



Department of Statistics
MALAYSIA

ONLINE TRAINING COURSE ON TOURISM STATISTICS

CONCEPT AND METHODOLOGY

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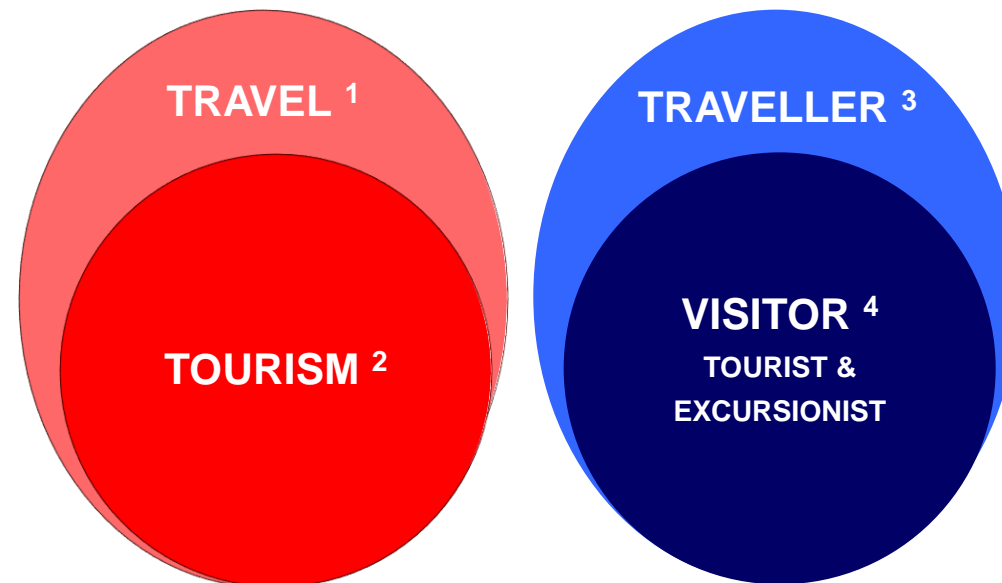
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TOURISM EMPLOYMENT

A trip refers to the travel by a person from the time of departure from his usual residence until he/she returns

A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose)

Tourism is a subset of **travel** and
Visitors are a subset of **travellers**

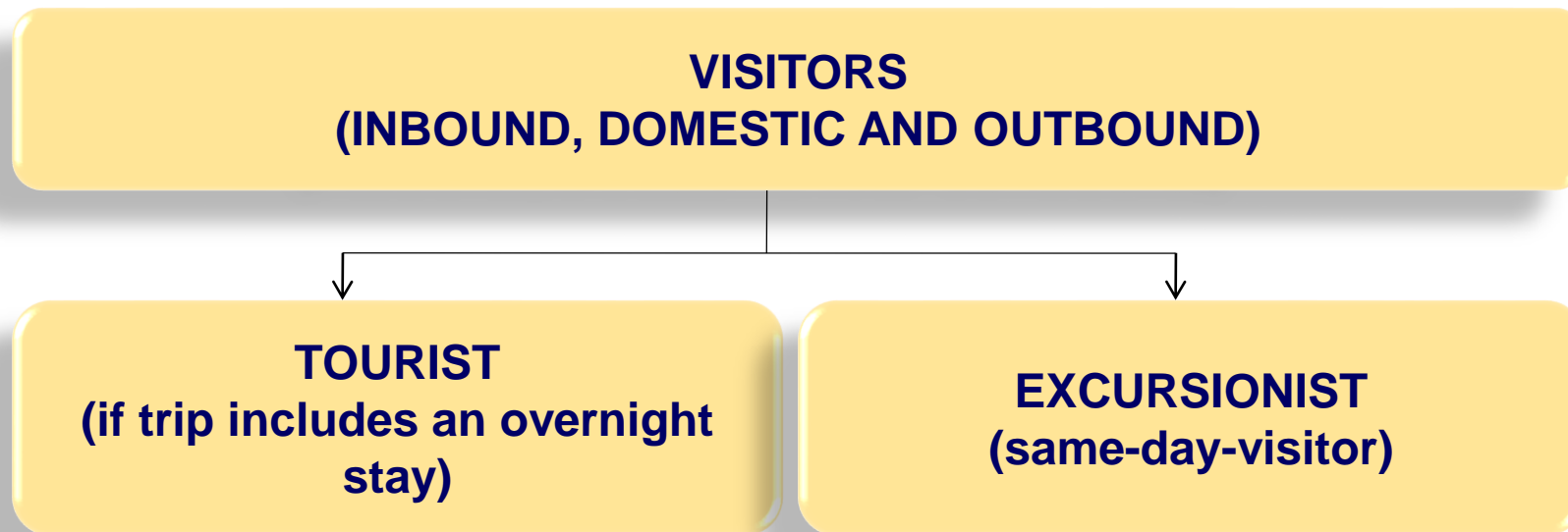


- 1 **TRAVEL** - Travel refers to the activity of travellers.
- 2 **TOURISM** - Tourism refers to the activity of visitors.
- 3 **TRAVELLER** - A **traveller is someone who moves between** different geographic locations, for any purpose and any duration.
- 4 **VISITOR** - A visitor (domestic, inbound or outbound) is classified as a **tourist (or overnight visitor)**, if his/her trip includes an **overnight stay**, or as a **same-day visitor (or excursionist)** otherwise.

‘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.



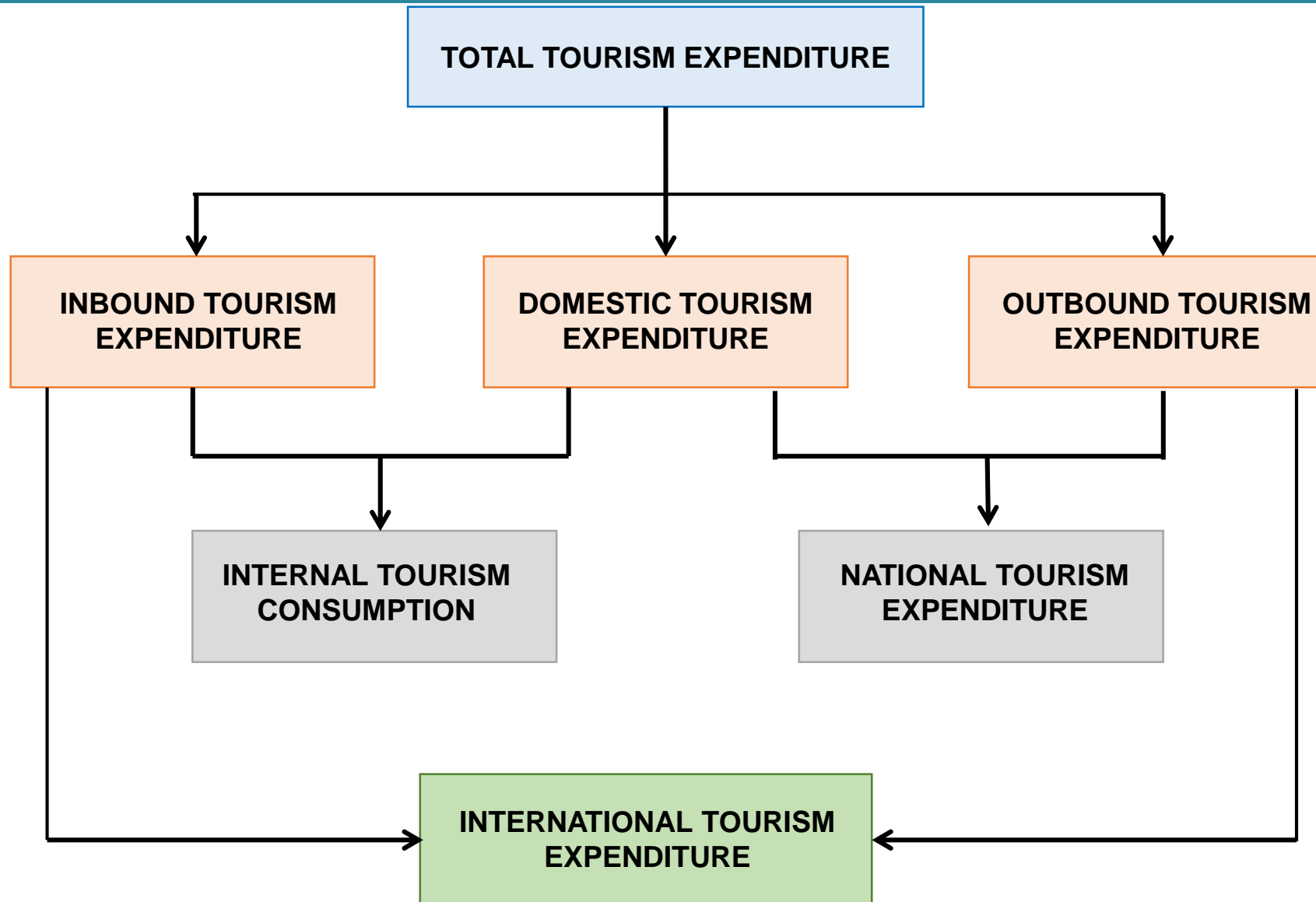
Usual environment of an individual

includes the place of usual residence of the household to which he/she belongs, his/her own place of work or study and any other place that he/she visits regularly and frequently, even when this place is located far away from his/her place of usual residence

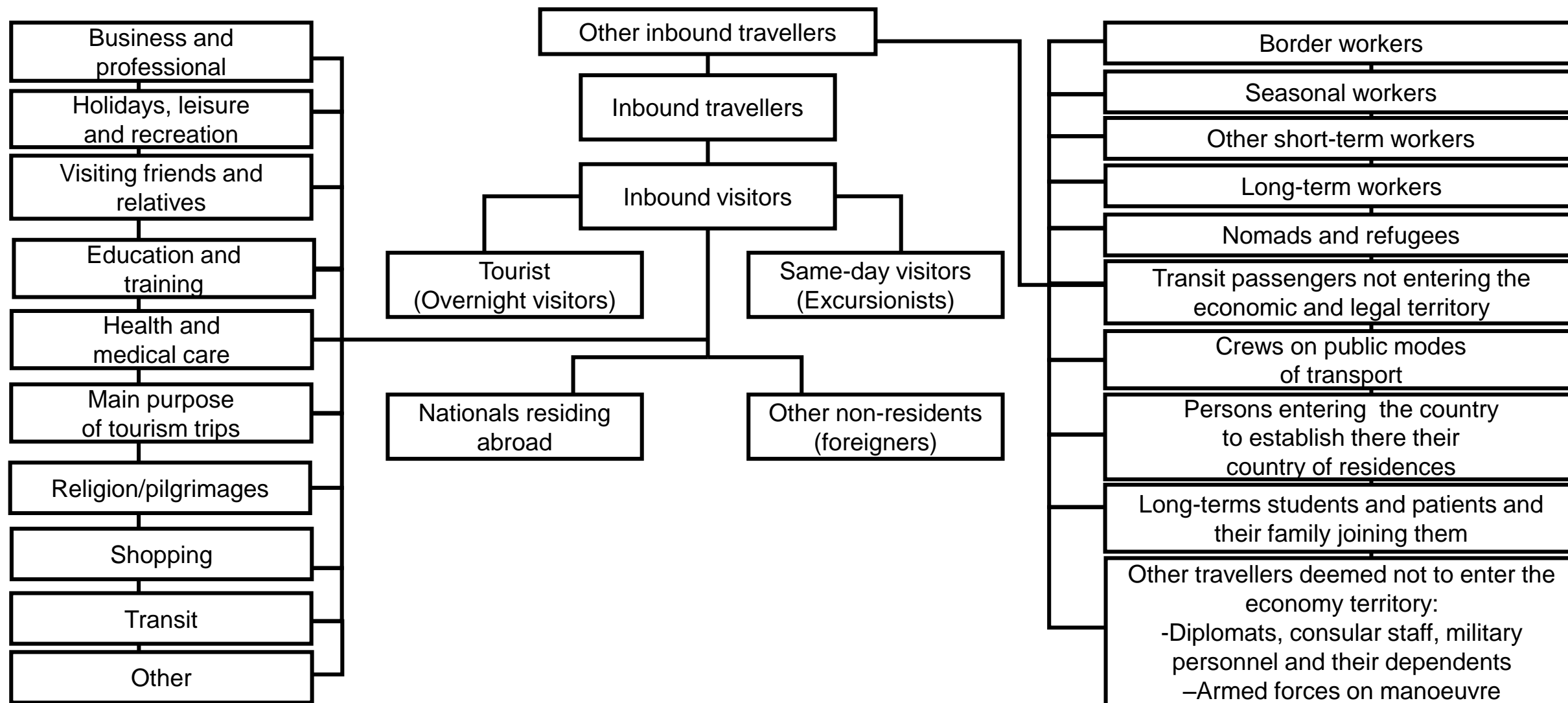
Determination of Usual Environment

- (a) Frequency of the trip (except for visits to vacation homes)
- (b) Duration of the trip
- (c) The crossing of administrative or national borders
- (d) Distance from the place of usual residence

FLOW OF TOURISM EXPENDITURE



Classification of inbound travellers



INTERNATIONAL ARRIVALS

Arriving non-residents

Visitors

- Business and professional
- Holidays, leisure and recreation
- Visiting friends and relatives
- Health and medical care
- Religion/pilgrimages
- Shopping
- Transit
- Other

Other travellers

- Border workers
- Seasonal workers
- Other short-term workers
- Long-term workers
- Crews on public modes of transport
- Frequent border crossers
- Long-term students
- Long-term patients
- Foreign diplomats, consular staff, military personnel and their dependants

Returning residents

Visitors

- Business and professional
- Holidays, leisure and recreation
- Visiting friends and relatives
- Health and medical care
- Religion/pilgrimages
- Shopping
- Transit
- Other

Other travellers

- Border workers
- Seasonal workers
- Other short-term workers
- Long-term workers
- Crews on public modes of transport
- Frequent border crossers
- Long-term students
- Long-term patients
- Foreign diplomats, consular staff, military personnel and their dependants

Others

Nomads, refugees



MAIN PURPOSE

- Classification of tourism trips according to the main purpose
 1. Personal
 - 1.1. Holidays, leisure and recreation
 - 1.2. Visiting friends and relatives
 - 1.3. Education and training
 - 1.4. Health and medical care
 - 1.5. Religion/pilgrimages
 - 1.6. Shopping
 - 1.7. Transit
 - 1.8. Other
 2. Business and professional



ORIGIN AND DESTINATION

- For inbound trips, it is essential to classify all arrivals by country of residence rather than by nationality
- For outbound trips, departures should be classified according to the main destination of the trip.



TYPES OF TOURISM PRODUCTS

- A combination of different aspects around a specific centre of interest, such as nature tours, life on farms, visits to historical and cultural sites, visits to a particular city, the practice of specific sports, the beach, etc.



MODES OF TRANSPORT

- Major groups classification: air (scheduled flight etc), water (passenger line and ferry etc) and land (railway, motor coach or bus and other public road transportation etc)
- Developed by UNWTO



DURATION OF A TRIP OR VISIT

- Number of trips
- Number of nights



TYPES OF ACCOMMODATION

- e.g: Hotel, motel, homestay, camping ground, holiday homes

Main purpose (IRTS 2008, para 3.10-3.21):

Definition: The main purpose of a trip is defined as the purpose in the absence of which the trip would not have taken place.

Personal:

- ❖ Holidays, leisure and recreation (incl. vacation homes, incentive trips)
- ❖ Visiting friends and relatives
- ❖ Education and training
- ❖ Health and medical care
- ❖ Religion/pilgrimages
- ❖ Shopping
- ❖ Transit
- ❖ Other

Business and professional:

- ❖ Attending meetings
- ❖ Other business and professional purposes

DOMESTIC TOURISM



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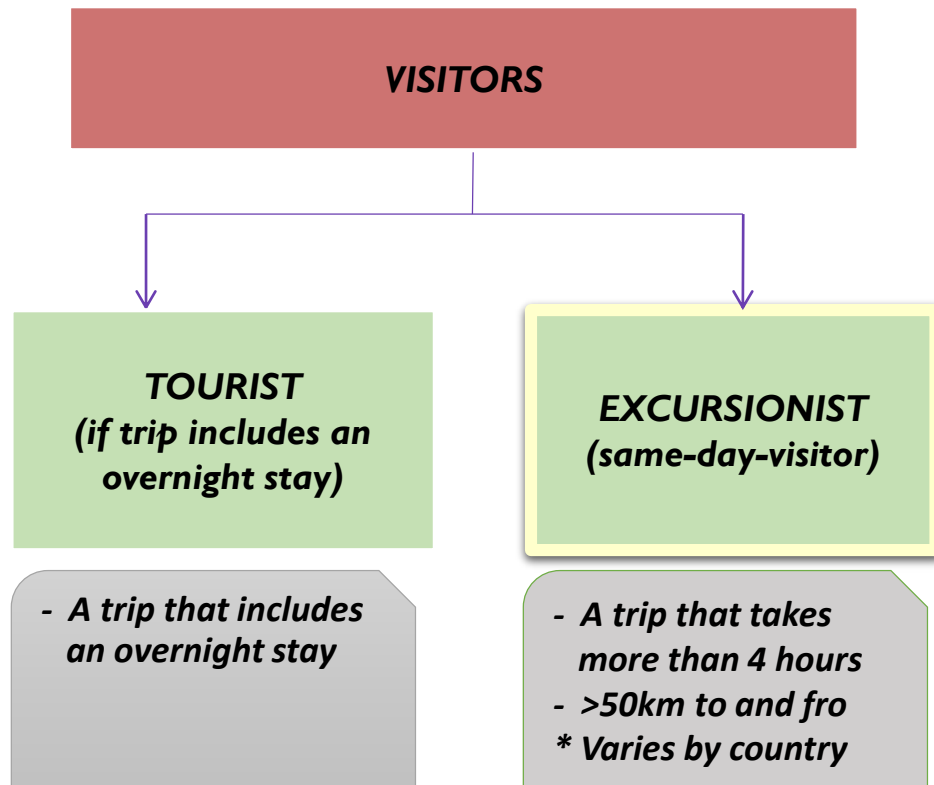


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CONCEPT & DEFINITION

Guidelines and recommendations of the UNWTO with reference to the International Recommendation Tourism Statistics, 2008 (IRTS)



IRTS 2008

DOMESTIC TOURISM

Domestic tourism comprises the activities of a resident visitor within the country of reference either as part of a domestic tourism trip or part of an outbound tourism trip

DOMESTIC TOURISM TRIPS

A domestic tourism trip refers to the travel of a visitor from the time of leaving his/her usual residence with a main destination within the country of residence of the visitor until he/she returns: it thus refers to a roundtrip.

DOMESTIC TOURISM

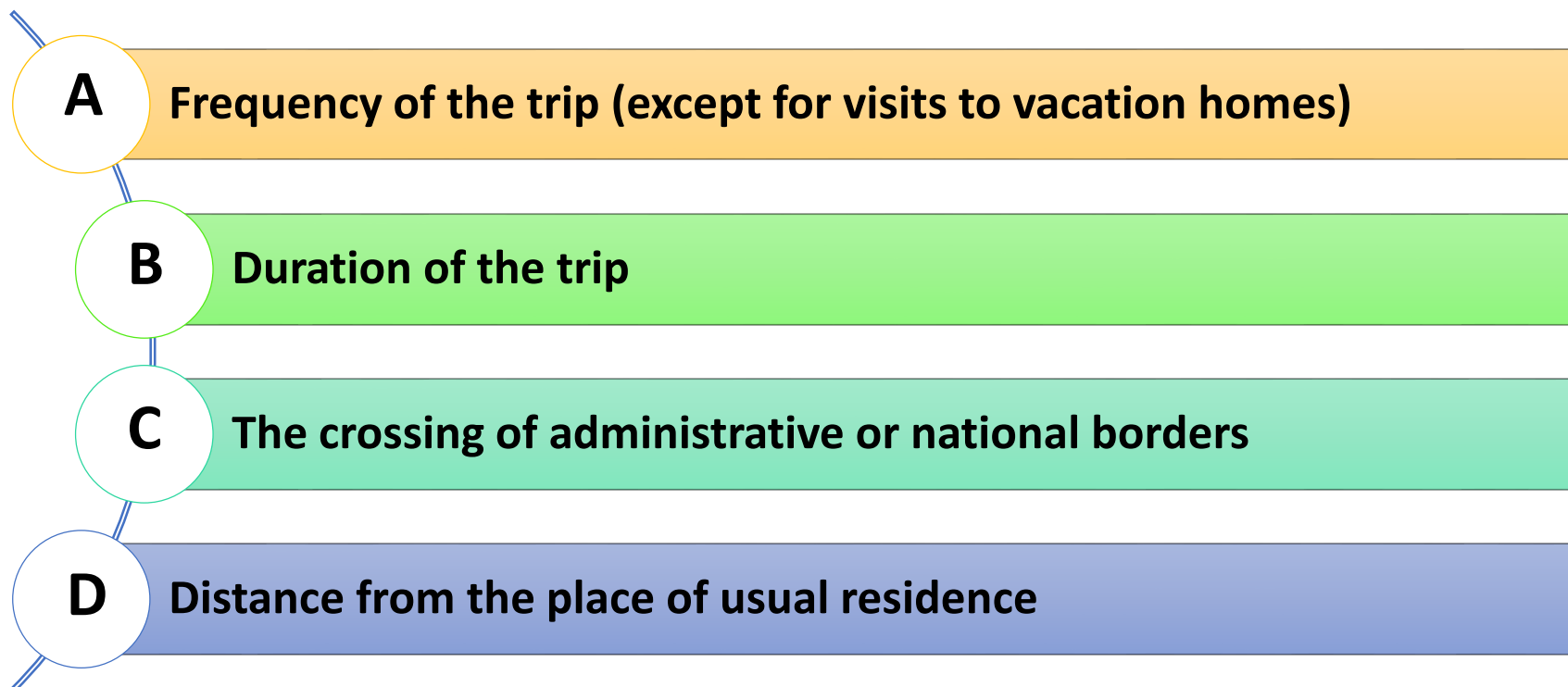
- the activities of a resident visitor within the country of reference either as part of a domestic tourism trip or part of an outbound tourism trip.

DOMESTIC TOURISM CONSUMPTION

- the tourism consumption of a resident visitor within the economy of reference.

Source: TSA: RMF 2008

• Criterion as a Domestic Visitors



- No single criterion is dominant. However, frequency and duration are essential and it is recommended that the remaining two be applied to the definition of usual environment, if possible (IRTS 2008, para. 2.53).

CLASSIFICATION OF TOURISM TRIPS

- *according to the main purpose of visits*

Personal

Holidays, leisure and recreation

Visiting friends and relatives

Education and training

Health and medical care

Religion/pilgrimages

Shopping

Transit

Others


Business and professional

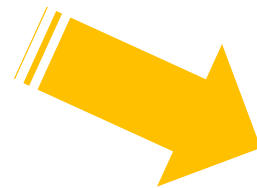
Includes attending meetings, conferences or congresses, trade fairs and exhibitions; giving lectures, concerts, shows & plays; sports etc.

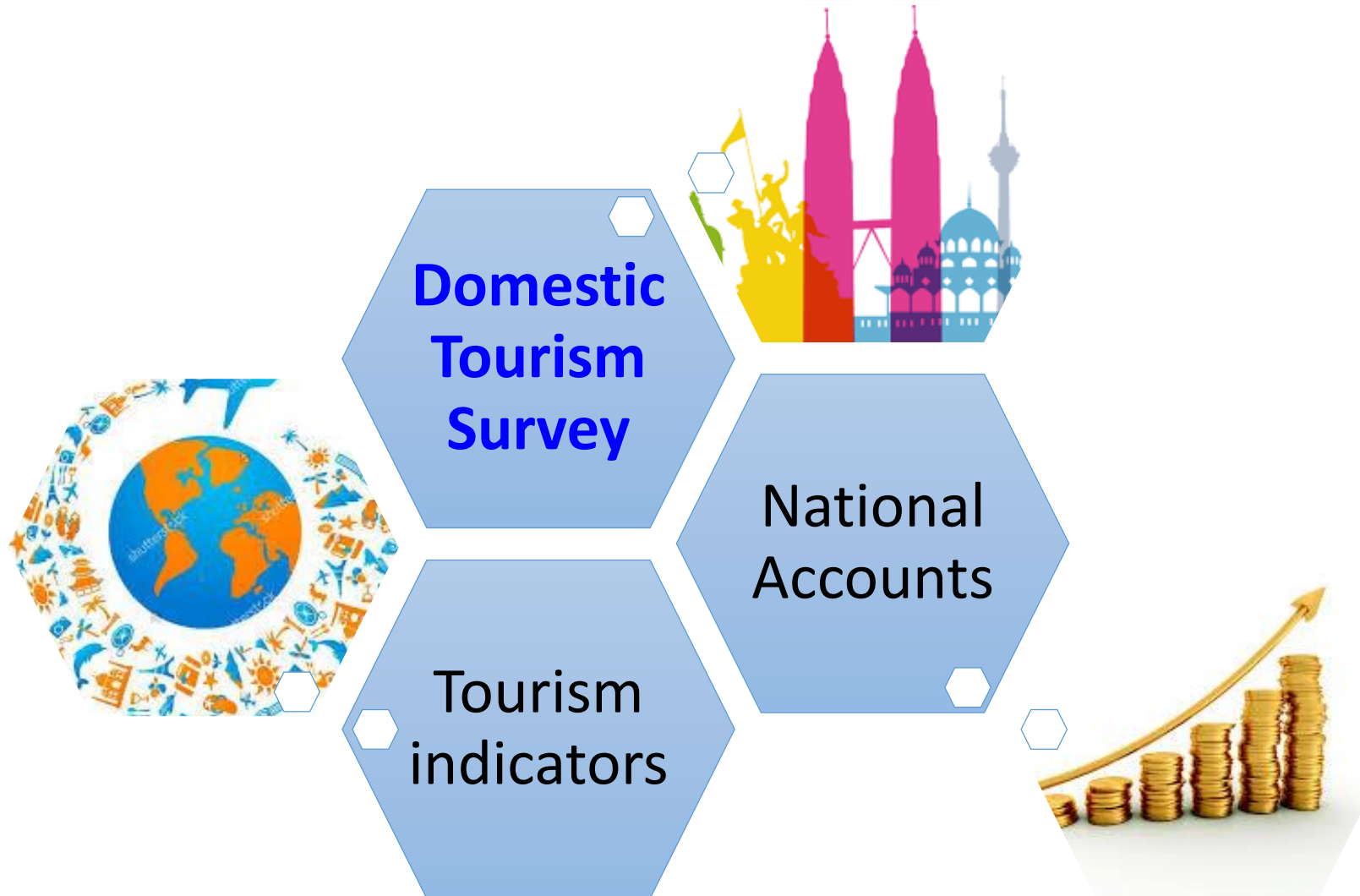
TOURISM EXPENDITURE

- Amount paid for the acquisition of consumption goods and services, as well as valuables,
- For own use or to give away, for and during tourism trips.
- Includes expenditures by visitors themselves, as well as expenses that are paid for or reimbursed by others.

- 
1. Food & beverages
 2. Accommodation

- 
3. Transportation
 4. Retail trade (shopping)

- 
5. Tourism Package
 6. Before the trip
 7. Entrance fees
 8. Others



Objective of DTS

To collect
information on the
domestic tourism
(expenditure,
travelling pattern,
destination,
purpose of visit
and profile of
visitors)

To fulfill the
demand of the
stakeholders
(MoTAC, Tourism
Malaysia, etc)

As an input for the
compilation of
Tourism Satellite
Account (TSA)

The main purpose :

Input for TSA

- **Table 2** - Domestic Tourism Expenditure by Products, Classes of Visitors & Types of Trips
- **Table 4** - Internal Tourism Consumption by Products
- **Table 6** - Total Domestic Supply and Internal Tourism Consumption

Collect domestic tourism profile

- Demographic profile
- Main destination
- Main purpose of visits/trips
- Expenditure pattern

METHODOLOGY

Household
approach

SAMPLING DESIGN

- Two-stage Stratified Sampling (state & strata) at 95% confidence level
- Total sample (2014)
 - 25,664 living quarters

SCOPE & COVERAGE

- All state in Malaysia (urban & rural)
- Malaysia resident aged 15 years and above.
- Exclude those living in institutions

DATA COLLECTION

- Monthly basis
- Face to face interview

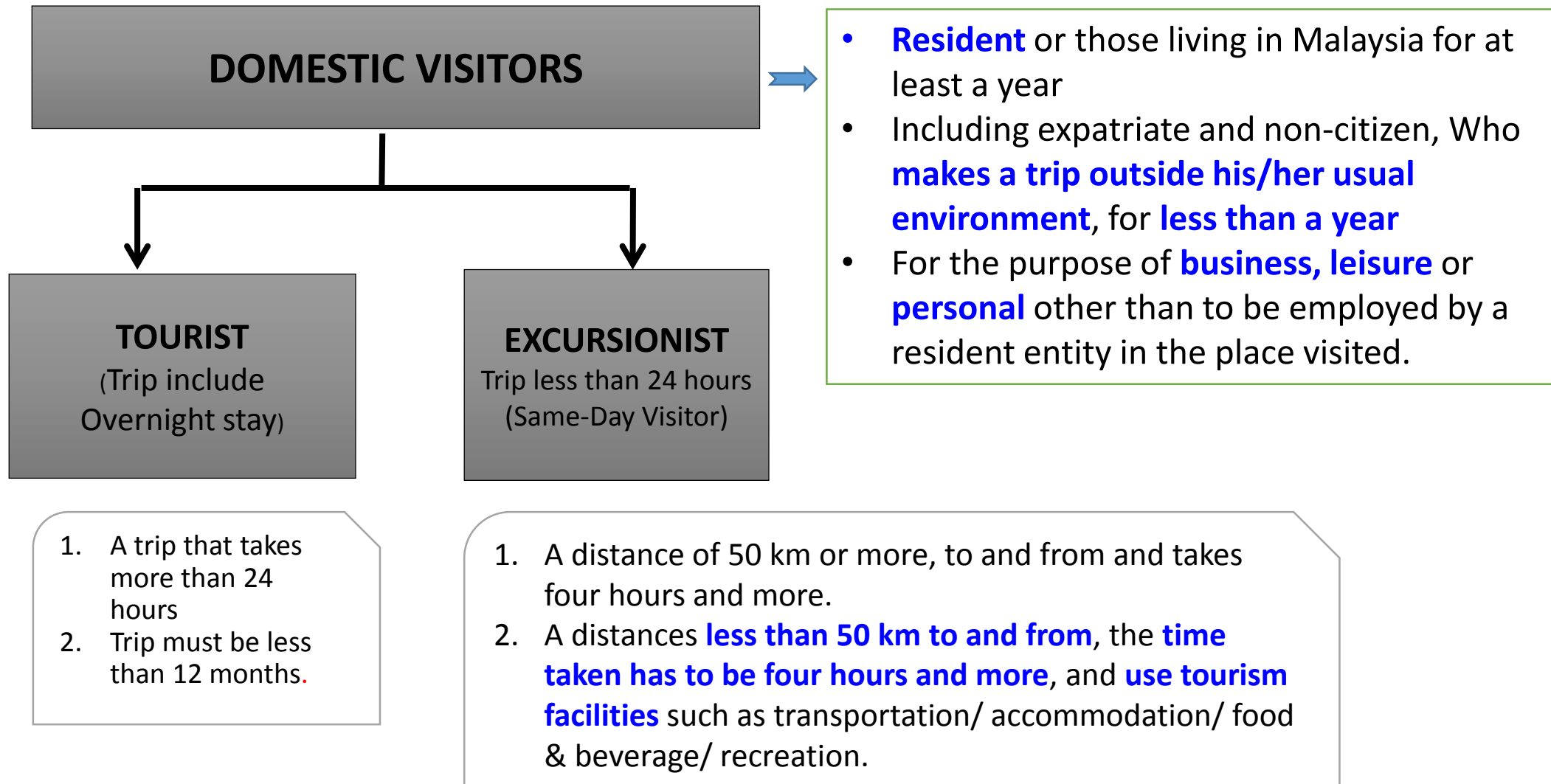
Urban & rural

Covers all states in Malaysia by monthly basis


Residents at private dwellings

Excludes residents living in institutions such as hotels, hospitals, prison etc.

Only making domestic trips are recorded



DTS QUESTIONNAIRE

JABATAN PERangkaan MALAYSIA DEPARTMENT OF STATISTICS, MALAYSIA www.dosm.gov.my				DTS 2 Sudi selapas data diuji Confidential when filled with data				
SURVEI PELANCONGAN DOMESTIK DOMESTIC TOURISM SURVEY 2018 REKOD PERJALANAN & PERBELANJAAN RECORD ON TRIPS & EXPENDITURE								
PENGANTARAN								
<p>a. Jabatan Perangkaan Malaysia sedang melaksanakan Survei Pelancongan Domestik 2018 yang melibatkan isi rumah terpilih di seluruh negara.</p> <p>b. Objektif utama survei ini ialah untuk mengumpul data berhubung dengan perjalanan pelancongan domestik yang dilakukan oleh isi rumah terpilih. Data survei ini akan digunakan bagi tujuan membuat perancangan dan pengubatan dasar serta bagi analisis sektor pelancongan oleh kerajaan dan penyelidik.</p> <p>c. Survei ini dilaksanakan mengikut peruntukan di bawah Akta Perangkaan 1966 (Disekang - 1989). Seksyen 6 di bawah akta ini mengkehendaki mana-mana responden di Malaysia untuk memberikan maklumat sebenar atau anggaran terbaik kepada Jabatan. Mengikut Akta ini, kandungan soal selidik yang diterima adalah SULIT dan tidak boleh dihebahkan kepada sesiapa atau mana-mana institusi di luar Jabatan ini. Sementara itu, Seksyen 7 di bawah Akta yang sama memperuntukkan denda kepada responden yang enggan memberi kerjasama kepada survei yang dijalankan.</p> <p>d. Kerjasama anda dalam menjayakan survei ini amat dihargai.</p>								
INTRODUCTION								
<p>a. The Department of Statistics, Malaysia is conducting Domestic Tourism Survey 2018 on selected households in whole country.</p> <p>b. The main objective of this survey is to collect data pertaining to tourism trips of selected households. The data will be used for planning and policies formulation as well as for analysis of tourism sector by the government and researchers.</p> <p>c. This survey is conducted under the provisions of the Statistics Act 1966 (Revised - 1989). Section 6 of this Act requires respondent in Malaysia to provide actual information or best estimates to the Department. The Act stipulates that the content of the returns are CONFIDENTIAL and will not be divulged to any person or institution outside this Department. Meanwhile, Section 7 under the same Act provides the penalty to the respondent that do not comply to the survey undertaken.</p> <p>d. Your co-operation in ensuring the success of this survey is very much appreciated.</p>								
DR. MOHD UZIR BIN MAHIDIN KETUA PERANGKAWAN MALAYSIA CHIEF STATISTICIAN, MALAYSIA								
UNTUK KEGUNAAN PEJABAT BAHAJA / FOR OFFICE USE ONLY								
NO. BATAS BATCH NO.	NO. BP HH NO.		NO. LST BARUJANAN SUBURBAN UNIT NO.	NO. TR LOD NO.	NO. B MAYAT MONTH	TAKW YEAR	Jumlah Isi Rumah TOTAL HOUSEHOLDS	NO. BORONG NO. OF HOUSE

The survey contains questions regarding:

1. Demographic profile
2. Occupation
3. Household income
4. Type of trips (day trip / overnight trip)
5. Main destination
6. Length of stay per overnight trip
7. Purpose of visit
8. Activities
9. Expenditure
10. Mode of transport
11. Type of accommodation
12. Method of use for booking of accommodation reservation



☐ **Questionnaire designed to** enable the collection of data related to the **demographic profile**.

☐ **Detail information relating** to the **economic characteristics** of the domestic visitor.

- a) Relationship with the head of household
- b) Sex
- c) Age
- d) Ethnic & citizenship
- e) Educational level attainment
- f) occupation

Household member who made domestic trip..

- a) Type of trips: Same day or overnight trip
- b) Monthly income
- c) Length of stay per overnight trip
- d) Main destination
- e) Main purpose
- f) Main activities
- g) Expenditure on tourism trip



Face to face Interview with
respondents

Trained Interviewer will visit
household in selected dwellings **to**
collect information on domestic tourism
including demographic details of all the
household's members.



Revisits selected household
(ensure completeness the
questionnaire)

1

EXPENDITURE

- Total expenditure
- Average expenditure by type of domestic visitors
- Average expenditure domestic visitors by strata
- Components of expenditure of domestic tourism

3

NUMBER OF TRIPS and DURATION

- Domestic tourism trips by strata
- Average length of stay by strata

4

TRAVELLING PATTERNS

- Purpose of visits
- Most visited states by tourist
- Mode of transport
- Type of accommodation

2

NUMBER OF VISITORS

- Domestic visitors by type of visitors
- Domestic visitors by strata

5

DEMOGRAPHIC PROFILE

- Age group and gender
- Ethnic group
- Education attainment
- Household income class
- Employment status

- **Table 2** - Domestic Tourism Expenditure by Products, Classes of Visitors & Types of Trips
- **Table 4** – Internal Tourism Consumption of Visitors by Products
- **Table 6** – Total Supply and tourism consumption by type of Products

TABLE 2: DOMESTIC TOURISM EXPENDITURE BY PRODUCTS, CLASSES OF VISITORS AND TYPES OF TRIPS

Table 2
Domestic tourism expenditure by products, classes of visitors and types of trips

Products	Domestic tourism expenditure			Domestic tourism expenditure					
	Domestic trips (**)			Outbound trips (**)			All types of trips		
	Tourists (overnight visitors) (2.1)	Excursionists (same-day visitors) (2.2)	Visitors (2.3) = (2.1) + (2.2)	Tourists (overnight visitors) (2.4)	Excursionists (same-day visitors) (2.5)	Visitors (2.6) = (2.4) + (2.5)	Tourists (overnight visitors) (2.7) = (2.1) + (2.4)	Excursionists (same-day visitors) (2.8) = (2.2) + (2.5)	Visitors (2.9) = (2.3) + (2.6)
A. Consumption products (*)									
A.1. Tourism characteristic products									
1. Accommodation services for visitors		X			X			X	
1.a. Accommodation services for visitors other than 1.b		X			X			X	
1.b. Accommodation services associated with all types of vacation home ownership		X			X			X	
2. Food- and beverage-serving services									
3. Railway passenger transport services									
4. Road passenger transport services									
5. Water passenger transport services									
6. Air passenger transport services									
7. Transport equipment rental services									
8. Travel agencies and other reservation services									
9. Cultural services									
10. Sports and recreational services									
11. Country-specific tourism characteristic goods									
12. Country-specific tourism characteristic services									
A.2. Other consumption products (a)									
B.1. Valuables									
Total									

X does not apply.

(*) The value of A. Consumption products is net of the gross service charges paid to travel agencies, tour operators and other reservation services.

(**) Domestic tourism comprises the activities of a resident visitor within the country of reference either as part of a domestic trip or part of an outbound trip (see figure 2.1).

(a) If relevant and feasible, countries should separately identify both components ("tourism connected products" and "non-tourism related consumption products"). In both cases, goods and services should be separately identified, if possible (see para. 4.15).

TABLE 2: DOMESTIC TOURISM EXPENDITURE BY PRODUCTS, CLASSES OF VISITORS AND TYPES OF TRIPS

Tourism Characteristic Products

1. Accommodation services for visitors
2. Food and beverage serving services
3. Railway passenger transport services
4. Road passenger transport services
5. Water passenger transport services
6. Air passenger transport services
7. Transport equipment rental services
8. Travel agencies and other reservation
9. Cultural services
10. Sports and recreational services
11. Country-specific tourism characteristic goods
12. Country-specific tourism characteristic services

Jadual 2: Perbelanjaan pelancongan domestik bagi pelawat mengikut produk
Table 2: Domestic tourism expenditure of visitors by products

Produk Products	2015	2016	2017	2018	2019
Perkhidmatan penginapan Accommodation services	6,133.3	6,598.3			
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	9,317.8	10,311.7			
Perkhidmatan pengangkutan penumpang Passenger transport services	4,500.0	4,898.3			
Perkhidmatan agensi pelancongan dan penempatan lain Travel agencies and other reservation services	1,054.6	1,264.8			
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	968.9	1,055.3			
Jualan runtuai bahan api kenderaan Retail sale of automotive fuel	11,480.5	11,939.4			
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	23,192.1	26,376.8			
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	3,833.7	4,083.1			
Jumlah Total	60,541.1	66,497.7			
Peratus perubahan tahunan Annual percentage change			9.8		
			Peratus Percentage		
Perkhidmatan penginapan Accommodation services	10.1	9.9			
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	15.4	15.5			
Perkhidmatan pengangkutan penumpang Passenger transport services	7.5	7.3			
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	1.7	1.9			
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	1.6	1.6			
Jualan runtuai bahan api kenderaan Retail sale of automotive fuel	19.0	18.0			
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	38.3	39.7			
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	6.3	6.1			
Jumlah Total	100.0	100.0			

Sumber : Jabatan Perangkaan Malaysia
Sources : Department of Statistics, Malaysia

Jadual 2A: Perbelanjaan pelancongan domestik bagi pelancong mengikut produk
Table 2A: Domestic tourism expenditure of tourists by products

Produk Products	2015	2016	2017	2018	2019
Perkhidmatan penginapan Accommodation services	6,133.3	6,598.3	7.1		
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	6,295.7	6,813.8	7.4		
Perkhidmatan pengangkutan penumpang Passenger transport services	3,865.3	4,338.2	4.6		
Perkhidmatan agensi pelancongan dan penempatan lain Travel agencies and other reservation services	994.9	1,255.9	1.2		
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	485.4	496.3	0.5		
Jualan runtuai bahan api kenderaan Retail sale of automotive fuel	0,107.3	8,535.3	9.1		
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	8,464.2	10,714.3	14.0		
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	1,948.3	2,056.5	2.0		
Jumlah Total	37,504.5	40,808.4	46.2		
Peratus perubahan tahunan Annual percentage change			8.8		
			Peratus sumbu Percentage share		
Perkhidmatan penginapan Accommodation services	16.4	16.2			
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	16.8	16.7			
Perkhidmatan pengangkutan penumpang Passenger transport services	10.6	10.6			
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	2.7	3.1			
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	1.3	1.2			
Jualan runtuai bahan api kenderaan Retail sale of automotive fuel	24.5	20.9			
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	22.6	26.3			
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	5.2	5.0			
Jumlah Total	100.0	100.0			

Sumber : Jabatan Perangkaan Malaysia
Sources : Department of Statistics, Malaysia

Jadual 2B: Perbelanjaan pelancongan domestik bagi pelawat harian mengikut produk
Table 2B: Domestic tourism expenditure of excursionists by products

Produk Products	2015	2016	2017	2018	2019
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	3,022.1	3,497.9	4,001.1	4,413.1	4,946.4
Perkhidmatan pengangkutan penumpang Passenger transport services	574.7	530.1	585.7	714.1	767.1
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	59.7	9.0	9.2	8.9	7.0
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	483.5	559.1	673.6	705.9	937.5
Jualan runtuai bahan api kenderaan Retail sale of automotive fuel	2,283.2	3,404.1	3,400.4	4,106.7	4,964.9
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	14,727.9	15,862.5	16,084.7	18,570.3	20,230.2
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	1,885.4	2,026.7	2,540.3	2,659.2	2,198.6
Jumlah Total	23,036.6	25,689.3	27,391.0	31,178.2	34,651.7
Peratus perubahan tahunan Annual percentage change		11.5	6.6	13.8	9.2
			Peratus sumbu Percentage share (%)		
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	13.1	13.6	14.6	14.2	14.5
Perkhidmatan pengangkutan penumpang Passenger transport services	2.5	2.1	2.1	2.3	2.3
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	0.3	0.0	0.0	0.0	0.0
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2.1	2.2	2.5	2.3	2.8
Jualan runtuai bahan api kenderaan Retail sale of automotive fuel	9.9	13.3	12.7	13.2	14.6
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	63.9	61.0	58.7	59.6	59.4
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	8.2	7.9	9.3	8.5	6.5
Jumlah Total	100.0	100.0	100.0	100.0	100.0

Sumber : Jabatan Perangkaan Malaysia
Sources : Department of Statistics, Malaysia

OUTBOUND TOURISM



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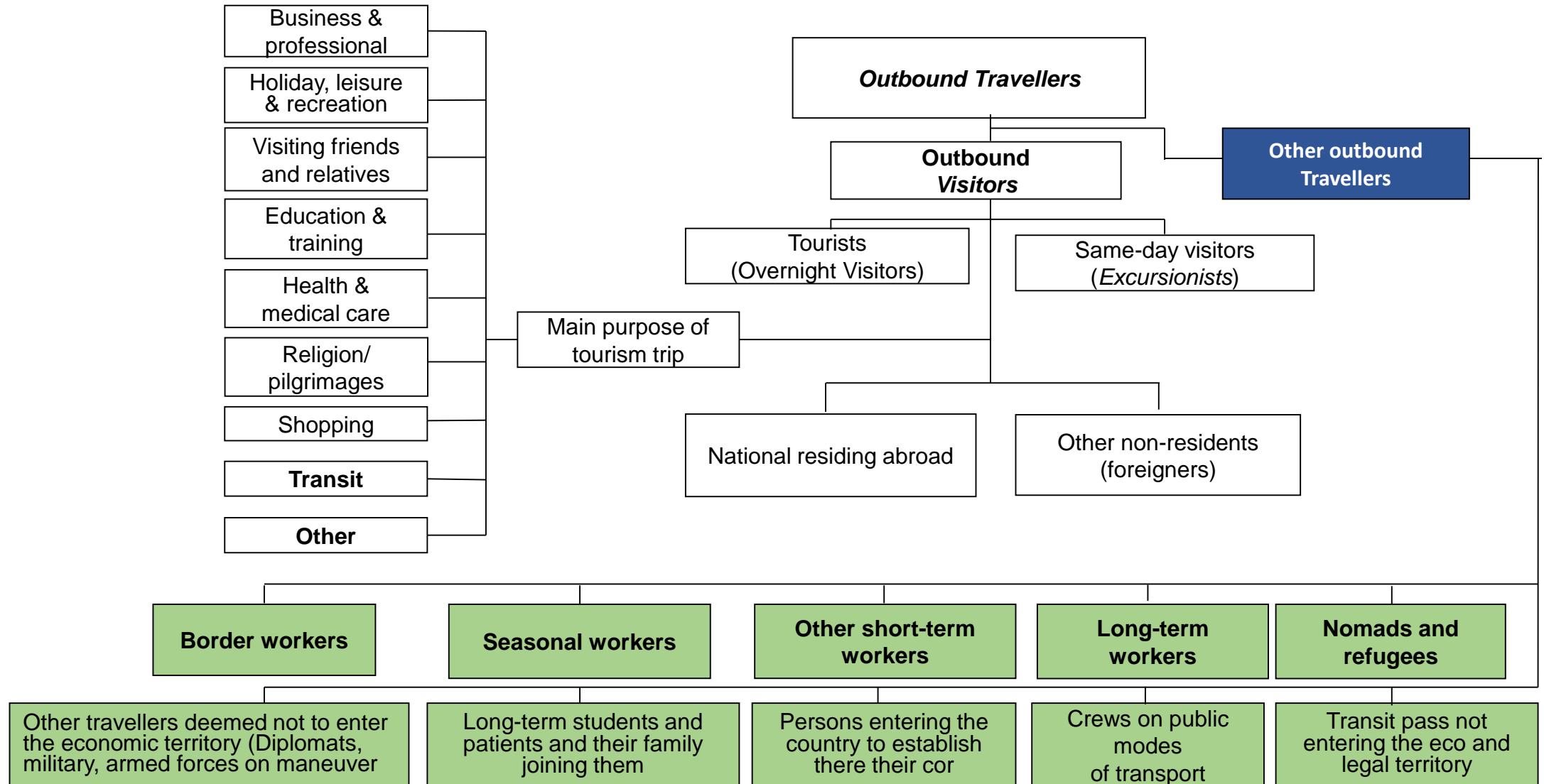
What is Outbound

Outbound Tourism

Comprises the activities of a **resident visitor** outside the country of reference, either as part of an outbound trip or as part of a domestic trip

Outbound Visitor

A traveller taking a trip to a country outside his/her usual environment, for less than a year, for any main purpose (**business, leisure or other personal purpose**) other than to be employed by a resident entity in the country visited



Visitor

- a traveller taking a trip to a main destination outside his/her usual environment,
- not more than 12 months other than to be employed by resident entity in the country or place visited.



Tourist

- If his/her trip includes an overnight stay



Excursionist

- If his / her trip takes less than 24 hours

MAIN PURPOSE TOURISM TRIP

Shopping

Transit

Business and professional

Holiday, leisure and recreation

Religion / pilgrimage

Health and medical care

Visiting friends and relatives

Education and training

Data Sources

- Tourism Malaysia
- Balance of Payment Division

Method Collection

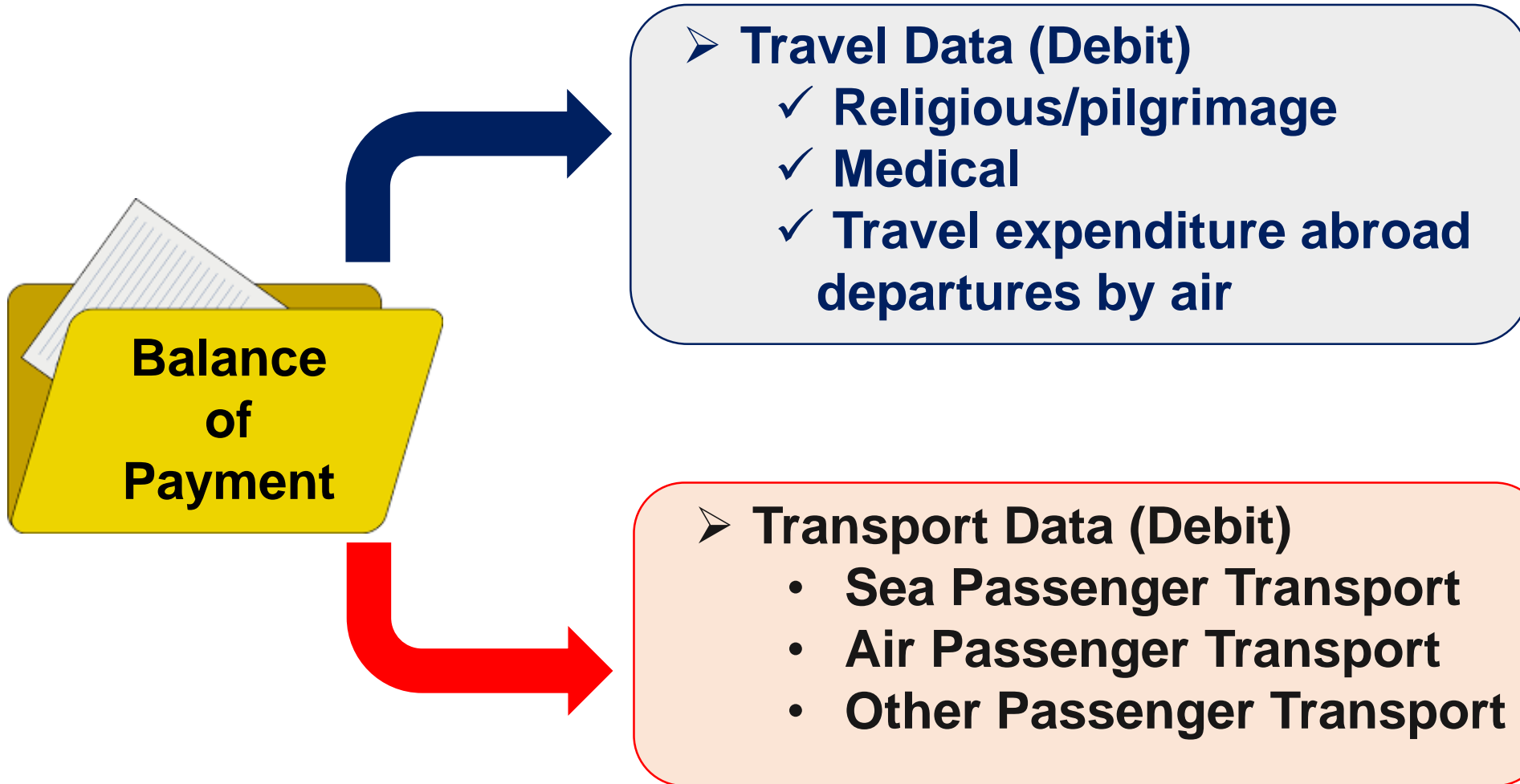
- Malaysia Outbound Survey (MOS)
- Travel Data

Place of Interview

- Malaysia main entrances

Type of data

- Percentage breakdown of tourism expenditure
- Travel Data
- Transport Data





- First introduced in 2007
- Conducted by Tourism Malaysia (TM)
- Annual survey

Main Objective :

Comprises the activities of a resident visitor outside the country of reference.

MOS Outcome

- Expenditure Breakdown



TSA: RMF 2008 – FRAMEWORK TABLE 3

Table 3
Outbound tourism expenditure by products and classes of visitors

Products	Outbound tourism expenditure		
	Tourists (overnight visitors) (3.1)	Excursionists (same-day visitors) (3.2)	Visitors (3.3) = (3.1) + (3.2)
A. Consumption products (*)			
A.1. Tourism characteristic products			
1. Accommodation services for visitors		X	
1.a. Accommodation services for visitors other than 1.b		X	
1.b. Accommodation services associated with all types of vacation home ownership		X	
2. Food- and beverage-serving services			
3. Railway passenger transport services			
4. Road passenger transport services			
5. Water passenger transport services			
6. Air passenger transport services			
7. Transport equipment rental services			
8. Travel agencies and other reservation services			
9. Cultural services			
10. Sports and recreational services			
11. Country-specific tourism characteristic goods			
12. Country-specific tourism characteristic services			
A.2. Other consumption products (a)			
B.1. Valuables			
Total			

X does not apply.

(*) The value of A. Consumption products is net of the gross service charges paid to travel agencies, tour operators and other reservation services.

(a) If relevant and feasible, countries should separately identify both components ("tourism connected products" and "non-tourism related consumption products"). In both cases, goods and services should be separately identified, if possible (see para. 4.15).

Jadual 3: Perbelanjaan pelancongan outbound bagi pelawat mengikut produk Table 3: Outbound tourism expenditure of visitors by products					
Produk Products	2015	2016	2017	2018	2019 ^a
	RM Juta RM Million				
Perkhidmatan penginapan Accommodation services	8,184.9	8,238.0	9,072.3	9,824.1	10,073.9
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	3,423.4	3,914.8	4,748.5	5,470.1	5,820.5
Perkhidmatan pengangkutan penumpang Passenger transport services	11,795.0	12,220.9	13,789.9	13,000.8	14,215.4
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	809.2	987.2	1,158.2	1,451.8	1,567.1
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	748.9	851.0	1,042.4	1,275.0	1,567.1
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristics goods	5,819.7	7,387.0	8,570.4	9,731.1	10,879.8
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	342.3	442.5	501.9	575.8	640.2
Jumlah Total	31,121.4	34,041.4	38,883.5	41,128.7	44,772.9
Peratus perubahan tahunan Annual percentage change	..	9.4	14.2	5.8	8.9
	Peratus sumbangan (%) Percentage share (%)				
Perkhidmatan penginapan Accommodation services	26.3	24.2	23.3	23.4	22.5
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	11.0	11.5	12.2	13.3	13.0
Perkhidmatan pengangkutan penumpang Passenger transport services	37.9	35.9	35.5	31.6	31.8
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	2.6	2.9	3.0	3.5	3.5
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2.4	2.5	2.7	3.1	3.5
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristics goods	18.7	21.7	22.0	23.7	24.3
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	1.1	1.3	1.3	1.4	1.5
Jumlah Total	100.0	100.0	100.0	100.0	100.0
Sumber : Jabatan Perangkaan Malaysia Lembaga Pengkajian Pelancongan Malaysia Sources : Department of Statistics, Malaysia Malaysia Tourism Promotion Board (Tourism Malaysia)					

INBOUND TOURISM



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Inbound Tourism :

Comprises the activities of a **non-resident visitor** **within the country of reference** on an **inbound trip**.

An **inbound trip** will correspond to the travel between arriving in a country and leaving.

VISITOR

A visitor is a traveller taking a trip to a main destination **outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose)** other than to be employed by a resident entity in the country or place visited.



TOURIST

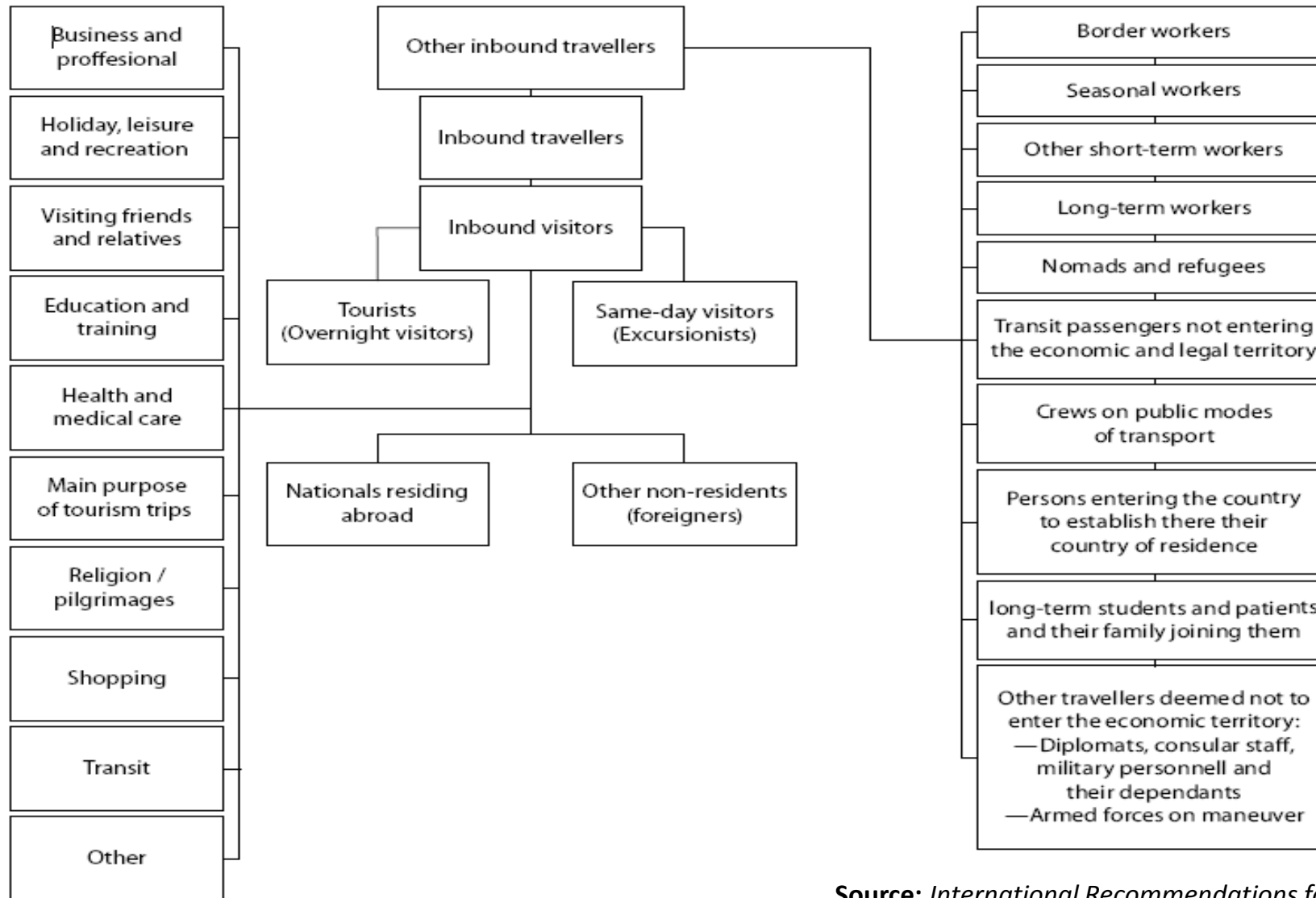
(Trip include Overnight stay)

EXCURSIONIST

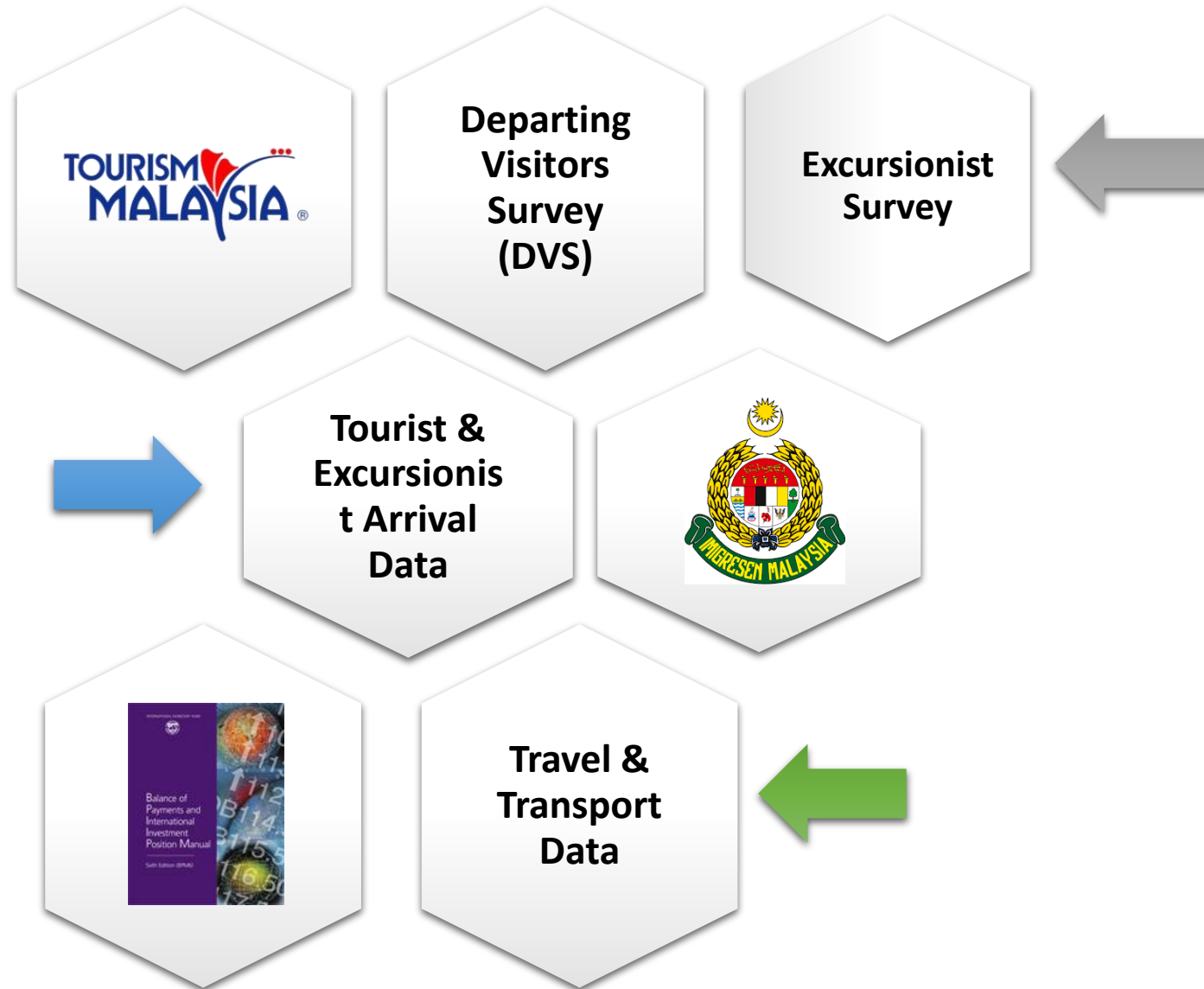
Trip less than 24 hours
(Same-Day Visitor)

Inbound tourism expenditure is the tourism expenditure of non-resident visitors within the economy of reference either as part of a domestic or an international trip (from the perspective of his/her country of residence)

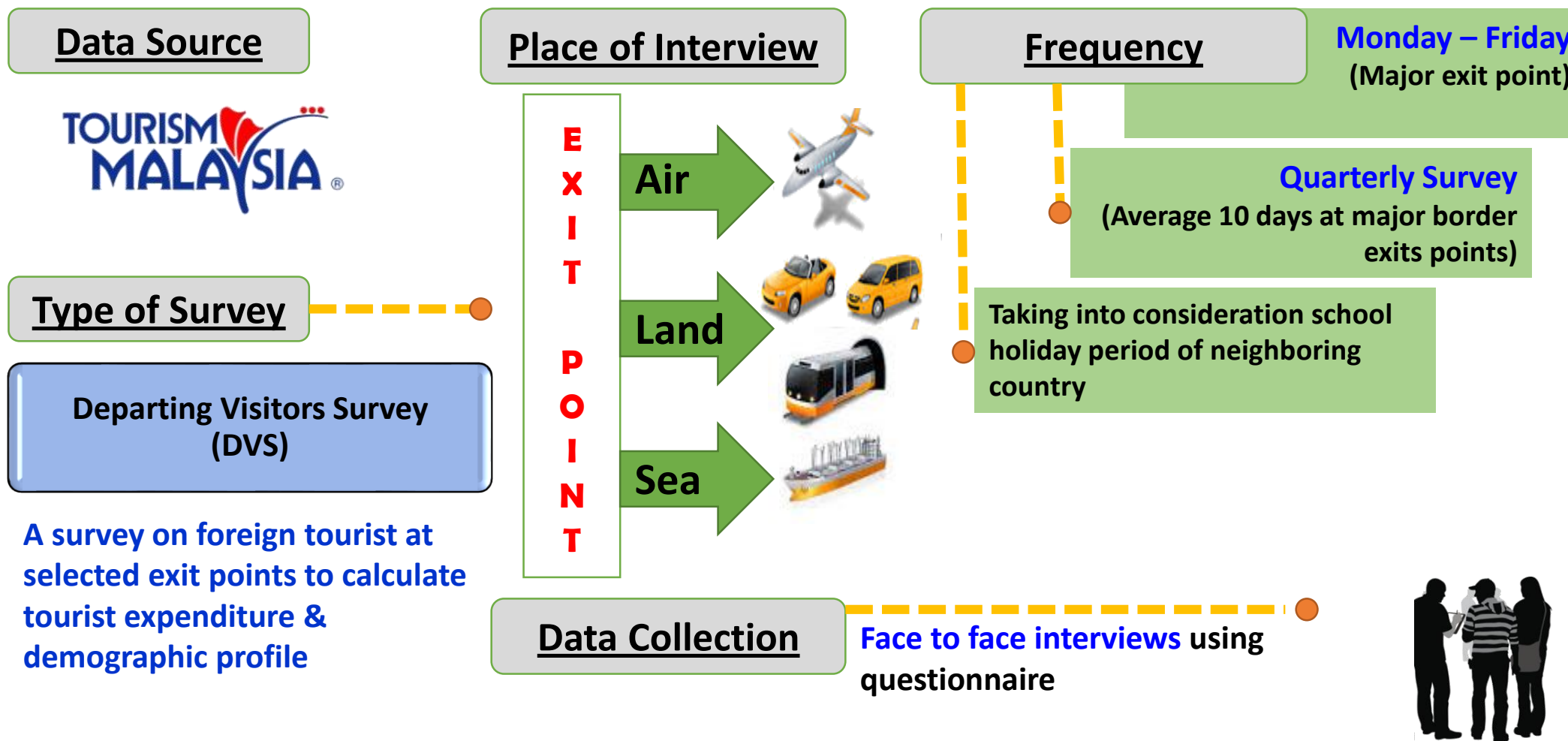
CLASSIFICATION OF INBOUND TRAVELLERS



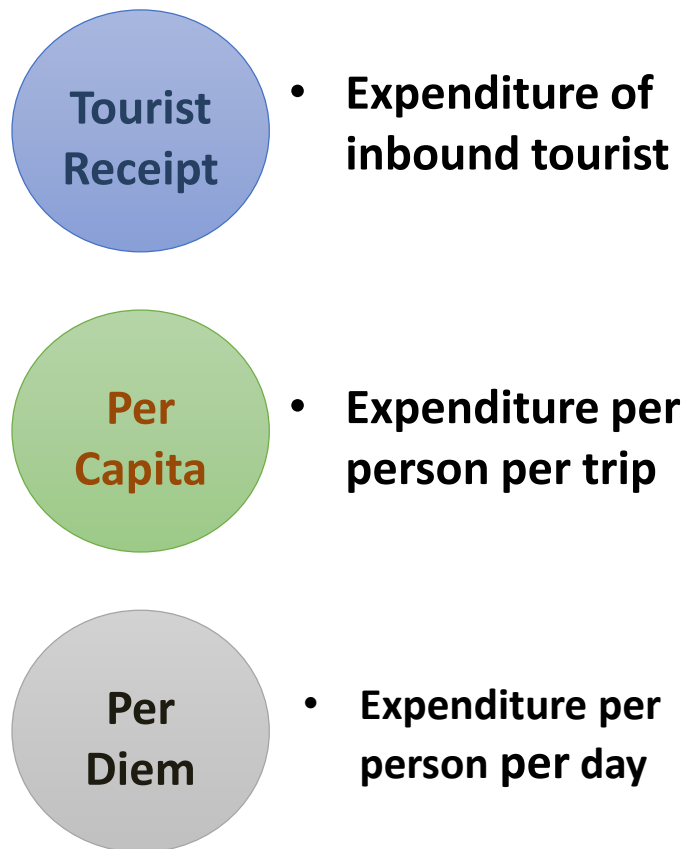
Source: International Recommendations for Tourism Statistics 2008



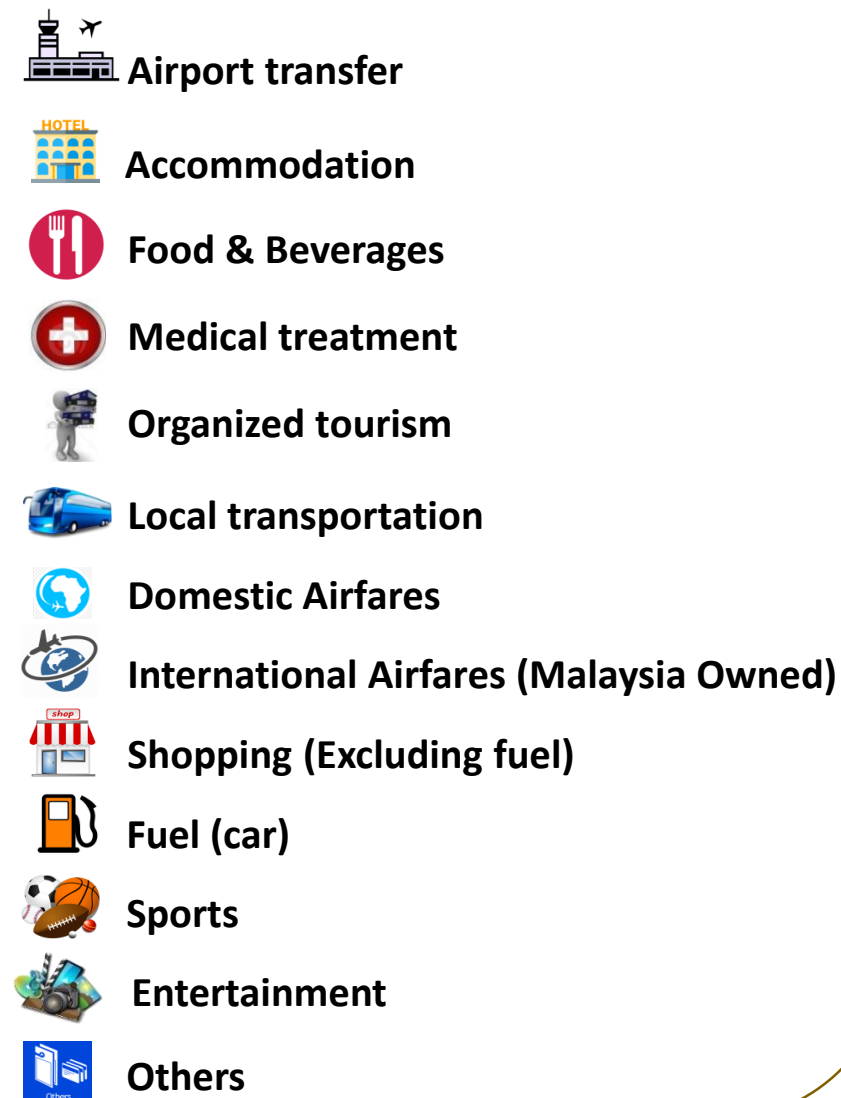
MEASURING INBOUND TOURISM EXPENDITURE



EXPENDITURE PATTERN



Tourist Expenditure Components





ALOS (night)

- Average duration of stay per trip



Mode of transport



Travel arrangement



Main Purpose of visit



Frequency of visit



Travelling companion



State Visited



Major activity engaged



Item purchased



Type of accommodation used



Information obtained before coming to Malaysia

TRAVELLING BEHAVIOURS



Decision makers



Lead time to decide



Booking Channels



Method of bookings used



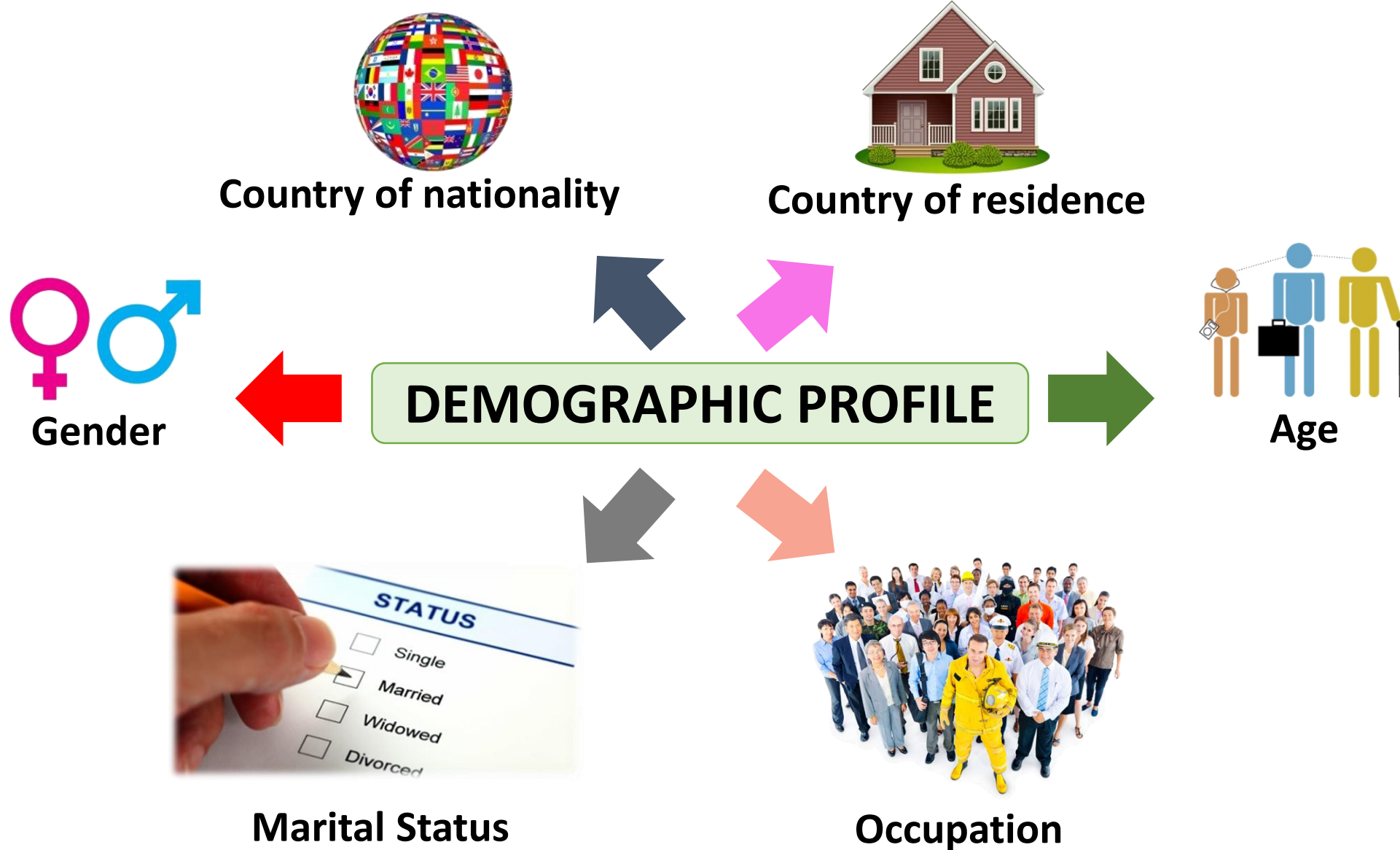
Country visited before & after visiting Malaysia



Main Factors in choosing Malaysia



Main features to promote Malaysia



$$1 \text{ TOURIST RECEIPTS} = \text{TOURIST ARRIVALS} \times \text{AVERAGE PER CAPITA}$$

2 **AVERAGE PER CAPITA**
Expenditure per person per trip

$$\frac{\text{Total Tourist Expenditure}}{\text{No. of Tourists}}$$

3 **AVERAGE PER DIEM**
Expenditure per person per trip

$$\frac{\text{Average Per Capita}}{\text{Average Length of Stay}}$$

4 **AVERAGE LENGTH OF STAY (ALOS)**
Average duration of stay per trip

$$\frac{\text{Actual Duration of Stay}}{\text{Total No. of Arrivals}}$$

5 **AVERAGE HOTEL ACCUPANCY RATE**

$$\frac{\text{Actual Room - Night Sold}}{\text{Room-Night Available}}$$



Sample : Excursionists (Day-Trippers)



Location

- Selected border towns



Main Objective

- Excursionist Expenditure
- Country of Nationality
- Main Purpose of Visit
- Items Purchased



TABLE 1: INBOUND TOURISM EXPENDITURE BY PRODUCTS AND CLASSES OF VISITORS

Table 1
Inbound tourism expenditure by products and classes of visitors

Products	Inbound tourism expenditure		
	Tourists (overnight visitors) (1.1)	Excursionists (same-day visitors) (1.2)	Visitors (1.3) = (1.1) + (1.2)
A. Consumption products (*)			
A.1. Tourism characteristic products			
1. Accommodation services for visitors		X	
1.a. Accommodation services for visitors other than 1.b		X	
1.b. Accommodation services associated with all types of vacation home ownership		X	
2. Food- and beverage-serving services			
3. Railway passenger transport services			
4. Road passenger transport services			
5. Water passenger transport services			
6. Air passenger transport services			
7. Transport equipment rental services			
8. Travel agencies and other reservation services			
9. Cultural services			
10. Sports and recreational services			
11. Country-specific tourism characteristic goods			
12. Country-specific tourism characteristic services			
A.2. Other consumption products (a)			
B.1. Valuables			
Total			

X does not apply.

(*) The value of A. Consumption products is net of the gross service charges paid to travel agencies, tour operators and other reservation services.

(a) If relevant and feasible, countries should separately identify both components ("tourism connected products" and "non-tourism related consumption products"). In both cases, goods and services should be separately identified, if possible (see para. 4.15).

Jadual 1: Perbelanjaan pelancongan inbound bagi pelawat mengikut produk
Inbound tourism expenditure of visitors by products

Produk Products	2015	2016	2017	2018	2019 ^a
Perkhidmatan penginapan Accommodation services	17,656.4	20,142.5	21,034.2	21,622.8	21,627.3
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	10,108.2	10,802.9	11,133.7	11,133.7	11,133.7
Perkhidmatan pengangkutan penumpang Passenger transport services	14,008.8	15,133.7	15,133.7	15,133.7	15,133.7
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	4,165.0	4,612.8	4,612.8	4,612.8	4,612.8
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2,200.2	2,424.1	2,424.1	2,424.1	2,424.1
Barang khusus berisikan pelancongan negara Country-specific tourism characteristic goods	23,827.5	25,920.9	25,920.9	25,920.9	25,920.9
Perkhidmatan khusus berisikan pelancongan negara Country-specific tourism characteristic services	2,673.5	2,782.8	2,782.8	2,782.8	2,782.8
Jumlah Total	74,637.6	81,619.7	81,619.7	81,619.7	81,619.7
Peratus perubahan tahunan Annual percentage change	-	9.4	9.4	9.4	9.4

Jadual 1A: Perbelanjaan pelancongan inbound bagi pelancong mengikut produk
Inbound tourism expenditure of tourists by products

Produk Products	2015	2016	2017	2018	2019 ^a
Perkhidmatan penginapan Accommodation services	17,656.4	20,142.5	21,034.2	21,622.8	21,627.3
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	10,108.2	10,802.9	11,133.7	11,133.7	11,133.7
Perkhidmatan pengangkutan penumpang Passenger transport services	14,008.8	15,133.7	15,133.7	15,133.7	15,133.7
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	4,165.0	4,612.8	4,612.8	4,612.8	4,612.8
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2,200.2	2,424.1	2,424.1	2,424.1	2,424.1
Barang khusus berisikan pelancongan negara Country-specific tourism characteristic goods	23,827.5	25,920.9	25,920.9	25,920.9	25,920.9
Perkhidmatan khusus berisikan pelancongan negara Country-specific tourism characteristic services	2,673.5	2,782.8	2,782.8	2,782.8	2,782.8
Jumlah Total	74,637.6	81,619.7	81,619.7	81,619.7	81,619.7
Peratus perubahan tahunan Annual percentage change	-	9.4	9.4	9.4	9.4

Jadual 1B: Perbelanjaan pelancongan inbound bagi pelancong mengikut produk
Inbound tourism expenditure of tourists by products

Produk Products	2015	2016	2017	2018	2019 ^a
Perkhidmatan penginapan Accommodation services	17,656.4	20,142.5	21,034.2	21,622.8	21,627.3
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	10,108.2	10,802.9	11,133.7	11,133.7	11,133.7
Perkhidmatan pengangkutan penumpang Passenger transport services	14,008.8	15,133.7	15,133.7	15,133.7	15,133.7
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	4,165.0	4,612.8	4,612.8	4,612.8	4,612.8
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2,200.2	2,424.1	2,424.1	2,424.1	2,424.1
Barang khusus berisikan pelancongan negara Country-specific tourism characteristic goods	23,827.5	25,920.9	25,920.9	25,920.9	25,920.9
Perkhidmatan khusus berisikan pelancongan negara Country-specific tourism characteristic services	2,673.5	2,782.8	2,782.8	2,782.8	2,782.8
Jumlah Total	74,637.6	81,619.7	81,619.7	81,619.7	81,619.7
Peratus perubahan tahunan Annual percentage change	-	9.4	9.4	9.4	9.4

Jadual 1C: Perbelanjaan pelancongan inbound bagi pelancong mengikut produk
Inbound tourism expenditure of tourists by products

Produk Products	2015	2016	2017	2018	2019 ^a
Perkhidmatan penginapan Accommodation services	17,656.4	20,142.5	21,034.2	21,622.8	21,627.3
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	10,108.2	10,802.9	11,133.7	11,133.7	11,133.7
Perkhidmatan pengangkutan penumpang Passenger transport services	14,008.8	15,133.7	15,133.7	15,133.7	15,133.7
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	4,165.0	4,612.8	4,612.8	4,612.8	4,612.8
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2,200.2	2,424.1	2,424.1	2,424.1	2,424.1
Barang khusus berisikan pelancongan negara Country-specific tourism characteristic goods	23,827.5	25,920.9	25,920.9	25,920.9	25,920.9
Perkhidmatan khusus berisikan pelancongan negara Country-specific tourism characteristic services	2,673.5	2,782.8	2,782.8	2,782.8	2,782.8
Jumlah Total	74,637.6	81,619.7	81,619.7	81,619.7	81,619.7
Peratus perubahan tahunan Annual percentage change	-	9.4	9.4	9.4	9.4

Jadual 1D: Perbelanjaan pelancongan inbound bagi pelancong mengikut produk
Inbound tourism expenditure of tourists by products

Produk Products	2015	2016	2017	2018	2019 ^a
Perkhidmatan penginapan Accommodation services	17,656.4	20,142.5	21,034.2	21,622.8	21,627.3
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	10,108.2	10,802.9	11,133.7	11,133.7	11,133.7
Perkhidmatan pengangkutan penumpang Passenger transport services	14,008.8	15,133.7	15,133.7	15,133.7	15,133.7
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	4,165.0	4,612.8	4,612.8	4,612.8	4,612.8
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2,200.2	2,424.1	2,424.1	2,424.1	2,424.1
Barang khusus berisikan pelancongan negara Country-specific tourism characteristic goods	23,827.5	25,920.9	25,920.9	25,920.9	25,920.9
Perkhidmatan khusus berisikan pelancongan negara Country-specific tourism characteristic services	2,673.5	2,782.8	2,782.8	2,782.8	2,782.8
Jumlah Total	74,637.6	81,619.7	81,619.7	81,619.7	81,619.7
Peratus perubahan tahunan Annual percentage change	-	9.4	9.4	9.4	9.4

TOURISM EMPLOYMENT



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What is Employment Tourism in the tourism industries?

Employment is an important dimension in the characterization of tourism and in the acknowledgement of its importance from the productive, social and strategic points of view...

Objective

- to collect information on the structure and distribution of labour force, employment and unemployment

Frequency

- Monthly
- January - December

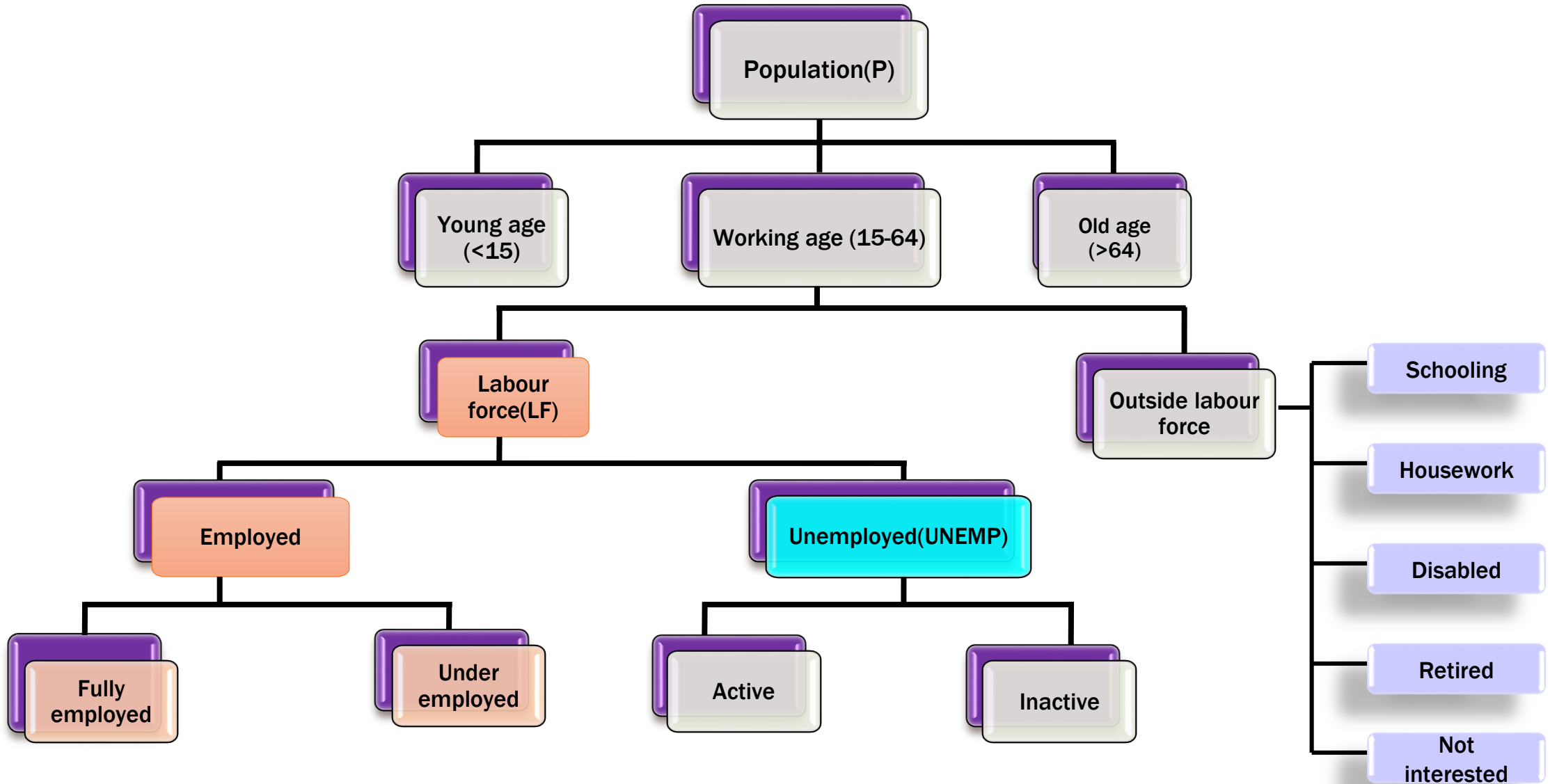
Scope and Coverage

- Coverage
 - ✓ Annually
 - ✓ National, state, strata (urban & rural)

Data Availability

- National and state
- Urban and rural
- Annually, quarterly and monthly

- ❖ Covers both urban and rural areas of administrative district within all states in Malaysia.
- ❖ Cover persons who live in private Living Quarters (LQ);
- ❖ Not include persons residing in institutional LQs such as hotels, hostels, prisons, boarding houses and construction work site.
- ❖ This survey comprises the economically active and inactive population between the aged of 15 to 64 years.



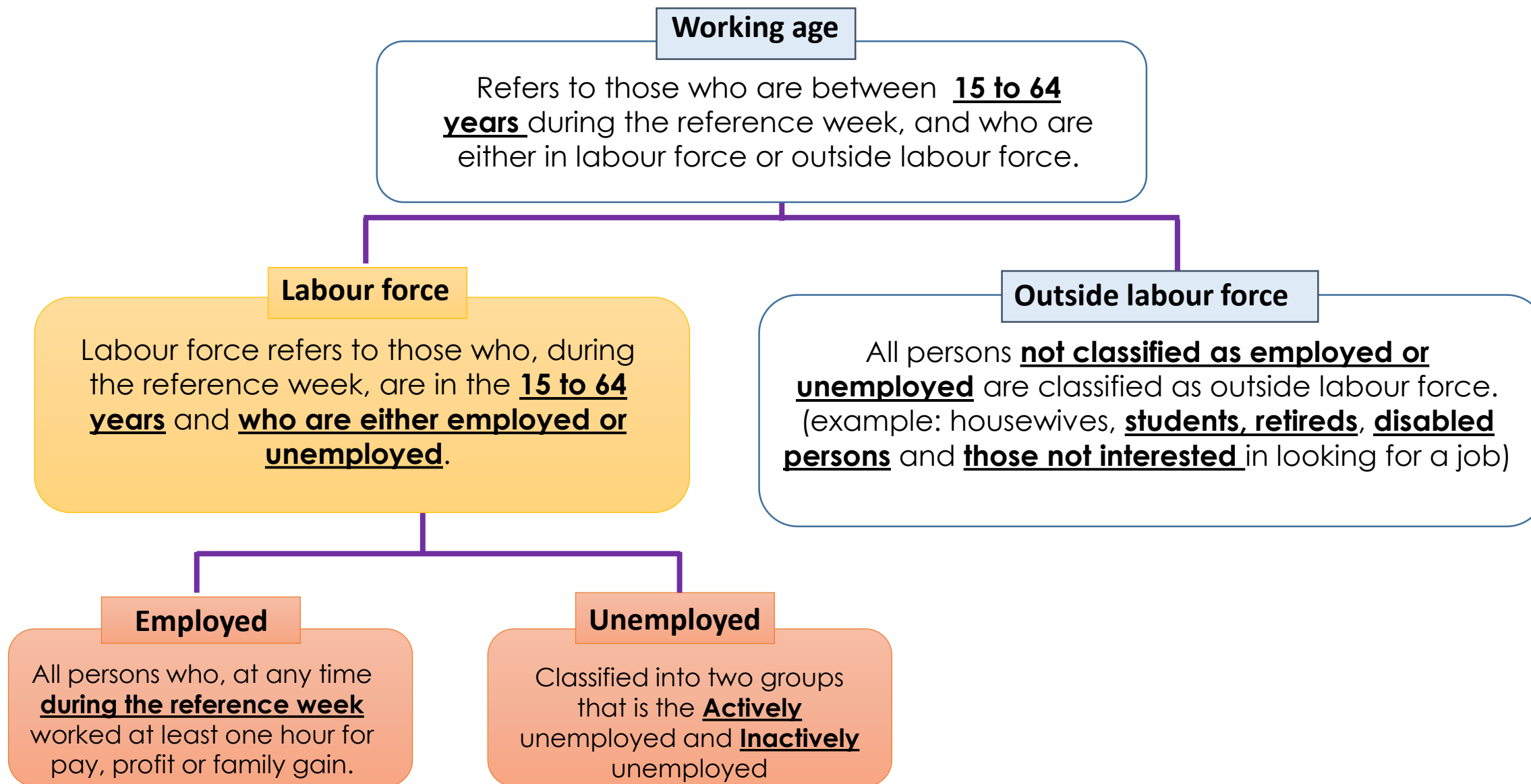


Table 7
Employment in the tourism industries

Tourism industries	Number of establishments	Number of jobs by status in employment (*)					
		Employees			Self-employed		
		Male	Female	Total	Male	Female	Total
1. Accommodation for visitors							
1.a. Accommodation services for visitors other than 1.b							
1.b. Accommodation services associated with all types of vacation home ownership							
2. Food- and beverage-serving industry							
3. Railways passenger transport							
4. Road passenger transport							
5. Water passenger transport							
6. Air passenger transport							
7. Transport equipment rental							
8. Travel agencies and other reservation services industry							
9. Cultural industry							
10. Sports and recreational industry							
11. Retail trade of country-specific tourism characteristic goods							
12. Country specific tourism industries							
Total							

Jadual 7: Guna tenaga dalam industri pelancongan Table 7: Employment in the tourism industry					
Industri Industry	2015	2016	2017	2018	2019*
	Bilangan orang ('000) No. of person ('000)				
Perkhidmatan penginapan Accommodation services	184.1	207.4	210.5	222.4	233.8
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	912.7	1,002.6	1,087.0	1,183.0	1,237.7
Perkhidmatan pengangkutan penumpang Passenger transport services	159.2	164.5	162.5	171.3	177.3
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	32.7	35.8	40.1	38.7	40.7
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	75.6	74.8	78.9	80.9	81.2
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	32.9	33.4	34.4	34.6	34.7
Perdagangan runcit Retail trade	992.5	1,106.0	1,104.5	1,147.9	1,158.1
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	509.0	557.2	590.7	592.3	598.5
Jumlah Total	2,898.8	3,181.8	3,308.6	3,471.1	3,561.8
Peratus perubahan tahunan Annual percentage change	..	9.8	4.0	4.9	2.6
	Peratus sumbangan (%) Percentage share (%)				
Perkhidmatan penginapan Accommodation services	6.4	6.5	6.4	6.4	6.6
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	31.5	31.5	32.9	34.1	34.7
Perkhidmatan pengangkutan penumpang Passenger transport services	5.5	5.2	4.9	4.9	5.0
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	1.1	1.1	1.2	1.1	1.1
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2.6	2.4	2.4	2.3	2.3
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	1.1	1.1	1.0	1.0	1.0
Perdagangan runcit Retail trade	34.2	34.8	33.4	33.1	32.5
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	17.6	17.5	17.9	17.1	16.8
Jumlah Total	100.0	100.0	100.0	100.0	100.0

Sumber : Jabatan Perangkaan Malaysia
Sources : Department of Statistics, Malaysia



Department of Statistics
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THANK YOU

BANCI MALAYSIA

7.7.2020 – 21.12.2020 (e-Census)

20.1.2021 – 6.2.2021 (Face To Face)

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