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SYSTEM OF TOURISM STATISTICS

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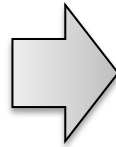
TECHNICAL WORKING GROUP OF TOURISM SATELLITE ACCOUNT

6

GENERAL FRAMEWORK OF TOURISM SATELLITE ACCOUNT

Introduction

Measure the performance of an economy



- i) Measure ordinary activity at industry level
- ii) Incomprehensive information on products



Satellite Accounts



Supply & Use Table



Sequence of Accounts

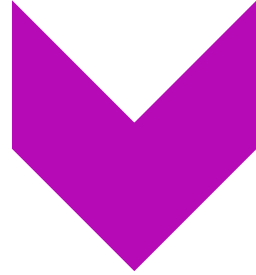
Introduction



**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

Types of Satellite Accounts

1st Type

Rearrangement and reclassification of the information that already exist in the SNA

- **Tourism**
- **Health**
- **Education**
- **Agriculture**
- **Non-Profit Institutions (NPIs)**

2nd Type

Activity beyond the production or asset boundary

- **Environment**
- **Household**
- **Human Resources**
- **Research & Development**

Historical Development of TSA

In 1980's, increased awareness of the importance of tourism & its interdependence with other economic & social activities

UNWTO & UNSD initiated a process of revision -2 main directions;

i) modification to the definitions & classifications

ii) Incorporation of tourism into the analytical framework of National Accounts

1983 – Fifth session of General Assembly, New Delhi

1991 – International Conference on Travel and Tourism Statistics, held jointly by UNWTO and the Government of Canada in Ottawa

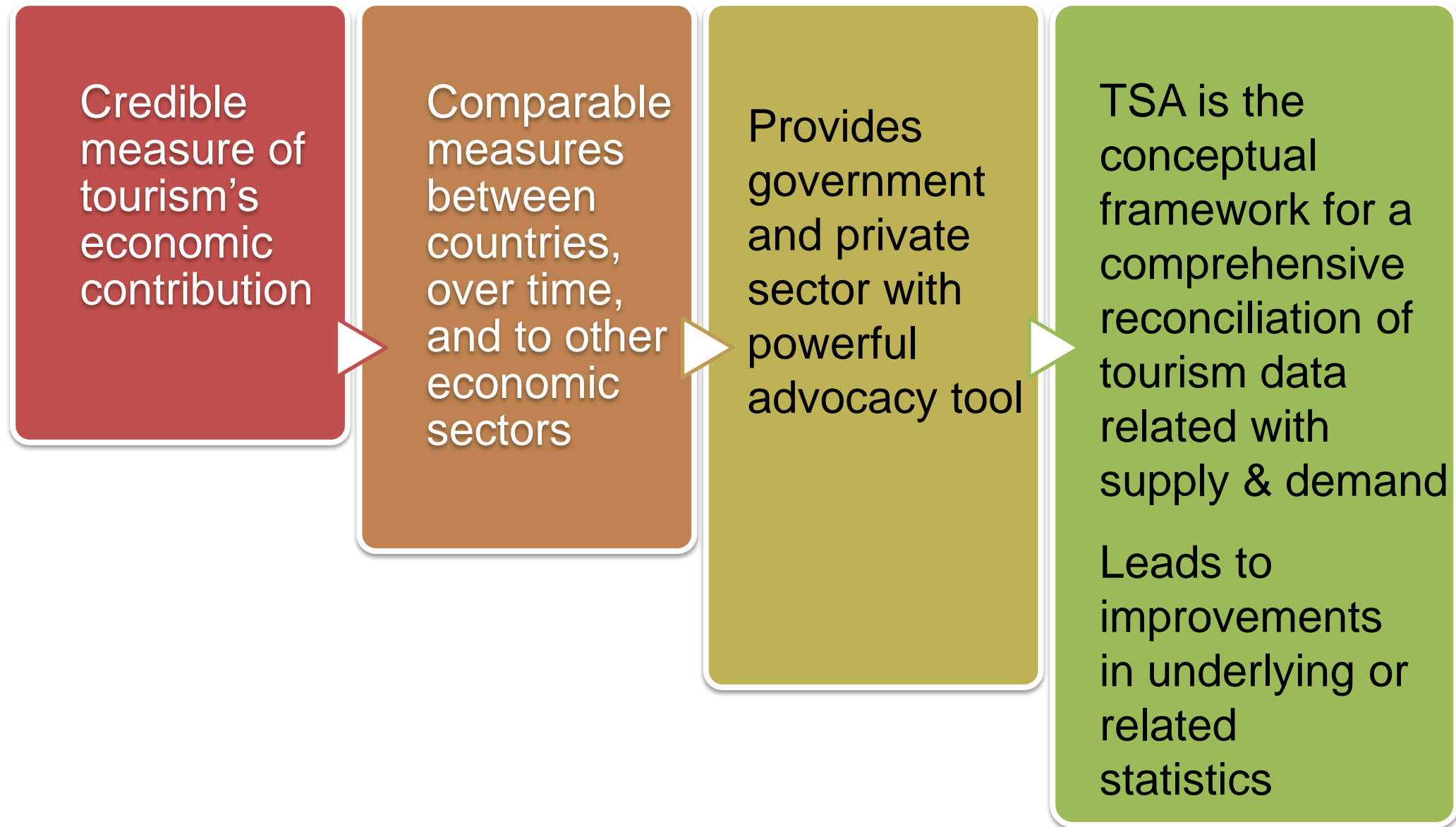
- Many countries refined their TSA in line with the recommendation of SNA 1993

UNWTO intensified the promotion of the development of tourism statistics. Nine regional forums were organised

1997 – TSA for OECD countries

2006 - International Workshop on Tourism Statistics, was held in Madrid

THE IMPORTANCE OF TSA



BENEFITS TO PUBLIC SECTORS

TSA is a powerful advocacy tool for National Tourism Administration

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

Mainstreaming tourism policy within general evidence-based economic policies

Suggesting new approaches to destination marketing

Better understanding and monitoring of the sector from an “industrial” perspective

Facilitating closer inter-departmental liaison and cooperation

BENEFITS TO PRIVATE SECTORS

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

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

Identifies component industries' dependence on tourism

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

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

Development of Tourism Satellite Account In Malaysia

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

Establishment of Tourism Satellite Account In Malaysia

Chapter 8: Realising Tourism Potential

9th Malaysia Plan, 2006-2010

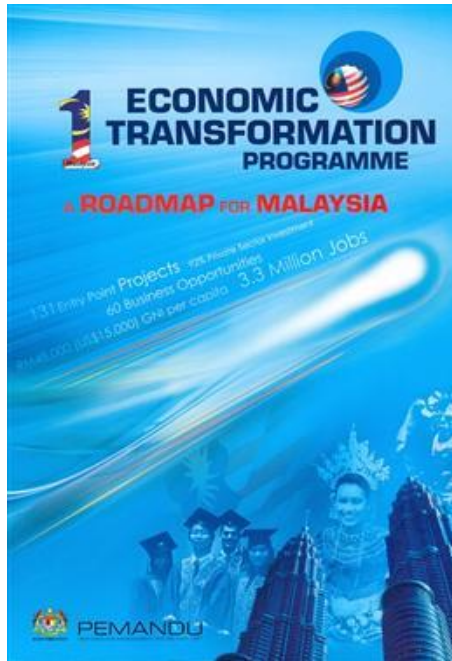
In addition, the Tourism Satellite Account (TSA) will be fully developed.

The TSA mechanism will, among others, be able to quantify the contribution of the tourism sector to economic growth, incomes and investments in order to support subsequent policy making and readjustment of strategies and programmes for the tourism industry.



Establishment of Tourism Satellite Account In Malaysia

Economic Transformation Programme



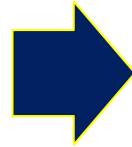
Through the Tourism NKEA, collaborative efforts between the Ministry of Tourism and Culture, other Government agencies, and the private sector, have been enhanced to help secure Malaysia's position as a leading tourist destination, focusing on leisure and business tourism.

Twelve EPPs, clustered under the five themes of affordable luxury, nature adventure, family fun, events, entertainment and business tourism, were introduced in this NKEA to help meet the country's targets by 2020.

Chronology of Tourism Satellite Account

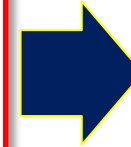
2003-2004

- IAPG Tourism meeting
- Established TWG
- Proposal to create TSA unit in DOSM
- Mid term review 8th Malaysia Plan



2005-2006

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



2007-2008

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



2013-2015

Latest Publications:

- ✓ TSA 2005-2012
- ✓ TSA 2005-2013
- ✓ TSA 2010-2014
- ✓ TSA 2010-2015



2011-2012

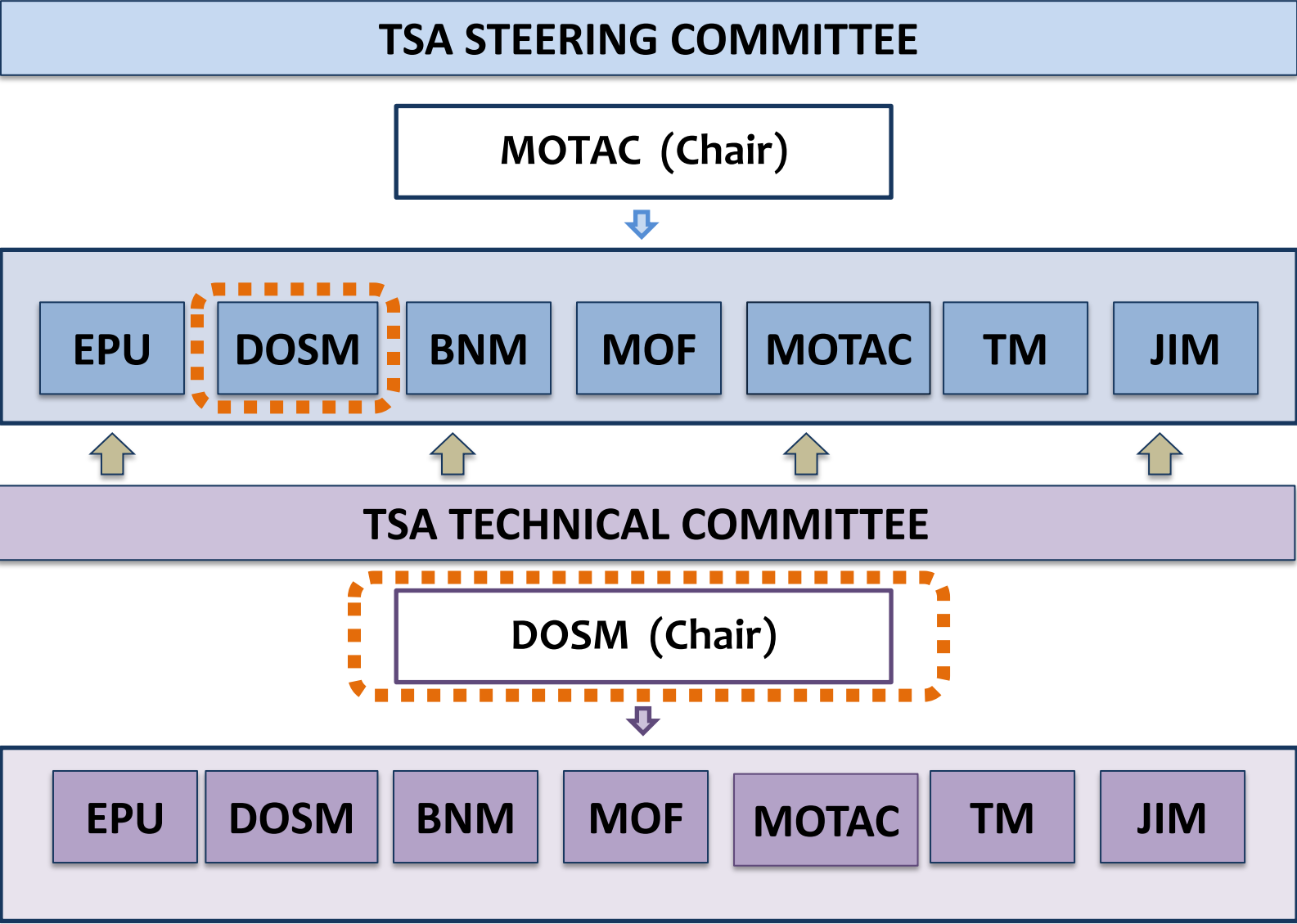
- Endorsement to release TSA to the public :
 - ✓ TSA 2000-2010 released to public
 - ✓ TSA 2000-2011 released to public



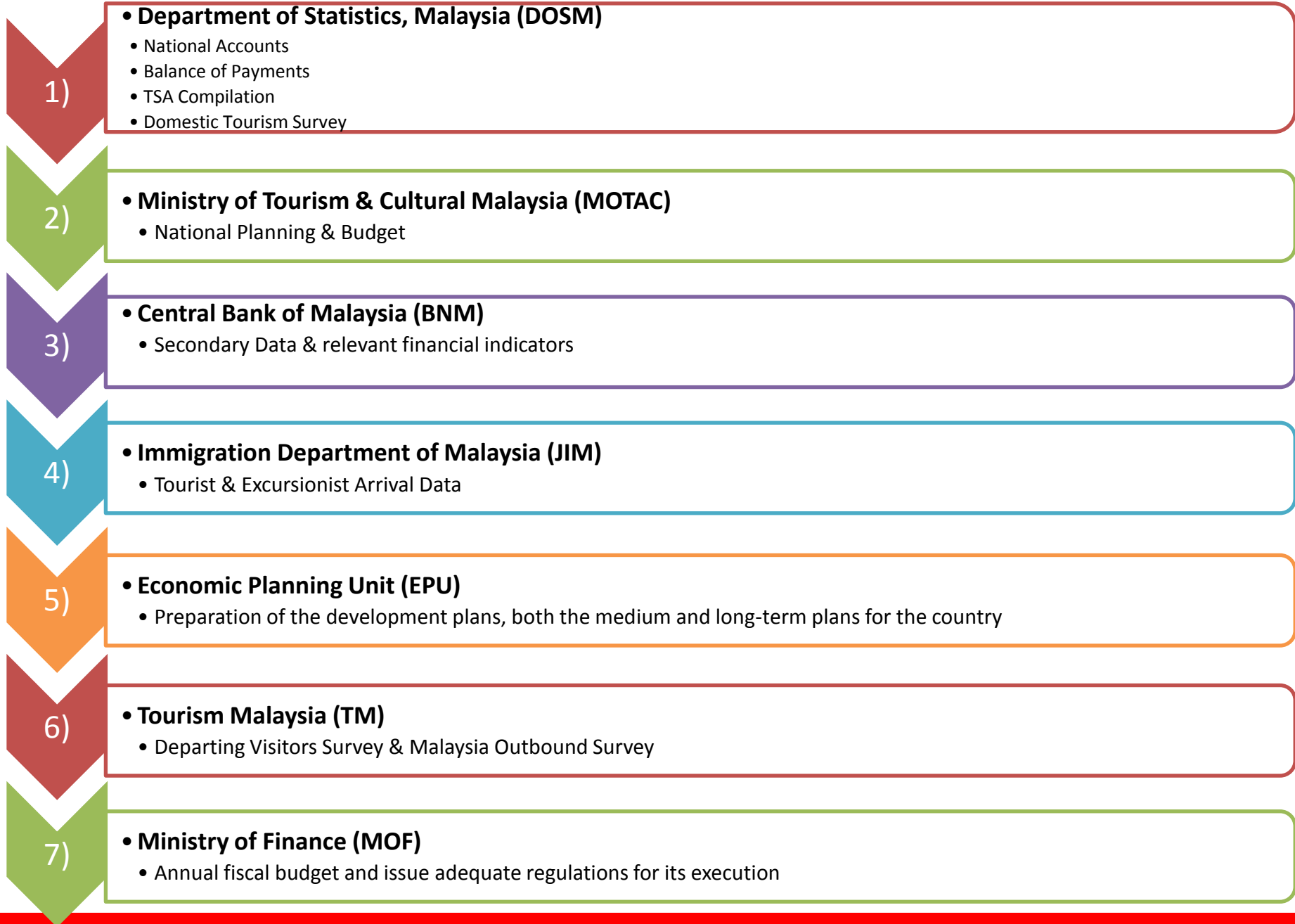
2009-2010

- Published DTS (Public): Reference year 2009
- Published TSA :
 - ✓ 2000-2008 (Limited Circulation)
 - ✓ 2000-2009 (Limited Circulation)

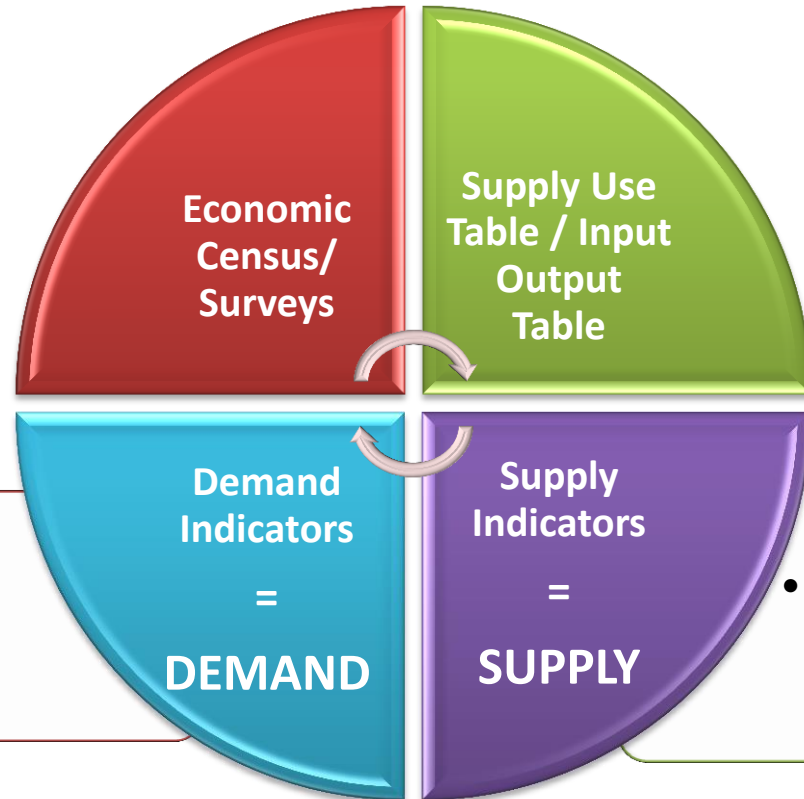
Initial Technical Working Group of TSA in Malaysia



Functions/ Role of Other Agencies



General Framework of Tourism Satellite Account



- Inbound
- Domestic
- Outbound

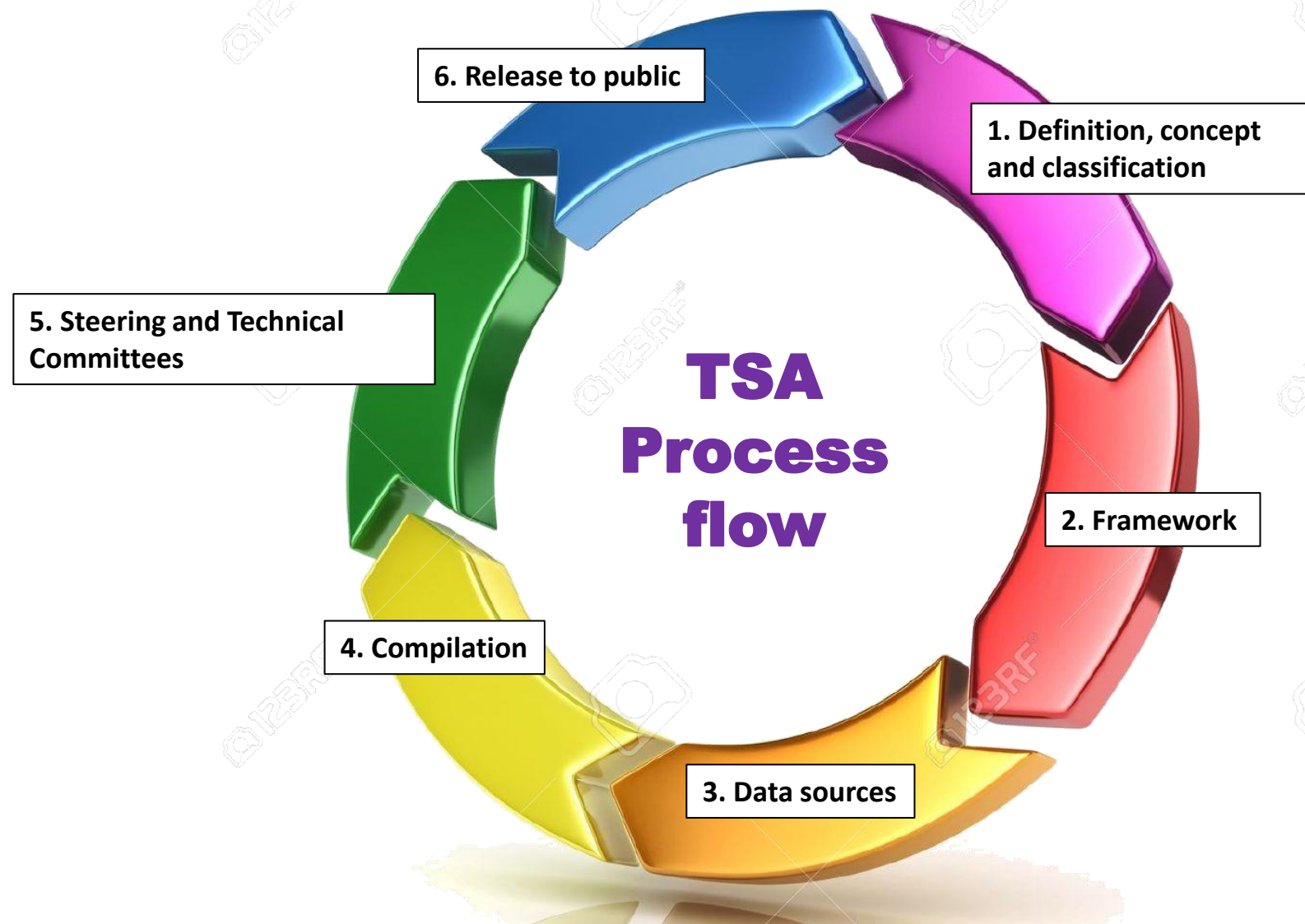
- Tourism Characteristic Products

Tourism Ratio
Demand / Supply

TOURISM CHARACTERISTICS PRODUCTS

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

Process of TSA Compilation



Currently Available TSA Tables

TABLE 1	• INBOUND TOURISM EXPENDITURE
TABLE 2	• DOMESTIC TOURISM EXPENDITURE
TABLE 3	• OUTBOUND TOURISM EXPENDITURE • Aggregated tables (Visitors Expenditure)
TABLE 4	• INTERNAL TOURISM CONSUMPTION
TABLE 5	• PRODUCTION ACCOUNTS OF TOURISM INDUSTRIES
TABLE 6	• TOTAL SUPPLY AND CONSUMPTION
TABLE 7	• EMPLOYMENT IN THE RELATED TOURISM INDUSTRIES
TABLE 8	• TOURISM GROSS FIXED CAPITAL FORMATION OF TOURISM INDUSTRIES AND OTHER INDUSTRIES
TABLE 9	• TOURISM COLLECTIVE CONSUMPTION BY PRODUCTS AND LEVELS OF GOVERNMENT
TABLE 10	• NON-MONETARY INDICATORS

MAIN FOCUS

INTERNAL
CIRCULATION

Media Coverage

Published: Friday February 10, 2012 MYT 1:36:00 PM

Updated: Friday February 10, 2012 MYT 1:40:24 PM

Move to reduce, stop flights will cost tourism industry billions of ringgit

By NG CHENG YEE

KUALA LUMPUR: The move by [Malaysia Airlines](#) and [AirAsia X](#) to reduce or discontinue flights to international and regional destinations will cost the country's tourism industry billions of ringgit in revenue, said [Tourism Minister Datuk Seri Dr Ng Yen Yen](#).

She said this move would lead to a drop in tourist arrivals and thus, cause a decrease in tourist receipts.

To overcome this, she said the ministry would target tourists who would stay longer and spend more when visiting Malaysia.

Dr Ng was speaking at the launch of the Malaysia Tourism Satellite Account (TSA) here Friday. The TSA is a set of accounts in the industry to track the contribution of each tourism activity.



February 10, 2012 18:26 PM

MALAYSIA RECORDS 24.7 MILLION TOURIST ARRIVALS IN 2011

KUALA LUMPUR, Feb 10 (Bernama) -- Malaysia recorded 24,714,324 tourist arrivals last year, with tourism receipts climbing to RM58.3 billion, a remarkable notch over the previous year.

In 2010, 24,577,196 arrivals were recorded with RM56.5 billion in tourism receipts.

Tourism Minister Datuk Seri Dr Ng Yen Yen has attributed the showing to be in line with the Malaysia Tourism Plan 2020 target of achieving 36 million tourist arrivals and RM168 billion in tourism receipts by 2020.

She said double-digit growth in arrivals were recorded mainly from medium and long-haul countries like Kazakhstan, New Zealand, Russia, Iran, South Africa, France, Myanmar, Taiwan, China and Brunei.

"Kazakhstan arrivals surged by 65.9 per cent, boosted by the thrice weekly direct Air Astana flights from Almaty to Kuala Lumpur," she told reporters after launching the Tourism Satellite Account (TSA) 2000-2010 here today.

Dr Ng said, other markets showing strong growth included New Zealand -- up by 23 per cent -- which benefitted from the opening of the Tourism Malaysia office in Auckland in May, last year.

The minister said Russian tourist arrivals saw an increase of 21.3 per cent on the back of strong promotional efforts in Russia, as well as the weekly Trans Aero flights which started in December.

She explained that the 25 million tourist arrival target set for 2011 could not be achieved due to a decline in tourist arrivals from countries like Indonesia, Thailand, Japan and the Philippines.

"Indonesia showed a decline of 14.8 per cent due to the abolition of its fiscal fee which allowed Indonesian travellers to go abroad without making a stop-over in Malaysia.

"The number of tourists from Japan was down by seven per cent due to the tsunami, Thailand due to the floods and Middle East countries due to the Arab Spring, which all happened last year," noted Dr Ng.

On the TSA 2000-2010, she said it was a set of accounts on the tourism industry conducted by the Statistics Department.

Dr Ng said Malaysia was the third country in Asean, after Indonesia and the Philippines, to implement the TSA, besides being in an exclusive club of 39 countries which currently used the TSA.

"The ministry will use the TSA results to initiate policies and marketing strategies to turn Malaysia into a premier international tourist destination."

— BERNAMA

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

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Columns Home > Metro > SMEBiz > Columns

Monday, 30 January 2017

The bad and the good this CNY

BY COMMENT HO WAH FOON



Retailers are expecting a tough year but demand will be buoyed by tourism.

OVER a recent weekend, I was hesitating as to whether or not I should go to Petaling Street (Chinatown) to do some more marketing of festive goodies before

I left Chinatown feeling a bit down. What has happened to Chinatown? Where have all the regular customers gone? Why was the place so quiet, unlike previous years?

Tourism Satellite Account Malaysia 2015

Gross Value Added Of Tourism Industries

Mainly contributed by:

- 43.6%** Retail trade
- 15.7%** Food & beverage
- 13.3%** Accommodation

Total Gross Value Added
Of Tourism Industries
RM166bil

Share
to GDP
14.4%

Domestic Tourism Expenditure

Mainly contributed by:

- 38.3%** Shopping
- 19.0%** Automotive fuel
- 15.4%** Food & beverage

Total Domestic Tourism
Expenditure
RM61bil

Growth
9.0%

Source: Department of Statistics

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THANK YOU