



Training Course on Tourism Satellite Account in Suriname



TOURISM SATELLITE ACCOUNT (TSA)

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INTRODUCTION

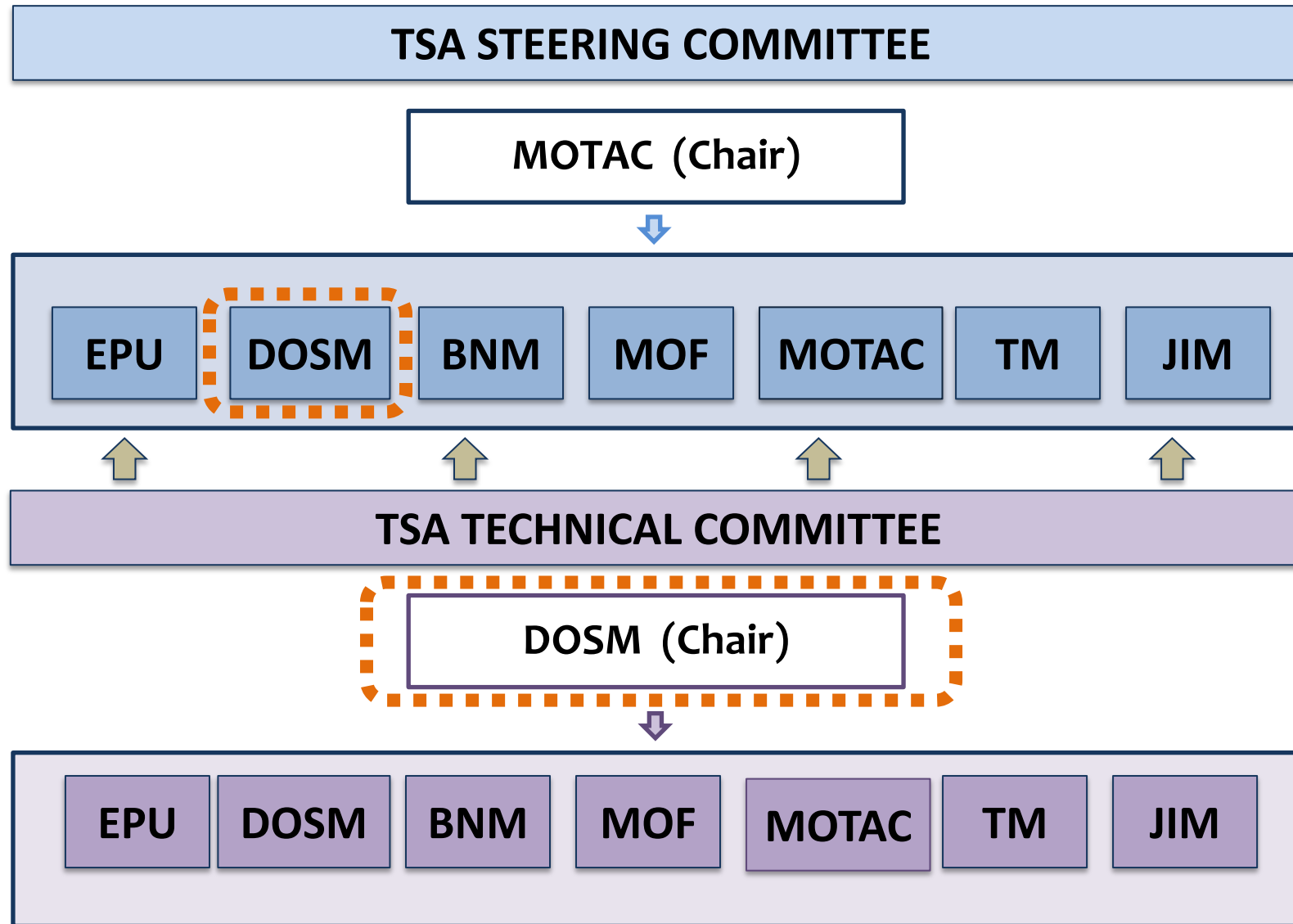
If you can *measure* it, you can *manage* and *improve* it!

*“Statistics permeate modern life.
They are the basis for many governmental, business and community decisions”*

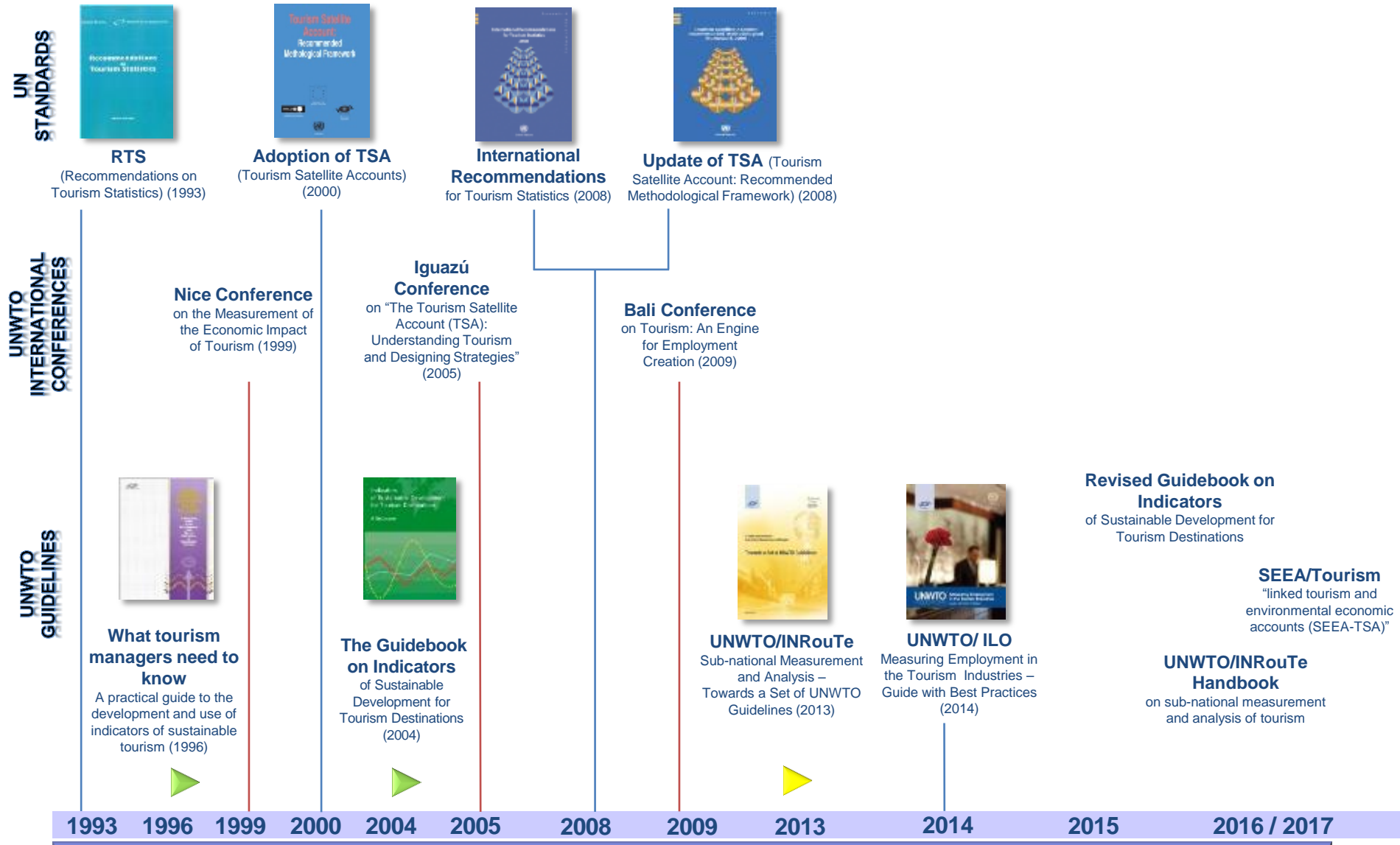
Ban Ki-Moon, UN Secretary-General, on World Statistics Day (2010)



Initial Technical Working Group of TSA in Malaysia



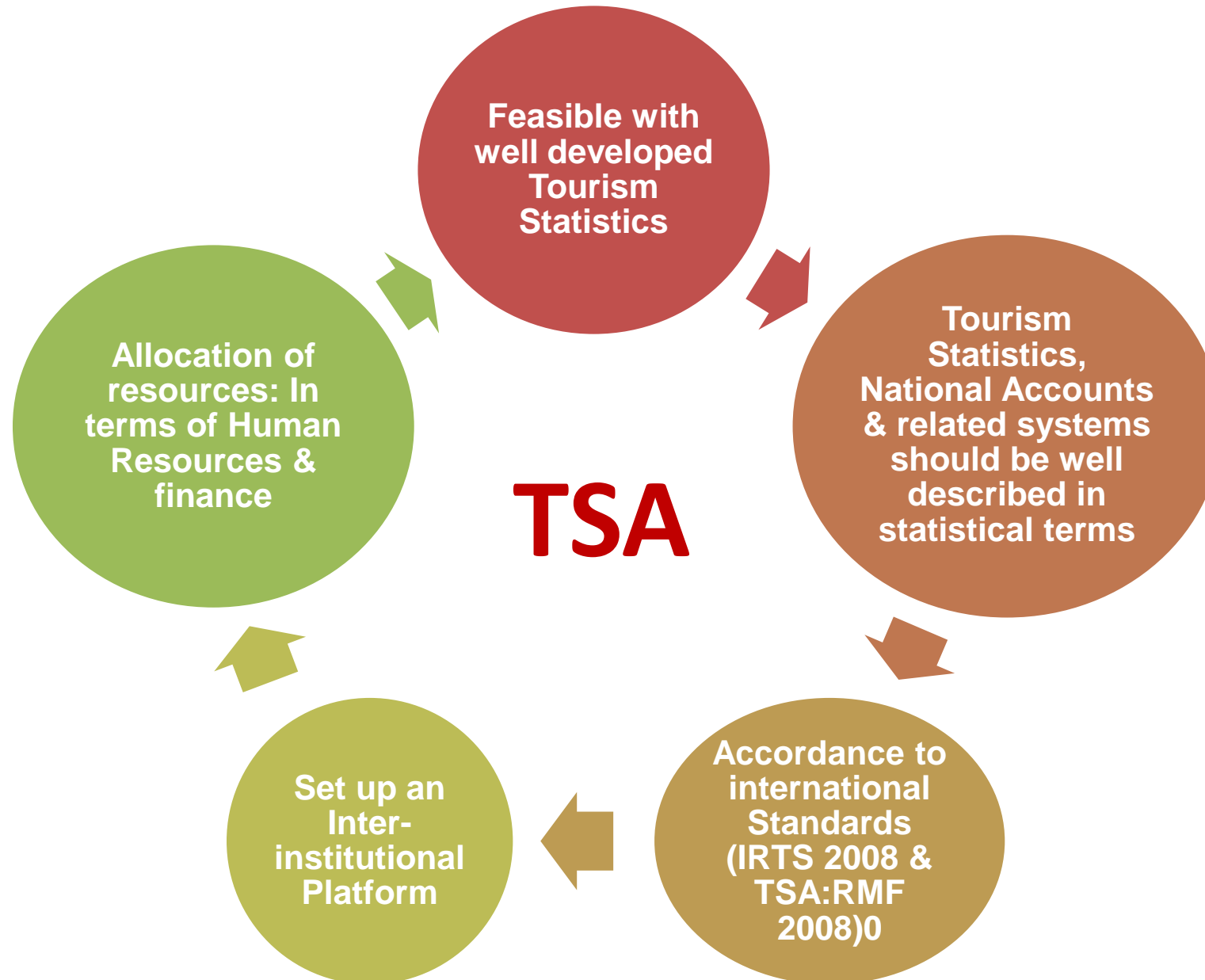
MANUALS / GUIDELINES



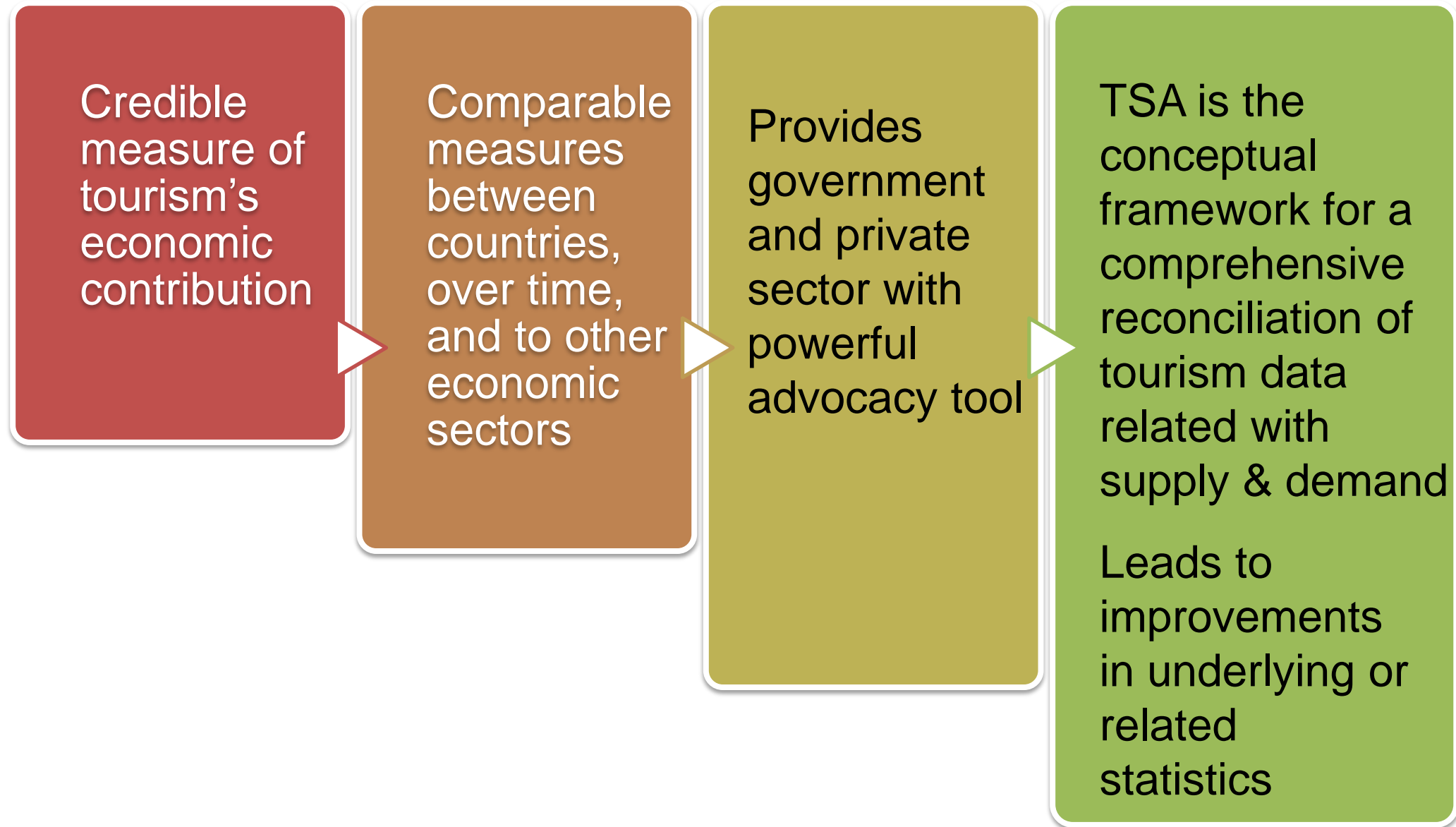
World Tourism Organization | a specialized Agency of the United Nations

Today

TSA DETERMINATION FACTORS



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)

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

DATA SOURCES



TABLE 1

**INBOUND
TOURISM
EXPENDITURE**



- Departing Visitor Survey (DVS) by Tourism Malaysia
- Balance of Payment by DOSM
- Arrivals Data by Immigration Department



TABLE 2

**DOMESTIC
TOURISM
EXPENDITURE**



- Domestic Tourism Survey (DTS) by DOSM



TABLE 3

**OUTBOUND
TOURISM
EXPENDITURE**



- Malaysia Outbound Survey (MOS) by Tourism Malaysia
- Balance of Payment by DOSM



TABLE 4

**INTERNAL
TOURISM
CONSUMPTION**



- Table 1 and Table 2



TABLE 5

**PRODUCTION
ACCOUNTS OF
TOURISM
INDUSTRIES AND
OTHER INDUSTRIES**



- Supply – Use Table (SUT) by DOSM
- Gross Domestic Product (GDP) by DOSM

DATA SOURCES



TABLE 6

**TOTAL DOMESTIC
SUPPLY AND
INTERNAL TOURISM
CONSUMPTION**



- Table 4 and Table 5



TABLE 7

**EMPLOYMENT IN
THE TOURISM
INDUSTRIES**



- Labour Force Survey (LFS) by DOSM



TABLE 8

**TOURISM GFCF OF
TOURISM
INDUSTRIES AND
OTHER INDUSTRIES**



- Economic Census and Survey by DOSM
- GFCF Data by DOSM



TABLE 9

**TOURISM COLLECTIVE
CONSUMPTION BY
PRODUCTS & LEVEL
OF GOVERNMENT**



Compilation of data is by levels of government;

- 2A Federal Government
- 2B Statutory bodies
- 2C State Government
- 2D Local Authorities



TABLE 10

**NON-MONETARY
INDICATOR**



10a: Number of trips and overnights by forms of tourism and classes of visitor

10b: Number of arrivals overnights by modes of transport

10c: Number of establishment and capacity by types of accommodation

10d: Number of establishment in tourism industries classified according to average number of jobs

TSA: RMF 2008 - FRAMEWORK OF TSA TABLES

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

WHAT NEED TO BE DONE TO DEVELOP TSA ?



THANK YOU