







Session 6

TOURISM INDUSTRY STATISTICS

Presented by:

Ms. Kanageswary Ramasamy Department of Statistics, Malaysia 14-16 February 2017

Outline



INTRODUCTION

- 2 FRAMEWORK OF TSA TABLES
 - INGREDIENTS IN DEVELOPIMG TABLE 5
 AND TABLE 6
- CALCULATING AND MEASURING TOURISM INDUSTRIES

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
 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 It includes expenditure by visitors themselves as well as expenses that are paid for or reimbursed by others (see IRTS 2008, para.4.2) 	 beyond of tourism expenditure amount paid which corresponds to monetary transactions (the focus of tourism expenditure) also includes services associated with vacation accommodation on own account tourism social transfers in kind other imputed consumption
The first three TSA tables use the concept of tourism expenditure	 The concept of tourism consumption will be used in the TSA in tables 4 and 6 will be the basis for the compilation of Tourism Direct Gross Value Added (TDGVA) and Tourism Direct Gross Domestic Product (TDGDP)

STRUCTURE OF TSA

Penggunaan pelancongan internal bagi pelawat mengikut produk internal tourism consumption of visitors by products

Perkhidmatan nenyediaan makanan dan minuma

Travel agencies and other reservation services

Perkhidmatan khusus bercirikan pelancongan negara

Country-specific tourism characteristic services

Cultural, sports and recreational services

Jualan runcit bahan api kenderaan

Retail sale of automotive fue

Food and beverage senting sentices

20,679.6 22,003.2 23,126.4 25,342.3 27,591.2 23,689.7

13,997.9 14,991.3 15,861.4 16,086.8 19,371.9 18,905.7

14,883.8 15,608.8 16,019.7 21,469.4 22,204.4 18,200.6
2,813.7 3,190.6 2,955.2 3,142.9 3,593.1 5,204.6

22174 28875 25516 29829 26490 37595

25,932.0 31,465.7 34,365.6 36,425.1 42,922.7 45,587.6

4,029.4 4,557.7 5,608.4 5,836.7 6,336.5 7,769.1

90,653.3 101,521.5 107,839.0 120,927.7 135,614.5 134,597.2 - 12.0 6.2 12.1 12.1 -0.8



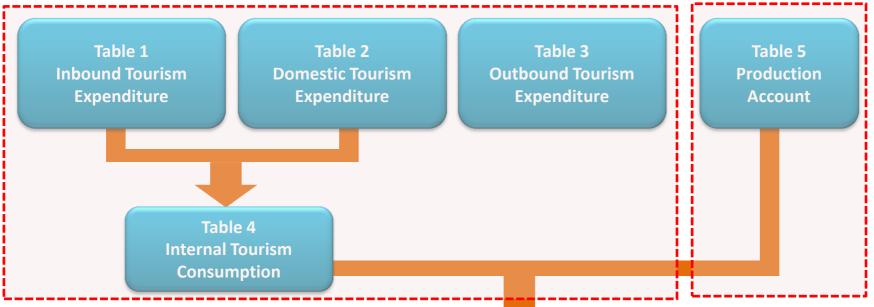


Table 6

Supply & demand

Jodust Table	6:	Jumlah penawaran dan penggunaan Total augaly and fourism consumption b			enis peoduk			
		Produk Products	2010	2011	2012	2013	2014	2015
					RM.I	luta		
Perkhidm	atan peng	inapan	21,573.7	23,030.1	24,377.6	25,778.1	27,775.4	29,668.8
Perkhidm	atan peny	ediaan makanan dan minuman serving services	33,338.9	37,032.9	41,097.9	45,208.6	52,028.7	58,154.2
Perkhidm		angkutan penumpang	27,481.1	28,125.4	29,041.8	30,357.3	32,378.1	33,225.7
Perkhidm	otan agen	si pelancongan dan penempahan lain other regervation services	3,420.7	3,654.1	3,975.0	4,331.9	4,720.5	5,247.6
Perkhide	ntan kebu	dayaan, sukan dan rekreasi ecresional services	15,343.3	17,502.5	10,349.0	19,650.2	21,231.0	23,439.3
Jualan ru		api kenderaan	19,439.7	22,633.0	22,762.2	24,734.9	28,232.5	31,600.4
Barang ki	rusus ben	cirikan pelancongan negara ism charactaristic ocods	67,415.3	73,966.9	79,893.0	90,935.4	104,549.2	110,709.2
Perkhidm	otan khus	us bercirikan pelancongan negara ism characteristic services	25,845.5	28,433.0	31,362.7	32,092.3	34,569.4	39,116.6
Jumlah p		mengikut produk	213,858.2	234,377.8	250,859.9	273,088.7	305,484.8	331,161.8
Perkhidm	etan peng daton zeo	inapan	20,679.6	22,003.2	23,126.4	25,342.3	27,591.2	23,689.7
Perkhidm	atan peny	ediaan makanan dan minumen arving sarvices	13,997.9	14,991.3	15,861.4	16,086.8	19,371.9	18,905.7
Perkhidm		angkutan penumpang	14,883.8	15,608.8	16,019.7	21,469.4	22,204.4	18,200.6
Perkhidm	otan agen	si pelancongan dan penempahan lain other manyation anyona	2,813.7	3,190.6	2,965.2	3,142.9	3,593.1	5,204.6
Perkhidm	ntan kebu	dayaan, sukan dan rekreasi ecreational pervices	2,217.4	2,887.5	2,551.6	2,982.9	2,649.0	3,759.5
Juelan ru		api kenderaan	6,099.4	6,816.6	7,360.9	9,641.6	10,945.7	11,480.5
Barang ki	versus bon	cirikan pelancongan negara ism characteristic goods	25,992.0	31,465.7	34,365.6	36,426.1	42,922.7	45,587.6
Perkhidm	otan khus	us bercirikan pelancongan negara ism characteristic services	4,029.4	4,557.7	5,608.4	5,836.7	6,336.5	7,769.1
Jumlah p		n mengikut produk	98,653.3	101,521.5	107,839.0	120,527.7	135,614.5	134,597.2
					Nisbah peli Tourise			
Accommo	atan peng dation sen	ices	0.96	0.96	0.95	0.98	0.99	0.80
Food and	beverage s	ediaan makanan dan minuman seving services	0.42	0.40	0.39	0.36	0.37	0.33
	etan peng hansport	angkutan penumpang services	0.54	0.55	0.55	0.71	0.69	0.56
		ni pelancongan dan penempahan lain other reservation services	0.62	0.87	0.74	0.73	0.76	0.99
Perkhide Cultural, s	eten kebu ports and r	depare, suken dan rekreasi ecreational services	0.14	0.16	0.14	0.15	0.12	0.16
Retail sale	of automo		0.31	0.30	0.32	0.39	0.39	0.36
		cirikan pelancongan negara ism characteristic goods	0.38	0.43	0.43	0.40	0.41	0.41
		us bercirikan pelancongan negara ism characteristic services	0.16	0.16	0.18	0.18	0.18	0.20
Jumlah p	inggunaa	n mengikut produk	0.42	0.43	0.43	0.44	0.44	0.41

Table 7
Employment

- 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.

5

WHAT IS TABLE 4, 5 & 6?

- 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)

- 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
Internal tourism consumption by products

	Inte	ernal tourism exp	penditure	Other	
	Inbound tourism expenditure	Domestic tourism expenditure	Internal tourism expenditure	components of tourism consumption (**)	Internal tourisn consumption
Products	(1.3)	(2.9)	(4.1) = (1.3) + (2.9)	(4.2)	(4.3) = (4.1) + (4.3)
A. Consumption products (*)					
A.1. Tourism characteristic products					
1. Accommodation services for visitors					
1.a. Accommodation services for visitors other than 1.b					
 Accommodation services associated with all types of vacation home ownership 					
Food- and beverage-serving services					
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

						To	urism Indust	ries								
1	1 a	1b	2	3	4	5	6	7	8	9	10	11	12		_	
Accommodation for visitors	Accommodation n services for visitors except in 1.b	Accommodation services associated with all types of vacation home ownership	Food and beverage serving industry			Water passenger transport		equipment	Travel agencies and other reservation industry	Cultural	Sports and recreational industry	Retail trade of country-specific tourism characteristic goods	Country- specific tourism industries	Total	Other Industries	Output of domestic producers (at basic prices)
(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
- 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
- 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

FRAMEWORK OF TSA TABLE (TSA: RMF 2008)

Accommodation for visitors Output Tourism share (5.1) (in value) Onsumption products (*) 1.1 Tourism characteristic products 1. Accommodation services for visitors 1.a. Accommodation services for visitors 1.a. Accommodation services for visitors 1.b. Accommodation services sassociated with all types of vacation home ownershi 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 2. Other consumption products (a) on-consumption products B.1. Valuables 8. X 8. 2. Other non-consumption products (**) (b)	except in 1.b Output Tourismsha (5.1a) (in value)	1b Accommodation services associated with all types of vacation home ownership e Output Tourism share (5.1b) (in value)	Output Tourism share (5) (in value)	Country-specific tourism industries Output Tourism share (5.12) (in value)	Total Tourism share (5.13) (in value)	Other Industries Output Tourism share (5.14) (in value)	Output of domestic (at basic pri (5.15) = (5.13) + To (5.14)	prices)	Imports Total value Tourism share (6.1) (in value)	Taxes less subsidies on products nationally produced and imported Output Tourism share (6.2) (in value)	Trade and transport margins Output Tourism share (6.3) (in value) X X X X X X X X X X X X X X X X X X X	Domestic supply (at purchasers' prices) (6.4) = (5.15) + (6.1) + (6.2) + (6.3)	Internal tourism consumption	(6.5) (4.3)/(6 x 10)
Output Tourism share (5.1) (in value) onsumption products (*) 1 Tourism characteristic products 1. Accommodation services for visitors 1. Accommodation services for visitors other than 1.b 1.b. Accommodation services sassociated with all types of vacation home ownershit 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 2 Other consumption products B.1. Valuables X	e Output Tourism sha (5.1a) (in value)	services associated with all types of vacation home ownership e Output Tourism share		tourism industries Output Tourism share	Tourism share	Output Share	(at basic pri	Tourism share	Total value Tourism share	on products nationally produced and imported Output Tourism share	Output Tourism share (6.3) (in value) X X X X X X X X X X X X X X X X X X	supply (at purchasers' prices) (6.4) = (5.15) + (6.1) + (6.2) +	tourism consumption	(6.5)
onsumption products (*) 1 Tourism characteristic products 1. Accommodation services for visitors 1. Accommodation services for visitors other than 1.b 1.b. Accommodation services for visitors other than 1.b 1.b. Accommodation services sassociated with all types of vacation home ownershit 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 2. Other consumption products B.1. Valuables X	(5.1a) (in value)					Output share	. , . ,				(6.3) (in value) X	(6.1) + (6.2) +	(4.3)	(4.3)/(
1 Tourism characteristic products 1. Accommodation services for visitors 1.a. Accommodation services for visitors other than 1.b 1.b. Accommodation services sassociated with all types of vacation home ownershit 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 2 Other consumption products 13. Valuables 14. Valuables 15. Valuables 16. Valuables 17. Valuables 18. Valuables 18. Valuables 18. Valuables	hip										X X X X X X X X X			
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 ownershid 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 2. Other consumption products 8.1. Valuables X	hip										X X X X X X X X X			
1.a. Accommodation services for visitors other than 1.b 1.b. Accommodation services associated with all types of vacation home ownershing 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 2 Other consumption products (a) **m-consumption products B.1. Valuables X	hip										X X X X X X X X X			
1.b. Accommodation services associated with all types of vacation home ownershing 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 2 Other consumption products 8.1. Valuables 13. Valuables 14. Valuables X	hip										X X X X X 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 2. Other consumption products 8.1. Valuables 1. Valuables	hip										X X X			
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 2. Other consumption products (a) 11. Valuables 12. Valuables 13. Valuables 14. Valuables 15. Valuables 16. Valuables 17. Valuables 18. Valuables														
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 2. Other consumption products (a) n-consumption products 8.1. Valuables X														
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 2. Other consumption products 8.1. Valuables 1. Valuables														
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 2. Other consumption products (a) n-consumption products B.1. Valuables X											Х Х			
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 2 Other consumption products (a) on-consumption products B.1. Valuables X											х х			
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 2. Other consumption products (a) on-consumption products B.1. Valuables X											х х			
9. Cultural services 10. Sports and recreational services 11. Country-specific tourism characteristic goods 12. Country-specific tourism characteristic services 2 Other consumption products (a) on-consumption products B.1. Valuables X											х х			
10. Sports and recreational services 11. Country-specific tourism characteristic goods 12. Country-specific tourism characteristic services 2 Other consumption products (a) on-consumption products B.1. Valuables X											х х			
11. Country-specific tourism characteristic goods 12. Country-specific tourism characteristic services 2 Other consumption products (a) on-consumption products B.1. Valuables X											х х			
12. Country-specific tourism characteristic services 2 Other consumption products (a) on-consumption products B.1. Valuables X											х х			
2 Other consumption products (a) on-consumption products B.1. Valuables X	Х	Х	Х	χ	Х									
on-consumption products B.1. Valuables X											х х			
B.1. Valuables X											х х			
											х х			
B 2 Other non-consumption products (**) (h)	Х	Х	Х	χ	Х									
B.E. Gulor non concumpatin products () (b)											х х			
Total output (at basic prices)														
Total intermediate consumption (at purchasers price) ©														
- II). Total gross value added (at basic prices)														
ompensation of employees														
her taxes less subsidies on production														
oss mixed income														

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

Table 5

Gross Value Added of Tourism Industries (GVATI)

Total GVATI of all establishments belonging to tourism industries, regardless of whether all their output is provided to visitors and the degree of specialization of their production process.

Table 6

- (1) Supply of tourism products
- (2) Internal tourism
- Inbound tourism
- Domestic tourism





Tourism Direct Gross Value Added (TDGVA)

Part of GVA generated by tourism industries and other industries of the economy that directly serve visitors in response to internal tourism consumption.



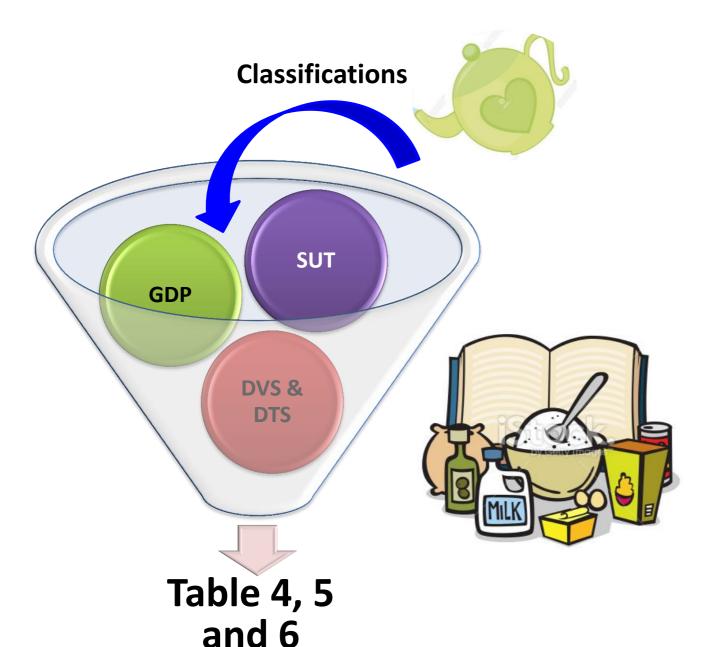
Tourism Direct Gross Domestic Product (TDGDP)

Sum of the part of GVA generated by all industries in response to internal tourism consumption plus the amount of net taxes on products and imports included within the value of this expenditure.



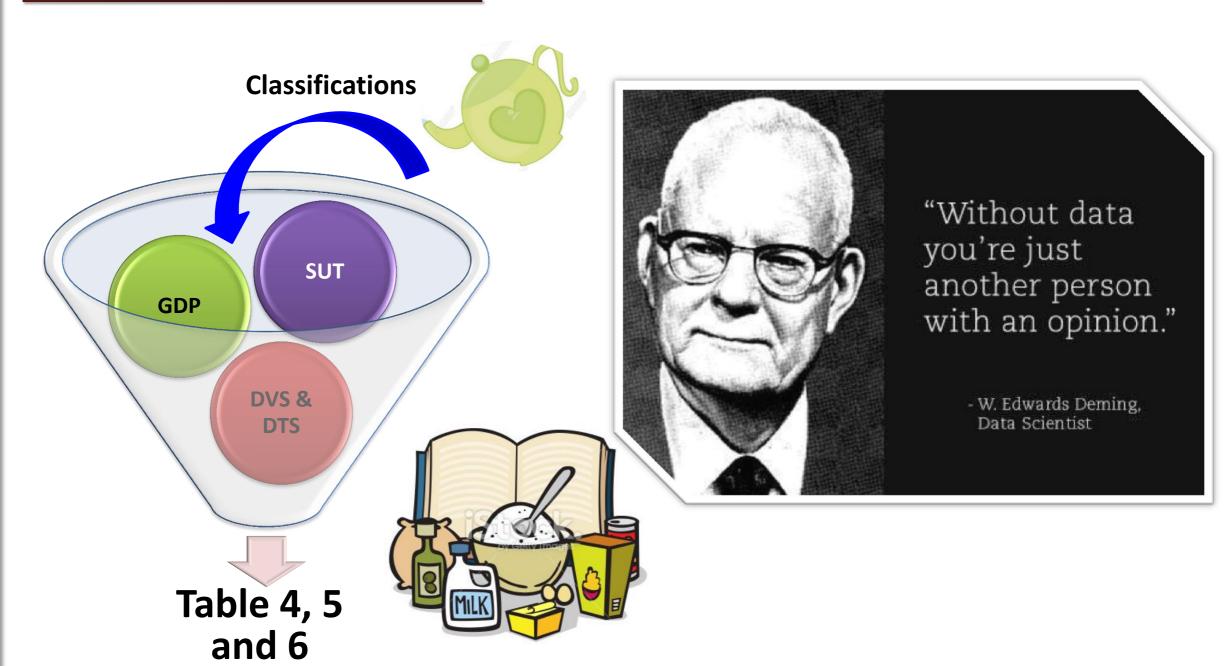
Table 6

MAIN INGREDIENTS



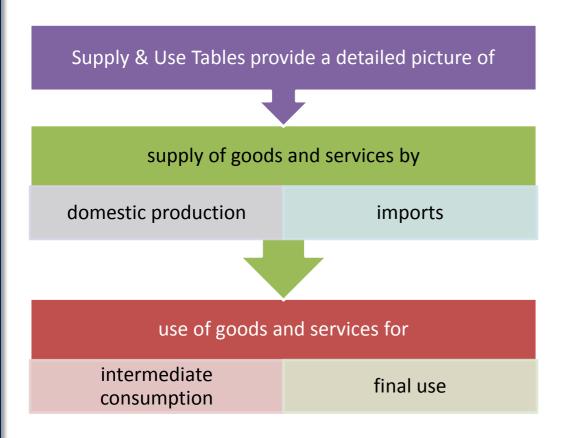
- 1. Supply & Use Table
 - Detailed industry code (ISIC)
 - ✓ Detailed product code (CPC)
- 2. Gross Domestic product
 - ✓ Detailed industry code (ISIC)
- 3. Departing Visitor Survey (DVS)
 - ✓ Collaboration between Tourism Malaysia & Immigration Department
- 4. Domestic Tourism Survey (DTS)
 - ✓ Survey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

MAIN INGREDIENTS



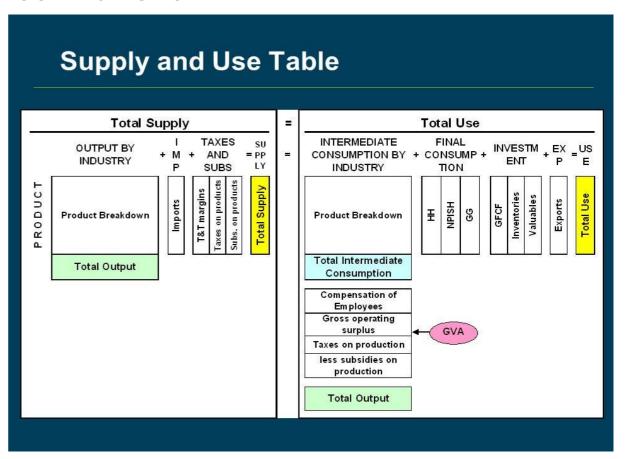
MAIN INGREDIENTS: Supply & Use Table

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



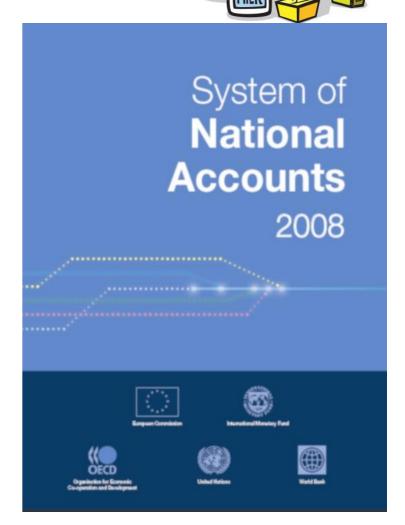


SUT Framework



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

	Tourism-related Products		<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	8.	Travel agencies and other reservation
	services		services activities
9.	Cultural services	9.	Cultural activities
10.	Sports and recreational services	10.	Sports and recreational activities
11.	Country-specific tourism characteristic	11.	Retail trade of country-specific tourism
	goods		characteristic goods
12.	Country-specific tourism characteristic	12.	Other country-specific tourism characteristic
	services		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 Ind	lustries (TI)			Other Indu	stries (OI)		Total output
	TI (1)	TI(2)		TI (n)	OI(1)	OI(2)		OI (p)	by product
Characteristic products(CHP)									
CHP1	XXX	Χ	Χ	Χ	Χ	X	Χ	Χ	ΣCHP1
CHP2	Х	XXX	Χ	Х	Χ	X	Χ	Χ	ΣCHP2
CHPn	Х	X	Χ	XXX	X	X	Χ	Χ	ΣCHPn
Connected products (Cp)									
Cp1	X	Χ	Χ	Χ	X?	X?	Χ?	Χ?	ΣCp1
Cp2	Х	Χ	Χ	X	X?	X?	Χ?	X3	ΣCp2
Cpn	Х	X	Χ	X	X?	Χ?	Χ?	X3	ΣCpn
Other products (Op)									
Op1	Χ	Χ	Χ	Χ	X?	X?	Χ?	Χ?	ΣOp1
Op2	Х	Χ	Χ	X	X?	X?	Χ?	X3	ΣOp2
Opn	Х	Χ	Χ	X	X?	Χ?	Χ?	X3	ΣOpn
Total output of the industries	ΣΤΙ (1)	ΣΤΙ (2)		ΣΤΙ (n)	ΣΟΙ (1)	ΣΟΙ (2)	***	ΣΟΙ (p)	Σrows = Σcolumns



- 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 nontourism industries may include some tourism characteristic products

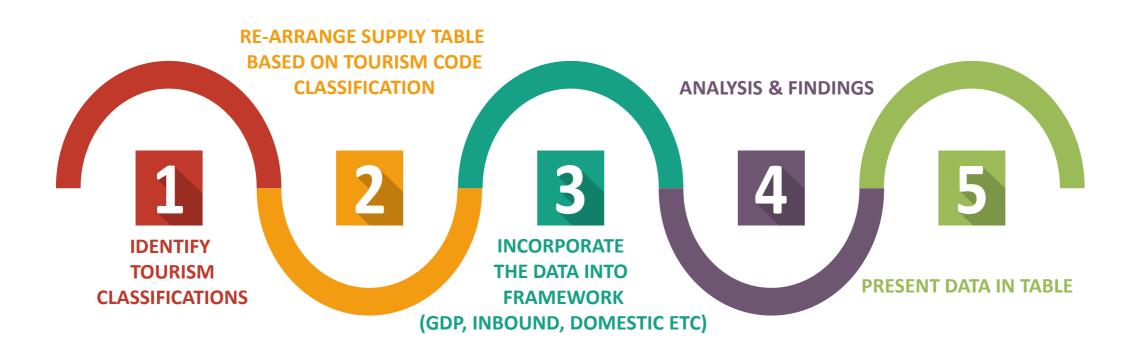
Notes:

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





2

RE-ARRANGE SUPPLY TABLE BASED ON TOURISM CODE CLASSIFICATION



Industries		Total	Su	pply		
Products	Industry 1	Industry 2		Industry n	Total Supply	y
Products A						
Products B						
Products n						
Total Supply					n	



Industries	Total Supply					
	Tourism Industries	Other Industries	Total			
Products	(1)	(2)	(1) + (2) = (3)			
Tourism Products	A1	A2	Α			
Other Products	B1	B2	В			
Total Supply	С	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.



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

Industries	Total Supply						
	Tourism	Other Industries	Total				
Products	(1)	(2)	(1) + (2) = (3)				
Tourism Products	A1	A2	Α				
Other Products	B1	B2	В				
Total Supply	С	D	n				

		Total Supply	
Industries	Tourism Industries	Other Industries	Total
Products	(1)	(2)	(1) + (2) = (3)
Tourism Products	A1	A2	Α
Other Products	B1	B2	В
Total Supply (Output) of Products	С	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.

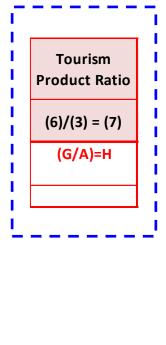




Calculating Tourism Ratio

	Total Supply						
Industries	Tourism Industries	Other Industries	Total				
Products	(1)	(2)	(1) + (2) = (3)				
Tourism Products	A1	A2	Α				
Other Products	B1	B2	В				
Total Supply (Output) of Products	С	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						

Tota	al Dem	and			
International Demand	Domestic Demand		Total		
(4)	(5)				(4) + (5) = (6)
G1	G2		G		



Inbound data

Domestic data



ANALYSIS & FINDINGS

Calculating Tourism Direct Gross Domestic Product (TDGDP)

		Total Supply	
Industries	Tourism Industries	Other Industries	Total
Products	(1)	(2)	(1) + (2) = (3)
Tourism Products	A1	A2	Α
Other Products	B1	B2	В
Total Supply (Output) of Products	С	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	Т	otal Tourism Supp	ly
Products	Tourism Industries	Other Industries	Total
Tourism Products			
Other Products		1	
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]	

Tota	al Demand	
International	Domestic	Total
Demand	Demand	TOtal
(4)	/ E\	(4) + (5)
(4)	(5)	(4) + (5) = (6)
G1	G2	G

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

TDGVA

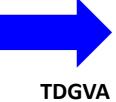
→ TDGDP



PRESENT DATA IN TABLE



Industri Industry	at current pric 2010	2011	2012	2013	2014*	2015
пилопу			RM J	luta		
			RM M	Wion		
Perkhidmatan penginapan Accommodation services	15,404.8	16,385.9	17,550.0	18,871.6	20,487.4	22,128
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.
Perkhidmatan pengangkutan penumpang Passenger transport services	6,294.6	6,677.6	7,103.2	7,585.1	8,029.1	8,468.
Perkhidmatan agensi pelancongan dan penempahan lain Travel agencies and other reservation services	1,723.7	1,843.7	2,005.9	2,184.0	2,414.8	2,619.
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	6,309.4	7,017.1	7,388.5	8,092.9	8,491.8	8,989.
Jualan runcit bahan api kenderaan Refail sale of automotive fuel	2,939.3	3,408.2	3,415.3	3,642.2	4,156.4	4,609.
Perdagangan runcit Refail trade	42,979.1	47,221.1	51,155.4	56,886.2	65,416.4	72,569.
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	13,647.3	14,998.2	16,780.4	18,073.9	19,373.3	20,990.
Jumlah Nilai Ditambah Kasar Industri Pelancongan Total Gross Value Added of Tourism Industries	104,738.3	114,767.1	124,250.6	136,131.4	151,730.4	166,464.
Nilai Ditambah Kasar Pelancongan Langsung Tourism Direct Gross Value Added	45,713.9	50,979.1	54,819.5	60,679.5	68,555.3	69,346.
	45,713.9 45,748.3	50,979.1 51,018.1	54,819.5 54,865.1	60,679.5 60,727.7	68,555.3 68,608.8	
Tourism Direct Gross Value Added Keluaran Dalam Negeri Kasar Pelancongan Langsung			54,865.1	60,727.7		69,411.
Tourism Direct Gross Value Added Keluaran Dalam Negeri Kasar Pelancongan Langsung Tourism Direct Gross Domestic Product Keluaran Dalam Negeri Kasar	45,748.3	51,018.1 911,732.7 Peru	54,865.1 971,251.5 Ibahan pera	60,727.7	68,608.8 1,106,465.8	69,411.
Tourism Direct Gross Value Added Keluaran Dalam Negeri Kasar Pelancongan Langsung Tourism Direct Gross Domestic Product Keluaran Dalam Negeri Kasar	45,748.3	51,018.1 911,732.7 Peru	54,865.1 971,251.5 Ibahan pera	60,727.7 1,018,613.9 tusan tahun	68,608.8 1,106,465.8	69,411.1 1,157,139.
Tourism Direct Gross Value Added Keluaran Dalam Negeri Kasar Pelancongan Langsung Tourism Direct Gross Domestic Product Keluaran Dalam Negeri Kasar Gross Domestic Product Nilai Ditambah Kasar Industri Pelancongan	45,748.3	51,018.1 911,732.7 Peru A	54,865.1 971,251.5 Ibahan pera	60,727.7 1,018,613.9 tusan tahun tage change	68,608.8 1,106,465.8 an	69,346. 69,411. 1,157,139. 9.
Tourism Direct Gross Value Added Ketuaran Dalam Negeri Kasar Pelancongan Langsung Tourism Direct Gross Domestic Product Ketuaran Dalam Negeri Kasar Gross Domestic Product Nilai Ditambah Kasar Industri Pelancongan Gross Value Added of Tourism Industries Ketuaran Dalam Negeri Kasar Pelancongan Langsung	45,748.3	51,018.1 911,732.7 Peru A 9.6	54,865.1 971,251.5 Ibahan pera Imual percent	60,727.7 1,018,613.9 tusan tahun tage change 9,6	68,608.8 1,106,465.8 an	69,411.1 1,157,139. 9.
Tourism Direct Gross Value Added Keluaran Dalam Negeri Kasar Pelancongan Langsung Tourism Direct Gross Domestic Product Keluaran Dalam Negeri Kasar Gross Domestic Product Nital Ditambah Kasar Industri Pelancongan Gross Value Added of Tourism Industries Keluaran Dalam Negeri Kasar Tourism Direct Gross Domestic Product Keluaran Dalam Negeri Kasar	45,748.3	51,018.1 911,732.7 Peru A 9.6 11.5	54,865.1 971,251.5 Ibahan pera nnual percen 8.3 7.5	60,727.7 1,018,613.9 tusan tahun tage change 9.6 10.7 4.9	68,608.8 1,106,465.8 an 11.5 13.0	69,411.1 1,157,139. 9.
Tourism Direct Gross Value Added Keluaran Dalam Negeri Kasar Pelancongan Langsung Tourism Direct Gross Domestic Product Keluaran Dalam Negeri Kasar Gross Domestic Product Nital Ditambah Kasar Industri Pelancongan Gross Value Added of Tourism Industries Keluaran Dalam Negeri Kasar Tourism Direct Gross Domestic Product Keluaran Dalam Negeri Kasar	45,748.3	51,018.1 911,732.7 Peru A 9.6 11.5	54,865.1 971,251.5 Ibahan pera mual percen 8.3 7.5 6.5	60,727.7 1,018,613.9 tusan tahun tage change 9.6 10.7 4.9	68,608.8 1,106,465.8 an 11.5 13.0	69,411.1 1,157,139.
Tourism Direct Gross Value Added Keluaran Dalam Negeri Kasar Pelancongan Langsung Tourism Direct Gross Domestic Product Keluaran Dalam Negeri Kasar Gross Domestic Product Nilai Ditambah Kasar Industri Pelancongan Gross Value Added of Tourism Industries Keluaran Dalam Negeri Kasar Keluaran Dalam Negeri Kasar Gross Domestic Product Keluaran Dalam Negeri Kasar Gross Domestic Product Keluaran Dalam Negeri Kasar	45,748.3 821,434.4 	51,018.1 911,732.7 Peru A 9.6 11.5	54,865.1 971,251.5 slbahan peramual percer 8.3 7.5 6.5 Peratus su Percentag	60,727.7 1,018,613.9 tusan tahun tage <i>change</i> 9.6 10.7 4.9 mbangan te share	68,608.8 1,106,465.8 an 11.5 13.0 8.6	69,411: 1,157,139: 9. 1.



	current prices	;				
Industri Industry	2010	2011	2012	2013	2014 ^e	2015 ⁱ
			RM N			
Perkhidmatan penginapan Accommodation services	15,404.8	16,385.9	17,550.0	18,871.6	20,487.4	22,128.9
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	6,294.6	6,677.6	7,103.2	7,585.1	8,029.1	8,468.5
Perkhidmatan agensi pelancongan dan penempahan lain Fravel agencies and other reservation services	1,723.7	1,843.7	2,005.9	2,184.0	2,414.8	2,619.8
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	6,309.4	7,017.1	7,388.5	8,092.9	8,491.8	8,989.5
lualan runcit bahan api kenderaan Retail sale of automotive fuel	2,939.3	3,408.2	3,415.3	3,642.2	4,156.4	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	14,998.2	16,780.4	18,073.9	19,373.3	20,990.1
lumlah Nilai Ditambah Kasar Industri Pelancongan Fotal Gross Value Added of Tourism Industries	104,738.3	114,767.1	124,250.6	136,131.4	151,730.4	166,464.6
lilai Ditambah Kasar Pelancongan Langsung Fourism Direct Gross Value Added	45,713.9	50,979.1	54,819.5	60,679.5	68,555.3	69,346
Keluaran Dalam Negeri Kasar Pelancongan Langsung Fourism Direct Gross Domestic Product	45,748.3	51,018.1	54,865.1	60,727.7	68,608.8	69,411.9
Keluaran Dalam Negeri Kasar Gross Domestic Product	821,434.4	911,732.7		1,018,613.9	1,106,465.8	1,157,139.1
				atusan tahu ntage chang		
Nilai Ditambah Kasar Industri Pelancongan Gross Value Added of Tourism Industries	-	9.6	8.3	9.6	11.5	9.7
Keluaran Dalam Negeri Kasar Pelancongan Langsung Fourism Direct Gross Domestic Product		11.5	7.5	10.7	13.0	1.2
Keluaran Dalam Negeri Kasar Gross Domestic Product		11.0	6.5	4.9	8.6	4.6
			Peratus su Percenta			
lilai Ditambah Kasar Industri Pelancongan Share of Gross Value Added of Tourism Industries	12.75	12.59	12.79	13.36	13.71	14.39
lilai Ditambah Kasar Pelancongan Langsung kepada eseluruhan Nilai Ditambah Kasar Tourism Direct Gross Value Added to overall Gross Value kdded	5.62	5.65	5.70	6.02	6.26	6.07



PRESENT DATA IN TABLE



Table O. Total supply and tourism consumption by Produk							
Products	2010	2011	2012	2013	2014*	2015	
	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 penempahan 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, aports 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 County-specific fourism 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	
Perkhildmatan 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 penempahan 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, aports 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	36,426.1	42,922.7	45,587.6	
Perkhidmetan 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 consumpton by products	90,653.3	101,521.5	107,839.0	120,927.7	135,614.5	134,597.2	
			Nisbah pela Tourism				
Perkhidmatan penginapan Accommodation services	0.96	0.96	0.95	0.98	0.99	0.80	
Perkhidmetan 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	0.56	
Perkhidmatan agensi pelancongan dan penempahan 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 Retel 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	0.16	0.16	0.18	0.18	0.18	0.20	
Country-specific fourism characteristic services							

Department of Statistics, Malaysia

Jumlah penawaran dan penggunaan pelancongan mengikut jenis produk Total supply and tourism consumption by type of products Produk 2010 2011 2012 2013 Products RM Juta

21,573.7 23,030.1

33,338.9 37,032.9

27.481.1 28.125.4

3,420.7 3,654.1

15,343.3 17,502.5

19,439.7 22,633.0

67.415.3 73.966.9

25,845.6 28,433.0

14.991.3

15,608.8

3,190.6

2.887.5

6,816.6

31,465.7

4.557.7

0.96

0.40

0.55

0.87

0.16

0.30

0.43

0.16

0.43

13.997.9

14,883.8

2,813.7

2.217.4

6,099.4

25,932.0

4,029.4

0.96

0.42

0.54

0.82

0.14

0.31

0.38

0.16

0.42

2014^e

52,028.7

32,378.1 33,225.7

4,720.5 5,247.6

21,231.0 23,439.3

28,232.5 31,600.4

34,569.4 39,116.6

18.905.7

18,200.6

5,204.6

3,759.5

11,480.

45,587.6

7,769.

0.80

0.99

90.935.4 104.549.2 110.709.2

19.371.9

22,204.4

3,593.1

2.649.0

10,945.7

42,922.7

6,336.5

0.99

0.37

0.69

0.76

0.12

0.39

0.41

0.18

0.44

24,377.6 25,778.1 27,775.4 29,668.8

45,208.6

30,357.3

4,331.9

19,650.2

32,092.3

21,469.4

3,142.9

2.982.9

9,641.6

36,425.1

5,836.7

0.98

0.36

0.71

0.73

0.15

0.39

0.40

0.18

0.44

22,762.2 24,734.9

213,858.2 234,377.8 250,859.9 273,088.7 305,484.8 331,161.8

20.679.6 22.003.2 23.126.4 25.342.3 27.591.2 23.689.

15.861.4 16.086.8

RM Million

41,097.9

29 041 8

3,975.0

18,349.8

79 893 0

31.362.7

16,019.7

2,955.2

2.551.6

7,350.9

34,365.6

5,608.4

90,653.3 101,521.5 107,839.0 120,927.7 135,614.5 134,597.2

Nisbah pelancongan Tourism ratio

0.95

0.39

0.55

0.74

0.14

0.32

0.43

0.18

0.43

2015^F

58,154.2

Jadual

Perkhidmatan penginapan

Passenger transport services

Retail sale of automotive fuel

Total supply by products Perkhidmatan penginapan

Accommodation services

Food and beverage serving services Perkhidmatan pengangkutan penumpang

Passenger transport services

Retail sale of automotive fuel

Total consumption by products

Perkhidmatan penginapan

Passenger transport services

Retail sale of automotive fuel

Total consumption by products

Food and beverage serving services Perkhidmatan pengangkutan penumpang

Accommodation services

Food and beverage serving services Perkhidmatan pengangkutan penumpang

Perkhidmatan penyediaan makanan dan minuman

Travel agencies and other reservation services Perkhidmatan kebudayaan, sukan dan rekreasi

Barang khusus bercirikan pelancongan negara

Country-specific tourism characteristic goods Perkhidmatan khusus bercirikan pelancongan negara

Country-specific tourism characteristic services Jumlah penawaran mengikut produk

Perkhidmatan penyediaan makanan dan minuman

Travel agencies and other reservation services Perkhidmatan kebudayaan, sukan dan rekreasi

Barang khusus bercirikan pelancongan negara

Country-specific tourism characteristic goods Perkhidmatan khusus bercirikan pelancongan negara

Country-specific tourism characteristic services lumlah penggunaan mengikut produk

Perkhidmatan penyediaan makanan dan minuman

Travel agencies and other reservation services Perkhidmatan kebudayaan, sukan dan rekreasi

Barang khusus bercirikan pelancongan negara

Country-specific tourism characteristic goods Perkhidmatan khusus bercirikan pelancongan negara

Country-specific tourism characteristic services

Jumlah penggunaan mengikut produk

Cultural, sports and recreational services Jualan runcit bahan api kenderaan

Perkhidmatan agensi pelancongan dan penempahan lain

Cultural, sports and recreational services Jualan runcit bahan api kenderaan

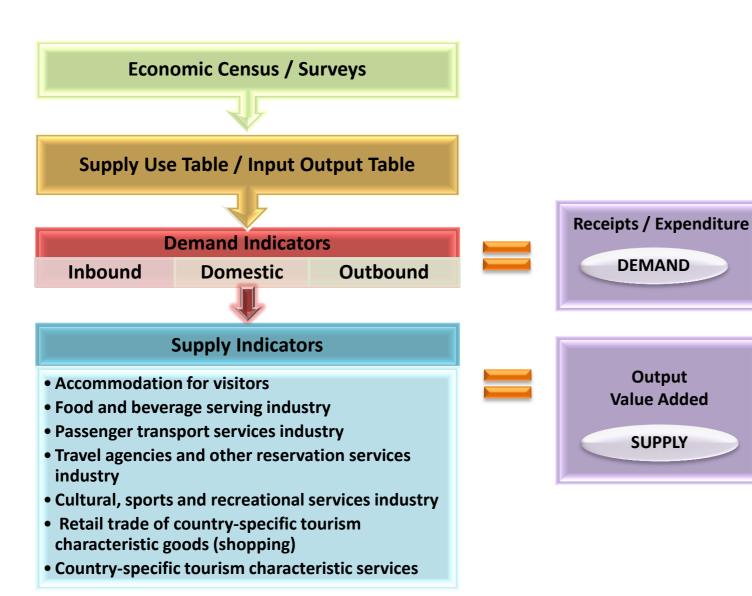
Perkhidmatan agensi pelancongan dan penempahan lain

Cultural, sports and recreational services Jualan runcit bahan api kenderaan

Perkhidmatan agensi pelancongan dan penempahan lain

Accommodation services

GENERAL FRAMEWORK OF TSA



Tourism
Ratio
= Demand/
Supply

