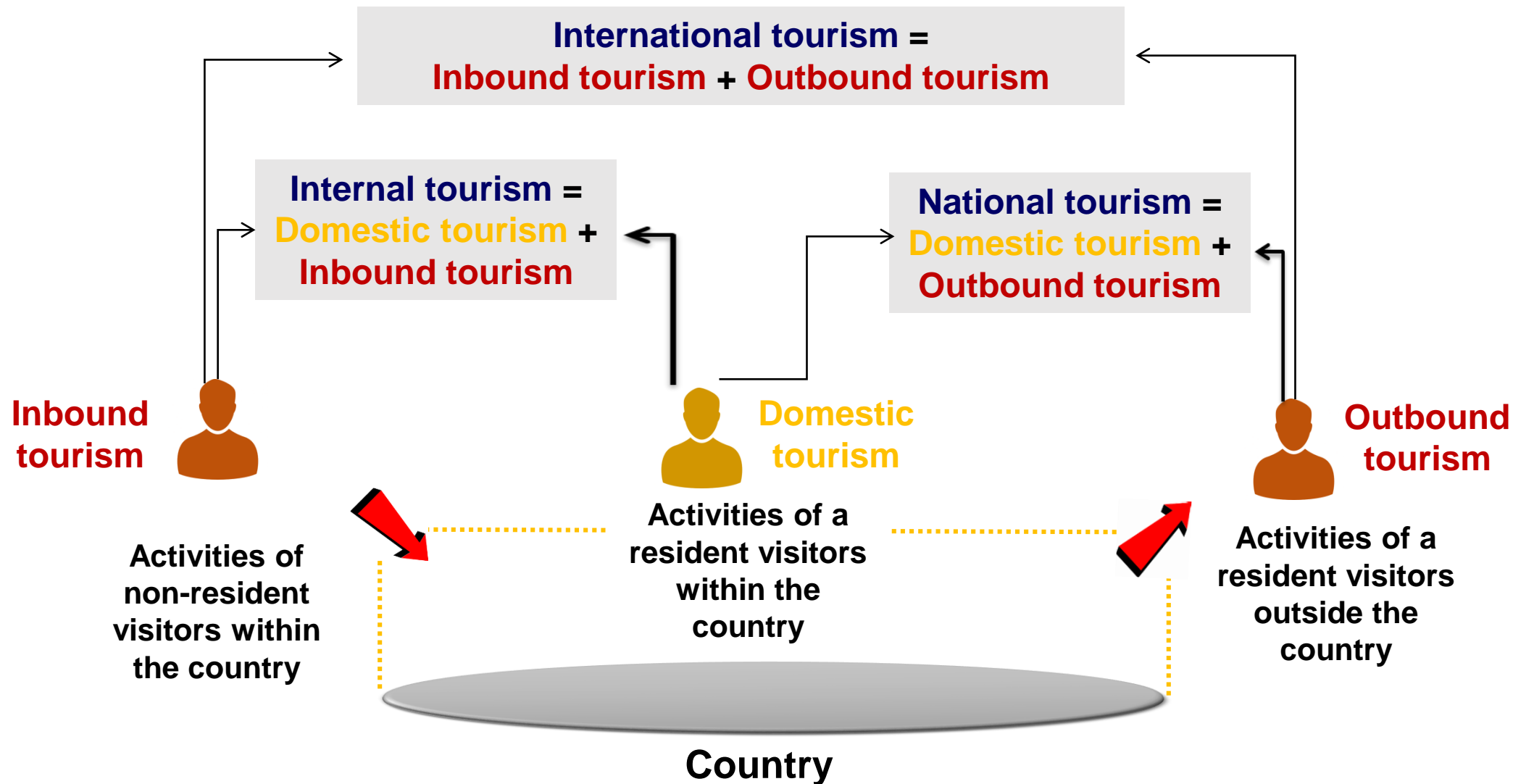
- **Tourist** (or overnight visitors)
- **Same-day Visitor** (or excursionist)

The travel of domestic, inbound or outbound visitors is called domestic, inbound or outbound tourism.



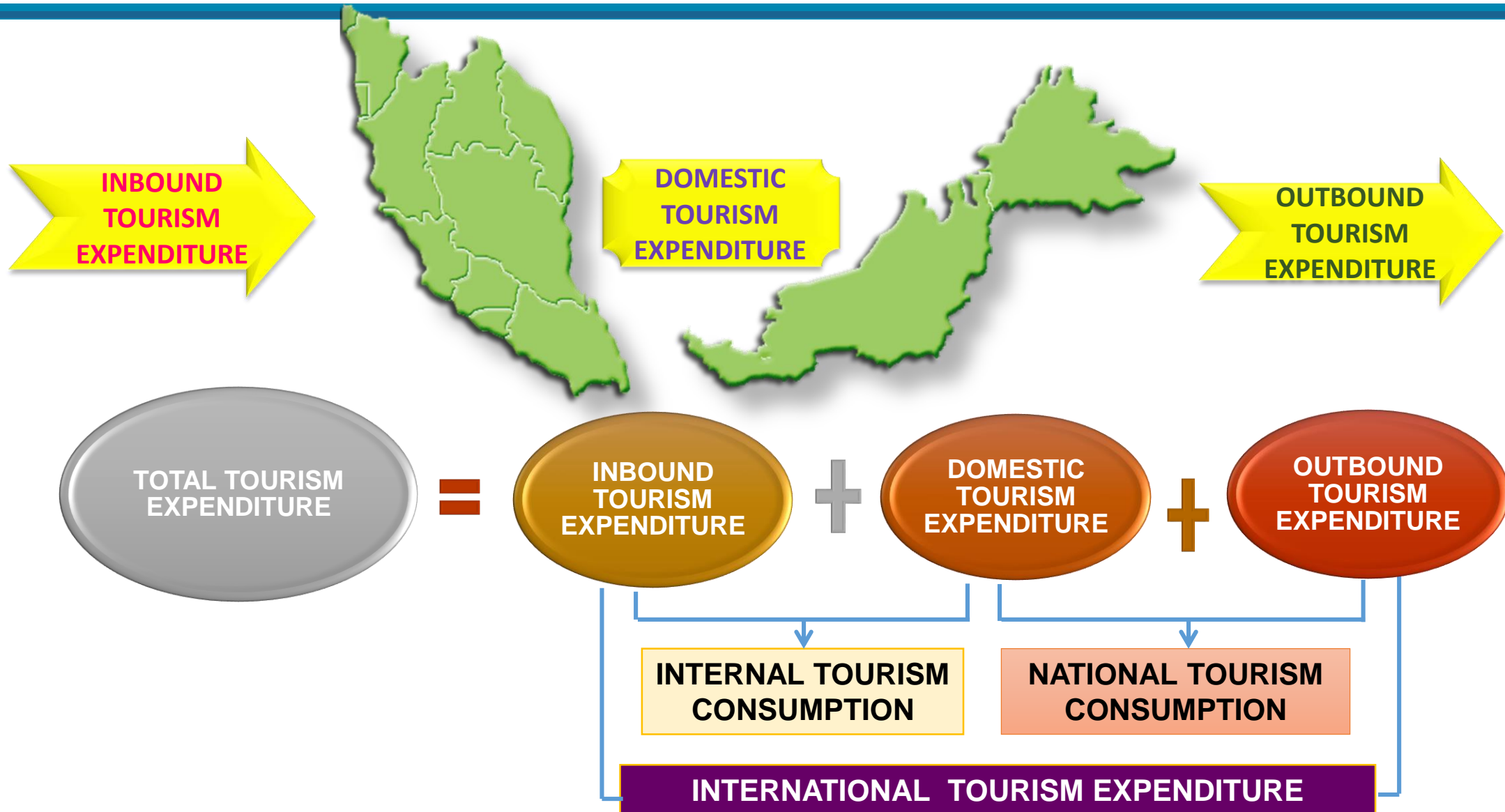


IRTS 2008 : FORMS OF TOURISM





TOURISM EXPENDITURE





MAIN AGGREGATES

- **Gross value added of tourism industries (GVATI)**

- the 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)**

- the part of gross value added generated by tourism industries and other industries of the economy that directly serve visitors in response to internal tourism consumption

- **Tourism direct gross domestic product (TDGDP)**

- the sum of the part of gross value added (at basic prices) generated by all industries in response to internal tourism consumption plus the amount of net taxes on products and imports included within the value of this expenditure at purchasers' prices



AGGREGATES OF TSA





TABLES & DATA SOURCES



TABLE 1

INBOUND TOURISM EXPENDITURE

- Departing Visitor Survey (DVS) by Tourism Malaysia
- Balance of Payment by DOSM
- Arrivals Data by Immigration Department

TABLE 2

DOMESTIC TOURISM EXPENDITURE

- Domestic Tourism Survey (DTS) by DOSM

TABLE 3

OUTBOUND TOURISM EXPENDITURE

- Malaysia Outbound Survey (MOS) by Tourism Malaysia
- Balance of Payment by DOSM

TABLE 4

INTERNAL TOURISM CONSUMPTION

- Summation Table 1 and Table 2

TABLE 5

PRODUCTION ACCOUNTS OF TOURISM INDUSTRIES AND OTHER INDUSTRIES

- Supply – Use Table (SUT) by DOSM
- Gross Domestic Product (GDP) by DOSM

TABLE 6

TOTAL DOMESTIC SUPPLY AND INTERNAL TOURISM CONSUMPTION

- Table 4 and Table 5

TABLE 7

EMPLOYMENT IN THE TOURISM INDUSTRIES

- Labour Force Survey (LFS) by DOSM

TABLE 8

TOURISM GFCF OF TOURISM INDUSTRIES AND OTHER INDUSTRIES

- Economic Census and Survey by DOSM
- GFCF Data by DOSM

TABLE 9

TOURISM COLLECTIVE CONSUMPTION BY PRODUCTS & LEVEL OF GOVERNMENT

- Compilation of data is by levels of government;
- 2A Federal Government
 - 2B Statutory bodies
 - 2C State Government
 - 2D Local Authorities

TABLE 10

NON-MONETARY INDICATOR

- 10a: Number of trips and overnights by forms of tourism and classes of visitor
10b: Number of arrivals overnights by modes of transport
10c: Number of establishment and capacity by types of accommodation
10d: Number of establishment in tourism industries classified according to average number of jobs

*For RTSA Sarawak excluded T3: Outbound tourism expenditure



CLASSIFICATION



Industries*

195 MSIC

1. **Accommodation Services**
2. **Food & beverage serving services**
3. **Passenger transport services**
4. **Travel agencies and other reservation services**
5. **Cultural services**
6. **Sports and recreational services**
7. **Retail sale of automotive fuel**
8. **Retail sale of country-specific tourism characteristics goods (shopping)**
9. **Country-specific tourism characteristics services**

Note:

Malaysia Standard Industrial Classification (MSIC) 2008

** Malaysia Classification of Products by Activity (MCPA) 2009

Products**

189 MCPA 5D

1. **Accommodation services for visitors**
2. **Food & beverage serving services**
3. **Transportation services**
 - Passenger transport by inter-urban railways
 - Road passenger transport
 - Water passenger transport
 - Air passenger transport
 - Renting and operational leasing of passenger cars
4. **Travel agencies and other reservation services**
5. **Cultural services**
6. **Sports and recreational services**
7. **Retail sale of automotive fuel**
8. **Retail trade activity - Country-specific tourism characteristic goods (shopping)**
9. **Country-specific tourism characteristic services**
 - Finance
 - Insurance
 - Educational
 - Health
 - MICE
 - Activities of sauna, steam baths, massage salons
 - Others

GLOBAL TOURISM SCENARIO 2021



UNWTO HIGHLIGHTS ON INTERNATIONAL TOURISM



Arrivals

2021 : 429 million
2020 : 406 million
2019 : 1,465 million

YoY

2021/19 : -70.7%
2021/20 : 5.8%
2020/19 : -72.3%

Global tourism grows 5.8% in 2021 but remains far below pre-pandemic levels. Europe and the Americas continued to post by far the strongest growth in 2021.

EUROPE

2021: 288.4 million | 2021/20: 21.1%
2020: 238.1 million | 2021/19: -61.3%
2019: 745.2 million | 2020/19: -68.0%

ASIA AND THE PACIFIC

2021: 20.6 million | 2021/20: -65.1%
2020: 59.2 million | 2021/19: -94.3%
2019: 359.6 million | 2020/19: -83.5%

AMERICAS

2021: 82.4 million | 2021/20: 18.1%
2020: 69.8 million | 2021/19: -62.4%
2019: 219.3 million | 2020/19: -68.2%

MIDDLE EAST

2021: 18.6 million | 2021/20: -6.2%
2020: 19.8 million | 2021/19: -74.5%
2019: 73.0 million | 2020/19: -72.9%

AFRICA

2021: 19.4 million | 2021/19: -71.5%
2020: 18.8 million | 2020/19: -
2019: 68.1 million | 72.5%
2021/20: 3.3%

2021: 4.3%
2020: 4.9%
2019: 5.0%

Middle East

Africa

2021: 4.5%
2020: 4.4%
2019: 4.6%

Asia & the Pacific

2021: 4.8%
2020: 14.6%
2019: 24.5%

Americas

2021: 19.2%
2020: 17.2%
2019: 15.0%

Europe

2021: 67.2%
2020: 58.9%
2019: 50.9%

Arrivals
(% share)



ASEAN TOURIST ARRIVALS



Tourist arrivals in selected ASEAN countries (million persons)



INDONESIA



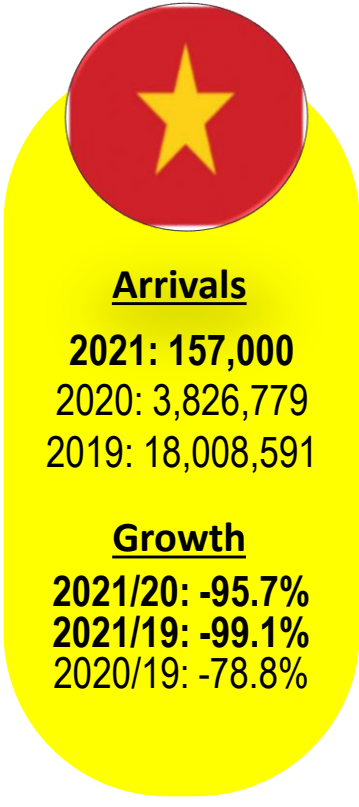
THAILAND



SINGAPORE



PHILIPPINES



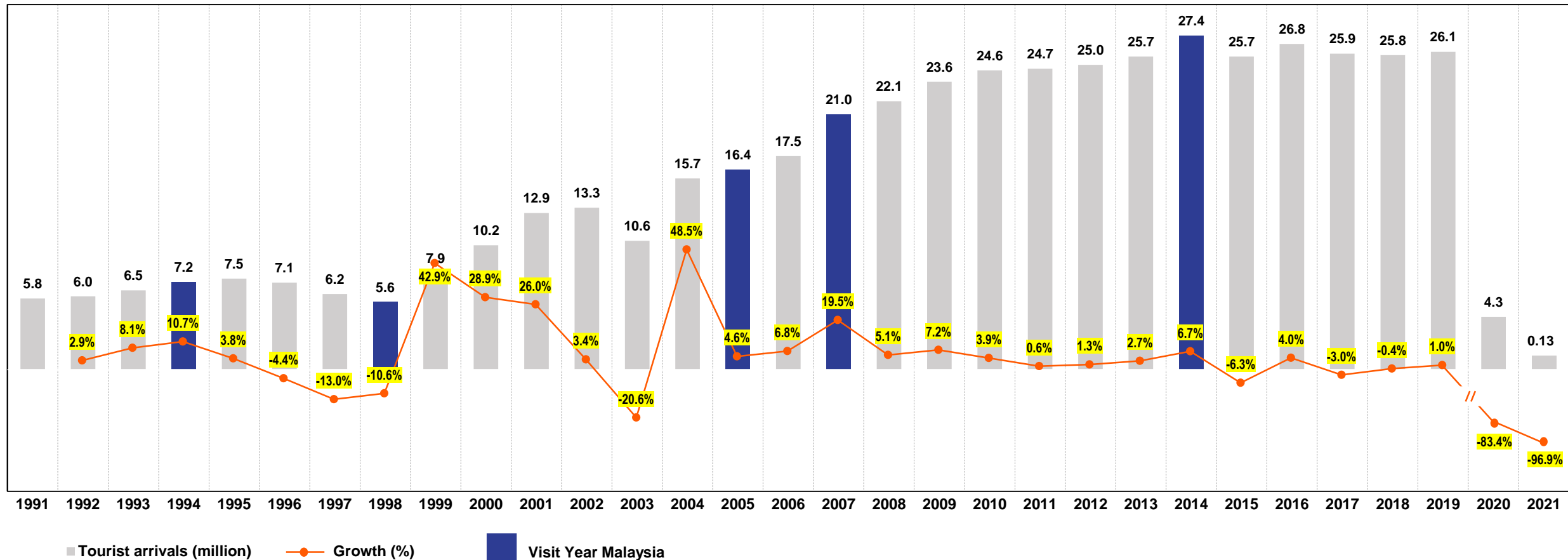
VIETNAM



MALAYSIA



134,728 tourist arrivals in 2021, dropped by **96.9** per cent



Source: Tourism Malaysia

FINDINGS OF TSA 2021

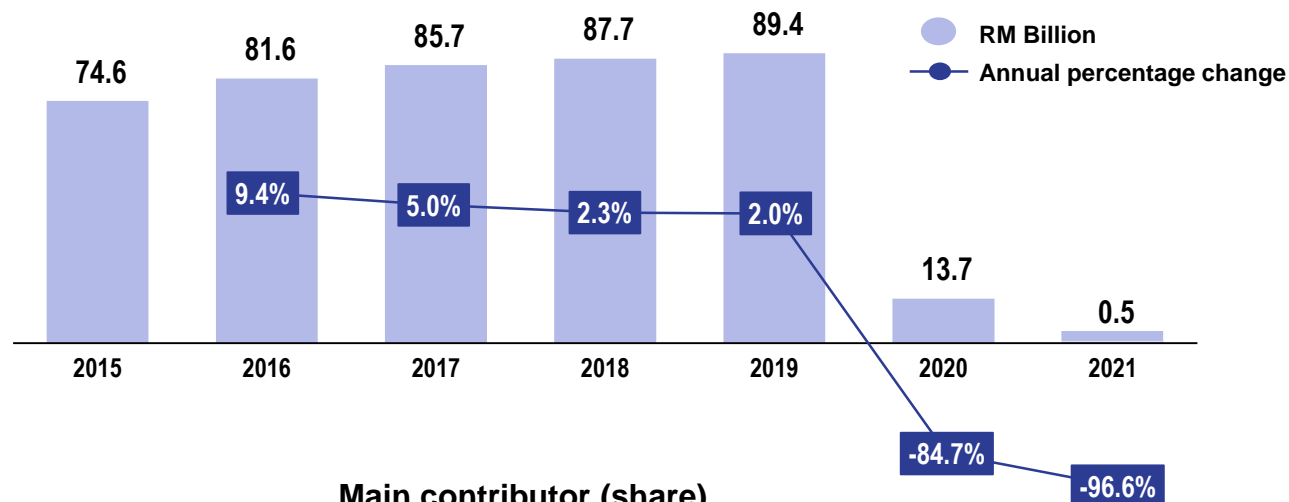




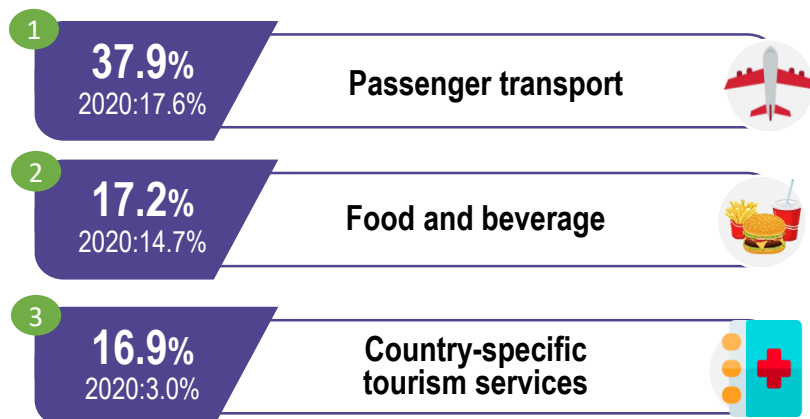
INBOUND TOURISM EXPENDITURE



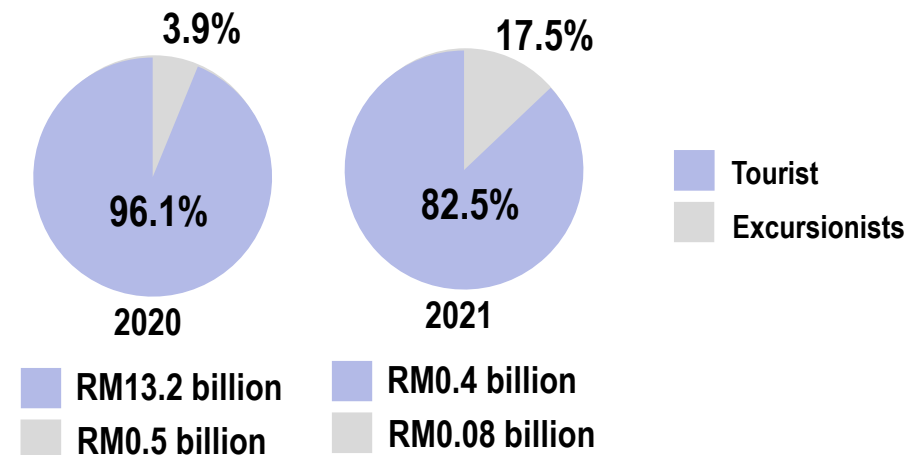
Inbound Tourism Expenditure of Visitors



Main contributor (share)



Receipt by category of visitors (share)

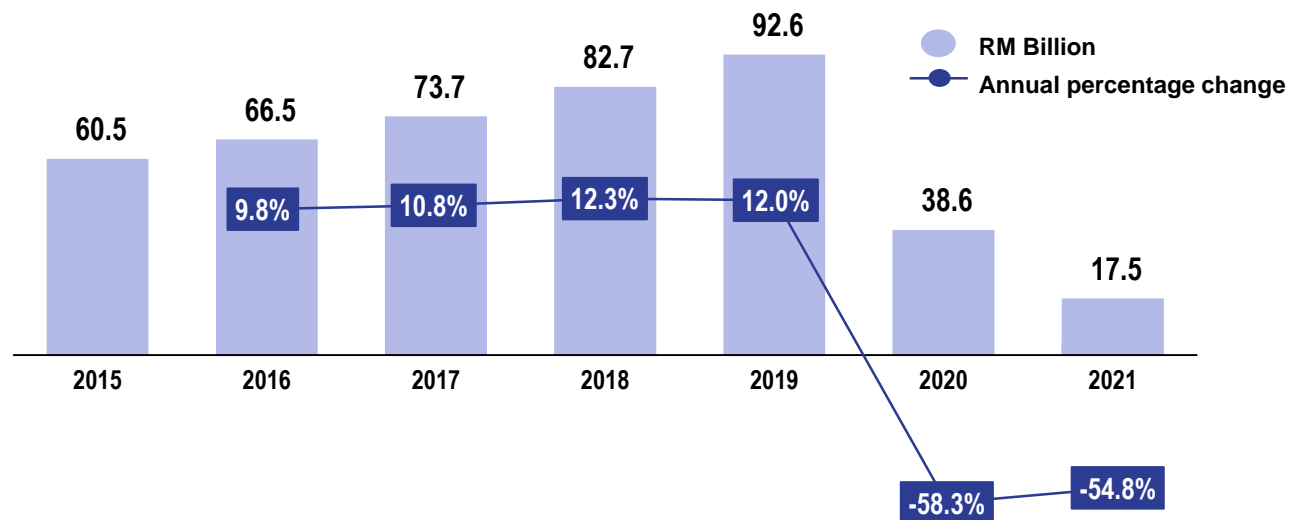


- Inbound tourism dropped to 96.6%
- Passenger transport services emerged as a major component of inbound tourism expenditure

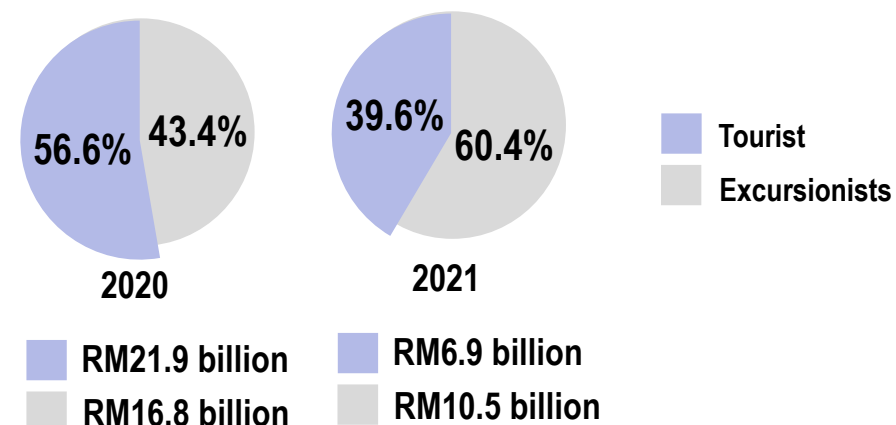
DOMESTIC TOURISM EXPENDITURE



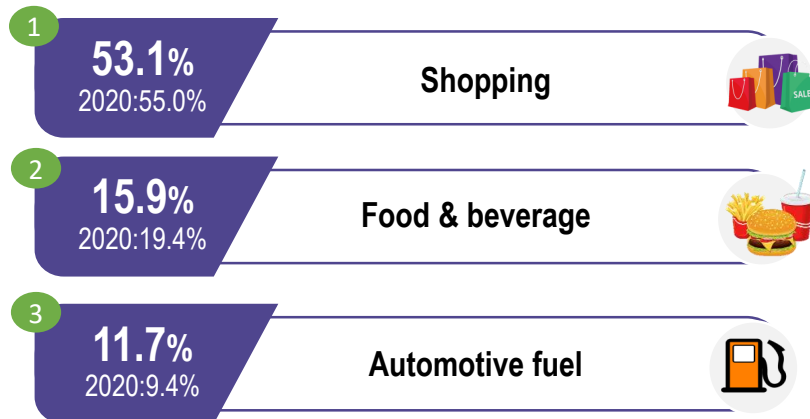
Domestic Tourism Expenditure of Visitors



Receipt by category of visitors (share)



Main contributor (share)



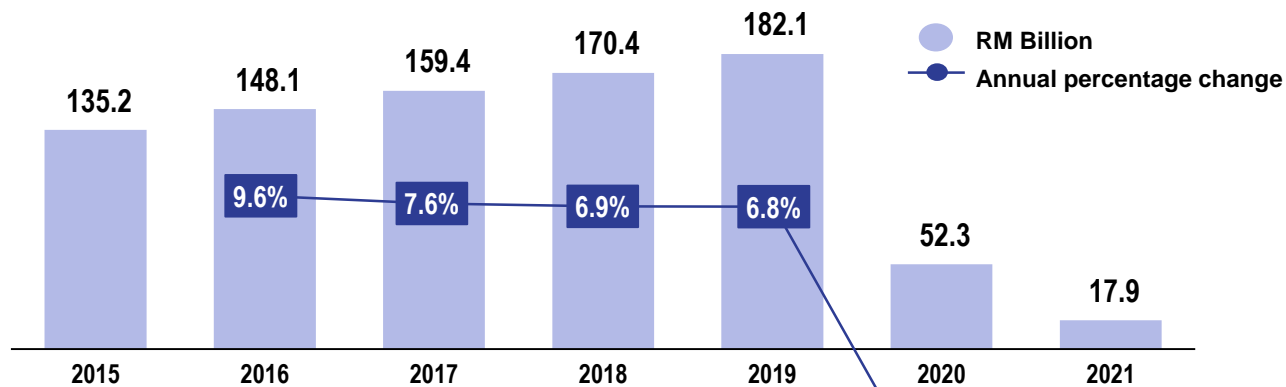
- Domestic tourism dropped to 54.8%
- Excursionists contributed 60.4% to total domestic tourism expenditure
- Shopping and food & beverage serving services dominated 69.0% share to the domestic tourism expenditure



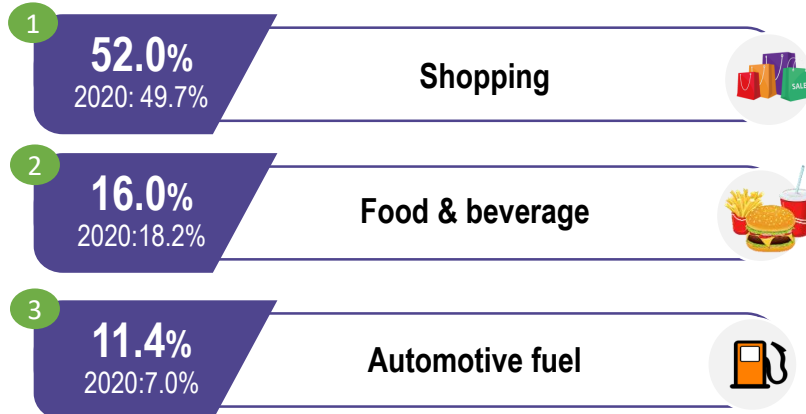
INTERNAL TOURISM CONSUMPTION



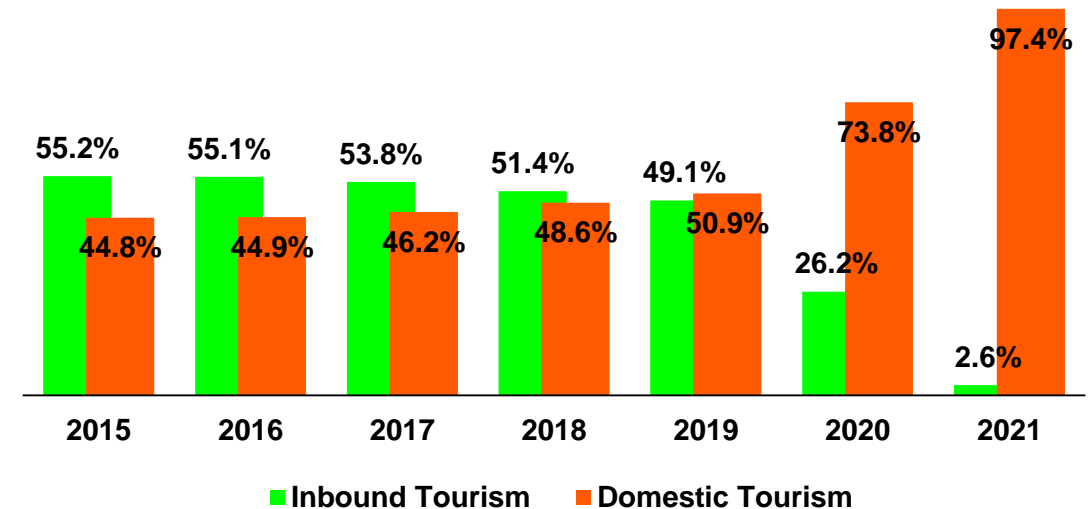
Internal Tourism Consumption of Visitors



Main contributor (share)



Contribution Share to Internal Tourism Consumption



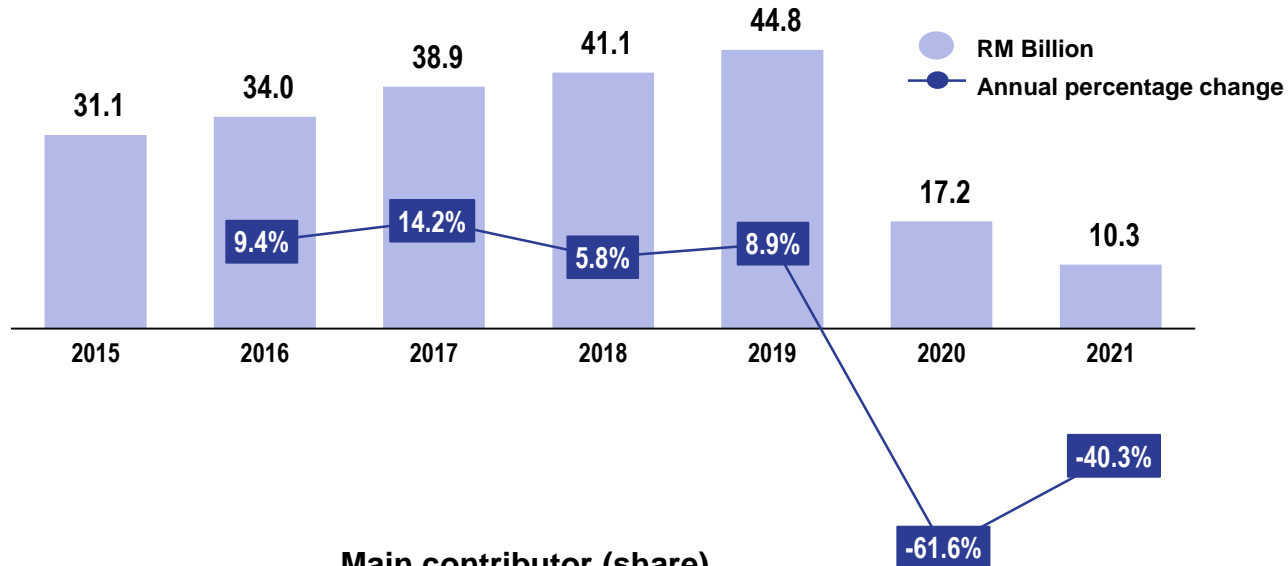
- Internal tourism consumption decreased to -65.8%.
- Domestic tourism expenditure dominated 97.4% to total internal tourism consumption
- Internal Tourism Consumption were driven by shopping and food & beverages serving service



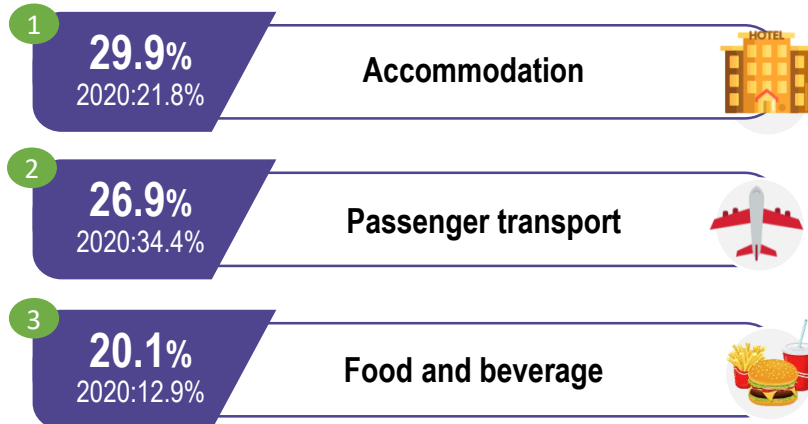
OUTBOUND TOURISM EXPENDITURE



Outbound Tourism Expenditure of Visitors



Main contributor (share)



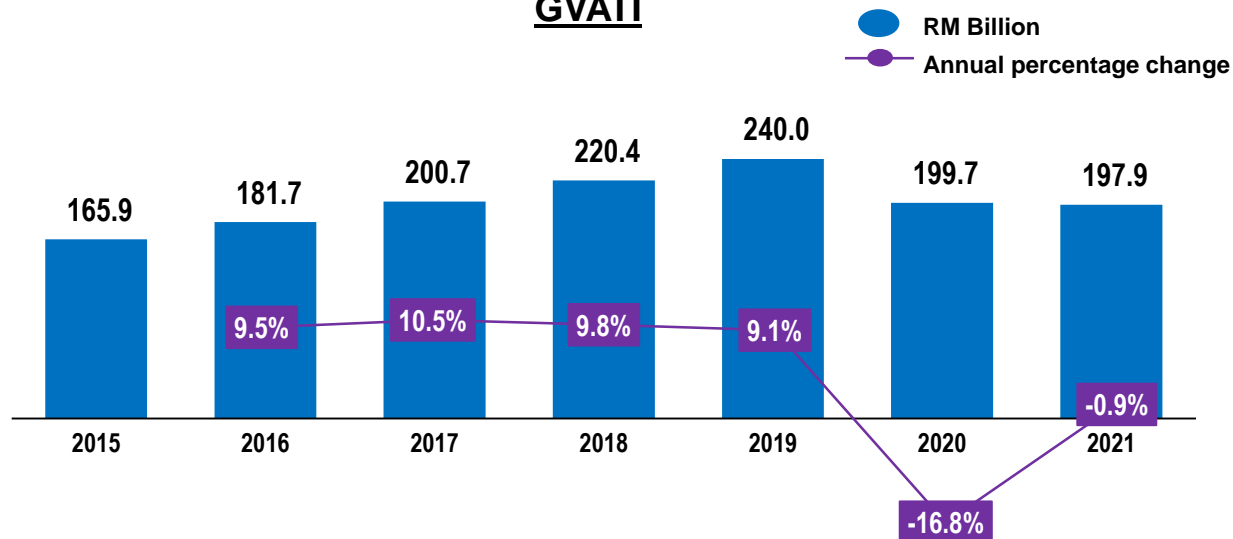
- Outbound tourism expenditure declined to -40.3%
- Mainly driven by accommodation at 29.9%, passenger transport (26.9%) and food and beverage (20.1%)



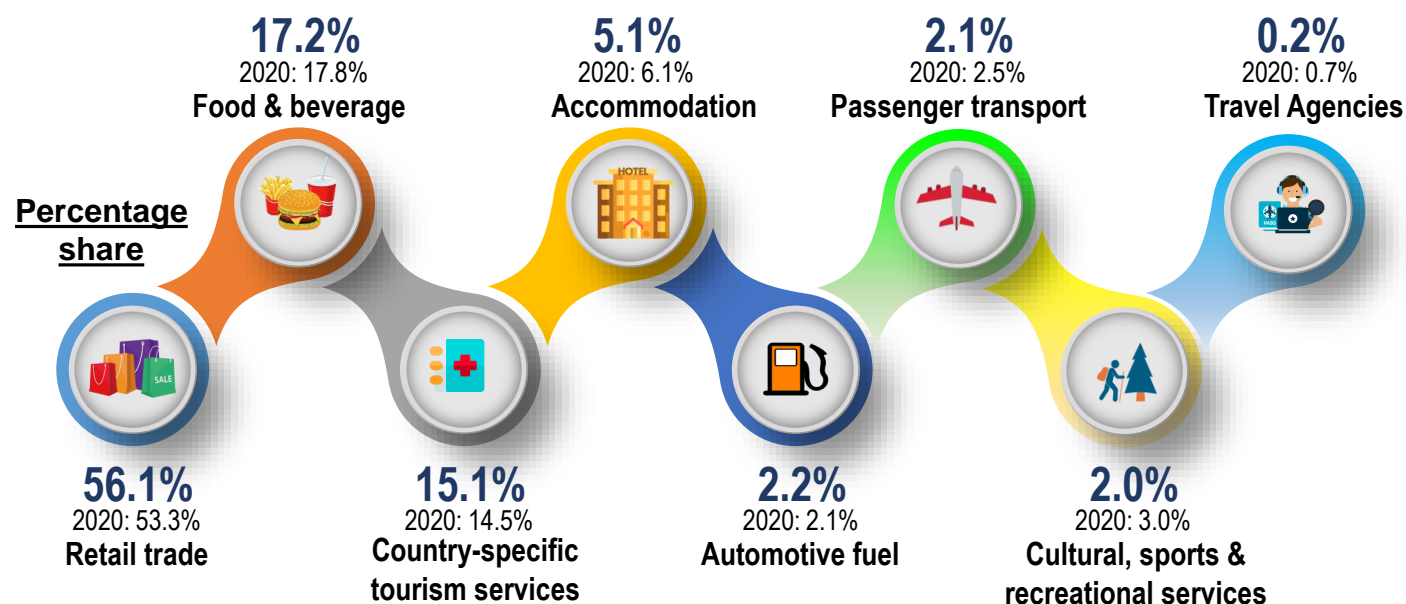
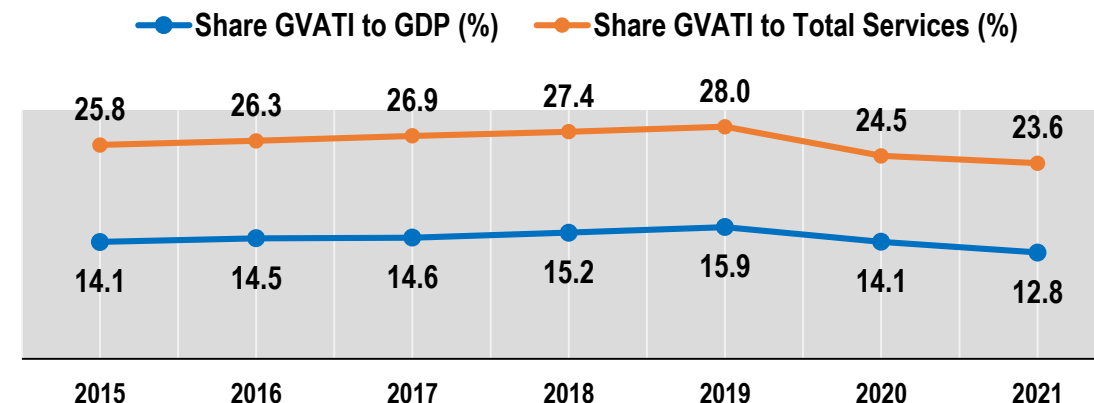
GROSS VALUE ADDED OF TOURISM INDUSTRIES



GVATI



Share

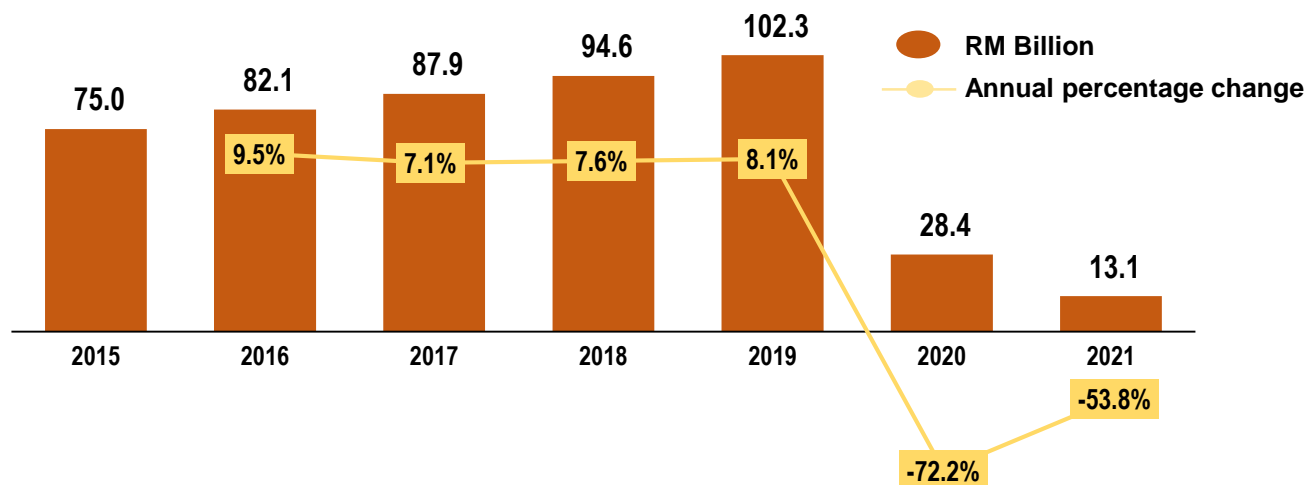


- Tourism industry contributed RM197.8 billion (12.8%) to GDP
- Significant dropped to 0.9% due to the restriction of Movement Control Order (MCO)
- Retail trade as a main component in GVATI with contribution 56.1%

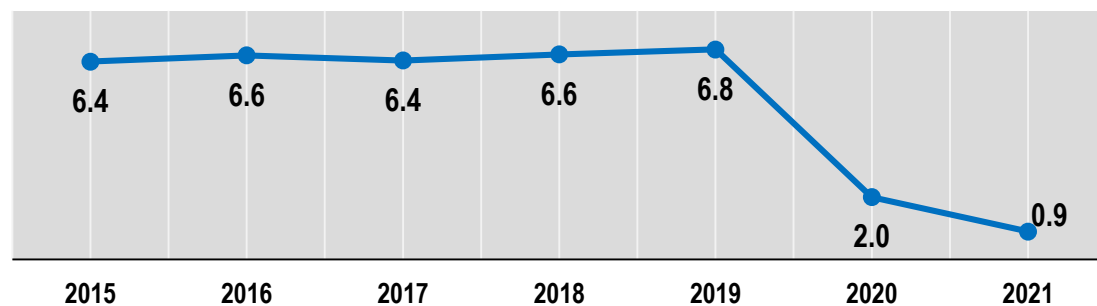
TOURISM DIRECT GROSS DOMESTIC PRODUCT (TDGDP)



TDGDP



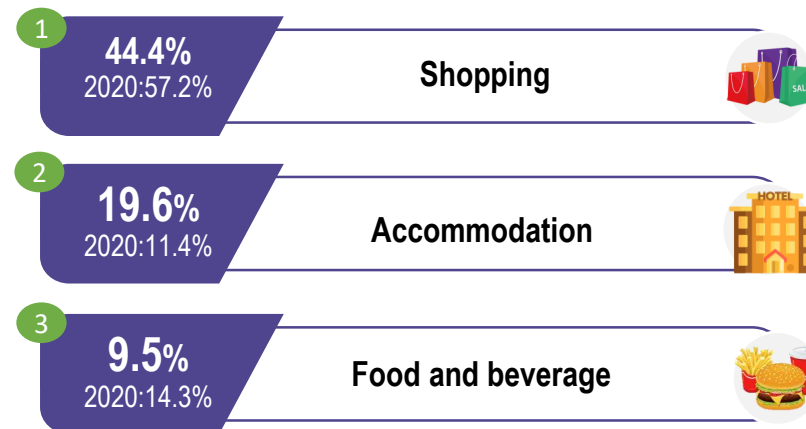
TDGDP Share to GDP (%)



- Tourism direct gross domestic product contributed 0.9% to total GDP

- The three main products in were Retail trade, Accommodation and Food & beverage serving services with a combined share of 73.5 per cent

Main contributor (share)

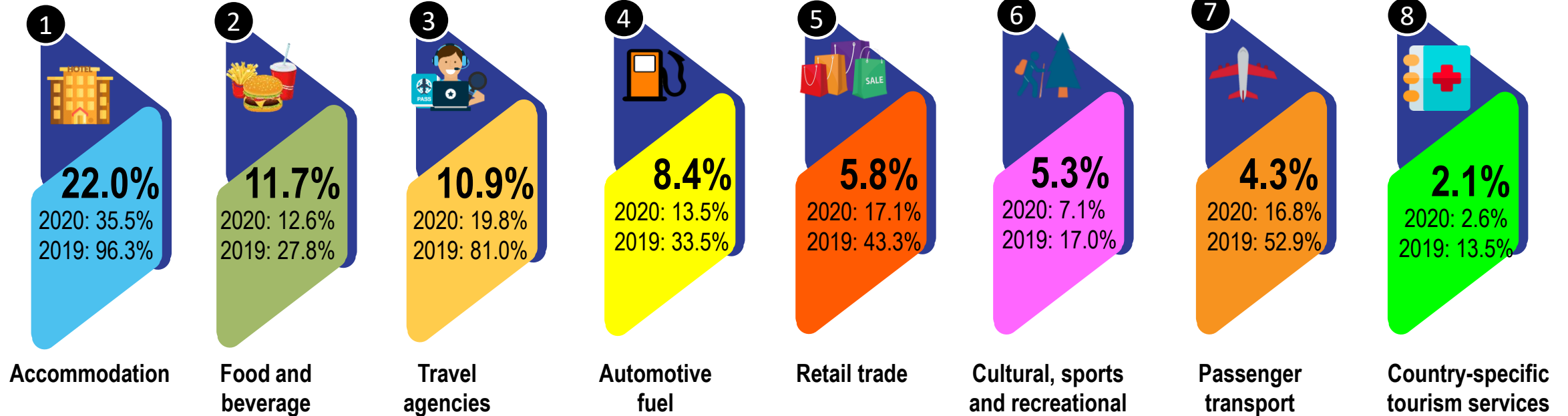




TOURISM RATIO



Tourism ratio dropped to **6.1%** (2020: 14.2% & 2019: 39.0%) due to a decrease in demand

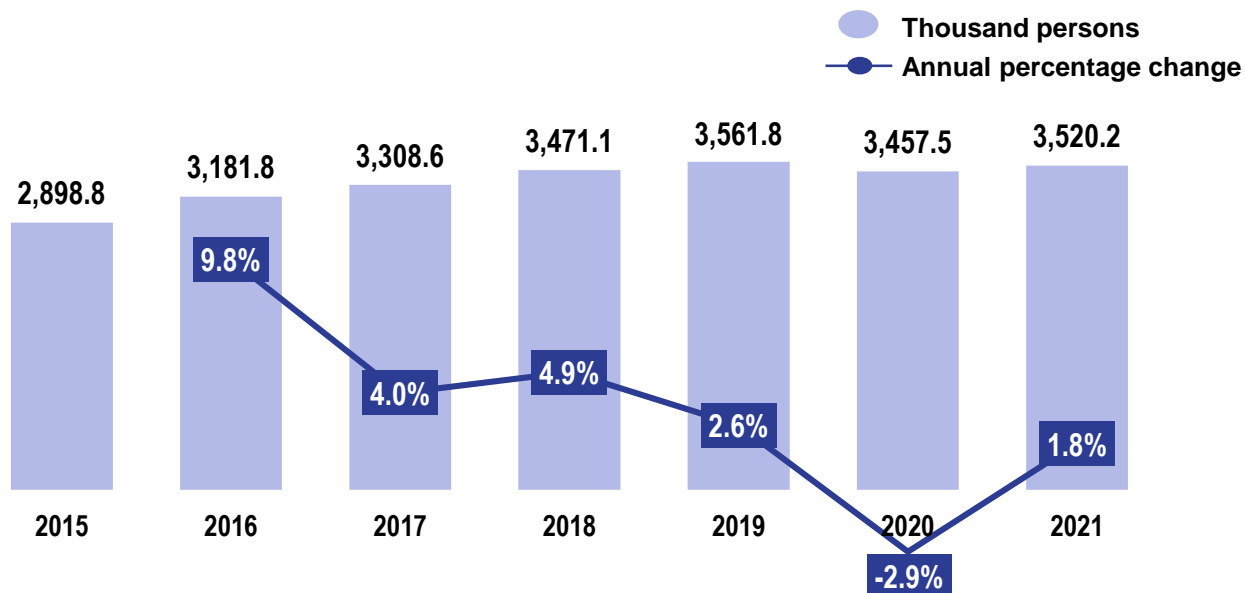




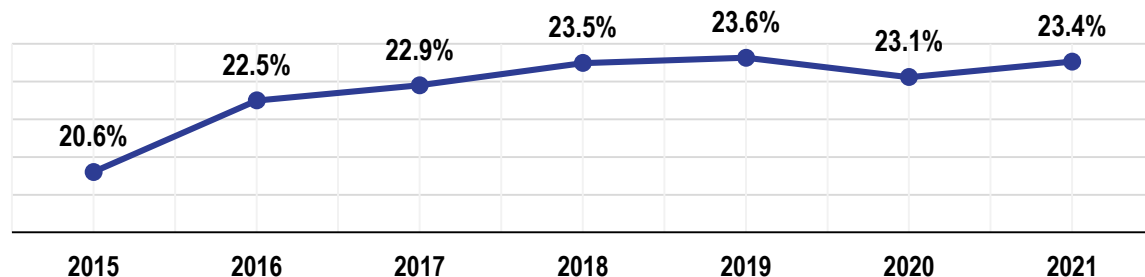
EMPLOYMENT IN TOURISM INDUSTRIES



Employment engaged in tourism industry

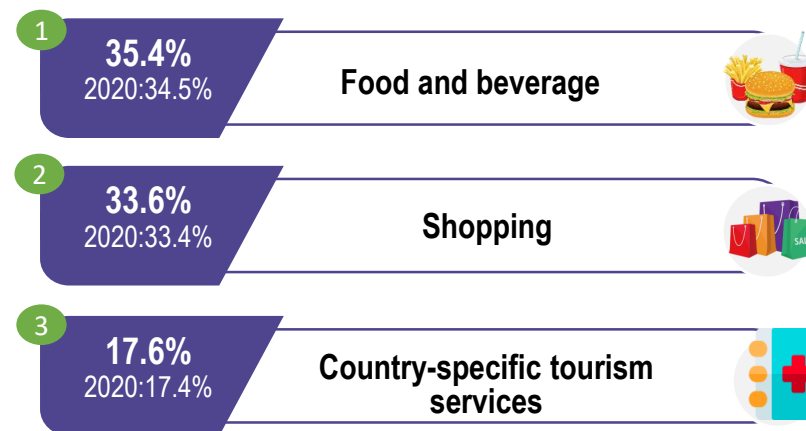


Share to total employment



- **3.52 million** persons engaged in tourism industry and contributed **23.4%** to total employment
- Food & beverage serving service remain as the main component in employment tourism industry

Main contributor (share)



Tourism industry contributed **12.8%** (2020: 14.1%) to the Malaysia's economy



Gross Value Added of Tourism Industries

RM

2021: RM197,884.2 million
2020: RM199,667.6 million
2019: RM240,029.5 million

Growth:

2021: -0.9%
2020: -16.8%
2019: 9.1%



Tourism Direct Gross Domestic Product

RM

2021: RM13,128.8 million
2020: RM28,442.6 million
2019: RM102,272.3 million

Growth:

2021: -53.8%
2020: -72.2%
2019: 8.1%



Inbound Tourism Expenditure

RM

2021: RM469.4 million
2020: RM13,693.7 million
2019: RM89,421.0 million

Growth:

2021: -96.6%
2020: -84.7%
2019: 2.0%



Domestic Tourism Expenditure

RM

2021: RM17,451.0 million
2020: RM38,634.6 million
2019: RM92,638.2 million

Growth:

2021: -54.8%
2020: -58.3%
2019: 12.0%



Outbound Tourism Expenditure

RM

2021: RM10,281.1 million
2020: RM17,219.2 million
2019: RM44,800.1 million

Growth:

2021: -40.3%
2020: -61.6%
2019: 8.9%



Employment Tourism industry ('000)

RM

2021: 3,520.2
2020: 3,457.5
2019: 3,561.8

Growth:

2021: 1.8%
2020: -2.9%
2019: 2.6%

"STATISTICS BLOOM IN HARMONY"

Doesn't matter far or near
Strength in numbers
we don't live in fear

Birds of feather flock together
Statistics our form of adour
We, will always live it up

So let us live in solidarity
And in the world arena we'll
succeed

It is statistics that will come to be
The reason we will bloom in
harmony

Everybody undivided
Data's where our hearts reside in
There will always be a bind

Just like fire that ignites
That's how brightly lit our dreams are
We'll reach higher than the stars

Sending love to one another
Leaving no one in a slumber
We will stand with unity

Mustering our courage while
Embracing our disparities
We'll achieve our victory

One dream with unity
One love with harmony



"STATISTICS BLOOM
IN HARMONY"
VIDEO

<https://bit.ly/StatisticsBloomInHarmony>

THANK YOU



StatsMalaysia

www.DOSM.gov.my

