



Department of Statistics
M A L A Y S I A

ONLINE TRAINING COURSE ON TOURISM STATISTICS

INTRODUCTION ON TOURISM INDICATORS

18 January 2021

Malaysia Time : 15:30 – 17:00
Saudi Arabia Time : 10:30 – 12:00



MYSTATS
DAY

20 OCT



2016 - 2030



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INTRODUCTION

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THE IMPORTANCE OF TSA

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HISTORICAL DEVELOPMENT OF TSA

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CHRONOLOGY OF MALAYSIA'S TSA

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WORKING COMMITTEE OF TSA

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PROCESS OF TSA COMPILATION

8

PUBLICATION & MEDIA COVERAGE

9

TOURISM & SUSTAINABILITY

If you can **measure** it, you can **manage** and **improve** it!

“Statistics permeate modern life.

They are the basis for many governmental, business and community decisions”

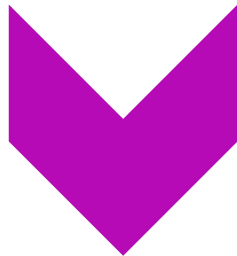
Ban Ki-Moon, UN Secretary-General, on World Statistics Day (2010)



WHAT IS SATELLITE ACCOUNTS ?



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

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

TSA is a powerful advocacy tool for National Tourism Administration

Advocacy (for the first time a measure of tourism's economic importance is objective and credible), especially vis-à-vis other sectors

Opening new avenues of public-private sector cooperation and developing non-traditional partnerships

Identifying the composition of the sector (what industries provide goods and services to visitors and to what extent)

Mainstreaming tourism policy within general evidence-based economic policies

Identifies component industries' dependence on tourism

Suggesting new approaches to destination marketing

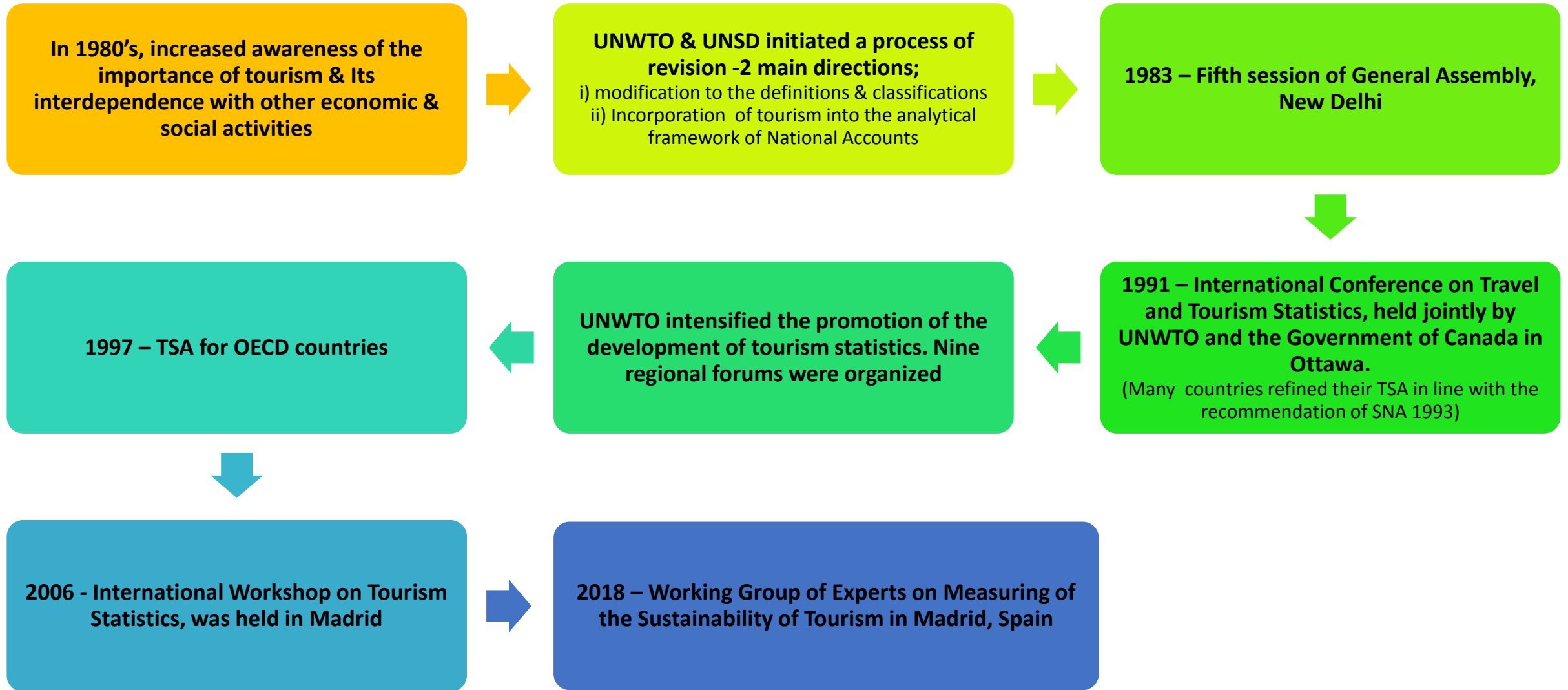
Helps understand how the market is evolving (by providing consistent time series that reflect the composition of demand and supply)

Better understanding and monitoring of the sector from an "industrial" perspective

Helps understand how the market is evolving (by providing consistent time series that reflect the composition of demand and supply)

Facilitating closer inter-departmental liaison and cooperation

Provides input to analysis of the strengths, weaknesses, opportunities and threats, supporting better planning of tourism development



What

- i. A set of account on tourism industry
- ii. Linking the supply and demand of tourism goods and services

Why

- i. Contribute significantly to the economy
- ii. Track the contribution of each tourism activities
- iii. For policy makers

When

Since early 2003 with establishment of TWG and creation of TSA unit in DOSM

References

SNA 2008
TSA: RMF 2008
IRTS 2008

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

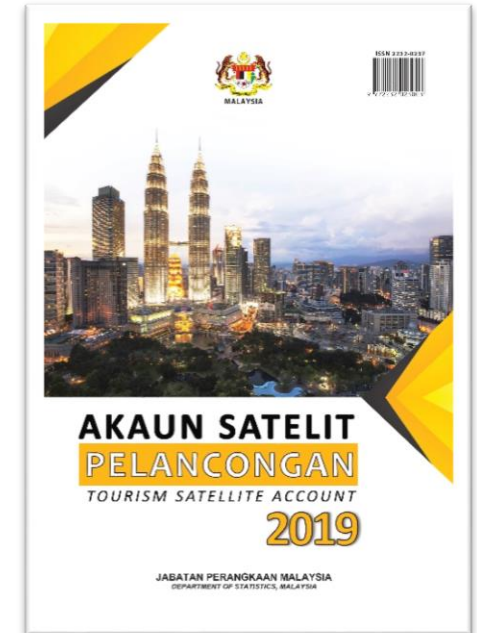
- Published DTS 2007 with official tourism domestic figure for every states (Internal Circulation)

2009-2010

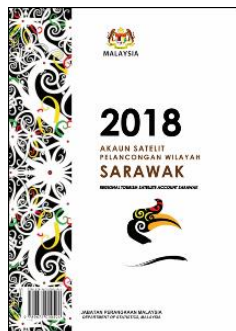
- Published DTS (Public): Reference year 2009
- Limited circulation::
- Publication TSA 2000-2008
- Publication TSA 2000-2009

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
 - TSA2019



Tourism Satellite Account (TSA)



Regional Tourism Satellite Account (RTSA) Sarawak

2 years

Mac – April 2017

- TSA briefing and MTAC Sarawak visit to DOSM
- TSA Sarawak Meeting at the Department Level
- Tourism Satellite Account Sarawak Technical Meeting

October 2017

- Briefing on the Tourism Satellite Account to Sarawak Tourism Industry Players

Jan - Mac 2018

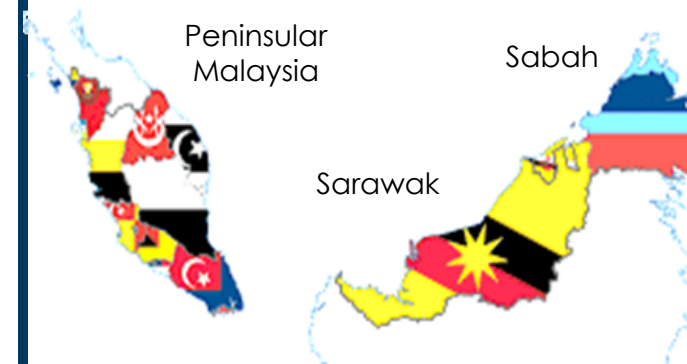
- Steering and Technical Committee Meeting in Sarawak
- Sarawak TSA Technical Committee Meeting at the Department level
- Sarawak *Tourism Statistics Management Steering Committee*

Jun – Dec 2018

- 2nd Sarawak Tourism Statistics Technical
- Discussion between DOSM Sarawak dan MTAC
- Sarawak Tourism Statistic Steering Committee
- Official Visit of TSA Sarawak member of the Steering and Technical Committee
- Sarawak Tourism Statistic Steering Committee No.2/2018

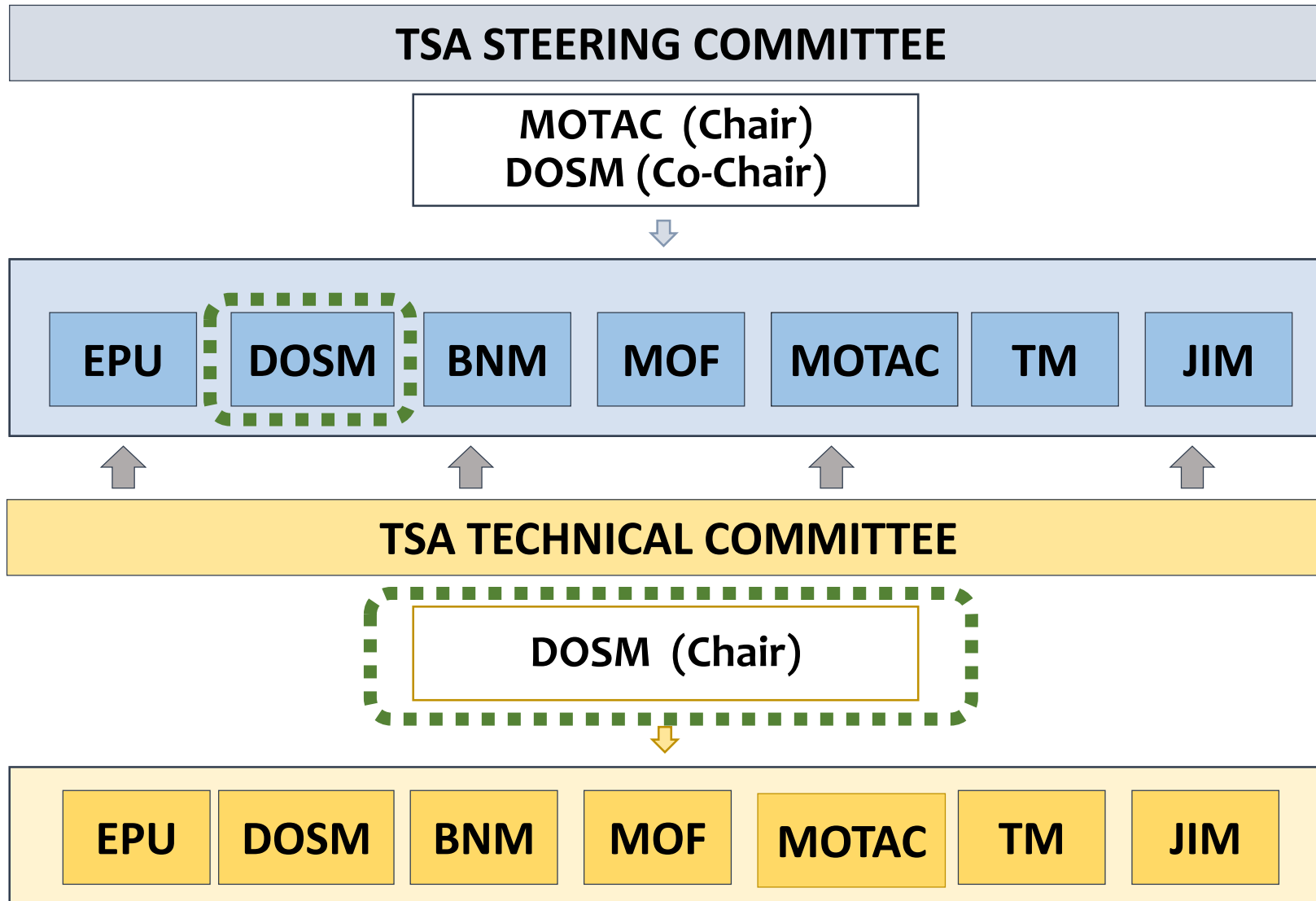
2019

- Discussion session related to TSA Sarawak
- Technical Meetings TSA Sarawak No. 1/2019
- Compilation Technical Discussion RTSA
- Presentation of data and reports to DOSM Management
- Presentation of RTSA Sarawak 2018 findings to the Honorable Minister of MTAC Sarawak
- Launching ceremony of RTSA Sarawak report by the Honorable Minister of MTAC Sarawak on 10 December 2019



3 Regions in Malaysia

- Peninsular Malaysia
- Sarawak
- Sabah



1. Department of Statistics (DOSM)

- National Accounts
- Balance of Payments
- TSA Compilation
- Domestic Tourism Survey

2. Ministry of Tourism & Cultural Malaysia (MOTAC)

- National Planning & Budget

3. Central Bank of Malaysia (BNM)

- Secondary Data & relevant financial indicators

4. Immigration Department of Malaysia (JIM)

- Tourist & Excursionist Arrival Data

5. Economic Planning Unit (EPU)

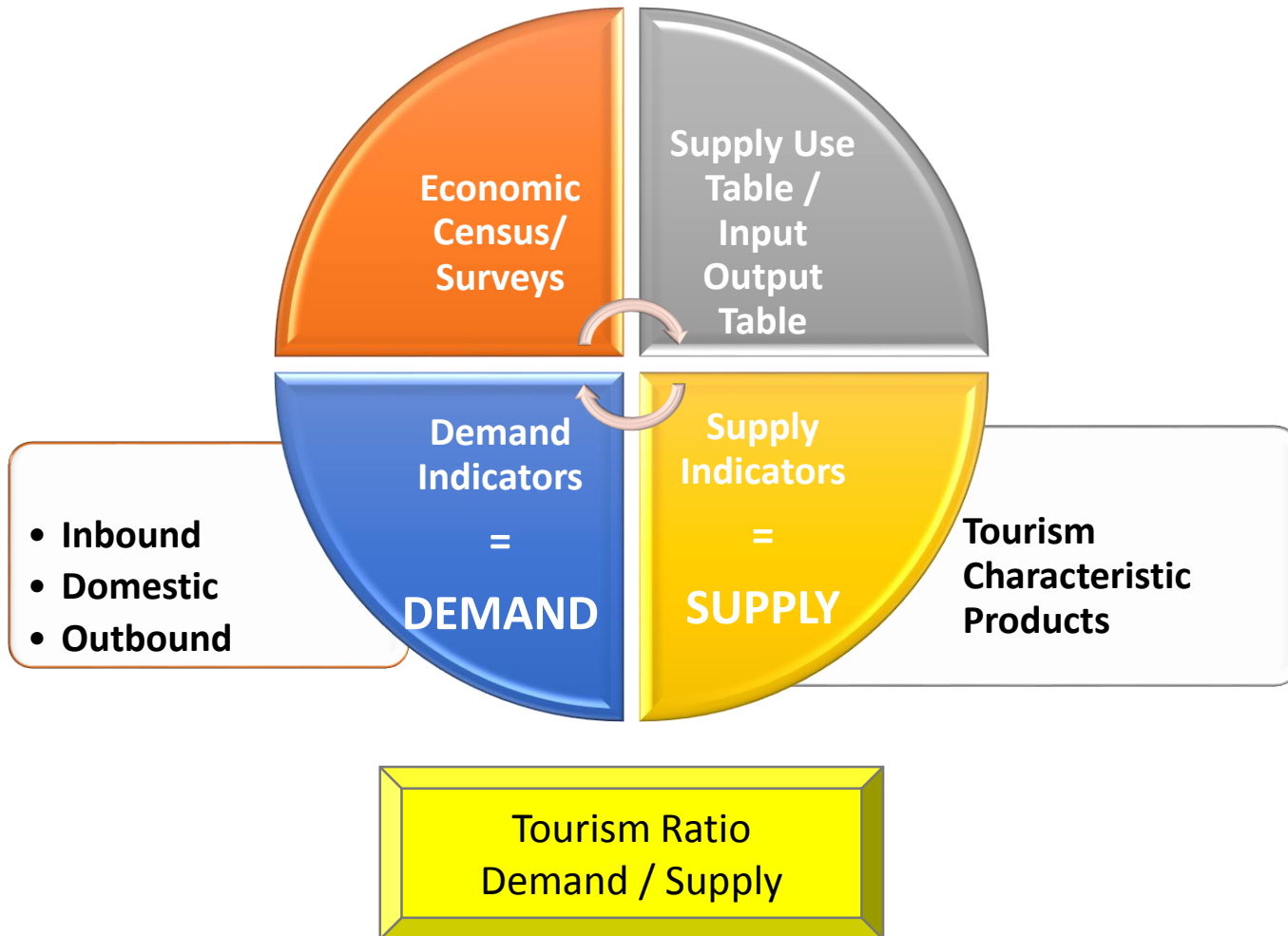
- Preparation of the development plans, both the medium and long-term plans for the country

6. Tourism Malaysia (TM)

- Departing Visitors Survey & Malaysia Outbound Survey

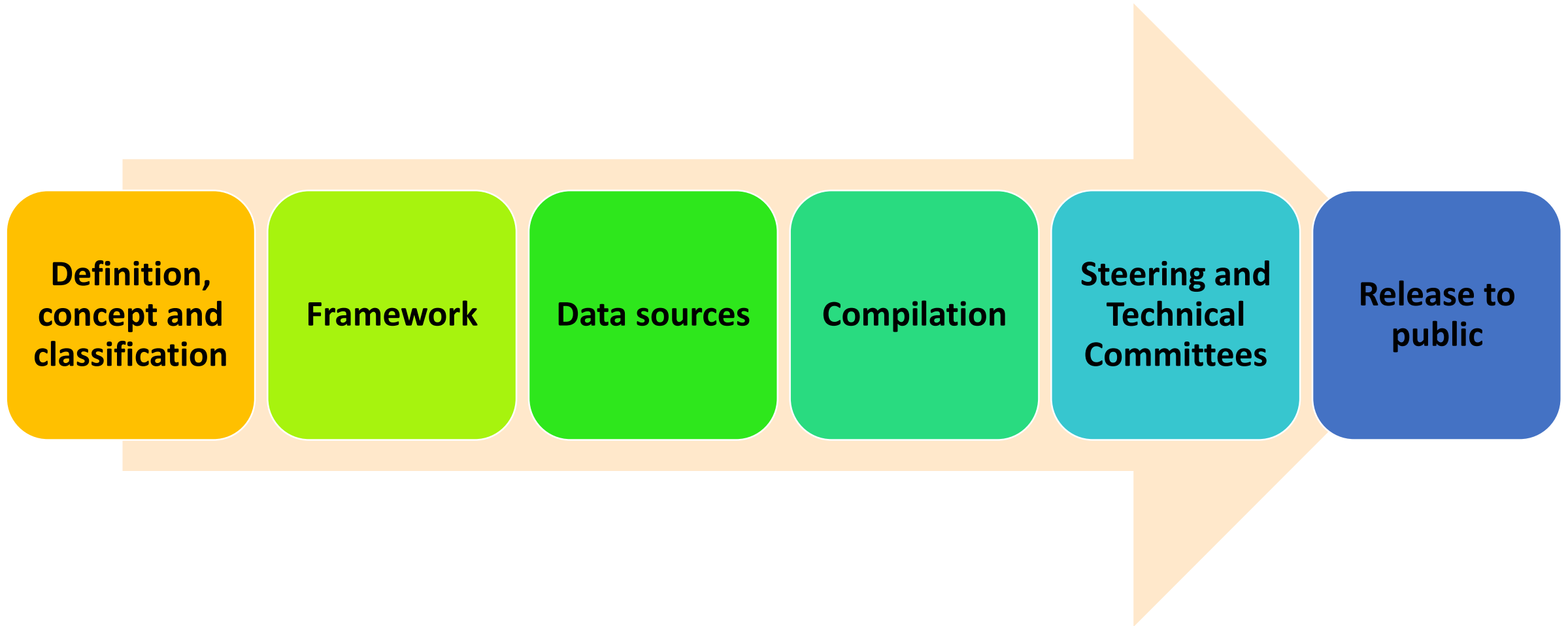
7. Ministry of Finance (MOF)

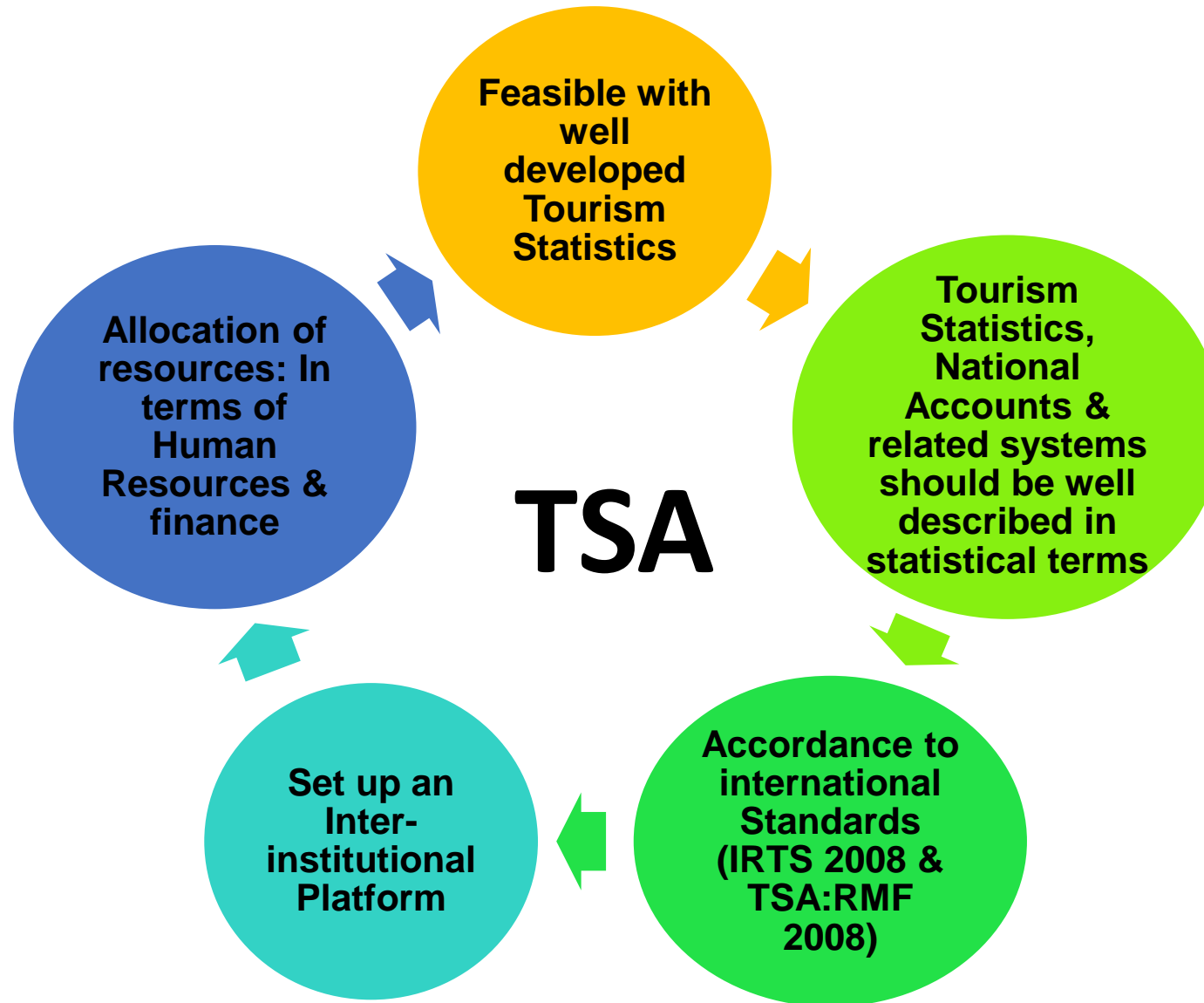
- Annual fiscal budget and issue adequate regulations for its execution

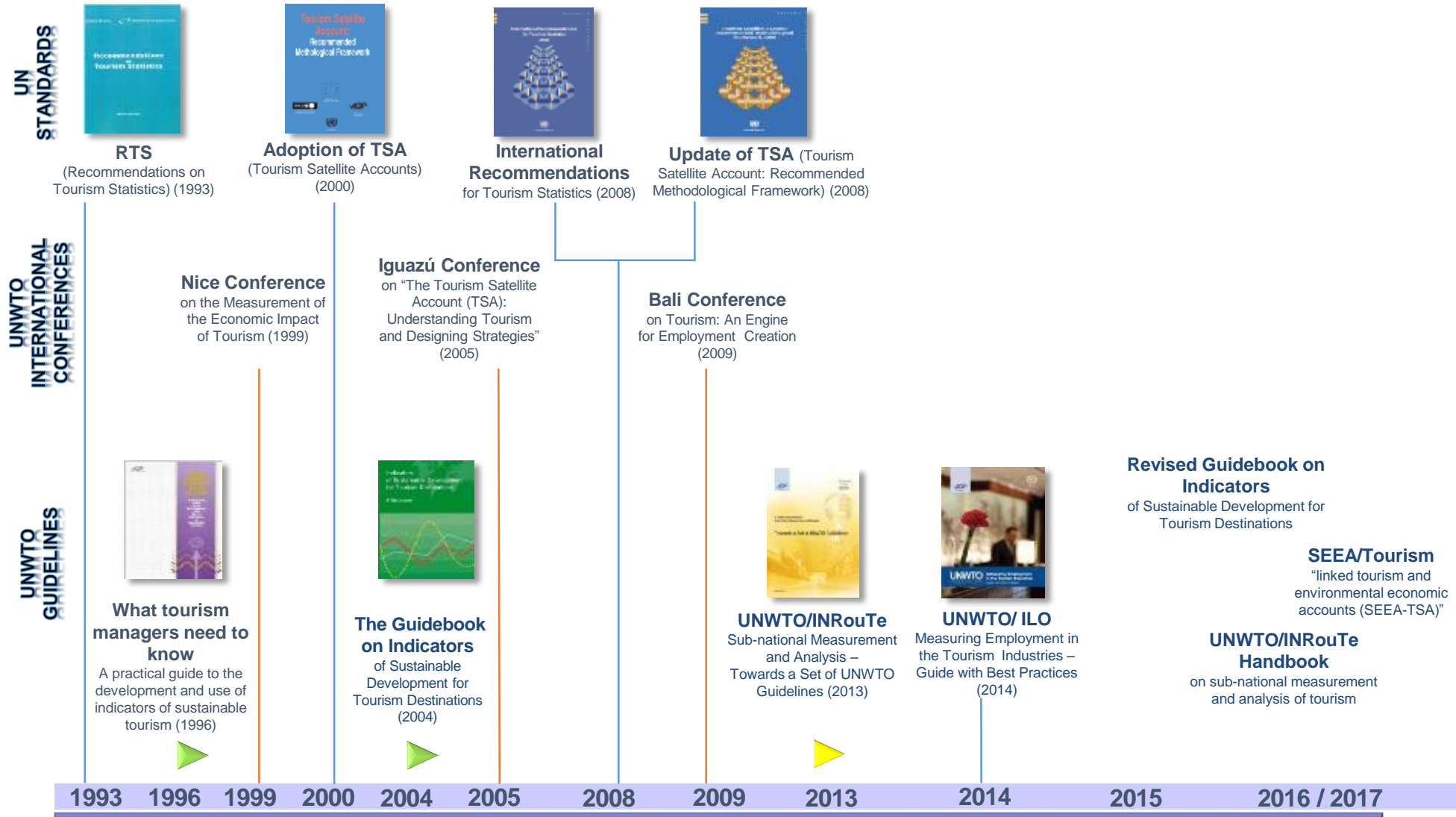


TOURISM CHARACTERISTICS PRODUCTS

- Accommodation services
- Food and beverage serving services
- Passenger transport services
- Travel agencies and other reservation services
- Cultural, sports and recreational services
- Country-specific tourism characteristic goods
- Country-specific tourism characteristic services

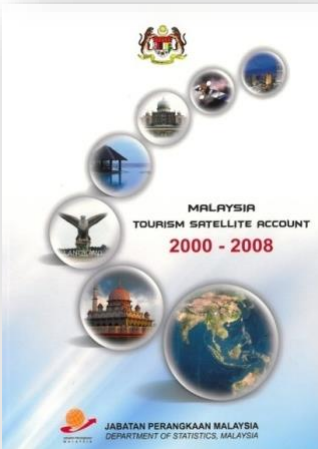
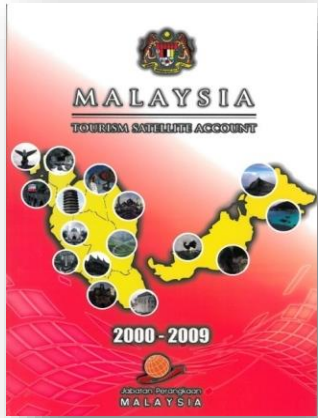




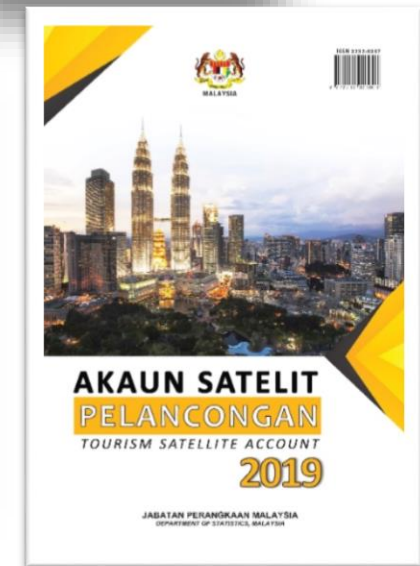
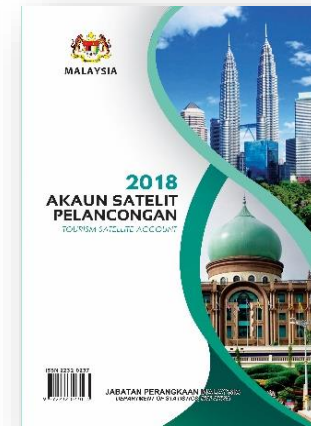
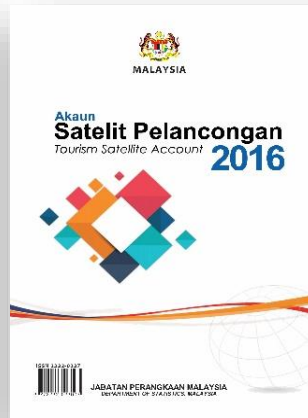
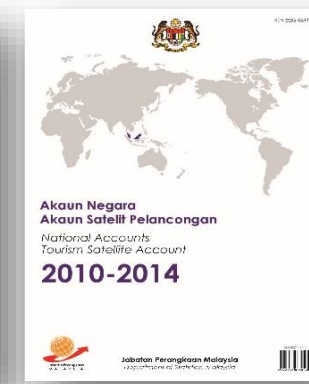
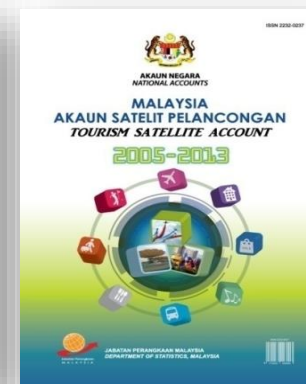
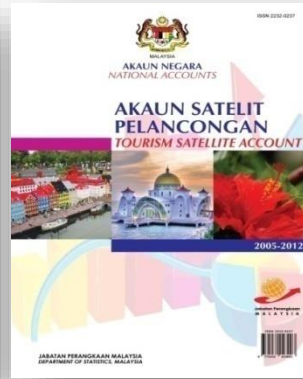
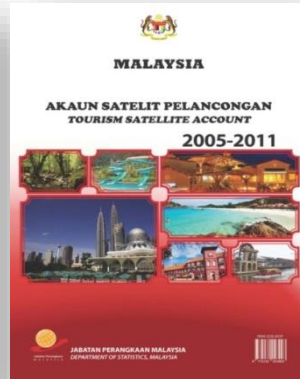
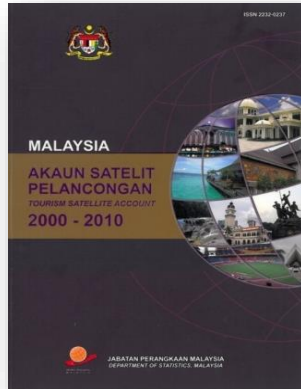


Today

Limited Circulation



Released to Public



BORNEO POST *online*
THE LARGEST ENGLISH NEWS SITE IN BORNEO

Malaysia records 24.7 mln tourist arrivals in 2011

Posted on February 11, 2012, Saturday



OFFICIALLY LAUNCHED: Ng (centre) at the launching of Tourism Satellite Account (TSA) 2000-2010. — Bernama photo

KUALA LUMPUR: Malaysia recorded 24,714,324 tourist arrivals last year, with tourism receipts climbing to RM58.3 billion, a remarkable notch over the previous year.

Launching Ceremony Tourism Satellite Account 2000-2010



Abdul Karim (second right), Hii (right), Mohd Uzir (second left) and Dayang Rozana (left) give the thumbs up for the Sarawak Tourism Satellite Account 2018 at the launching ceremony.

Launching Ceremony Regional Tourism Satellite Account of Sarawak 2019



Tourism Satellite Account 2019

Malaysia's in the midst of implementation the **Measuring the Sustainability of Tourism (MST)** proposed by UNWTO



- The Sustainable Tourism Expert Working Group was established at the Sixth UNWTO International Conference on Tourism Statistics: Sustainable Tourism Measurement in Manila in June 2017.
- Malaysia has been invited to join a subcommittee on the MST Expert Working Group on matters related to the Sustainable Development Goals (SDGs) and the implementation of the MST in Madrid.
- The subgroup structure for the implementation of MST in Malaysia was formed on December 3rd, 2018



To measure progress towards these targets and goals

- SDG 8: Decent work & economic growth
- SDG 12: Responsible consumption & production
- SDG 14: Life below water

To achieve sustainable tourism as a continuous process

Economic

- ❖ Tourist arrivals
- ❖ Tourist arrivals to national park
- ❖ Value added
- ❖ Mode of transport
- ❖ Number of hotel, room and homestay
- ❖ Classification of hotel
- ❖ Number of hospital
- ❖ Tourist receipts
- ❖ Direct economic indicator
- ❖ Number of landing and departing

Social

- ❖ Number of employees
- ❖ Railways statistics
- ❖ Violent crime
- ❖ Broadband penetration rate
- ❖ Utility accessibility

Environment

- ❖ Dams and reservoirs
- ❖ Fauna species
- ❖ Gazetted protected area
- ❖ Forest, peat swamp forest and mangrove forest area
- ❖ Energy
- ❖ Water
- ❖ Air
- ❖ Pollution
- ❖ Environment conservation/rehabilitation

No.	Table	Source (Data Provider)	Related to Recommended MST Table
1.	Tourist arrivals by country 2000-2018	Tourism Malaysia	Table 7.3: Combined Presentation – Demand Perspective
2.	Tourist arrivals by state 2015-2018	DOSM - TSA 2018	Table 7.3: Combined Presentation – Demand Perspective
3.	Tourist arrivals by continent 2015-2018	Tourism Malaysia	Table 7.3: Combined Presentation – Demand Perspective
4.	Visitor arrivals to national park by regional 2015-2018	Tourism Malaysia	Table 7.3: Combined Presentation – Demand Perspective
5.	Tourist Arrivals by mode of transport, Malaysia 2015-2018	Tourism Malaysia	Table 7.3: Combined Presentation – Demand Perspective
6.	Tourist Arrivals by mode of transport by state, 2017-2018	DOSM - DTS 2018	Table 7.3: Combined Presentation – Demand Perspective
7.	Average lengths of stay (ALOS)	Tourism Malaysia	Table 7.3: Combined Presentation – Demand Perspective
8.	Number of hotel supply, 2000-2018	Tourism Malaysia	Table 7.3: Combined Presentation – Demand Perspective
9.	Number of homestay & rooms supply, 2016-2018	Tourism Malaysia	Table 7.3: Combined Presentation – Demand Perspective
10.	Number of hotel & room by classification, 2016-2018	Tourism Malaysia	Table 7.3: Combined Presentation – Demand Perspective

No.	Table	Source (Data Provider)	Related to Recommended MST Table
11.	No. of hotel by classification and state, 2016-2018	Tourism Malaysia	Table 7.3: Combined Presentation – Demand Perspective
12.	Bilangan pendaratan dan berlepas mengikut negeri, 2018	Civil Aviation Authority of Malaysia Malaysia Airport Holding Berhad	Table 7.3: Combined Presentation – Demand Perspective
13.	Bilangan penumpang mengikut negeri, 2018	Civil Aviation Authority of Malaysia Malaysia Airport Holding Berhad	Table 7.3: Combined Presentation – Demand Perspective
14.	Bilangan ketibaan pelancong mengikut negara, 2016-2018	Tourism Malaysia	Table 7.3: Combined Presentation – Demand Perspective
15.	Average occupancy rate (AOR)	Tourism Malaysia	Table 7.3: Combined Presentation – Demand Perspective
16.	Number of hospital & bed by state, 2018	Ministry of Health, Malaysia	Table 7.3: Combined Presentation – Demand Perspective
17.	Number of clinics by state, 2018	Ministry of Health, Malaysia	Table 7.3: Combined Presentation – Demand Perspective
18.	Total receipts of tourist	DOSM - TSA	Table 7.1: Combined Presentation – Economic Dimension for Tourism Industries
19.	Total receipts of visitor	DOSM - DTS 2018	Table 7.1: Combined Presentation – Economic Dimension for Tourism Industries
20.	Total receipts of health tourism, 2015-2018	Malaysia Health care Tourism Council (MHTC)	Table 7.1: Combined Presentation – Economic Dimension for Tourism Industries
21.	Direct economy indicator, 2015-2018	DOSM - TSA 2018	Table 7.1: Combined Presentation – Economic Dimension for Tourism Industries

No.	Table	Source (Data Provider)	Related to Recommended MST Table
1.	Number of employees, 2005-2018	DOSM - TSA 2018	Table 7.1: Combined Presentation – Economic Dimension for Tourism Industries
2.	Railway statistics, Malaysia, 2014-2018	Malayan Railways Limited and Sabah State Railway Department	Table 7.1: Combined Presentation – Economic Dimension for Tourism Industries
3.	Broadband penetration rate per 100 inhabitants by state (%), Malaysia, 2018	Malaysian Communications and Multimedia Commission	Table 7.1: Combined Presentation – Economic Dimension for Tourism Industries
4.	Number of passengers for Rail Services, KTM Commuter, Electric Train Services (ETS) and Light Rail Transit (LRT) Services, Malaysia, 2018	RAPID and Malayan Railways Limited	Table 7.3: Combined Presentation – Demand Perspective
5.	Percentage of households by type of water supply, state and strata, Malaysia, 2016	DOSM - Household Income Survey	Table 1: Tourism Industries Water Flow Account
6.	Percentage of households by accessibility to electricity supply, state and strata, Malaysia, 2016	DOSM - Household Income Survey	Table 2: Tourism Industries Energy Flow Account

No.	Table	Source (Data Provider)	Related to Recommended MST Table
1.	Dams and reservoirs in Malaysia	National Coastal Erosion Study Malaysia (2015) Department of Irrigation and Drainage	Table 6: Tourism Land Account
2.	Number of known fauna species by category, Peninsular Malaysia, 2014-2018	Department of Wildlife and National Parks Peninsular Malaysia and National Parks	Table 6: Tourism Land Account
3.	Endemic fauna species by class, Peninsular Malaysia, 2014-2018	Department of Wildlife and National Parks Peninsular Malaysia and National Parks	Table 6: Tourism Land Account
4.	Gazetted protected area, Peninsular Malaysia, 2013	DOSM – Compendium of Environment Statistics	Table 6: Tourism Land Account
5.	Gazetted protected area, Sabah, 201	DOSM – Compendium of Environment Statistics	Table 6: Tourism Land Account
6.	Totally protected area, Sarawak, 2013	DOSM – Compendium of Environment Statistics	Table 6: Tourism Land Account
7.	Gazetted protected area of marine park, Malaysia, 2013	DOSM – Compendium of Environment Statistics	Table 6: Tourism Land Account
8.	Forested and non-forested areas, Malaysia, 2014	Ministry of Water, Land and Natural Resources	Table 6: Tourism Land Account
9.	Area of permanent reserved forest, Malaysia, 2014	Ministry of Water, Land and Natural Resources	Table 6: Tourism Land Account
10.	Area of peat swamp forest by state, Malaysia, 2014	Ministry of Water, Land and Natural Resources	Table 6: Tourism Land Account

No.	Table	Source (Data Provider)	Related to Recommended MST Table
11.	Area of mangrove forest by state, Malaysia, 2014	Ministry of Water, Land and Natural Resources	Table 6: Tourism Land Account
12.	Forest area licensed for harvesting by state, Malaysia, 2014	Ministry of Water, Land and Natural Resources	Table 6: Tourism Land Account
13.	Monthly minimum and maximum API, Malaysia, 2018	Department of Environment	Table 2: Tourism Industries Energy Flow Account
14.	Total primary energy supply by fuel type, Malaysia, 2013-2017	Department of Environment	Table 2: Tourism Industries Energy Flow Account
15.	Final energy consumption by fuel type, Malaysia, 2013-2017	Department of Environment	Table 2: Tourism Industries Energy Flow Account
16.	Final energy consumption by sector, Malaysia, 2013-2017	Department of Environment	Table 2: Tourism Industries Energy Flow Account
17.	Renewable energy percentage, Malaysia, 2013-2017	Department of Environment	Table 2: Tourism Industries Energy Flow Account
18.	Energy intensity and energy consumption, Malaysia, 2013-2017	Department of Environment	Table 2: Tourism Industries Energy Flow Account
19.	Supply of raw water extracted directly from rivers by state, Malaysia, 2014-2018	Ministry of Water, Land and Natural Resources and National Water Service Commissions	Table 1: Tourism Industries Water Flow Account

No.	Table	Source (Data Provider)	Related to Recommended MST Table
20.	Supply of raw water from storage dams by state, Malaysia, 2014-2018	Ministry of Water, Land and Natural Resources and National Water Service Commissions	Table 1: Tourism Industries Water Flow Account
21.	Supply of raw groundwater by state, Malaysia, 2014-2018	Ministry of Water, Land and Natural Resources and National Water Service Commissions	Table 1: Tourism Industries Water Flow Account
22.	Metered water consumption by sector and state, Malaysia, 2014-2018	Ministry of Water, Land and Natural Resources and National Water Service Commissions	Table 1: Tourism Industries Water Flow Account
23.	Population with treated piped water by state and strata, Malaysia, 2015-2018	National Water Service Commissions	Table 1: Tourism Industries Water Flow Account
24.	Percentage of households access with electricity supply by state and strata, Malaysia, 2016	Ministry of Water, Land and Natural Resources and National Water Service Commissions	Table 2: Tourism Industries Energy Flow Account
25.	Electricity generated by region and station, Malaysia, 2014-2018	Tenaga Nasional Berhad, Sabah Electricity Sdn Bhd., Sarawak Energy Berhad and Independent Power Producer (IPP)	Table 2: Tourism Industries Energy Flow Account
26.	Electricity supplied and consumed, Malaysia, 2014-2018	Tenaga Nasional Berhad, Sabah Electricity Sdn Bhd., Sarawak Energy Berhad and Independent Power Producer (IPP)	Table 2: Tourism Industries Energy Flow Account

No.	Table	Source (Data Provider)	Related to Recommended MST Table
27.	Air quality status by station, 2018	Department of Environment	Table 3: Tourism Industries GHG Emissions Account
28.	Monthly average concentration of Ground Level Ozone in the air, Malaysia, 2018	Department of Environment	Table 3: Tourism Industries GHG Emissions Account
29.	Number of fire incidents by states, Malaysia, 2014-2018	Ministry of Housing and Local Government	Table 3: Tourism Industries GHG Emissions Account
30.	Number of flood incident reported by state, Malaysia, 2014-2018	Department of Irrigation and Drainage	Table 4: Tourism Industries Solid Waste Account
31.	Oil spill incidents at sea, Malaysia, 2014-2018	Department of Environment	Table 4: Tourism Industries Solid Waste Account
32.	Distribution of coastal erosion areas in Malaysia, 2018	Department of Irrigation and Drainage	Table 4: Tourism Industries Solid Waste Account
33.	Forest resource development and environmental conservation/rehabilitation, Peninsular Malaysia, 2014	Ministry of Water, Land and Natural Resources	Table 6: Tourism Land Account
34.	Forest resource development, Sabah, 2014	Ministry of Water, Land and Natural Resources	Table 6: Tourism Land Account
35.	Forest resource development, Sarawak, 2014	Department of Environment	Table 6: Tourism Land Account
36.	Compliance on enforcement of black smoke emission by type of vehicles, Malaysia, 2014-2018	Department of Environment	Table 4: Tourism Industries Solid Waste Account



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THANK YOU

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