Tourism Satellite Account Event

Statistical Capacity Building (StatCaB) Programme
Training Course on ‘Basic Statistics for Diplomats’

TOURISM SATELLITE ACCOUNT

20 March 2023

AGENDA

01 INTRODUCTION
02 CONCEPTS AND DATA SOURCES
03 GLOBAL TOURISM SCENARIO 2021
04 FINDINGS OF TSA 2021
05 CONCLUSION
INTRODUCTION
WHAT IS SATELLITE ACCOUNT?

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 overburdening or disrupting the central system...

Source: SNA 1993; Chapter 21; pg 608
### ROUTINE

<table>
<thead>
<tr>
<th>Products of Satellite Accounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism</td>
</tr>
<tr>
<td>Information &amp; Communication Technology</td>
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</tbody>
</table>

### AD-HOC-DONE

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### DEVELOPMENT

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<td>Sport Satellite Account</td>
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<td>Creative Satellite Account</td>
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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
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

2009-2011
- Published TSA 2000-2010
- Published TSA 2000-2011
- Published TSA 2005-2012
- Published TSA 2005-2013
- Published TSA 2010-2014
- Published TSA 2010-2015
- Published TSA 2016
- Published TSA 2017
- Published TSA 2018
- Published TSA 2019
- Published TSA 2020
- Published TSA 2021

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
  - TSA 2017
  - TSA 2018
  - TSA 2019
  - TSA 2020
  - TSA 2021
  - Moving forward for TSA 2022
PROCESS FLOW OF COMPILATION

1. Definition, concept and classification
2. Framework
3. Data sources
4. Compilation
5. Steering and Technical Committees
6. Release to public

Portal: www.dosm.gov.my
Free Download: estatistics
Media Release: www.DOSM.gov.my
TECHNICAL WORKING GROUP OF TSA IN MALAYSIA

TSA STEERING COMMITTEE

MOTAC (Chair)
DOSM (Co-Chair)

EPU  DOSM  BNM  MOF  MOTAC  TM  JIM

TSA TECHNICAL COMMITTEE

DOSM (Chair)

EPU  DOSM  BNM  MOF  MOTAC  TM  JIM
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

- **Internal tourism** = Domestic tourism + Inbound tourism

- **International tourism** = Inbound tourism + Outbound tourism

- **National tourism** = Domestic tourism + Outbound tourism

**Activities**:
- Inbound tourism: Activities of non-resident visitors within the country
- Domestic tourism: Activities of resident visitors within the country
- Outbound tourism: Activities of resident visitors outside the country

**Country**
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

Inbound tourism

Domestic tourism

International tourism

Outbound tourism

Internal tourism

Gross Value Added of Tourism Industries (GVATI)

Tourism Direct Gross Value Added (TDGVA)

Tourism Direct Gross Domestic Product (TDGDP)

Employment in the Related Tourism Industries

National tourism

Domestic tourism
**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*

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

### Products**

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

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** Note:**
Malaysia Standard Industrial Classification (MSIC) 2008

** Note:**
Malaysia Classification of Products by Activity (MCPA) 2009
GLOBAL TOURISM SCENARIO 2021
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.

Source: UNWTO, World Tourism Barometer, Volume 20, Issue 4, July 2022
Tourist arrivals in selected ASEAN countries (million persons)

- **Indonesia**
  - Growth: 2021/20: -61.6%, 2021/19: -90.3%, 2020/19: -74.8%

- **Thailand**
  - Growth: 2021/20: -93.6%, 2021/19: -98.9%, 2020/19: -83.2%

- **Singapore**
  - Arrivals: 2021: 330,000
  - Growth: 2021/20: -87.9%, 2021/19: -98.3%, 2020/19: -85.6%

- **Philippines**
  - Arrivals: 2021: 163,879
  - Growth: 2021/20: -88.9%, 2021/19: -98.0%, 2020/19: -82.1%

- **Vietnam**
  - Arrivals: 2021: 157,000
  - Growth: 2021/20: -95.7%, 2021/19: -99.1%, 2020/19: -78.8%

- **Malaysia**
  - Arrivals: 2021: 134,728
  - Growth: 2021/20: -96.9%, 2021/19: -99.5%, 2020/19: -83.4%

Source: https://data.aseanstats.org/dashboard/tourism
134,728 tourist arrivals in 2021, dropped by 96.9% per cent

Source: Tourism Malaysia
FINDINGS OF TSA 2021
**INBOUND TOURISM EXPENDITURE**

- **Inbound tourism dropped to 96.6%**

- **Passenger transport services emerged as a major component of inbound tourism expenditure**

### Inbound Tourism Expenditure of Visitors

<table>
<thead>
<tr>
<th>Year</th>
<th>RM Billion</th>
<th>Annual percentage change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>74.6</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>81.6</td>
<td>9.4%</td>
</tr>
<tr>
<td>2017</td>
<td>85.7</td>
<td>5.0%</td>
</tr>
<tr>
<td>2018</td>
<td>87.7</td>
<td>2.3%</td>
</tr>
<tr>
<td>2019</td>
<td>89.4</td>
<td>2.0%</td>
</tr>
<tr>
<td>2020</td>
<td>13.7</td>
<td>-84.7%</td>
</tr>
<tr>
<td>2021</td>
<td>0.5</td>
<td>-96.6%</td>
</tr>
</tbody>
</table>

### Receipt by category of visitors (share)

- **2020**
  - **Tourist**
    - 96.1% (RM13.2 billion)
  - **Excursionists**
    - 3.9% (RM0.5 billion)

- **2021**
  - **Tourist**
    - 82.5% (RM13.2 billion)
  - **Excursionists**
    - 17.5% (RM0.8 billion)

### Main contributor (share)

1. **Passenger transport**
   - Share: 37.9%
   - 2020: 17.6%

2. **Food and beverage**
   - Share: 17.2%
   - 2020: 14.7%

3. **Country-specific tourism services**
   - Share: 16.9%
   - 2020: 3.0%
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 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 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

- Tourism industry contributed RM197.8billion (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 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

![Graph showing TDGDP and TDGDP Share to GDP (%)](image)

<table>
<thead>
<tr>
<th>Year</th>
<th>TDGDP</th>
<th>Annual percentage change</th>
<th>TDGDP Share to GDP (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>75.0</td>
<td>-72.2%</td>
<td>6.4%</td>
</tr>
<tr>
<td>2016</td>
<td>82.1</td>
<td>-53.8%</td>
<td>6.6%</td>
</tr>
<tr>
<td>2017</td>
<td>87.9</td>
<td>7.1%</td>
<td>6.4%</td>
</tr>
<tr>
<td>2018</td>
<td>94.6</td>
<td>7.6%</td>
<td>6.6%</td>
</tr>
<tr>
<td>2019</td>
<td>102.3</td>
<td>8.1%</td>
<td>6.8%</td>
</tr>
<tr>
<td>2020</td>
<td>28.4</td>
<td>0%</td>
<td>2.0%</td>
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<td>2021</td>
<td>13.1</td>
<td>-72.2%</td>
<td>0.9%</td>
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**Main contributor (share):**

1. **Shopping**: 44.4% (2020: 57.2%)
2. **Accommodation**: 19.6% (2020: 11.4%)
3. **Food and beverage**: 9.5% (2020: 14.3%)
Tourism ratio dropped to 6.1% (2020: 14.2% & 2019: 39.0%) due to a decrease in demand.
• **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
CONCLUSION: MAIN FINDINGS TSA 2021

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

<table>
<thead>
<tr>
<th>Tourism Indicators</th>
<th>2021</th>
<th>2020</th>
<th>2019</th>
<th>Growth</th>
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</thead>
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<tr>
<td><strong>Gross Value Added of Tourism Industries</strong></td>
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<tr>
<td><strong>RM</strong></td>
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<tr>
<td>Inbound Tourism Expenditure</td>
<td>RM197,884.2 million</td>
<td>RM199,667.6 million</td>
<td>RM240,029.5 million</td>
<td>-0.9%</td>
</tr>
<tr>
<td>Outbound Tourism Expenditure</td>
<td>RM469.4 million</td>
<td>RM13,693.7 million</td>
<td>RM89,421.0 million</td>
<td>-96.6%</td>
</tr>
<tr>
<td>Domestic Tourism Expenditure</td>
<td>RM10,281.1 million</td>
<td>RM17,219.2 million</td>
<td>RM44,800.1 million</td>
<td>-40.3%</td>
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<tr>
<td>Tourism Direct Gross Domestic Product</td>
<td>RM13,128.8 million</td>
<td>RM28,442.6 million</td>
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“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

Muster our courage while
Embracing our disparities
We’ll achieve our victory

One dream with unity
One love with harmony