

# Session 6

# TOURISM INDUSTRY STATISTICS

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# Outline



**1** INTRODUCTION

**2** FRAMEWORK OF TSA TABLES

**3** INGREDIENTS IN DEVELOPING TABLE 5 AND TABLE 6

**4** CALCULATING AND MEASURING TOURISM INDUSTRIES

**5** GENERAL FRAMEWORK

# INTRODUCTION

The complete Tourism Satellite Account provides (RMF 2008-para 1.15):

1. **Macroeconomic aggregates** that describe the size and the direct economic contribution of tourism, such as tourism direct gross value added (TDGVA) and tourism direct gross domestic product (TDGDP), consistent with similar aggregates for the total economy and for other productive economic activities and functional areas of interest;
2. **Detailed data on tourism consumption**, a more extended concept associated with the activity of visitors as consumers, and a description of how this demand is met by domestic supply and imports, integrated within tables derived from supply and use tables which can be compiled both at current and constant prices;
3. **Detailed production accounts** of the tourism industries, including data on employment, linkages with other productive economic activities and gross fixed capital formation;
4. **Link between economic data and non-monetary** information on tourism, such as number of trips (or visits), duration of stay, purpose of trip, modes of transport, etc., which is required to specify the characteristics of the economic variables.

# **TOURISM: EXPENDITURE AND CONSUMPTION**

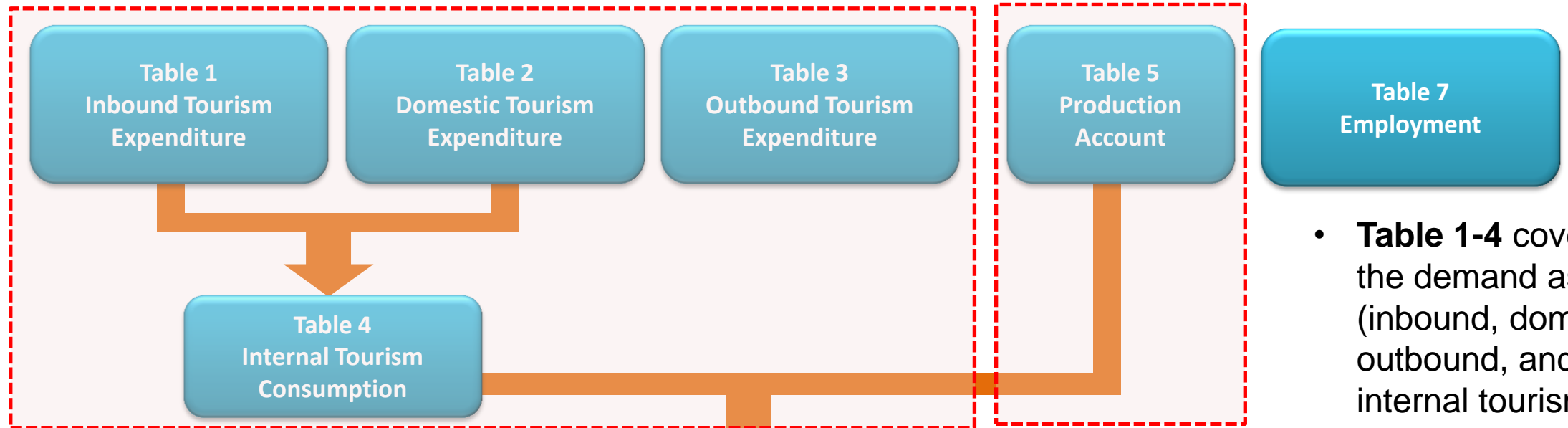
Tourism Expenditure	Tourism Consumption
<ul style="list-style-type: none"><li>• amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips</li><li>• It includes expenditure by visitors themselves as well as expenses that are paid for or reimbursed by others (see IRTS 2008, para.4.2)</li></ul>	<ul style="list-style-type: none"><li>• beyond of tourism expenditure</li><li>• amount paid which corresponds to monetary transactions (the focus of tourism expenditure)</li><li>• also includes services associated with<ul style="list-style-type: none"><li>i. vacation accommodation on own account</li><li>ii. tourism social transfers in kind</li><li>iii. other imputed consumption</li></ul></li></ul>
<p>The first three TSA tables use the concept of tourism expenditure</p>	<ul style="list-style-type: none"><li>• The concept of tourism consumption will be used in the TSA in tables 4 and 6</li><li>• will be the basis for the compilation of Tourism Direct Gross Value Added (TDGVA) and Tourism Direct Gross Domestic Product (TDGDP)</li></ul>

# STRUCTURE OF TSA

Demand



Supply



- **Table 1-4** covers the demand aspect (inbound, domestic, outbound, and internal tourism)
- **Table 5** covers the supply aspect (production account)
- **Table 6** is considered the “core” table reconciling supply and demand.

**Jadual Table 4:** Penggunaan pelancongan internal bagi pelawat mengikut produk  
Internal tourism consumption of visitors by products

Produk Products	2010	2011	2012	2013	2014*	2015*
	RM Juta RM Million					
Perkhidmatan penginapan Accommodation services	20,679.6	22,032.2	23,126.4	25,342.3	27,591.2	23,689.7
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	13,997.9	14,991.3	15,861.4	16,066.8	19,371.9	18,905.7
Perkhidmatan pengangkutan penumpang Passenger transport services	14,863.8	15,638.8	16,019.7	21,469.4	22,204.4	18,200.6
Perkhidmatan agensi pelancongan dan penempatan lain Travel agencies and other reservation services	2,813.7	3,190.6	2,955.2	3,142.9	3,593.1	5,204.6
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2,217.4	2,887.5	2,551.6	2,982.9	2,649.0	3,759.5
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	6,099.4	6,816.6	7,350.9	9,641.6	10,945.7	11,480.5
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	25,932.0	31,465.7	34,365.6	36,425.1	42,922.7	45,587.6
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	4,029.4	4,557.7	5,608.4	5,636.7	6,336.5	7,769.1
<b>Jumlah Total</b>	<b>90,653.3</b>	<b>101,521.5</b>	<b>107,838.0</b>	<b>120,327.7</b>	<b>135,614.5</b>	<b>134,597.2</b>
<b>Perubahan peratus tahunan Annual percentage change</b>		<b>-</b>	<b>12.0</b>	<b>6.2</b>	<b>12.1</b>	<b>-0.8</b>

**Jadual Table 6:** Jumlah perolehan dan penggunaan pelancongan mengikut jenis produk  
Total supply and tourism consumption by type of products

Produk Products	2010	2011	2012	2013	2014*	2015*
	RM Juta RM Million					
Perkhidmatan penginapan Accommodation services	21,673.7	23,036.1	24,377.6	25,776.1	27,771.4	28,688.9
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	33,339.9	37,032.9	41,097.9	45,288.6	52,029.7	56,154.2
Perkhidmatan pengangkutan penumpang Passenger transport services	22,461.9	24,125.4	26,541.8	30,367.3	32,291.1	30,225.7
Perkhidmatan agensi pelancongan dan penempatan lain Travel agencies and other reservation services	3,420.7	3,854.1	3,975.0	4,319.9	4,725.5	5,247.6
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	16,343.3	17,522.5	16,348.8	19,802.2	21,211.0	23,429.3
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	16,439.7	22,033.0	22,762.2	24,744.9	28,252.5	31,080.4
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	67,415.3	73,966.9	79,880.0	86,905.4	104,549.2	110,769.2
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	21,845.6	28,433.0	31,362.7	32,692.3	34,569.4	38,161.6
<b>Jumlah perolehan dan penggunaan pelancongan mengikut jenis produk Total supply and tourism consumption by type of products</b>	<b>213,084.2</b>	<b>234,377.8</b>	<b>236,866.9</b>	<b>273,686.7</b>	<b>305,484.8</b>	<b>331,561.8</b>
Perkhidmatan penginapan Accommodation services	26,479.6	22,853.2	23,526.4	25,342.3	27,591.2	23,689.7
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	13,997.9	14,991.3	15,861.4	16,066.8	19,371.9	18,905.7
Perkhidmatan pengangkutan penumpang Passenger transport services	14,863.8	15,638.8	16,019.7	21,469.4	22,204.4	18,200.6
Perkhidmatan agensi pelancongan dan penempatan lain Travel agencies and other reservation services	2,813.7	3,190.6	2,955.2	3,142.9	3,593.1	5,204.6
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2,217.4	2,887.5	2,551.6	2,982.9	2,649.0	3,759.5
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	6,099.4	6,816.6	7,350.9	9,641.6	10,945.7	11,480.5
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	25,932.0	31,465.7	34,365.6	36,425.1	42,922.7	45,587.6
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	4,029.4	4,557.7	5,608.4	5,636.7	6,336.5	7,769.1
<b>Jumlah perolehan dan penggunaan pelancongan mengikut jenis produk Total supply and tourism consumption by type of products</b>	<b>90,653.3</b>	<b>101,521.5</b>	<b>107,838.0</b>	<b>120,327.7</b>	<b>135,614.5</b>	<b>134,597.2</b>
<b>Perubahan peratus tahunan Annual percentage change</b>		<b>-</b>	<b>12.0</b>	<b>6.2</b>	<b>12.1</b>	<b>-0.8</b>

**Jadual Table 5:** Akaun pengeluaran industri pelancongan pada harga semasa  
Production accounts of tourism industry at current prices

Industri Industry	2010	2011	2012	2013	2014*	2015*
	RM Juta RM Million					
Perkhidmatan penginapan Accommodation services	15,404.8	16,365.9	17,550.0	18,871.6	20,487.4	22,126.9
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	15,440.1	17,215.3	18,851.9	20,795.4	23,361.3	26,088.7
Perkhidmatan pengangkutan penumpang Passenger transport services	6,284.6	6,677.6	7,103.2	7,595.1	8,026.1	8,468.5
Perkhidmatan agensi pelancongan dan penempatan lain Travel agencies and other reservation services	1,723.7	1,943.7	2,095.9	2,194.0	2,454.8	2,819.8
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	6,300.4	7,017.1	7,388.5	8,002.9	8,481.8	8,989.5
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	2,939.3	3,409.2	3,415.3	3,642.2	4,190.4	4,609.3
Perdagangan runcit Retail trade	42,979.1	47,221.1	51,155.4	56,886.2	65,416.4	72,569.8
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	13,647.3	14,598.2	16,780.4	18,073.9	19,373.3	20,990.1
<b>Jumlah Nilai Ditambah Kasar Industri Pelancongan Total Gross Value Added of Tourism Industries</b>	<b>104,736.3</b>	<b>114,767.1</b>	<b>124,258.6</b>	<b>136,131.4</b>	<b>151,730.4</b>	<b>166,464.5</b>
<b>Nilai Ditambah Kasar Pelancongan Langsung Tourism Direct Gross Value Added</b>	<b>45,713.9</b>	<b>50,979.1</b>	<b>54,819.5</b>	<b>60,670.5</b>	<b>68,555.3</b>	<b>69,345.1</b>
<b>Kekayaan Dalam Negeri Kasar Pelancongan Langsung Tourism Direct Gross Domestic Product</b>	<b>45,748.3</b>	<b>51,016.1</b>	<b>54,865.1</b>	<b>60,727.7</b>	<b>68,608.8</b>	<b>69,411.9</b>
<b>Kekayaan Dalam Negeri Kasar Gross Domestic Product</b>	<b>821,434.4</b>	<b>911,732.7</b>	<b>971,251.5</b>	<b>1,016,613.9</b>	<b>1,106,465.8</b>	<b>1,157,139.1</b>
<b>Nilai Ditambah Kasar Industri Pelancongan Gross Value Added of Tourism Industries</b>	<b>-</b>	<b>5.6</b>	<b>8.3</b>	<b>9.6</b>	<b>11.5</b>	<b>9.7</b>
<b>Nilai Ditambah Kasar Pelancongan Langsung Gross Value Added of Tourism Industries</b>	<b>-</b>	<b>11.5</b>	<b>7.5</b>	<b>16.7</b>	<b>13.0</b>	<b>1.2</b>
<b>Kekayaan Dalam Negeri Kasar Pelancongan Langsung Tourism Direct Gross Domestic Product</b>	<b>-</b>	<b>11.0</b>	<b>6.5</b>	<b>4.9</b>	<b>8.6</b>	<b>4.6</b>
<b>Kekayaan Dalam Negeri Kasar Gross Domestic Product</b>	<b>-</b>	<b>11.0</b>	<b>6.5</b>	<b>4.9</b>	<b>8.6</b>	<b>4.6</b>
<b>Nilai Ditambah Kasar Industri Pelancongan Share of Gross Value Added of Tourism Industries</b>	<b>12.75</b>	<b>12.59</b>	<b>12.79</b>	<b>13.36</b>	<b>13.71</b>	<b>14.39</b>
<b>Nilai Ditambah Kasar Pelancongan Langsung Tourism Direct GDP</b>	<b>5.62</b>	<b>5.65</b>	<b>5.70</b>	<b>6.62</b>	<b>6.26</b>	<b>6.07</b>
<b>KONK Pelancongan Langsung Tourism Direct GDP</b>	<b>5.57</b>	<b>5.60</b>	<b>5.65</b>	<b>5.96</b>	<b>6.20</b>	<b>6.00</b>

# WHAT IS TABLE 4, 5 & 6?

## TABLE 4

- Internal tourism consumption =
  - Inbound tourism expenditure from table 1
  - + Domestic tourism expenditure from table 2
  - + Other components of tourism consumption
- Other components constitute three broad categories:
  - i. Services associated with vacation accommodation on own account;
  - ii. Tourism social transfers in kind;
  - iii. Other imputed consumption (TSA: RMF 2008- para 2.26)
    - a. Imputed value of barter transactions
    - b. Value of FISIM included in any interest paid by visitors on tourism expenditure
    - c. The cost for producers on employees business trip that do not involve monetary disbursement



# WHAT IS TABLE 4, 5 & 6? Con't...

## TABLE 5

- Presents the production accounts of tourism industries and other industries in the economy of reference – supply side
- Measures the contribution of tourism industry to the economy
- It conforms formally to the format established in the SNA
- Output is broken down by product
- Intermediate consumption (also called intermediate inputs)
- The difference between these two values is called Gross Value Added (GVA)

## TABLE 6

- Domestic supply and Internal tourism consumption by product
- Linked to the estimation of tourism ratios. Tourism ratios indicate the extent to which an industry or product is dependent upon the demand of tourists, and can be defined in industry or product terms
- A tourism product ratio represents the proportion of supply of that product which is purchased by visitors
- Tourism ratios are conceptually important as they enable policymakers to see which industries are most affected by changes in tourists' consumption

# FRAMEWORK OF TSA TABLE (TSA: RMF 2008)

**TABLE 4**

Table 4  
Internal tourism consumption by products

Products	Internal tourism expenditure			Other components of tourism consumption (**)	Internal tourism consumption (4.3) = (4.1) + (4.2)
	Inbound tourism expenditure (1.3)	Domestic tourism expenditure (2.9)	Internal tourism expenditure (4.1) = (1.3) + (2.9)		
A. Consumption products (*)					
A.1. Tourism characteristic products					
1. Accommodation services 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 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					

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

(\*\*) Components should be separately identified, if possible (see para. 4.41).

(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).



# FRAMEWORK OF TSA TABLE (TSA: RMF 2008)

TABLE 5

	Tourism Industries														Total	Other Industries	Output of domestic producers (at basic prices)
	1	1a	1b	2	3	4	5	6	7	8	9	10	11	12			
	Accommodation for visitors	Accommodation services for visitors except in 1.b	Accommodation services associated with all types of vacation home ownership	Food and beverage serving industry	Railway passenger transport	Road passenger transport	Water passenger transport	Air passenger transport	Transport equipment rental	Travel agencies and other reservation industry	Cultural industry	Sports and recreational industry	Retail trade of country-specific tourism characteristic goods	Country-specific tourism industries			
	(5.1)	(5.1a)	(5.1b)	(5.2)	(5.3)	(5.4)	(5.5)	(5.6)	(5.7)	(5.8)	(5.9)	(5.10)	(5.11)	(5.12)	(5.13)	(5.14)	(5.15) = (5.13) + (5.14)

Consumption products (\*)

A.1 Tourism characteristic products

- 1. Accommodation services 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 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)

Non-consumption products

- B.1. Valuables
- B.2. Other non-consumption products (\*\*) (b)

I. Total output (at basic prices)

II. Total intermediate consumption (at purchasers price) ©

(I - II). Total gross value added (at basic prices)

Compensation of employees

Other taxes less subsidies on production

Gross mixed income

Gross operating surplus

## TABLE 6

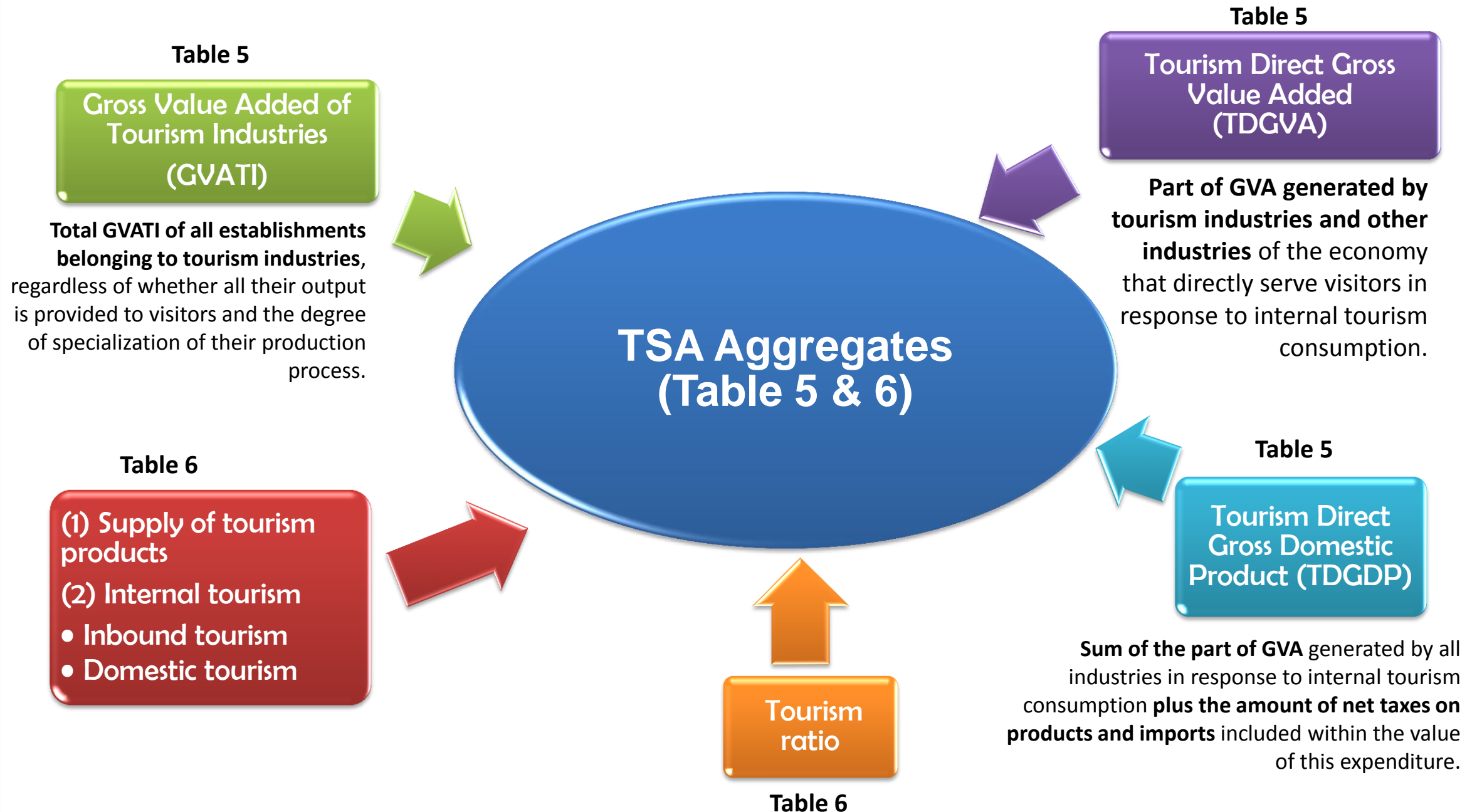
Tourism Industries																							
1		1a		1b				12															
Accommodation for visitors		Accommodation services for visitors except in 1.b		Accommodation services associated with all types of vacation home ownership		...		Country-specific tourism industries		Total	Other Industries	Output of domestic producers (at basic prices)		Imports	Taxes less subsidies on products nationally produced and imported	Trade and transport margins	Domestic supply (at purchasers' prices)	Internal tourism consumption	Tourism ratios %				
Output (5.1)	Tourism share (in value)	Output (5.1a)	Tourism share (in value)	Output (5.1b)	Tourism share (in value)	Output (5...)	Tourism share (in value)	Output (5.12)	Tourism share (in value)	(5.13) Tourism share (in value)	Output (5.14)	Tourism share (in value)	(5.15) = (5.13) + (5.14) Tourism share (in value)	Total value (6.1)	Tourism share (in value)	Output (6.2)	Tourism share (in value)	Output (6.3)	Tourism share (in value)	(6.4) = (5.15) + (6.1) + (6.2) + (6.3)	(4.3)	(6.5) = (4.3)/(6.4) x 100	
Consumption products (*)																							
A.1 Tourism characteristic products																							
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Compensation of employees																							
Other taxes less subsidies on production																							
Gross mixed income																							
Gross operating surplus																							

# MAIN AGGREGATES

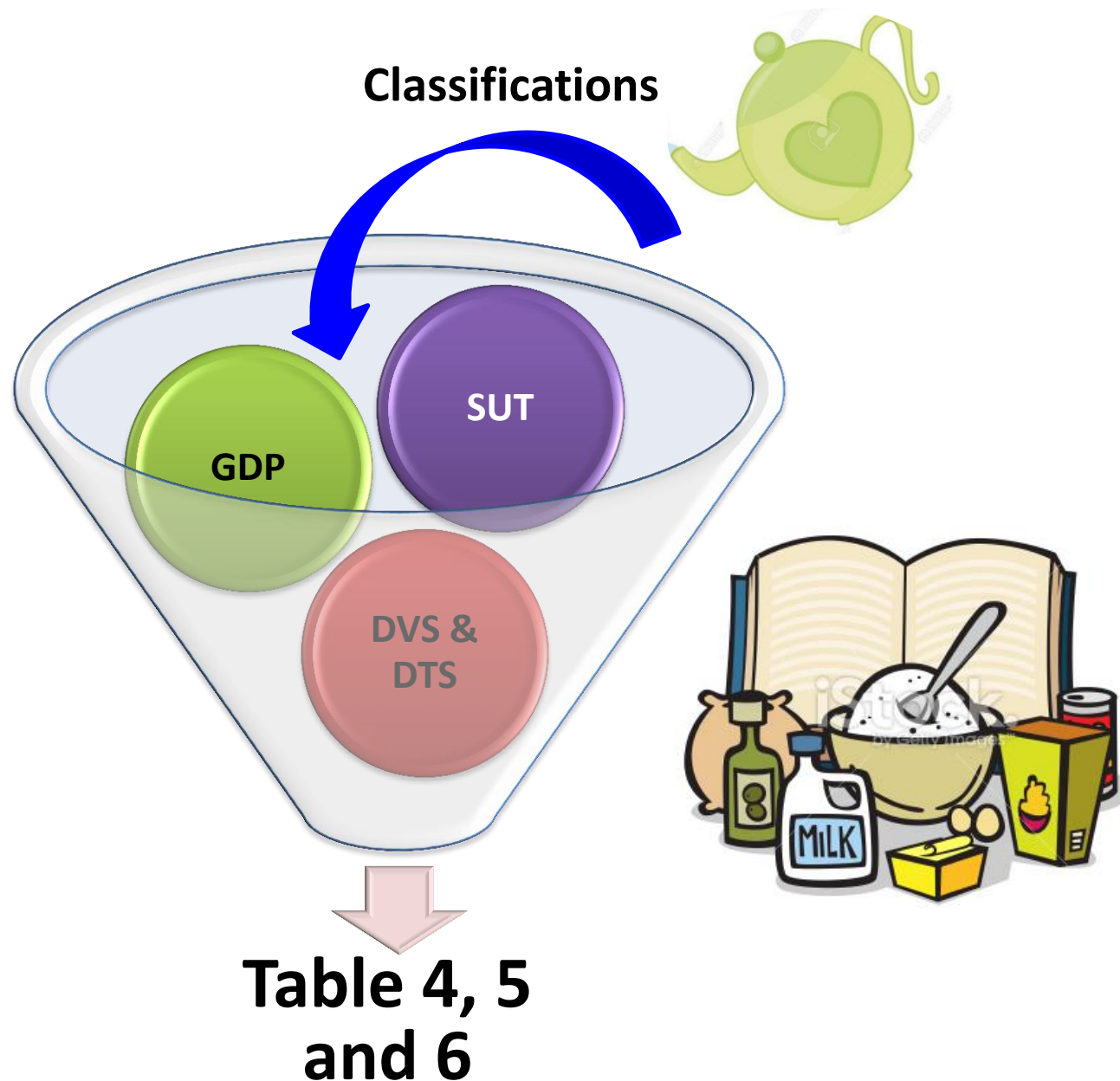
Relationship between the different economic aggregates that characterize the magnitude of tourism from the point of view of supply (TSA: RMF 2008- page 47)

	Gross value added of tourism industries (GVATI)	Tourism direct gross value added (TDGVA)	Tourism direct gross domestic product (TDGDP)
Gross value added (at basic prices) generated by the supply to visitors by the tourism industries	Yes	Yes	Yes
Gross value added (at basic prices) generated by the supply to non-visitors by the tourism industries	Yes	No	No
Gross value added (at basic prices) generated by the supply to visitors by other industries	No	Yes	Yes
Gross value added (at basic prices) generated by the supply to non-visitors by other industries	No	No	No
Net taxes on products and imports included in the value of internal tourism consumption (at purchasers' prices)	No	No	Yes

# MAIN AGGREGATES OF TABLE 5 & 6

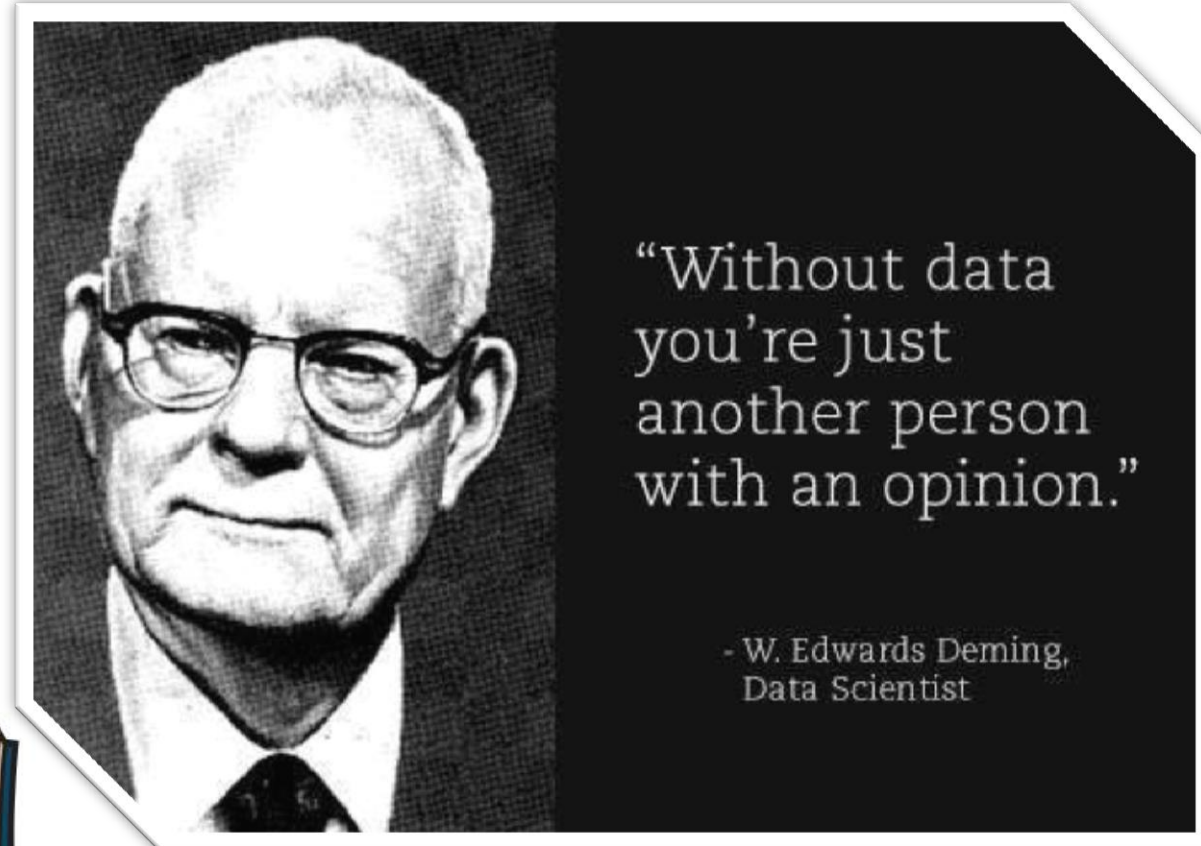
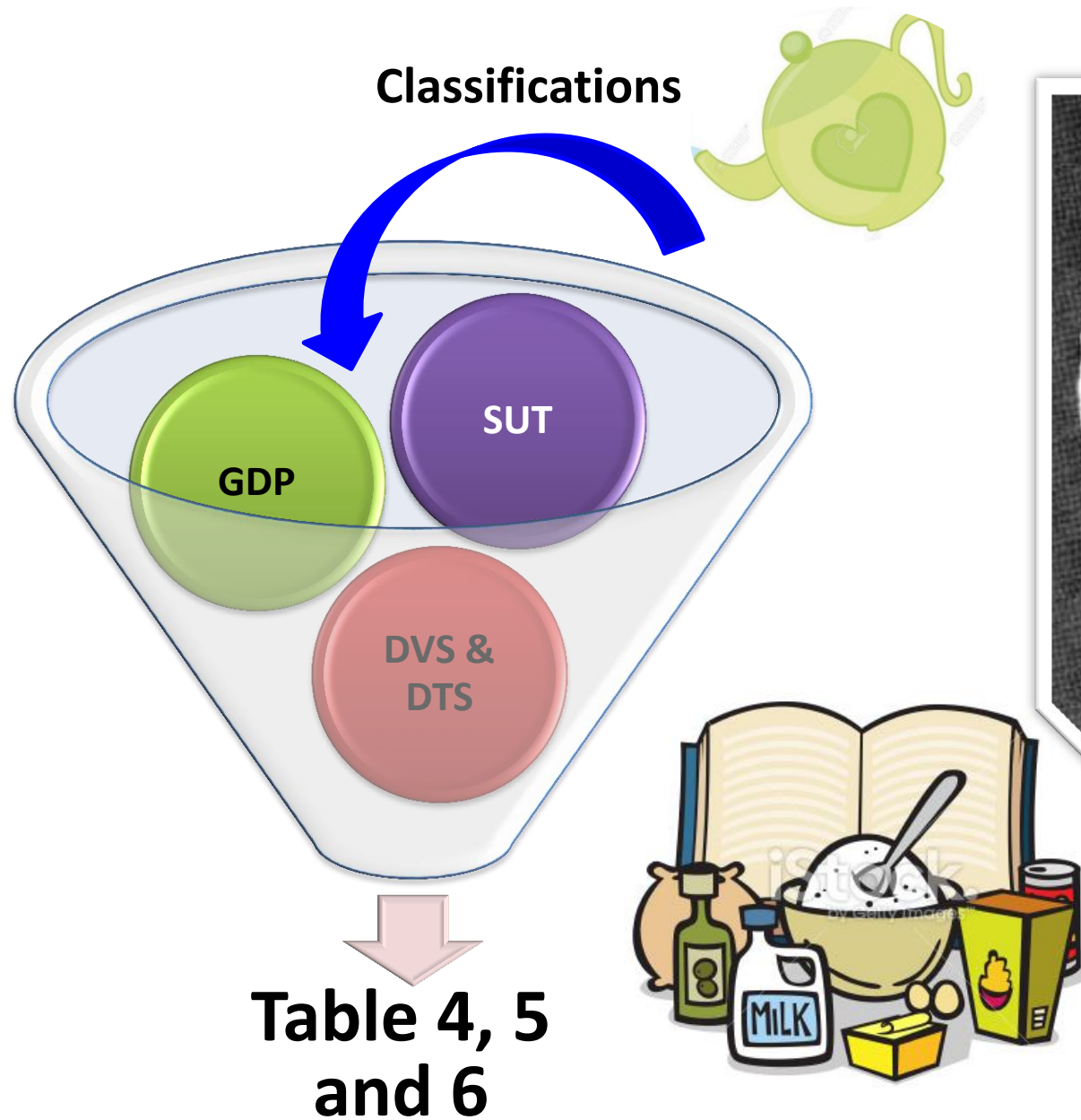


# MAIN INGREDIENTS



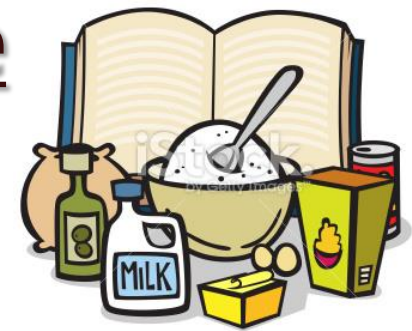
1. Supply & Use Table
  - ✓ Detailed industry code (ISIC)
  - ✓ Detailed product code (CPC)
2. Gross Domestic product
  - ✓ Detailed industry code (ISIC)
3. Departing Visitor Survey (DVS)
  - ✓ Collaboration between Tourism Malaysia & Immigration Department
4. Domestic Tourism Survey (DTS)
  - ✓ Survey conducted by Department of Statistics Malaysia
5. Classifications

# MAIN INGREDIENTS

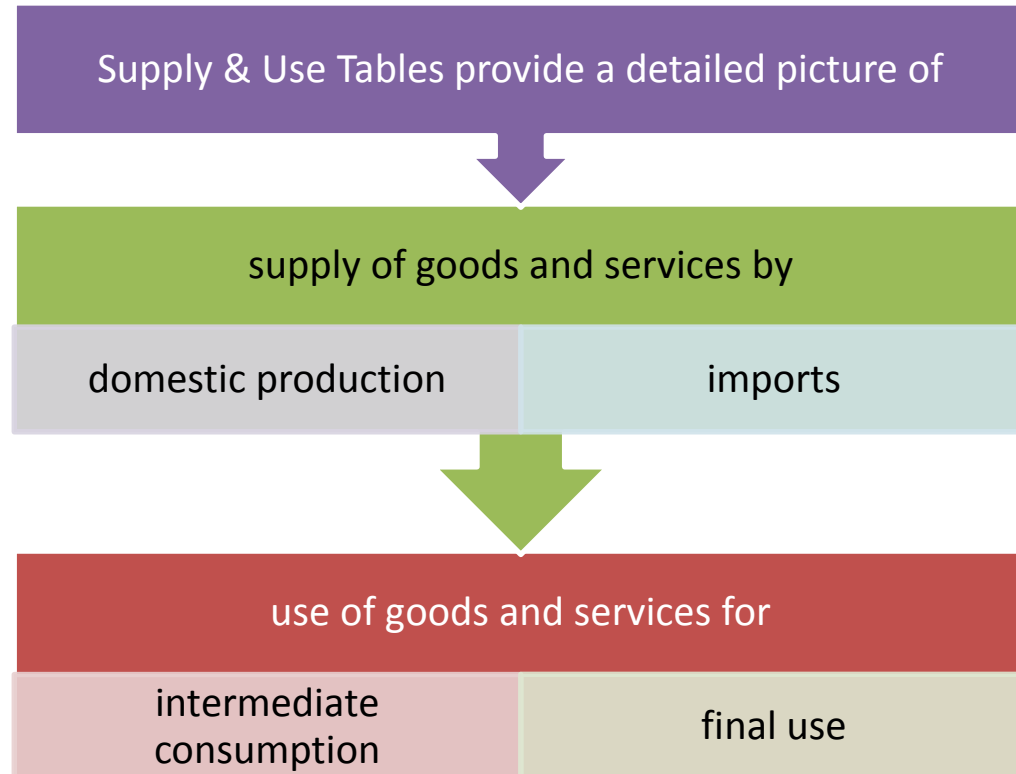




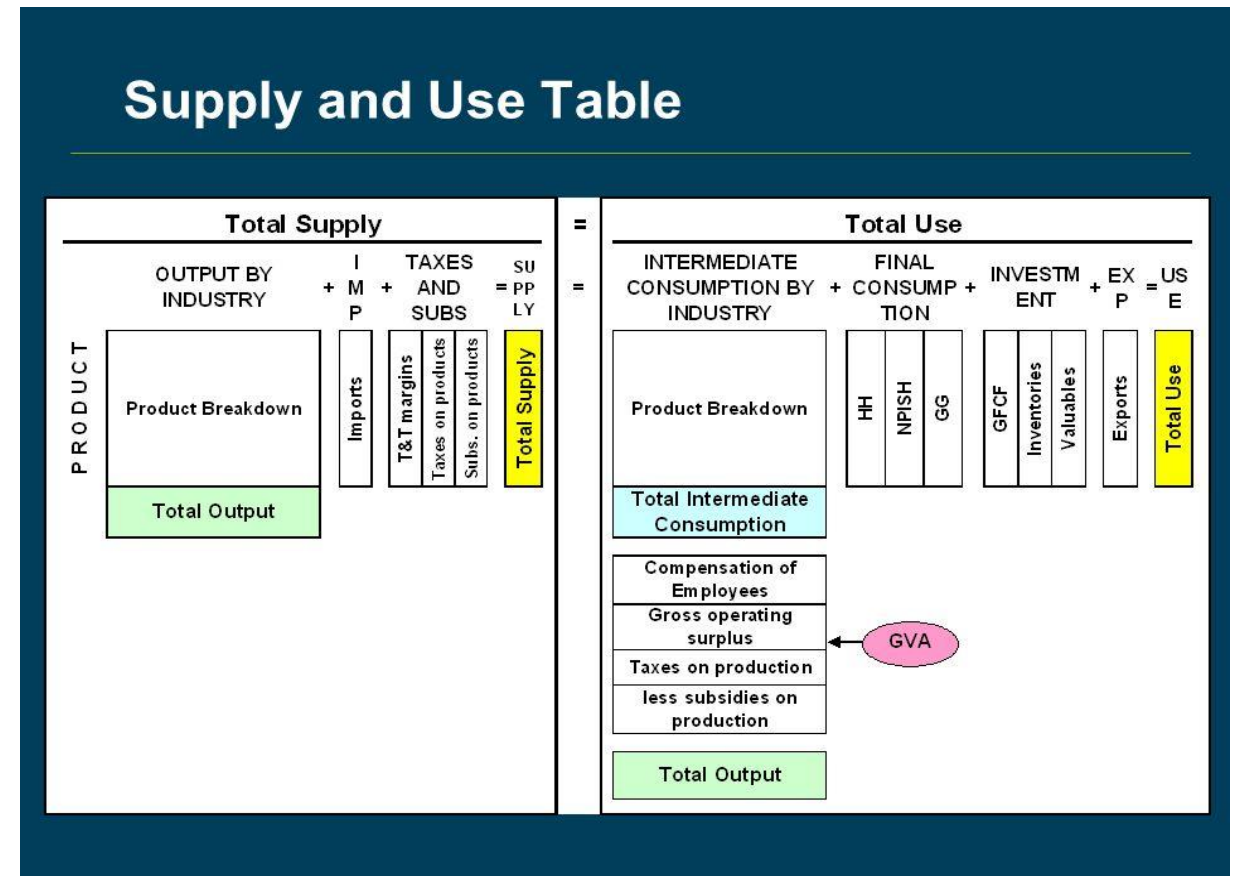
# MAIN INGREDIENTS: Supply & Use Table



- Supply & Use Table
  - ✓ Detailed industry code (ISIC)
  - ✓ Detailed product code (CPC)

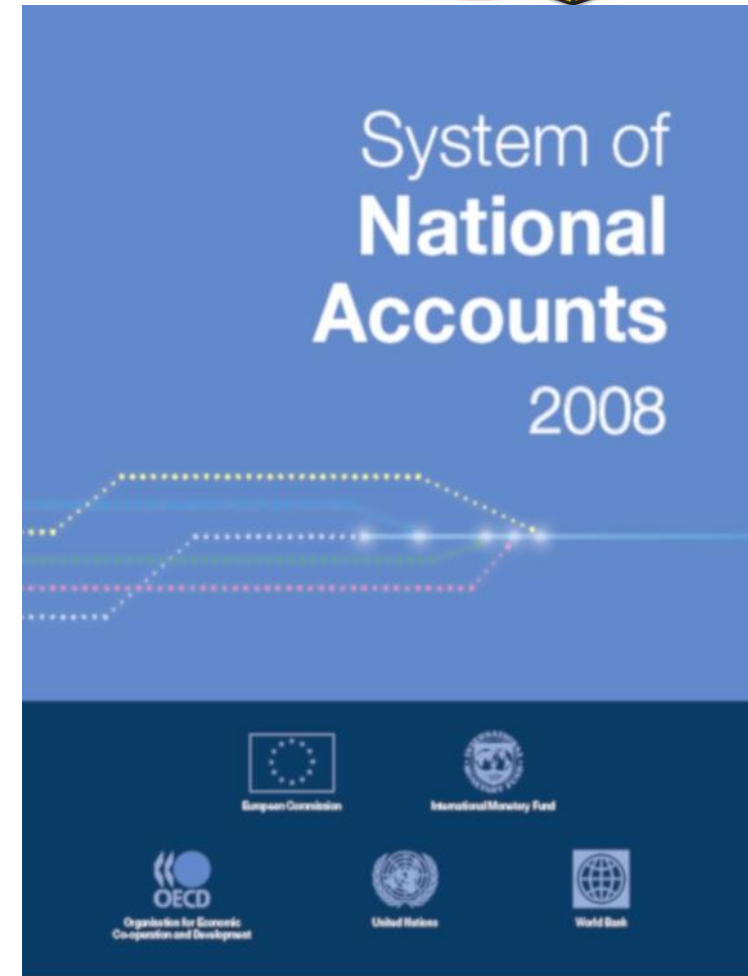
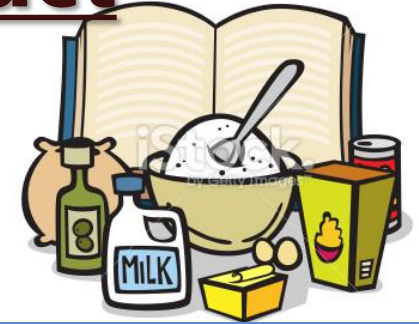


## SUT Framework



# MAIN INGREDIENTS: Gross Domestic Product

- **Gross Domestic Product (GDP)**
  - ✓ Detailed industry code (ISIC)
- **Production approach:**
  - ✓ Output
    - ❖ Goods & services (G&S) produced by establishment
  - ✓ Intermediate Consumption
    - ❖ Goods & services (G&S) consumed as inputs by a process of production, excluding fixed assets whose consumption is recorded as consumption of fixed capital (CFC)
  - ✓ Value Added
    - ❖ Gross value of outputs minus the value of G&S (intermediate consumption) used to produce the output
- **Reference System of National Account (SNA)**



# MAIN INGREDIENTS: Classifications

- Classification of tourism products and activities

<u>Tourism-related Products</u>		<u>Tourism Activities</u>	
1.	Accommodation services for visitors	1.	Accommodation for visitors
2.	Food and beverage serving services	2.	Food and beverage serving activities
3.	Railway passenger transport services	3.	Railway passenger transport
4.	Road passenger transport services	4.	Road passenger transport
5.	Water passenger transport services	5.	Water passenger transport
6.	Air passenger transport services	6.	Air passenger transport
7.	Transport equipment rental services	7.	Transport equipment rental
8.	Travel agencies and other reservation services	8.	Travel agencies and other reservation services activities
9.	Cultural services	9.	Cultural activities
10.	Sports and recreational services	10.	Sports and recreational activities
11.	Country-specific tourism characteristic goods	11.	Retail trade of country-specific tourism characteristic goods
12.	Country-specific tourism characteristic services	12.	Other country-specific tourism characteristic activities

Source : IRTS 2008



## Product Classification

### **A. Consumption products**

#### *A1. Tourism-related products:*

- *tourism characteristic products (Internationally comparable)*
- *Country-specific tourism products*

#### *A2. Other consumption products*

- *Tourism connected products*

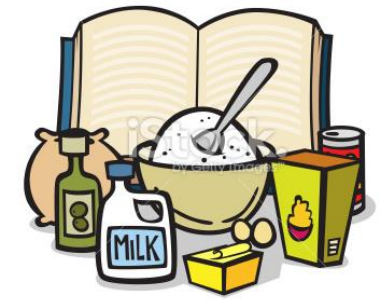
### **B. Non-consumption product**

## Activities Classification

### ***Tourism characteristic activities:***

are the activities that typically produce *tourism characteristic products*.

# MAIN INGREDIENTS: Classifications



## Relationship between tourism industries, other industries and products

	Tourism Industries (TI)				Other Industries (OI)				Total output by product
	TI (1)	TI(2)	...	TI (n)	OI(1)	OI(2)	...	OI (p)	
<b>Characteristic products(CHP)</b>									
CHP1	XXX	X	X	X	X	X	X	X	$\Sigma$ CHP1
CHP2	X	XXX	X	X	X	X	X	X	$\Sigma$ CHP2
...	...	...	...	...	...	...	...	...	....
CHPn	X	X	X	XXX	X	X	X	X	$\Sigma$ CHPn
<b>Connected products (Cp)</b>									....
Cp1	X	X	X	X	X?	X?	X?	X?	$\Sigma$ Cp1
Cp2	X	X	X	X	X?	X?	X?	X?	$\Sigma$ Cp2
...	...	...	...	...	...	...	...	...	....
Cpn	X	X	X	X	X?	X?	X?	X?	$\Sigma$ Cpn
<b>Other products (Op)</b>									....
Op1	X	X	X	X	X?	X?	X?	X?	$\Sigma$ Op1
Op2	X	X	X	X	X?	X?	X?	X?	$\Sigma$ Op2
...	...	...	...	...	...	...	...	...	....
Opn	X	X	X	X	X?	X?	X?	X?	$\Sigma$ Opn
<b>Total output of the industries</b>	$\Sigma$ TI (1)	$\Sigma$ TI (2)	...	$\Sigma$ TI (n)	$\Sigma$ OI (1)	$\Sigma$ OI (2)	...	$\Sigma$ OI (p)	$\Sigma$ rows = $\Sigma$ columns

### Notes:

XXX indicates that the value in the cell is the most important of the column (the principal output of the industry).

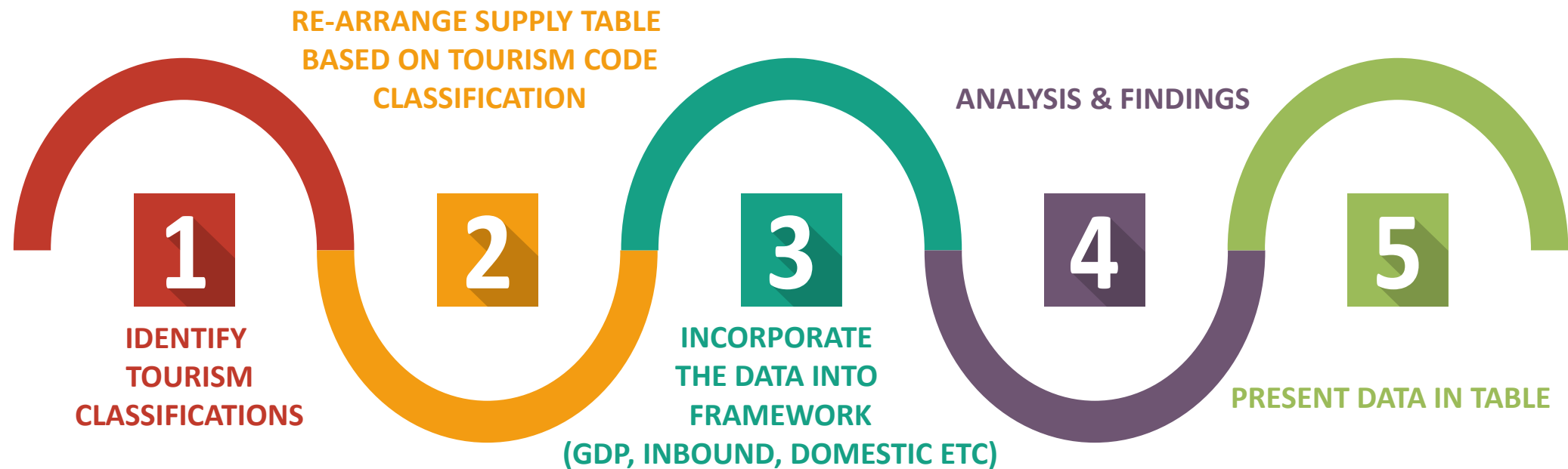
X indicates that a value is possible in the cell.

X? indicates that any of these cells can be the most important of the column (the principal output of the industry).

Source : IRTS 2008

- Tourism industries might produce a mix of different tourism characteristic products
- consequently, the output of tourism industries might not consist exclusively of tourism characteristic products, and the output of other non-tourism industries may include some tourism characteristic products

# DEVELOPMENT FRAMEWORK



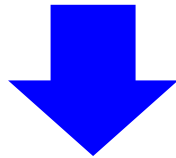
# DEVELOPMENT FRAMEWORK



## 2

### RE-ARRANGE SUPPLY TABLE BASED ON TOURISM CODE CLASSIFICATION

Industries Products	Total Supply				
	Industry 1	Industry 2	....	Industry n	Total Supply
Products A					
Products B					
...					
Products n					
Total Supply					n



Industries Products	Total Supply		
	Tourism Industries	Other Industries	Total
	(1)	(2)	(1) + (2) = (3)
Tourism Products	A1	A2	A
Other Products	B1	B2	B
Total Supply	C	D	n

- Re-arrange output product data from balanced supply tables to focus on tourism products and activities.
- After re-arrange, make sure value **n** should be the same.



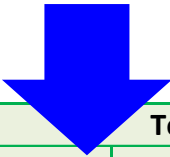
# DEVELOPMENT FRAMEWORK



3

INCORPORATE THE DATA INTO FRAMEWORK  
(GDP, INBOUND, DOMESTIC ETC)

Industries Products	Total Supply		
	Tourism	Other Industries	Total
	(1)	(2)	(1) + (2) = (3)
Tourism Products	A1	A2	A
Other Products	B1	B2	B
Total Supply	C	D	n



Industries Products	Total Supply		
	Tourism Industries	Other Industries	Total
	(1)	(2)	(1) + (2) = (3)
Tourism Products	A1	A2	A
Other Products	B1	B2	B
Total Supply (Output) of Products	C	D	n
Total intermediate consumption	E	F	
Total Gross value added	C-E=GVATI		
Compensation of Employees			
Other taxes less subsidies on production			
Gross mixed income			
Gross operating surplus			
IO Ratio	Ratio_1		

→ The GVATI equals the total value added of the tourism industries regardless of their products consumed by the tourists or not.

# DEVELOPMENT FRAMEWORK



3

INCORPORATE THE DATA INTO FRAMEWORK  
(GDP, INBOUND, DOMESTIC ETC)

## Calculating Tourism Ratio

<div>Industries</div> <div>Products</div>	Total Supply		
	Tourism Industries	Other Industries	Total
	(1)	(2)	(1) + (2) = (3)
Tourism Products	A1	A2	A
Other Products	B1	B2	B
Total Supply (Output) of Products	C	D	n
Total intermediate consumption	E	F	
Total Gross value added	C-E=GVATI		
Compensation of Employees			
Other taxes less subsidies on production			
Gross mixed income			
Gross operating surplus			
IO Ratio	Ratio_1		

Total Demand		
International Demand	Domestic Demand	Total
(4)	(5)	(4) + (5) = (6)
G1	G2	G

Tourism Product Ratio
(6)/(3) = (7)
(G/A)=H

Inbound data

Domestic data

# DEVELOPMENT FRAMEWORK



4

## ANALYSIS & FINDINGS

### Calculating Tourism Direct Gross Domestic Product (TDGDP)

Industries Products	Total Supply		
	Tourism Industries	Other Industries	Total
	(1)	(2)	(1) + (2) = (3)
Tourism Products	A1	A2	A
Other Products	B1	B2	B
Total Supply (Output) of Products	C	D	n
Total intermediate consumption	E	F	
Total Gross value added	C-E=GVATI		
Compensation of Employees			
Other taxes less subsidies on production			
Gross mixed income			
Gross operating surplus			
IO Ratio	Ratio_1		

Industries Products	Total Tourism Supply		
	Tourism Industries	Other Industries	Total
Tourism Products			
Other Products			
Total Tourism Supply (Output) of Products	G		
Less Tourism Intermediate of Products	Ratio_1 * G = I		
Total Direct Tourism Gross Value Added (TDGVA)	(G-I)		
Import duties	J		
Total Direct Tourism Domestic Gross Product (TDGDP)	(G-I) + J		

Total Demand		
International Demand	Domestic Demand	Total
(4)	(5)	(4) + (5) = (6)
G1	G2	G

Tourism Product Ratio
(6)/(3) = (7)
(G/H)=J

TDGVA

TDGDP

# DEVELOPMENT FRAMEWORK

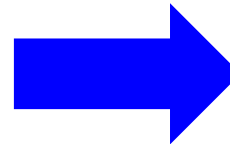
5

## PRESENT DATA IN TABLE TABLE 5



Industri Industry	2010	2011	2012	2013	2014 <sup>a</sup>	2015 <sup>p</sup>
RM Juta RM Million						
Perkhidmatan penginapan <i>Accommodation services</i>	15,404.8	16,385.9	17,550.0	18,871.6	20,487.4	22,128.9
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	15,440.1	17,215.3	18,851.9	20,795.4	23,361.3	26,088.7
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	6,294.6	6,677.6	7,103.2	7,585.1	8,029.1	8,468.5
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	1,723.7	1,843.7	2,005.9	2,184.0	2,414.8	2,619.8
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	6,309.4	7,017.1	7,388.5	8,092.9	8,491.8	8,989.5
Jualan runcit bahan api kenderaan <i>Retail sale of automotive fuel</i>	2,939.3	3,408.2	3,415.3	3,642.2	4,156.4	4,609.3
Perdagangan runcit <i>Retail trade</i>	42,979.1	47,221.1	51,155.4	56,886.2	65,416.4	72,569.8
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	13,647.3	14,998.2	16,780.4	18,073.9	19,373.3	20,990.1
<b>Jumlah Nilai Ditambah Kasar Industri Pelancongan</b> <i>Total Gross Value Added of Tourism Industries</i>	<b>104,738.3</b>	<b>114,767.1</b>	<b>124,250.6</b>	<b>136,131.4</b>	<b>151,730.4</b>	<b>166,464.6</b>
<b>Nilai Ditambah Kasar Pelancongan Langsung</b> <i>Tourism Direct Gross Value Added</i>	<b>45,713.9</b>	<b>50,979.1</b>	<b>54,819.5</b>	<b>60,679.5</b>	<b>68,555.3</b>	<b>69,346.1</b>
<b>Keluaran Dalam Negeri Kasar Pelancongan Langsung</b> <i>Tourism Direct Gross Domestic Product</i>	<b>45,748.3</b>	<b>51,018.1</b>	<b>54,865.1</b>	<b>60,727.7</b>	<b>68,608.8</b>	<b>69,411.9</b>
<b>Keluaran Dalam Negeri Kasar</b> <i>Gross Domestic Product</i>	<b>821,434.4</b>	<b>911,732.7</b>	<b>971,251.5</b>	<b>1,018,613.9</b>	<b>1,106,465.8</b>	<b>1,157,139.1</b>
Perubahan peratusan tahunan <i>Annual percentage change</i>						
Nilai Ditambah Kasar Industri Pelancongan <i>Gross Value Added of Tourism Industries</i>	..	9.6	8.3	9.6	11.5	9.7
Keluaran Dalam Negeri Kasar Pelancongan Langsung <i>Tourism Direct Gross Domestic Product</i>	..	11.5	7.5	10.7	13.0	1.2
Keluaran Dalam Negeri Kasar <i>Gross Domestic Product</i>	..	11.0	6.5	4.9	8.6	4.6
Peratus sumbangan <i>Percentage share</i>						
Nilai Ditambah Kasar Industri Pelancongan <i>Share of Gross Value Added of Tourism Industries</i>	12.75	12.59	12.79	13.36	13.71	14.39
Nilai Ditambah Kasar Pelancongan Langsung kepada keseluruhan Nilai Ditambah Kasar <i>Tourism Direct Gross Value Added to overall Gross Value Added</i>	5.62	5.65	5.70	6.02	6.26	6.07
KDNK Pelancongan Langsung <i>Tourism Direct GDP</i>	5.57	5.60	5.65	5.96	6.20	6.00

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



TDGVA

**Jadual Table 5:** Akaun pengeluaran industri pelancongan pada harga semasa  
*Production accounts of tourism industry at current prices*

Industri Industry	2010	2011	2012	2013	2014 <sup>a</sup>	2015 <sup>p</sup>
RM Juta RM Million						
Perkhidmatan penginapan <i>Accommodation services</i>	15,404.8	16,385.9	17,550.0	18,871.6	20,487.4	22,128.9
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	15,440.1	17,215.3	18,851.9	20,795.4	23,361.3	26,088.7
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	6,294.6	6,677.6	7,103.2	7,585.1	8,029.1	8,468.5
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	1,723.7	1,843.7	2,005.9	2,184.0	2,414.8	2,619.8
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	6,309.4	7,017.1	7,388.5	8,092.9	8,491.8	8,989.5
Jualan runcit bahan api kenderaan <i>Retail sale of automotive fuel</i>	2,939.3	3,408.2	3,415.3	3,642.2	4,156.4	4,609.3
Perdagangan runcit <i>Retail trade</i>	42,979.1	47,221.1	51,155.4	56,886.2	65,416.4	72,569.8
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	13,647.3	14,998.2	16,780.4	18,073.9	19,373.3	20,990.1
<b>Jumlah Nilai Ditambah Kasar Industri Pelancongan</b> <i>Total Gross Value Added of Tourism Industries</i>	<b>104,738.3</b>	<b>114,767.1</b>	<b>124,250.6</b>	<b>136,131.4</b>	<b>151,730.4</b>	<b>166,464.6</b>
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<b>Keluaran Dalam Negeri Kasar Pelancongan Langsung</b> <i>Tourism Direct Gross Domestic Product</i>	<b>45,748.3</b>	<b>51,018.1</b>	<b>54,865.1</b>	<b>60,727.7</b>	<b>68,608.8</b>	<b>69,411.9</b>
<b>Keluaran Dalam Negeri Kasar</b> <i>Gross Domestic Product</i>	<b>821,434.4</b>	<b>911,732.7</b>	<b>971,251.5</b>	<b>1,018,613.9</b>	<b>1,106,465.8</b>	<b>1,157,139.1</b>
Perubahan peratusan tahunan <i>Annual percentage change</i>						
Nilai Ditambah Kasar Industri Pelancongan <i>Gross Value Added of Tourism Industries</i>	..	9.6	8.3	9.6	11.5	9.7
Keluaran Dalam Negeri Kasar Pelancongan Langsung <i>Tourism Direct Gross Domestic Product</i>	..	11.5	7.5	10.7	13.0	1.2
Keluaran Dalam Negeri Kasar <i>Gross Domestic Product</i>	..	11.0	6.5	4.9	8.6	4.6
Peratus sumbangan <i>Percentage share</i>						
Nilai Ditambah Kasar Industri Pelancongan <i>Share of Gross Value Added of Tourism Industries</i>	12.75	12.59	12.79	13.36	13.71	14.39
Nilai Ditambah Kasar Pelancongan Langsung kepada keseluruhan Nilai Ditambah Kasar <i>Tourism Direct Gross Value Added to overall Gross Value Added</i>	5.62	5.65	5.70	6.02	6.26	6.07
KDNK Pelancongan Langsung <i>Tourism Direct GDP</i>	5.57	5.60	5.65	5.96	6.20	6.00

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

# DEVELOPMENT FRAMEWORK

5

## PRESENT DATA IN TABLE



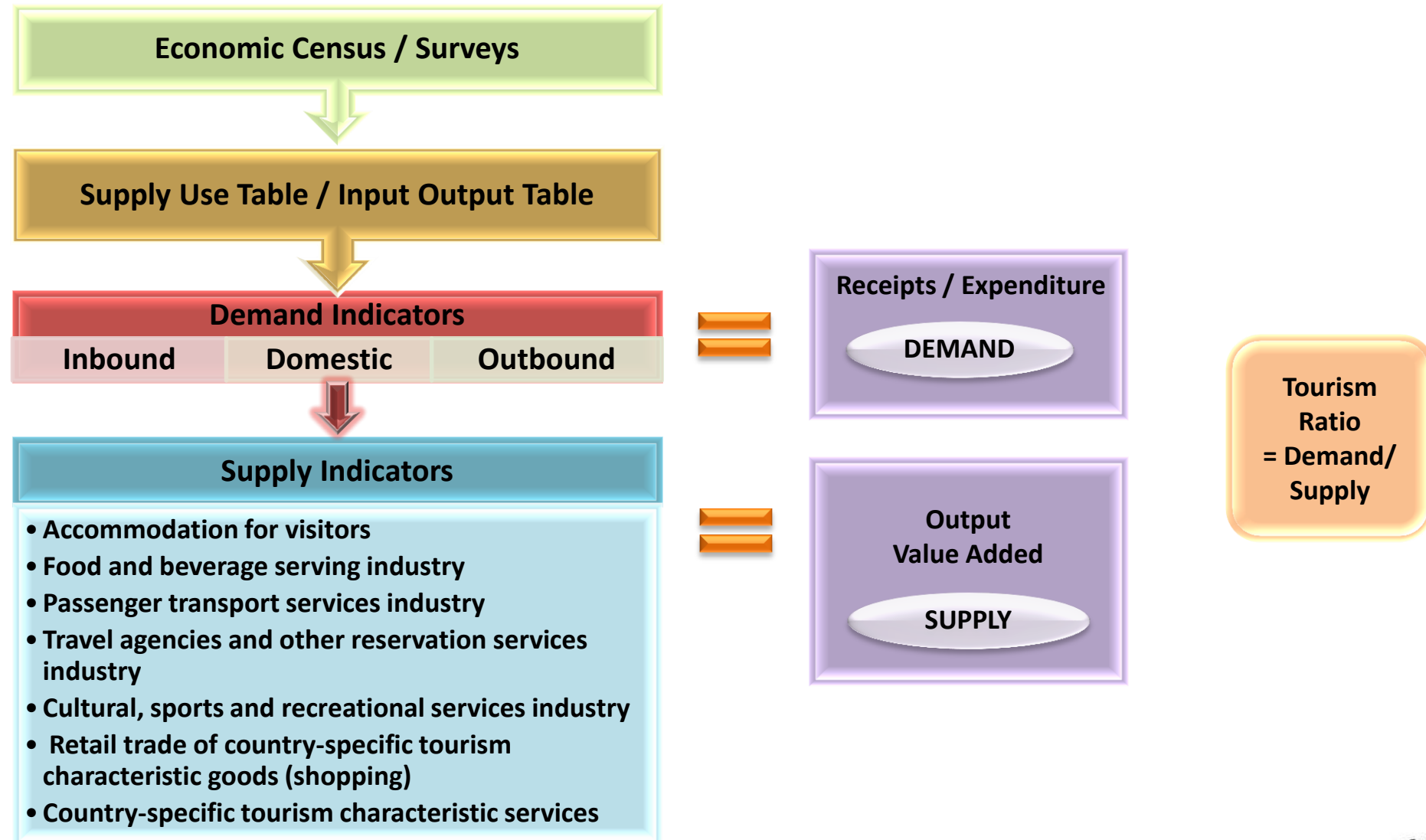
Jadual 6: Jumlah penawaran dan penggunaan pelancongan mengikut jenis produk Table 6: Total supply and tourism consumption by type of products						
Produk Products	2010	2011	2012	2013	2014 <sup>a</sup>	2015 <sup>p</sup>
RM Juta RM Million						
Perkhidmatan penginapan Accommodation services	21,573.7	23,030.1	24,377.6	25,778.1	27,775.4	29,668.8
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	33,338.9	37,032.9	41,097.9	45,208.6	52,028.7	58,154.2
Perkhidmatan pengangkutan penumpang Passenger transport services	27,481.1	28,125.4	29,041.8	30,357.3	32,378.1	33,225.7
Perkhidmatan agensi pelancongan dan penempatan lain Travel agencies and other reservation services	3,420.7	3,654.1	3,975.0	4,331.9	4,720.5	5,247.6
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	15,343.3	17,502.5	18,349.8	19,650.2	21,231.0	23,439.3
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	19,439.7	22,633.0	22,762.2	24,734.9	28,232.5	31,600.4
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	67,415.3	73,966.9	79,893.0	90,935.4	104,549.2	110,709.2
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	25,845.6	28,433.0	31,362.7	32,092.3	34,569.4	39,116.6
Jumlah penawaran mengikut produk Total supply by products	213,858.2	234,377.8	250,859.9	273,088.7	305,484.8	331,161.8
Perkhidmatan penginapan Accommodation services	20,679.6	22,003.2	23,126.4	25,342.3	27,591.2	23,689.7
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	13,997.9	14,991.3	15,861.4	16,086.8	19,371.9	18,905.7
Perkhidmatan pengangkutan penumpang Passenger transport services	14,883.8	15,608.8	16,019.7	21,469.4	22,204.4	18,200.6
Perkhidmatan agensi pelancongan dan penempatan lain Travel agencies and other reservation services	2,813.7	3,190.6	2,955.2	3,142.9	3,593.1	5,204.6
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2,217.4	2,887.5	2,551.6	2,982.9	2,649.0	3,759.5
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	6,099.4	6,816.6	7,360.9	9,641.6	10,945.7	11,480.5
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	25,932.0	31,465.7	34,365.6	36,425.1	42,922.7	45,587.6
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	4,029.4	4,557.7	5,608.4	5,836.7	6,336.5	7,769.1
Jumlah penggunaan mengikut produk Total consumption by products	90,653.3	101,521.5	107,839.0	120,927.7	135,614.5	134,597.2
Nisbah pelancongan Tourism ratio						
Perkhidmatan penginapan Accommodation services	0.96	0.96	0.95	0.98	0.99	0.80
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	0.42	0.40	0.39	0.36	0.37	0.33
Perkhidmatan pengangkutan penumpang Passenger transport services	0.54	0.55	0.55	0.71	0.69	0.55
Perkhidmatan agensi pelancongan dan penempatan lain Travel agencies and other reservation services	0.82	0.87	0.74	0.73	0.76	0.99
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	0.14	0.16	0.14	0.15	0.12	0.16
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	0.31	0.30	0.32	0.39	0.39	0.36
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	0.38	0.43	0.43	0.40	0.41	0.41
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	0.16	0.16	0.18	0.18	0.18	0.20
Jumlah penggunaan mengikut produk Total consumption by products	0.42	0.43	0.43	0.44	0.44	0.41

Bendera : Lembaga Pengangkutan Pelancongan Malaysia  
Jabatan Pengangkutan Malaysia  
Sources : Malaysia Tourism Promotion Board  
Department of Statistics, Malaysia

Jadual 6: Jumlah penawaran dan penggunaan pelancongan mengikut jenis produk  
Table 6: Total supply and tourism consumption by type of products

Produk Products	2010	2011	2012	2013	2014 <sup>a</sup>	2015 <sup>p</sup>
RM Juta RM Million						
Perkhidmatan penginapan Accommodation services	21,573.7	23,030.1	24,377.6	25,778.1	27,775.4	29,668.8
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	33,338.9	37,032.9	41,097.9	45,208.6	52,028.7	58,154.2
Perkhidmatan pengangkutan penumpang Passenger transport services	27,481.1	28,125.4	29,041.8	30,357.3	32,378.1	33,225.7
Perkhidmatan agensi pelancongan dan penempatan lain Travel agencies and other reservation services	3,420.7	3,654.1	3,975.0	4,331.9	4,720.5	5,247.6
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	15,343.3	17,502.5	18,349.8	19,650.2	21,231.0	23,439.3
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	19,439.7	22,633.0	22,762.2	24,734.9	28,232.5	31,600.4
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	67,415.3	73,966.9	79,893.0	90,935.4	104,549.2	110,709.2
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	25,845.6	28,433.0	31,362.7	32,092.3	34,569.4	39,116.6
Jumlah penawaran mengikut produk Total supply by products	213,858.2	234,377.8	250,859.9	273,088.7	305,484.8	331,161.8
Perkhidmatan penginapan Accommodation services	20,679.6	22,003.2	23,126.4	25,342.3	27,591.2	23,689.7
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	13,997.9	14,991.3	15,861.4	16,086.8	19,371.9	18,905.7
Perkhidmatan pengangkutan penumpang Passenger transport services	14,883.8	15,608.8	16,019.7	21,469.4	22,204.4	18,200.6
Perkhidmatan agensi pelancongan dan penempatan lain Travel agencies and other reservation services	2,813.7	3,190.6	2,955.2	3,142.9	3,593.1	5,204.6
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2,217.4	2,887.5	2,551.6	2,982.9	2,649.0	3,759.5
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	6,099.4	6,816.6	7,350.9	9,641.6	10,945.7	11,480.5
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	25,932.0	31,465.7	34,365.6	36,425.1	42,922.7	45,587.6
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	4,029.4	4,557.7	5,608.4	5,836.7	6,336.5	7,769.1
Jumlah penggunaan mengikut produk Total consumption by products	90,653.3	101,521.5	107,839.0	120,927.7	135,614.5	134,597.2
Nisbah pelancongan Tourism ratio						
Perkhidmatan penginapan Accommodation services	0.96	0.96	0.95	0.98	0.99	0.80
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	0.42	0.40	0.39	0.36	0.37	0.33
Perkhidmatan pengangkutan penumpang Passenger transport services	0.54	0.55	0.55	0.71	0.69	0.55
Perkhidmatan agensi pelancongan dan penempatan lain Travel agencies and other reservation services	0.82	0.87	0.74	0.73	0.76	0.99
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	0.14	0.16	0.14	0.15	0.12	0.16
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	0.31	0.30	0.32	0.39	0.39	0.36
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	0.38	0.43	0.43	0.40	0.41	0.41
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	0.16	0.16	0.18	0.18	0.18	0.20
Jumlah penggunaan mengikut produk Total consumption by products	0.42	0.43	0.43	0.44	0.44	0.41

# GENERAL FRAMEWORK OF TSA



Thank you!