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
OUTLINE

1. INTRODUCTION
2. MANUAL
3. IMPLEMENTATION OF DTS
4. PUBLICATION
BACKGROUND OF DTS

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

**CONCEPT & DEFINITION**

**VISITORS**
- A trip that includes an overnight stay

**TOURIST** (if trip includes an overnight stay)
- A trip that takes more than 4 hours
  - >50km to and fro
  - Varies by country

**EXCURSIONIST** (same-day-visitor)
- A trip that takes more than 4 hours
  - >50km to and fro

**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.
## BACKGROUND OF DTS (cont’d)

### METHODOLOGY

<table>
<thead>
<tr>
<th>SAMPLING DESIGN</th>
<th>SCOPE &amp; COVERAGE</th>
<th>DATA COLLECTION</th>
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<tbody>
<tr>
<td><strong>Two-stage Stratified Sampling (state &amp; strata) at 95% confidence level</strong>&lt;br&gt;<strong>Total sample (2014)</strong>&lt;br&gt;• 25,664 living quarters</td>
<td><strong>All state in Malaysia (urban &amp; rural)</strong>&lt;br&gt;<strong>Malaysia resident aged 15 years and above.</strong>&lt;br&gt;<strong>Exclude those living in institutions</strong></td>
<td><strong>Monthly basis</strong>&lt;br&gt;<strong>Face to face interview</strong></td>
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Household approach
BACKGROUND OF DTS (cont’d)

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
IMPLEMENTATION OF DTS

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
IMPLEMENTATION OF DTS (cont'd)

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 bus in the survey procedures

6 Execute the survey in the field
• Training to interviewer/enumerator
• Allocation of field operation
• Monitoring and coaching
# IMPLEMENTATION OF DTS (cont'd)

<table>
<thead>
<tr>
<th>7</th>
<th>Premilinary Data analysis</th>
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<tbody>
<tr>
<td>• Acceptable response rate</td>
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<td>• Data capture and validation</td>
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<table>
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<tr>
<th>8</th>
<th>Generalize data – population factor</th>
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<tbody>
<tr>
<td>• Weighted data (Population factor)</td>
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<td>• Analysis of final data</td>
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<th>Publication</th>
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<tr>
<td>• Data dissemination</td>
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<td>• Publish to stakeholder</td>
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THANK YOU

BANCI MALAYSIA

7.7.2020 – 21.12.2020 (e-Census)  
20.1.2021 – 6.2.2021 (Face To Face)

POPULATION & HOUSING CENSUS MALAYSIA 2020

YOUR DATA IS OUR FUTURE

For More Info:  
www.dosm.gov.my  
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