



Department of Statistics  
MALAYSIA

# ONLINE TRAINING COURSE ON TOURISM STATISTICS

## IMPLEMENTATION OF DOMESTIC TOURISM SURVEY

21 January 2021

Malaysia Time : 15:30 – 18:30

Saudi Arabia Time : 10:30 – 13:30

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MALAYSIA**



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**7.7.2020**

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1 INTRODUCTION

2 MANUAL

3 IMPLEMENTATION OF DTS

4 PUBLICATION

## Objective of DTS

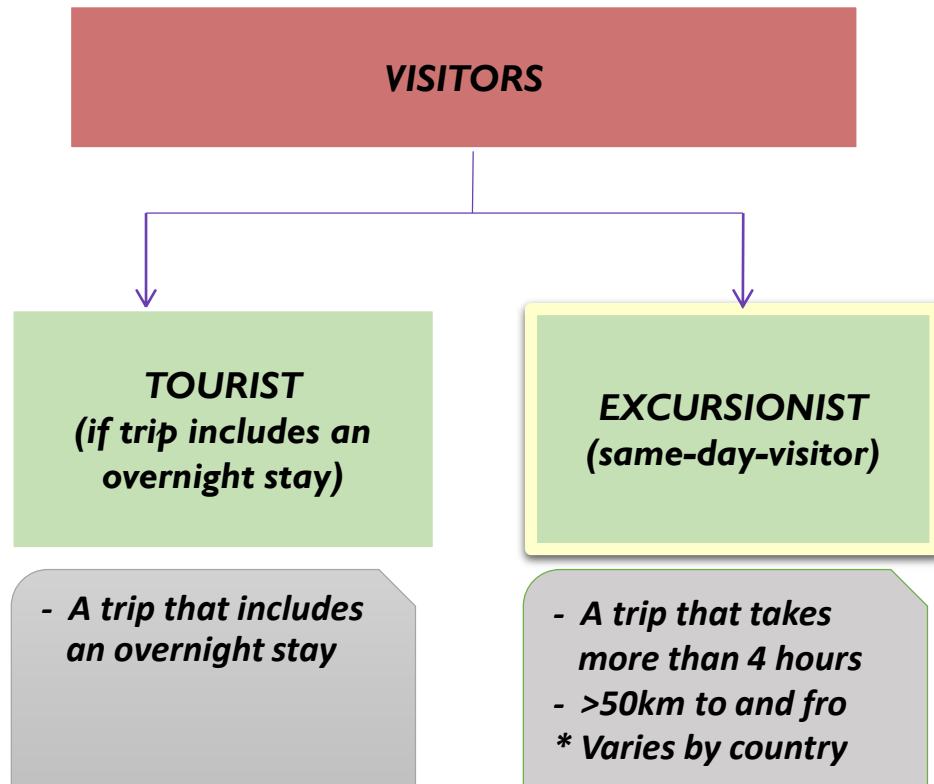
To collect information on the domestic tourism (expenditure, travelling pattern, destination, purpose of visit and profile of visitors)

To fulfill the demand of the stakeholders (MoTAC, Tourism Malaysia, etc)

As an input for the compilation of Tourism Satellite Account (TSA)

## CONCEPT & DEFINITION

The implementation of DTS is based on the guidelines and recommendations of the UNWTO with reference to the International Recommendation Tourism Statistics, 2008 (IRTS)



## IRTS 2008

### DOMESTIC TOURISM

*Domestic tourism comprises the activities of a resident visitor within the country of reference either as part of a domestic tourism trip or part of an outbound tourism trip*

### DOMESTIC TOURISM TRIPS

*A domestic tourism trip refers to the travel of a visitor from the time of leaving his/her usual residence with a main destination within the country of residence of the visitor until he/she returns: it thus refers to a roundtrip.*

## METHODOLOGY

Household  
approach

### SAMPLING DESIGN

- Two-stage Stratified Sampling (state & strata) at 95% confidence level
- Total sample (2014)
  - 25,664 living quarters

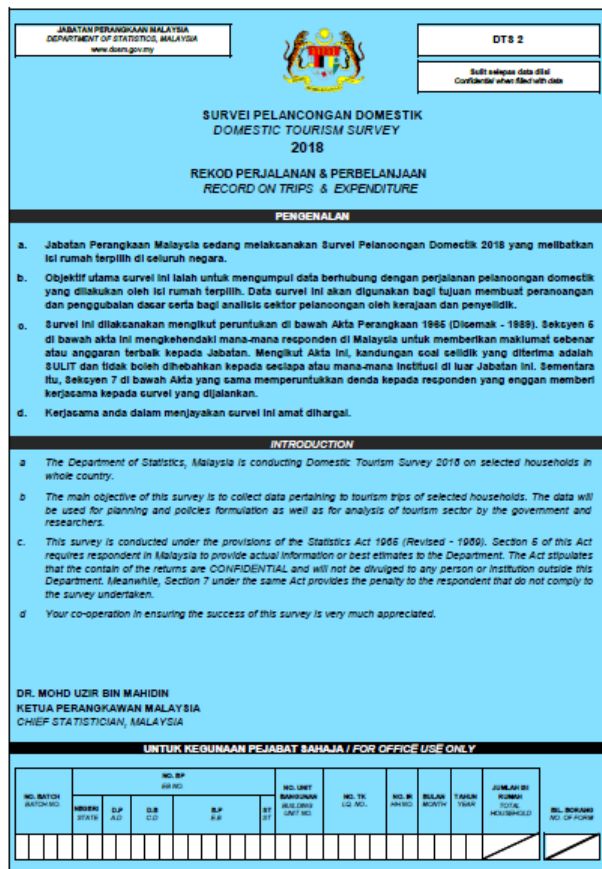
### SCOPE & COVERAGE

- All state in Malaysia (urban & rural)
- Malaysia resident aged 15 years and above.
- Exclude those living in institutions

### DATA COLLECTION

- Monthly basis
- Face to face interview

## DTS QUESTIONNAIRE



The image shows a sample of the Domestic Tourism Survey (DTS) 2018 questionnaire form. The form is titled 'SURVEI PELANCONGAN DOMESTIK DOMESTIC TOURISM SURVEY 2018' and 'REKOD PERJALANAN & PERBELANJAAN RECORD ON TRIPS & EXPENDITURE'. It includes sections for 'PENGESAHAN' (Confirmation) and 'INTRODUCTION'. The introduction section explains the purpose of the survey, the data collection process, and the confidentiality of the information provided. It also mentions the Department of Statistics, Malaysia, and the Chief Statistician, Malaysia.

The survey contains questions regarding:

1. Demographic profile
2. Occupation
3. Household income
4. Type of trips (day trip / overnight trip)
5. Main destination
6. Length of stay per overnight trip
7. Purpose of visit
8. Activities
9. Expenditure
10. Mode of transport
11. Type of accommodation
12. Method of use for booking of accommodation reservation

1

## Formulate the survey keeping in mind your overall substantive and analytical needs

- Define the problem and objective
- Identify the population that will be surveyed
- Determine interest variables of selection

2

## Determine specifically what mode of collecting the data will be used

- Personal interviews
- Telephone surveys
- Mailed questionnaires/drop-off surveys
- Web-based surveys and email-based surveys

3

## Determine an appropriate sampling plan

- What is the sampling frame?
- How many interviews need to be completed? (sample size, sampling fraction)
- How can the sample be made representative of the population?
- Sample selection

4

## Develop the questionnaire (the survey instrument)

- Each question should fit into the overall plan of research
- Each question should be suitable for the mode of survey chosen

5

## Conduct an early pretest of the survey

- Use these results to refine the instrument and work out any bugs in the survey procedures

6

## Execute the survey in the field

- Training to interviewer/enumerator
- Allocation of field operation
- Monitoring and coaching



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## Preliminary Data analysis

- Acceptable response rate
- Data capture and validation

8

## Generalize data – population factor

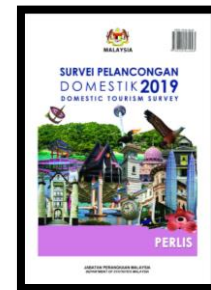
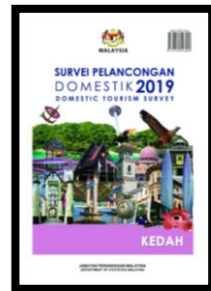
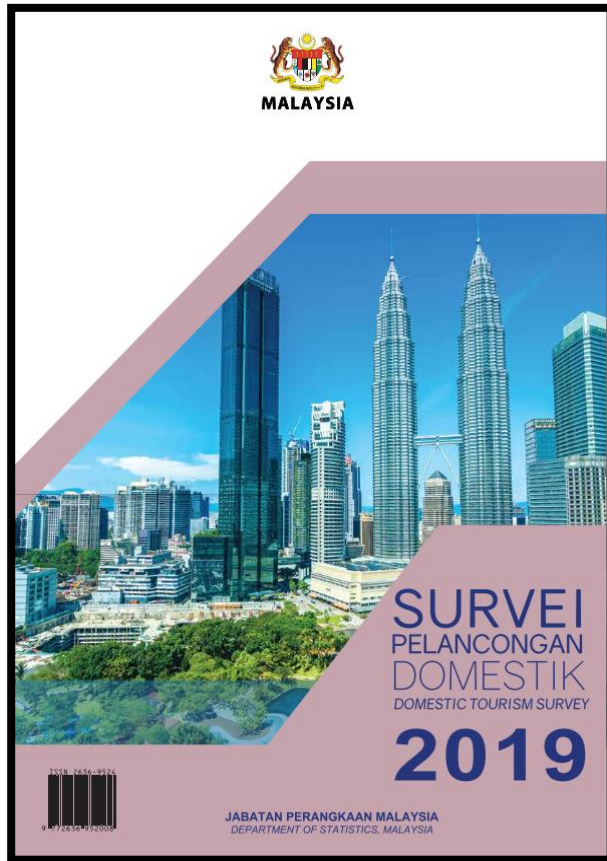
- Weighted data (Population factor)
- Analysis of final data

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## Publication

- Data dissemination
- Publish to stakeholder

## DTS PRODUCT





Department of Statistics  
M A L A Y S I A

# THANK YOU

## ***BANCI MALAYSIA***

**7.7.2020 – 21.12.2020 (e-Census)**

**20.1.2021 – 6.2.2021 (Face To Face)**

**POPULATION & HOUSING  
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