



Department of Statistics  
M A L A Y S I A

# ONLINE TRAINING COURSE ON TOURISM STATISTICS

## TOURISM SATELLITE ACCOUNT: CONCEPTS & METHODOLOGY

20 January 2021

Malaysia Time : 15:30 – 18:30

Saudi Arabia Time : 10:30 – 13:30



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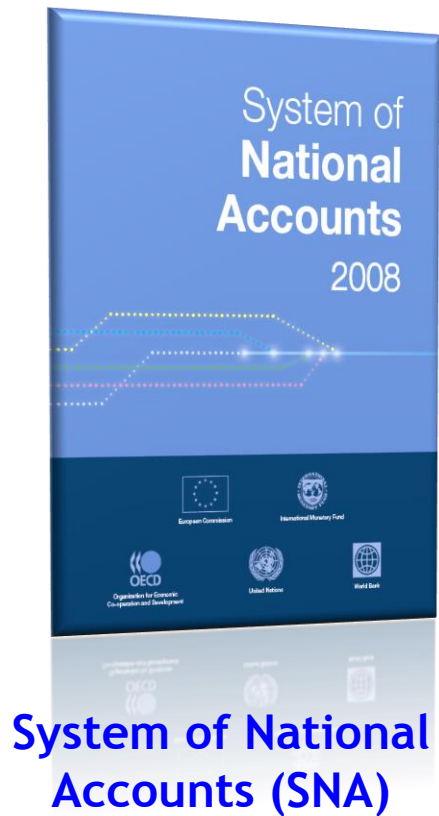





**2016 - 2030**



- 1 INTRODUCTION
- 2 INTERNATIONAL RECOMMENDATIONS ON TOURISM STATISTICS (IRTS) 2008
- 3 RECOMMENDED METHODOLOGICAL FRAMEWORK (RMF) 2008
- 4 LIST OF TABLES

## What is Satellite Accounts ?



-  Recommended in the System of National Accounts (SNA) by United Nations
-  Allows for an expansion of the national accounts for selected areas of interest
-  Maintains links to the basic concepts and structures of the core national accounts

SNA 2008:  
Chapter 29 Satellite Accounts

## EXPERIENCE OF OTHER COUNTRIES

Based on SNA 2008, more than 70 countries has developed Tourism Satellite Account (TSA)

### Australia

- Tourism
- NPIs
- Information and Communication Technology

### New Zealand

- Tourism
- NPIs and Volunteering

### Canada

- Tourism
- Non-profit Institutions

### Norway

- Tourism
- Health
- Environment

### Philippines

- Tourism

6 years

## 2003-2004

- IAPG Tourism meeting
- Establish TWG
- Create TSA unit in DOSM

## 2005-2006

- Participated in the International Workshop
- Study visit to Australia
- TSA compilation initiated
- Pilot Study of Domestic Tourism Survey (DTS)

## 2007-2008

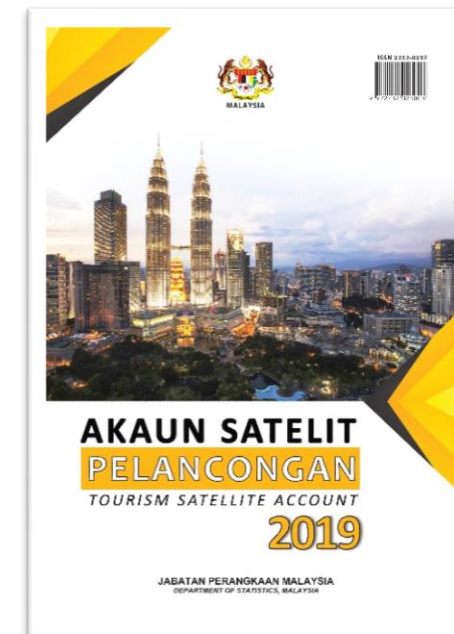
- Published DTS 2007 with official tourism domestic figure for every states (Internal Circulation)

## 2009-2010

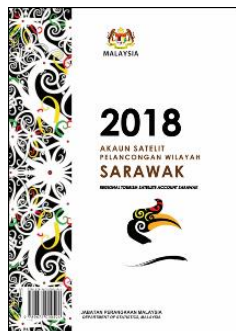
- Published DTS (Public): Reference year 2009
- Limited circulation::
- Publication TSA 2000-2008
- Publication TSA 2000-2009

## 2012 Onwards

- Endorsement to release TSA to the public
- Publications:
  - TSA 2000-2010
  - TSA 2000-2011
  - TSA 2005-2012
  - TSA 2005-2013
  - TSA 2010-2014
  - TSA 2010-2015
  - TSA 2016
  - TSA2017
  - TSA2018
  - TSA2019



Tourism Satellite Account (TSA)



## Regional Tourism Satellite Account (RTSA) Sarawak

2 years

### Mac – April 2017

- TSA briefing and MTAC Sarawak visit to DOSM
- TSA Sarawak Meeting at the Department Level
- Tourism Satellite Account Sarawak Technical Meeting

### October 2017

- Briefing on the Tourism Satellite Account to Sarawak Tourism Industry Players

### Jan - Mar 2018

- Steering and Technical Committee Meeting in Sarawak
- Sarawak TSA Technical Committee Meeting at the Department level
- Sarawak *Tourism Statistics Management Steering Committee*

### Jun – Dec 2018

- 2nd Sarawak Tourism Statistics Technical
- Discussion between DOSM Sarawak dan MTAC
- Sarawak Tourism Statistic Steering Committee
- Official Visit of TSA Sarawak member of the Steering and Technical Committee
- Sarawak Tourism Statistic Steering Committee No.2/2018

### 2019

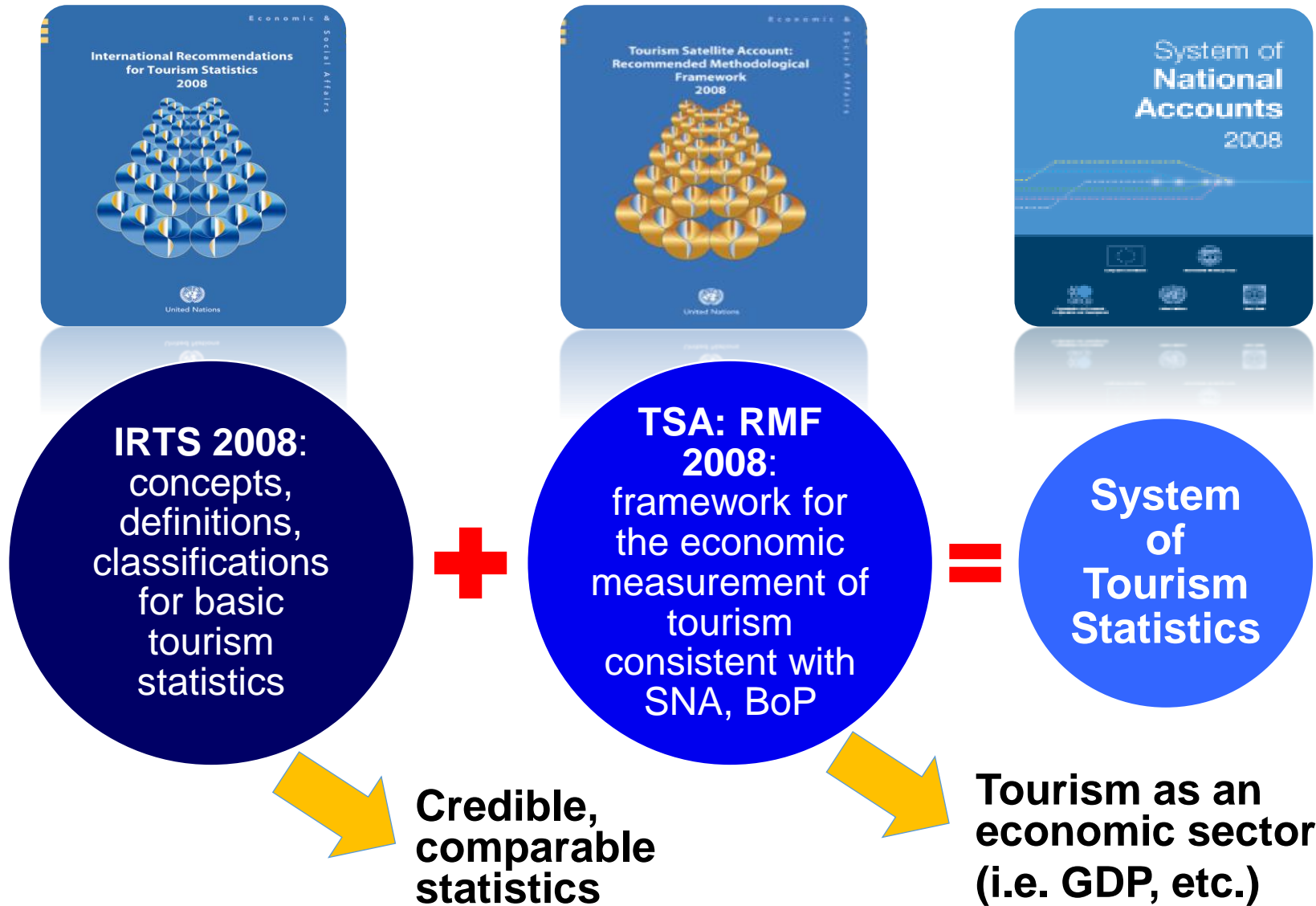
- Discussion session related to TSA Sarawak
- Technical Meetings TSA Sarawak No. 1/2019
- Compilation Technical Discussion RTSA
- Presentation of data and reports to DOSM Management
- Presentation of RTSA Sarawak 2018 findings to the Honorable Minister of MTAC Sarawak
- Launching ceremony of RTSA Sarawak report by the Honorable Minister of MTAC Sarawak on 10 December 2019



## 3 Regions in Malaysia

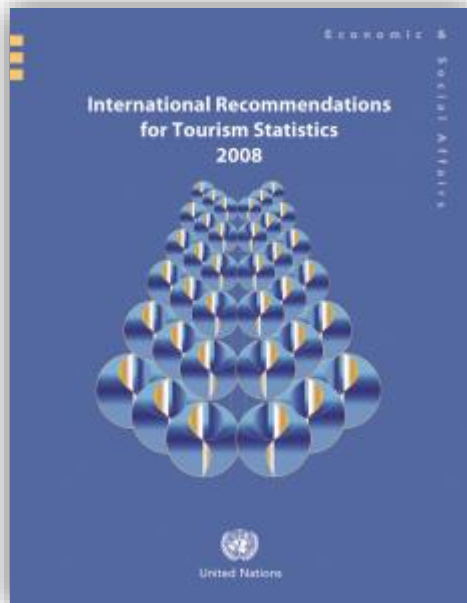
- Peninsular Malaysia
- Sarawak
- Sabah





The **IRTS 2008** provides the main concepts, definitions and classifications for the measurement of tourism in a standard way across countries.

The **IRTS 2008** was approved by the United Nations Statistical Commission (UNSC) at its 39th session (26-29 February 2008). It revises and replaces the previous 1993 Recommendations on Tourism Statistics (1993 RTS) adopted by the Commission in 1993 and published in 1994.



Chapter 1: Development and needs for tourism statistics

Chapter 2: The demand perspective: basic concepts and definitions

Chapter 3: The demand perspective: characterization of visitor and tourism trips

Chapter 4: The demand perspective: tourism expenditure

Chapter 5: Classifications of products and productive activities for tourism

Chapter 6: The supply perspective

Chapter 7: Employment in the tourism industries

Chapter 8: Understanding tourism in its relationship with other macroeconomic frameworks

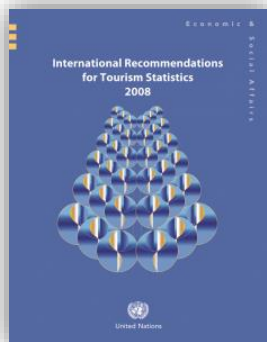
Chapter 9: Supplementary topics

Demand

Supply

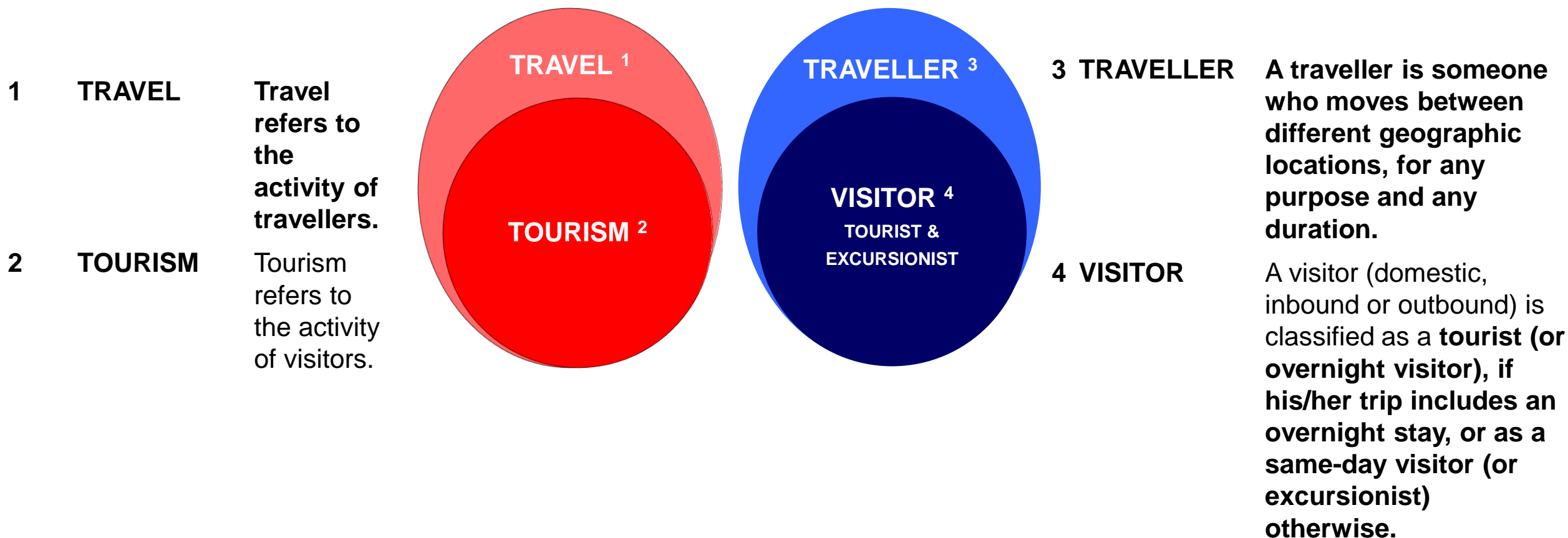
Employment

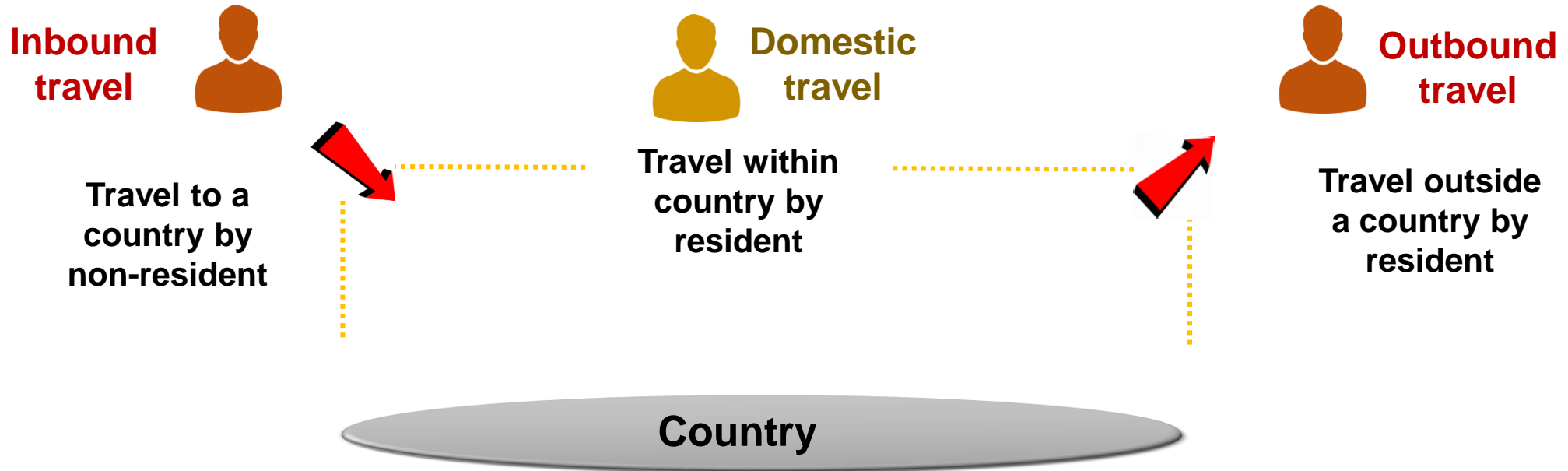




Chapter	Delivery
Chapter 1: Development and needs for tourism statistics	<ul style="list-style-type: none"> <li>• Historical records of documentation on manual and guideline of tourism measurement</li> <li>• To agree that tourism is important in building the nation, generate national income</li> </ul>
Chapter 2: The demand perspective: basic concepts and definitions	<ul style="list-style-type: none"> <li>• Tourism as a subset of travel</li> <li>• Conceptual background for the definition of visitors and tourism trip</li> <li>• Forms of tourism</li> <li>• Measurement of flows of visitors</li> </ul>
Chapter 3: The demand perspective: characterization of visitor and tourism trips	<ul style="list-style-type: none"> <li>• Characteristics of the visitor</li> <li>• Characteristics of tourism trips</li> </ul>
Chapter 4: The demand perspective: tourism expenditure	<ul style="list-style-type: none"> <li>• Tourism expenditure – coverage, categories/classification and measurements</li> </ul>

**Tourism** is a subset of **travel** and  
**Visitors** are a subset of **travellers**

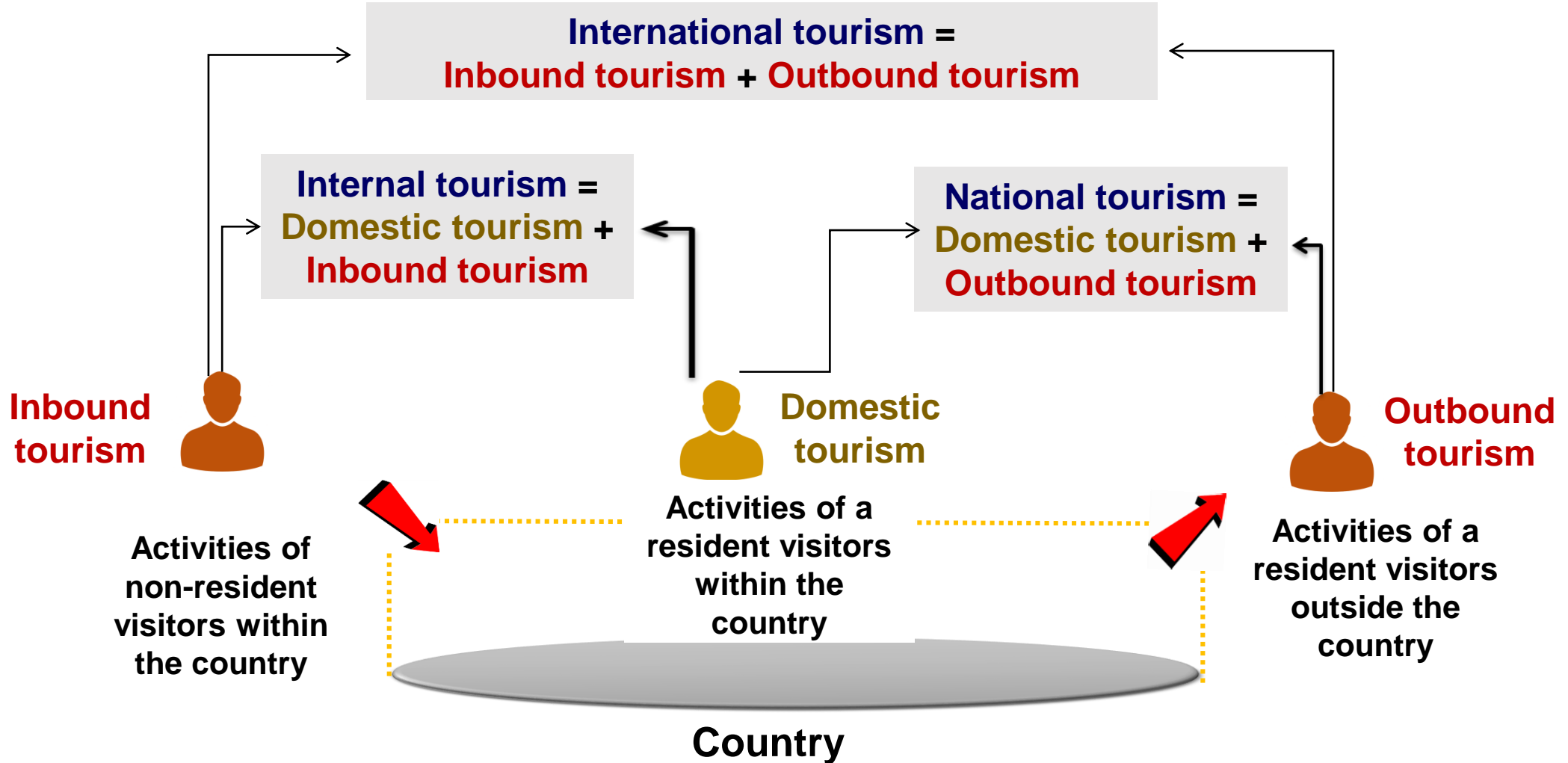




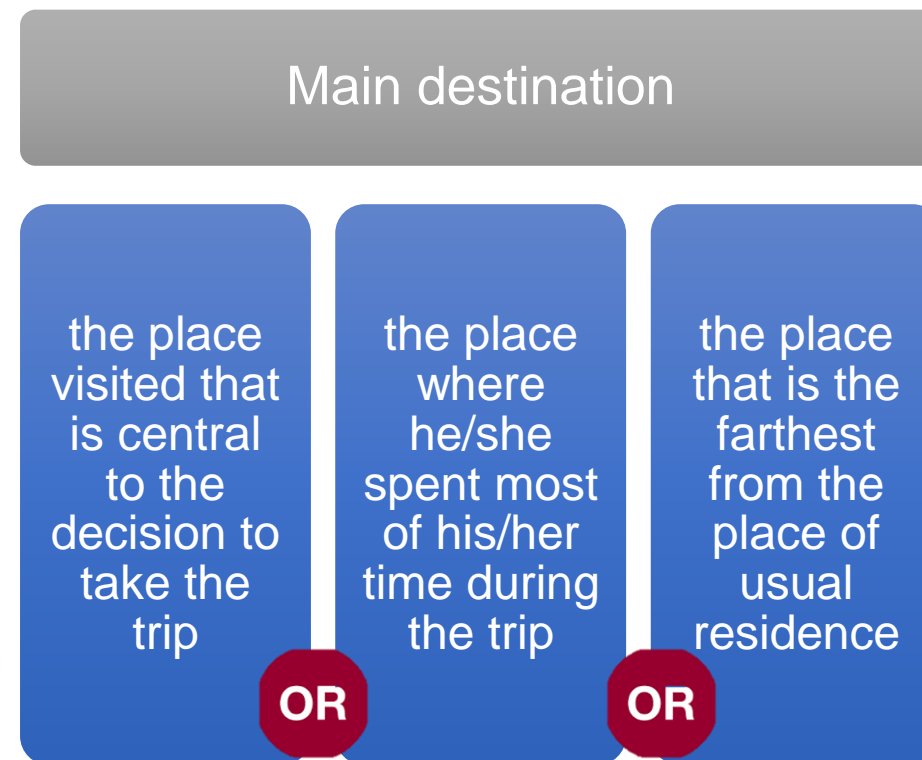
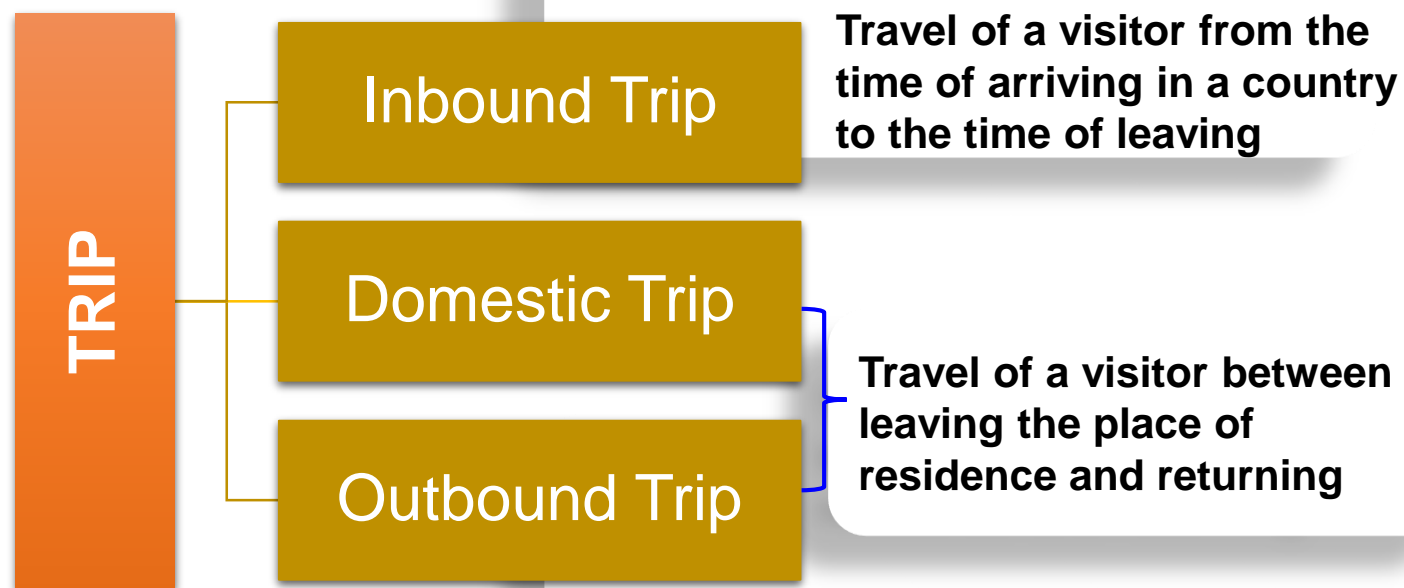
The travel of domestic, inbound or outbound visitors is called domestic, inbound or outbound tourism.



## FORMS OF TOURISM



- A **trip** refers to the travel by a person from the time of departure from his usual residence until he/she returns
- Trips taken by visitors are **tourism trips**. A tourism trip is characterized by its **main destination**, among the characteristics (for example, main purpose)







## MAIN PURPOSE

- Classification of tourism trips according to the main purpose
  1. Personal
    - 1.1. Holidays, leisure and recreation
    - 1.2. Visiting friends and relatives
    - 1.3. Education and training
    - 1.4. Health and medical care
    - 1.5. Religion/pilgrimages
    - 1.6. Shopping
    - 1.7. Transit
    - 1.8. Other
  2. Business and professional



## ORIGIN AND DESTINATION

- For inbound trips, it is essential to classify all arrivals by country of residence rather than by nationality
- For outbound trips, departures should be classified according to the main destination of the trip.



## TYPES OF TOURISM PRODUCTS

- A combination of different aspects around a specific centre of interest, such as nature tours, life on farms, visits to historical and cultural sites, visits to a particular city, the practice of specific sports, the beach, etc.



## MODES OF TRANSPORT

- Major groups classification: air (scheduled flight etc), water (passenger line and ferry etc) and land (railway, motor coach or bus and other public road transportation etc)
- Developed by UNWTO



## DURATION OF A TRIP OR VISIT

- Number of trips
- Number of nights



## TYPES OF ACCOMMODATION

- e.g: Hotel, motel, homestay, camping ground, holiday homes

## Main purpose (IRTS 2008, para 3.10-3.21):

Definition: The main purpose of a trip is defined as the **purpose in the absence of which the trip would not have taken place.**

### Personal:

- ❖ Holidays, leisure and recreation (incl. vacation homes, incentive trips)
- ❖ Visiting friends and relatives
- ❖ Education and training
- ❖ Health and medical care
- ❖ Religion/pilgrimages
- ❖ Shopping
- ❖ Transit
- ❖ Other

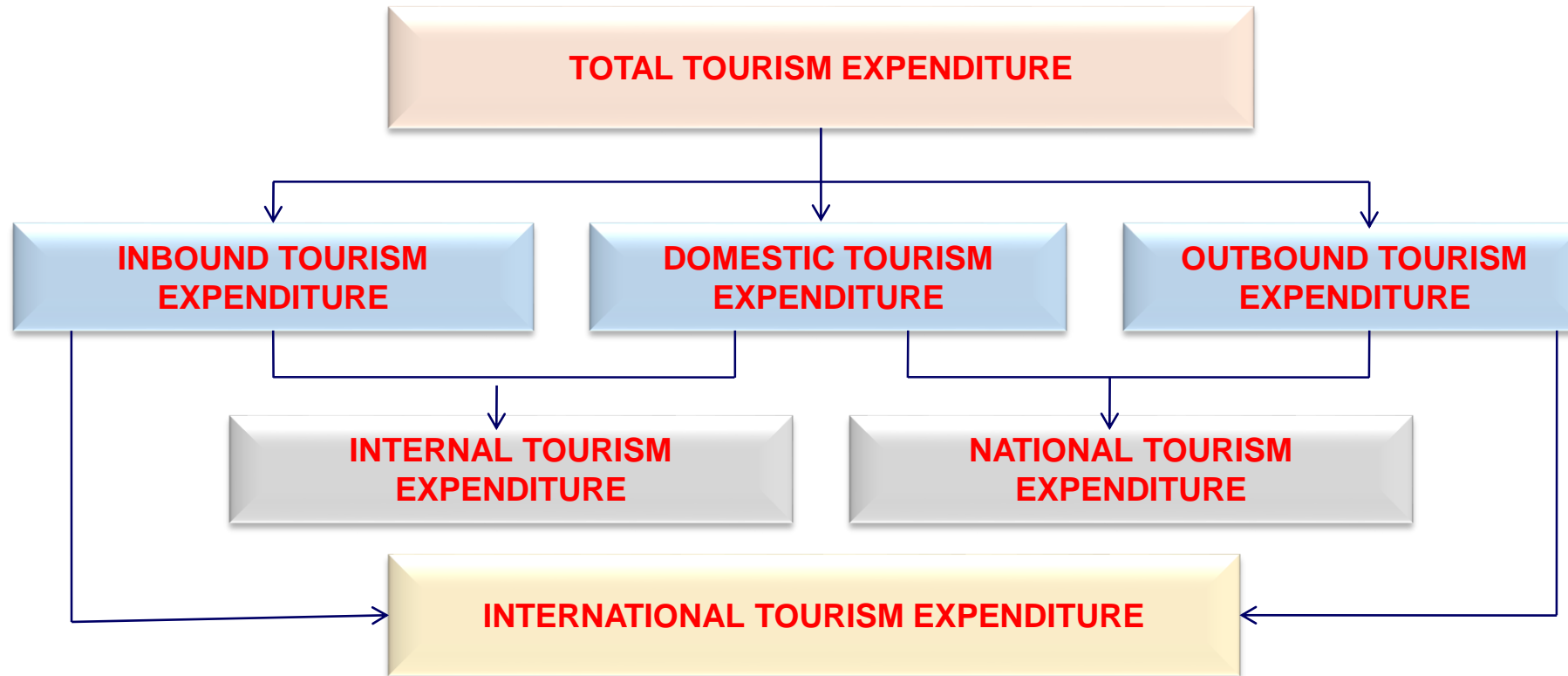
### Business and professional:

- ❖ Attending meetings
- ❖ Other business and professional purposes



**Tourism expenditure** refers to the 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 expenditures by visitors themselves, as well as expenses that are paid for or reimbursed by others.

## CATEGORIES OF TOURISM EXPENDITURE



## (IRTS 2008, para 4.6 and 4.7):

Exclude: all expenditures that do not correspond to acquisition of goods and services or valuables:

- Tax payments
- Interests
- Current transfers in cash (i.e. family support transferred to the country of nationality)
- Purchase of financial and non-financial assets (i.e. land and real estate, but excluding valuables)

Current expenses related to vacation homes, such as those usually incurred by an owner as a producer of accommodation services, should also be excluded from tourism expenditure.

## Definition (IRTS 2008, para 4.9 and 4.10):

Following the rules of the System of National Accounts 2008 (see box 4.1), final consumption by households (individuals) is **deemed to occur at the moment of the transfer of ownership of goods or that of the delivery of services, and not the time of its payment (Timing of expenditure)**.

Tourism expenditure follows the same rules. Consumption expenditure on transport services occurs when being transported, on accommodation services, when staying in the place of accommodation, on travel agency services, when the information is provided and the travel services are booked, etc.

## A. Consumption products:

### A.1. Tourism characteristic products: comprising two subcategories;

A.1.i. *Internationally comparable tourism characteristic products*, which represent the core products for international comparison of tourism expenditure;

A.1.ii. *Country-specific tourism characteristic products* (to be determined by each country by applying the criteria of paragraph [5.10](#) in their own context).

For both products mentioned above, the activities producing them will be considered as tourism characteristic, and the industries in which the principal activity is tourism characteristic will be called tourism industries;

### A.2. Other consumption products made up of two subcategories, both to be determined by each country and, consequently, country specific:

A.2.i. *Tourism connected products* comprising other products according to their relevance for tourism analysis but that do not satisfy the criteria in paragraph [5.10](#);

A.2.ii. *Non-tourism-related consumption products comprising* all other consumption goods and services that do not belong to the previous categories.

## B. Non-consumption products: This category includes all products that by their nature cannot be consumption goods and services and, therefore, can neither be a part of tourism expenditure, nor a part of tourism consumption, except for valuables that might be acquired by visitors on their trips. Two subcategories are defined:

### B.1. Valuables (see para. [4.2](#));

### B.2. Other non-consumption products comprising those products associated with tourism gross fixed capital formation and collective consumption.



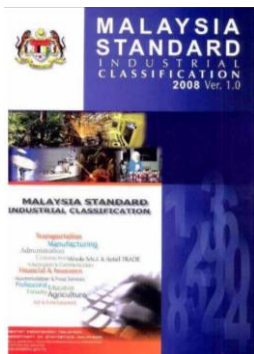
## PRODUCTS

1. Accommodation services for visitors
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

## ACTIVITIES

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

# TSA MALAYSIA: CLASSIFICATION OF PRODUCTS AND PRODUCTIVE ACTIVITIES FOR TOURISM



## Tourism Industry

22 MSIC 2D  
196 MSIC 5D

1. Wholesale trade, except of motor vehicles and motorcycles
2. Land transport and transport via pipelines
3. Water transport
4. Air transport
5. Accommodation
6. Food and beverage service activities
7. Motion picture, video and television programme production, sound recording and music publishing activities
8. Financial service activities, except insurance/takaful and pension funding
9. Insurance/takaful, reinsurance/takaful and pension funding, except compulsory social security
10. Activities auxiliary to financial service and insurance/takaful activities
11. Real estate activities
12. Other professional, scientific and technical activities
13. Rental and leasing activities
14. Travel agency, tour operator, reservation service and related activities
15. Office administrative, office support and other business support activities
16. Education
17. Human health activities
18. Creative, arts and entertainment activities
19. Libraries, archives, museums and other cultural activities
20. Gambling and betting activities
21. Sports activities and amusement and recreation activities
22. Other personal service activities

## Tourism Product

21 MCPA 2D  
189 MCPA 5D

1. Wholesale trade, except of motor vehicles and motorcycles
2. Land transport and transport via pipelines
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11. Other professional, scientific and technical activities
12. Rental and leasing activities
13. Travel agency, tour operator, reservation service and related activities
14. Office administrative, office support and other business support activities
15. Education
16. Human health activities
17. Creative, arts and entertainment activities
18. Libraries, archives, museums and other cultural activities
19. Gambling and betting activities
20. Sports activities and amusement and recreation activities
21. Other personal service activities

MSIC : Malaysia Standard Industrial Classification 2008

MCPA : Malaysia Classification of Products by Activity 2009

### IRTS 2008, para 6.2:

Tourism supply is understood as the direct provision to visitors of the goods and services that make up tourism expenditure.

### IRTS 2008, para 6.8:

In recognition of this heterogeneity, the System of National Accounts recommends the use of establishment as the unit which provides data that are more suitable for analyses of production.

The establishment (or local kind of activity unit in the European Union lexicon) is defined operationally as “an enterprise, or part of an enterprise, that is situated in a single location and in which only a single productive activity is carried out or in which the principal productive activity accounts for most of the value added” (System of National Accounts 2008 para. 5.14).

## IRTS 2008, para 6.17:

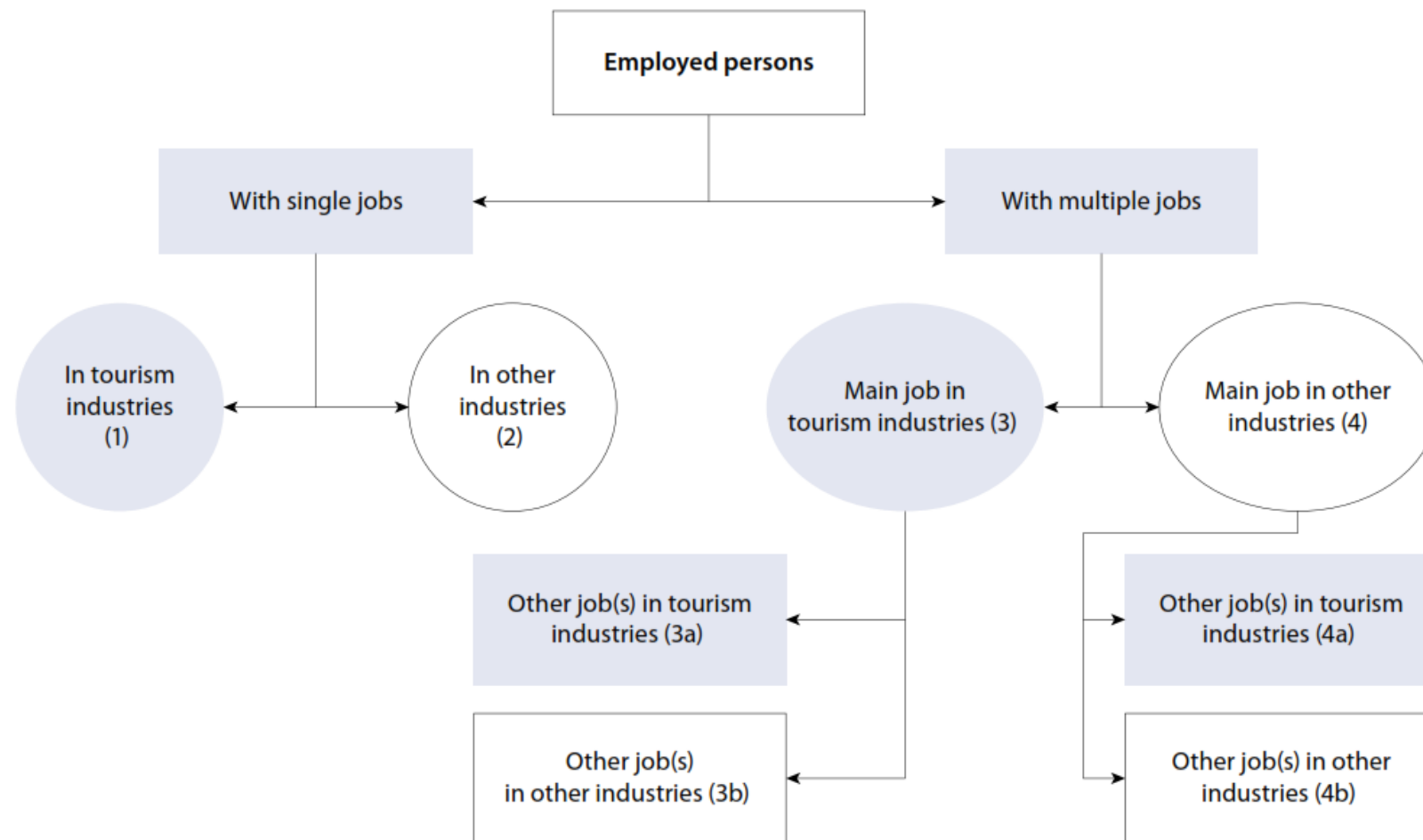
As the classification of an establishment is based on its **main activity**, establishments having a particular tourism characteristic activity as a secondary activity should not be included in the tourism industry that is characterized by this activity.

For example, if a travel agency service is carried out as a secondary activity by a supermarket, then this travel agency service will be part of the total output of the retail trade industry and will not appear as part of the travel agency industry. The activity will only show up as a secondary output of the retail trade industry.

## IRTS 2008, para 7.1:

Employment is an important dimension in the characterization of tourism and in the acknowledgement of its importance from the productive, social and strategic points of view.

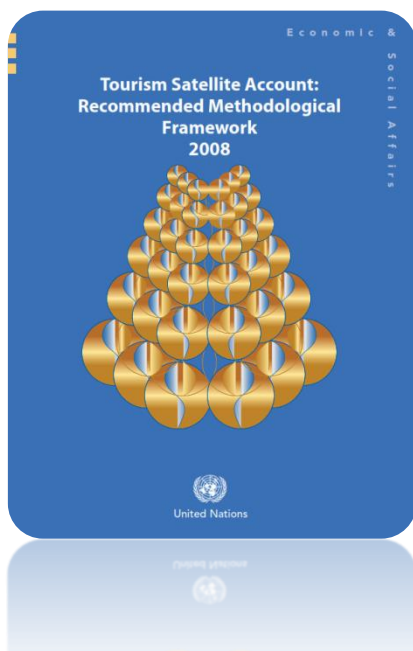
Figure 7.1.  
Single versus multiple job holders in the tourism industries



Persons employed in the tourism industries (all jobs) = 1, 3, 4a  
 Persons employed in the tourism industries (main job) = 1, 3  
 Jobs in the tourism industries = 1, 3, 3a, 4a

The **Tourism Satellite Account: Recommended Methodological Framework 2008** (also known as the TSA: RMF 2008) provides the updated **common conceptual framework for constructing a TSA**.

It adopts the **basic system of concepts, classifications, definitions, tables and aggregates of the System of National Accounts 2008 (SNA 2008)**, the international standard for a systematic summary of national economic activity, from a functional perspective.



The **TSA** can be seen as a **set of 10 summary tables**, each with their underlying data:

- Inbound tourism expenditure,
- Domestic tourism expenditure,
- Outbound tourism expenditure,
- Internal tourism expenditure,
- Production accounts of tourism industries,
- The Gross Value Added (GVA) and Gross Domestic Product (GDP) attributable to tourism,
- Employment,
- Investment,
- Government consumption, and
- Non-monetary indicators.



## TABLE 1

Inbound tourism expenditure by products and classes of visitors



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

## TABLE 2

Domestic tourism expenditure by products and classes of visitors



- Domestic Tourism Survey (DTS) by DOSM

## TABLE 3

Outbound tourism expenditure by products and classes of visitors



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

## TABLE 4

Internal tourism consumption by products



- Summation Table 1 and Table 2

## TABLE 5

Production accounts of tourism industries and other industries (at basic prices)



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

## TABLE 6

**Total domestic supply and internal tourism consumption (at purchasers' prices)**



- Table 4 and Table 5

## TABLE 7

**Employment in the tourism industries**



- Labour Force Survey (LFS) by DOSM

## TABLE 8

**Tourism gross fixed capital formation of tourism industries and other industries**



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

## TABLE 9

**Tourism collective consumption by product and 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 indicators**

























































- 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



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  - ▶ Interactive Visualisation
    - ▶ Malaysia Business Cycle Clock
    - ▶ Interactive Malaysia Statistical Business Register (i-MSBR)
    - ▶ MyLocal Stats

No	Subject	Frequency	Questionnaires	Guideline
1.	Monthly Survey of Wholesale & Retail Trade	Monthly	 	
2.	Quarterly Survey of Services Fourth Quarter 2020	Quarterly		
	i) Transportation & Storage Services		 	 
	ii) Information and Communication Services		 	 
	iii) Food and Beverage Services		 	 
	iv) Accommodation Services		 	 
	v) Education Services		 	 
	vi) Health Services		 	 
	vii) Professional Services		 	 
	viii) Real Estate Agents		 	 
	ix) Arts, Entertainment and Recreation Services		 	 
	x) Administrative and Support Services		 	 
	xi) Personal Services and Other Activities		 	 
3.	Additional Question Fourth Quarter 2020		 	
4.	Domestics Tourism Survey (DTS) 2020	Monthly	 	
5.	Survey on Usage of ICT and e-Commerce by Establishment 2020	Every 2 years	 	
6.	Annual Economic Survey 2018			
7.	Economic Census 2016 - Services Sector	Once in 5 years		

Note:

Monthly Survey of Wholesale & Retail Trade

## MAIN AGGREGATES

- **Internal tourism expenditure**

- the tourism expenditure of visitors, both resident and non-resident, within the economy of reference. It is the **sum of domestic tourism expenditure and inbound tourism expenditure**. It includes acquisition of goods and services imported into the country of reference and sold to visitors. This indicator provides the most comprehensive measurement of tourism expenditure in the economy of reference

- **Internal tourism consumption**

- the tourism consumption of both resident and non-resident visitors within the economy of reference. It is the **sum of domestic tourism consumption and inbound tourism consumption**.

- **Gross value added of tourism industries (GVATI)**

- the total gross value added 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.

## MAIN AGGREGATES

- **Tourism direct gross value added (TDGVA)**
  - the part of gross value added 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)**
  - the sum of the part of gross value added (at basic prices) 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 at purchasers' prices

# TABLE 1: INBOUND TOURISM EXPENDITURE

- Consists of total inbound tourist receipts in Ringgit Malaysia (RM) and percentage distribution breakdown of tourism expenditure.
- Inbound tourism expenditure data obtain from travel component of Balance of Payment.
- Also included international passenger expenses for air, sea and other transportation which is obtained from Balance of Payments.

Jadual 1: Perbelanjaan pelancongan inbound bagi pelawat mengikut produk				
Table 1: Inbound tourism expenditure of visitors by products				
Produk Products	2015	2016	2017	2018
Perkhidmatan penginapan Accommodation services	17,656.4	20,142.5	21,034.2	21,034.2
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	10,106.2	10,602.9	11,446.0	11,446.0
Perkhidmatan pengangkutan penumpang Passenger transport services	14,008.8	15,133.7	15,453.0	15,453.0
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	4,165.0	4,612.8	4,217.0	3,878.0
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2,200.2	2,424.1	2,555.6	2,555.6
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	23,827.5	25,920.9	28,141.7	28,141.7
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	2,673.5	2,782.8	2,883.3	2,883.3
Jumlah Total	74,637.6	81,619.7	85,730.8	87,325.9
Peratus perubahan tahunan Annual percentage change	..	9.4	5.0	3.3
Peratus sumbangan (%) Percentage share (%)				
Perkhidmatan penginapan Accommodation services	23.7	24.7	24.5	24.3
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	13.5	13.0	13.4	13.2
Perkhidmatan pengangkutan penumpang Passenger transport services	18.8	18.5	18.0	18.5
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	5.6	5.7	4.9	4.4
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2.9	3.0	3.0	2.9
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	31.9	31.8	32.8	32.4
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	3.6	3.4	3.4	3.3
Jumlah Total	100.0	100.0	100.0	100.0

Jadual 1A: Perbelanjaan pelancongan inbound bagi pelancong mengikut produk				
Table 1A: Inbound tourism expenditure of tourists by products				
Produk Products	2015	2016	2017	2018
Perkhidmatan penginapan Accommodation services	17,656.4	20,142.5	21,034.2	21,034.2
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	10,106.2	10,602.9	11,446.0	11,446.0
Perkhidmatan pengangkutan penumpang Passenger transport services	14,008.8	15,133.7	15,453.0	15,453.0
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	4,165.0	4,612.8	4,217.0	3,878.0
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2,200.2	2,424.1	2,555.6	2,555.6
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	23,827.5	25,920.9	28,141.7	28,141.7
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	2,673.5	2,782.8	2,883.3	2,883.3
Jumlah Total	74,637.6	81,619.7	85,730.8	87,325.9
Peratus perubahan tahunan Annual percentage change	..	9.4	5.0	3.3
Peratus sumbangan (%) Percentage share (%)				
Perkhidmatan penginapan Accommodation services	23.7	24.7	24.5	24.3
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	13.5	13.0	13.4	13.2
Perkhidmatan pengangkutan penumpang Passenger transport services	18.8	18.5	18.0	18.5
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	5.6	5.7	4.9	4.4
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2.9	3.0	3.0	2.9
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	31.9	31.8	32.8	32.4
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	3.6	3.4	3.4	3.3
Jumlah Total	100.0	100.0	100.0	100.0

Jadual 1B: Perbelanjaan pelancongan inbound bagi pelancong harian mengikut produk				
Table 1B: Inbound tourism expenditure of excursionists by products				
Produk Products	2015	2016	2017	2018
Perkhidmatan penginapan Accommodation services	17,656.4	20,142.5	21,034.2	21,034.2
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	10,106.2	10,602.9	11,446.0	11,446.0
Perkhidmatan pengangkutan penumpang Passenger transport services	14,008.8	15,133.7	15,453.0	15,453.0
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	4,165.0	4,612.8	4,217.0	3,878.0
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2,200.2	2,424.1	2,555.6	2,555.6
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	23,827.5	25,920.9	28,141.7	28,141.7
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	2,673.5	2,782.8	2,883.3	2,883.3
Jumlah Total	74,637.6	81,619.7	85,730.8	87,325.9
Peratus perubahan tahunan Annual percentage change	..	9.4	5.0	3.3
Peratus sumbangan (%) Percentage share (%)				
Perkhidmatan penginapan Accommodation services	23.7	24.7	24.5	24.3
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	13.5	13.0	13.4	13.2
Perkhidmatan pengangkutan penumpang Passenger transport services	18.8	18.5	18.0	18.5
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	5.6	5.7	4.9	4.4
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2.9	3.0	3.0	2.9
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	31.9	31.8	32.8	32.4
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	3.6	3.4	3.4	3.3
Jumlah Total	100.0	100.0	100.0	100.0

Sumber: Jabatan Perangkaan Malaysia  
Lembaga Pengkaji Pelancongan Malaysia  
Sources: Department of Statistics Malaysia  
Malaysia Tourism Promotion Board (Tourism Malaysia)

Sumber: Jabatan Perangkaan Malaysia  
Lembaga Pengkaji Pelancongan Malaysia  
Sources: Department of Statistics Malaysia  
Malaysia Tourism Promotion Board (Tourism Malaysia)





# TABLE 3: OUTBOUND TOURISM EXPENDITURE

- Data for outbound tourism expenditure in Table 3 extracted from balance of payments statistics from the components such as travel abroad by air, pilgrimage to the holy places and medical treatment.
- International passenger expenses for air, sea and other transportation are also included as recommended in TSA: RMF 2008.

Jadual 3: Perbelanjaan pelancongan <i>outbound</i> bagi pelawat mengikut produk					
Table 3: Outbound tourism expenditure of visitors by products					
Produk Products	2015	2016	2017	2018	2019*
			RM Juta RM Million		
Perkhidmatan penginapan Accommodation services	8,184.9	8,238.0	9,072.3	9,624.1	10,073.9
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	3,423.4	3,914.8	4,748.5	5,470.1	5,820.5
Perkhidmatan pengangkutan penumpang Passenger transport services	11,795.0	12,220.9	13,789.9	13,000.8	14,215.4
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	809.2	987.2	1,158.2	1,451.8	1,567.1
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	746.9	851.0	1,042.4	1,275.0	1,567.1
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristics goods	5,819.7	7,387.0	8,570.4	9,731.1	10,879.8
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	342.3	442.5	501.9	575.8	649.2
Jumlah Total	31,121.4	34,041.4	38,883.5	41,128.7	44,772.9
Peratus perubahan tahunan Annual percentage change	..	9.4	14.2	5.8	8.9
		Peratus sumbangan (%) Percentage share (%)			
Perkhidmatan penginapan Accommodation services	26.3	24.2	23.3	23.4	22.5
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	11.0	11.5	12.2	13.3	13.0
Perkhidmatan pengangkutan penumpang Passenger transport services	37.9	35.9	35.5	31.6	31.8
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	2.6	2.9	3.0	3.5	3.5
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2.4	2.5	2.7	3.1	3.5
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristics goods	18.7	21.7	22.0	23.7	24.3
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	1.1	1.3	1.3	1.4	1.5
Jumlah Total	100.0	100.0	100.0	100.0	100.0
Sumber : Jabatan Perangkaan Malaysia Lembar Pengiraan Pelancongan Malaysia Sources : Department of Statistics, Malaysia Malaysia Tourism Promotion Board (Tourism Malaysia)					

# TABLE 4: INTERNAL TOURISM CONSUMPTION

- Derived from inbound tourism expenditure and domestic tourism expenditure.
- Combination of these two tables becomes internal tourism consumption.

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

Produk Products	2015	2016	2017	2018	2019 <sup>a</sup>
			RM Juta RM Million		
Perkhidmatan penginapan <i>Accommodation services</i>	23,789.7	26,740.8	28,198.3	29,505.5	30,453.0
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	19,424.0	20,914.6	22,896.4	24,570.2	26,657.8
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	17,922.5	19,344.3	20,065.6	20,965.4	22,406.9
Perkhidmatan agensi pengembaraan dan penempahan lain <i>Travel agencies and other reservation services</i>	5,219.6	5,877.7	5,501.0	5,270.5	5,650.2
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	3,169.1	3,479.5	3,789.9	3,756.5	4,221.7
Jualan runcit bahan api kenderaan <i>Retail sale of automotive fuel</i>	12,126.8	12,597.0	13,201.8	14,325.9	15,965.6
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	47,019.6	52,297.7	58,290.9	64,131.6	68,766.8
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	6,507.2	6,865.9	7,449.0	7,898.1	7,910.8
<b>Jumlah</b> <i>Total</i>	<b>135,178.7</b>	<b>148,117.4</b>	<b>159,392.9</b>	<b>170,423.8</b>	<b>182,032.9</b>
Peratus perubahan tahunan <i>Annual percentage change</i>	..	9.6	7.6	6.9	6.8
			Peratus sumbangan (%) Percentage share (%)		
Perkhidmatan penginapan <i>Accommodation services</i>	17.6	18.1	17.7	17.3	16.7
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	14.4	14.1	14.4	14.4	14.6
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	13.3	13.1	12.6	12.3	12.3
Perkhidmatan agensi pengembaraan dan penempahan lain <i>Travel agencies and other reservation services</i>	3.9	4.0	3.5	3.1	3.1
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	2.3	2.3	2.4	2.2	2.3
Jualan runcit bahan api kenderaan <i>Retail sale of automotive fuel</i>	9.0	8.5	8.3	8.4	8.8
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	34.8	35.3	36.6	37.6	37.8
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	4.8	4.6	4.7	4.6	4.3
<b>Jumlah</b> <i>Total</i>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Sumber: Jabatan Perangkaan Malaysia  
Lembaga Penggatalan Pelancongan Malaysia  
Sources: Department of Statistics, Malaysia  
Malaysia's Tourism Promotion Board (Tourism Malaysia)

# TABLE 5: PRODUCTION ACCOUNT OF TOURISM INDUSTRY

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

Industri <i>Industry</i>	2015	2016	2017	2018*	2019*
			RM Juta <i>RM Million</i>		
Perkhidmatan penginapan <i>Accommodation services</i>	19,810.0	21,269.0	22,948.4	24,653.3	26,675.5
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	26,355.7	29,380.0	33,154.9	37,846.1	43,347.2
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	7,331.1	7,834.5	8,352.1	8,811.5	9,398.4
Perkhidmatan agensi pengembaraan dan penempahan lain <i>Travel agencies and other reservation services</i>	2,897.8	3,139.6	3,453.0	3,815.7	4,224.1
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	8,987.0	9,440.2	9,895.3	10,503.1	11,371.5
Jualan runcit bahan api kenderaan <i>Retail sale of automotive fuel</i>	3,170.6	3,490.5	3,985.4	4,467.9	4,711.6
Perdagangan runcit <i>Retail trade</i>	74,792.8	82,570.4	92,847.3	102,523.9	110,882.8
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	22,593.0	24,545.0	26,045.4	27,772.4	29,591.7
<b>Jumlah Nilai Ditambah Kasar Industri Pelancongan</b> <i>Total Gross Value Added of Tourism Industries</i>	<b>165,938.0</b>	<b>181,669.1</b>	<b>200,681.9</b>	<b>220,393.9</b>	<b>240,202.7</b>
<b>Nilai Ditambah Kasar Pelancongan Langsung</b> <i>Tourism Direct Gross Value Added</i>	<b>74,923.3</b>	<b>82,055.5</b>	<b>87,851.0</b>	<b>94,550.7</b>	<b>101,976.3</b>
<b>Keluaran Dalam Negeri Kasar Pelancongan Langsung</b> <i>Tourism Direct Gross Domestic Product</i>	<b>74,956.9</b>	<b>82,093.4</b>	<b>87,895.1</b>	<b>94,590.8</b>	<b>102,016.3</b>
<b>Keluaran Dalam Negeri Kasar</b> <i>Gross Domestic Product</i>	<b>1,176,941.2</b>	<b>1,249,697.7</b>	<b>1,372,310.0</b>	<b>1,447,451.0</b>	<b>1,510,693.0</b>
		<b>Perubahan peratusan tahunan (%)</b> <i>Annual percentage change (%)</i>			
Nilai Ditambah Kasar Pelancongan Langsung <i>Tourism Direct Gross Value Added</i>	...	9.5	10.5	9.8	9.0
Keluaran Dalam Negeri Kasar Pelancongan Langsung <i>Tourism Direct Gross Domestic Product</i>	...	9.5	7.1	7.6	7.9
Keluaran Dalam Negeri Kasar <i>Gross Domestic Product</i>	...	6.2	9.8	5.5	4.4
		<b>Peratus sumbangan (%)</b> <i>Percentage share (%)</i>			
Nilai Ditambah Kasar Pelancongan kepada KDNK <i>Gross Value Added of Tourism Industries to GDP</i>	14.1	14.5	14.6	15.2	15.9
Nilai Ditambah Kasar Pelancongan Langsung kepada keseluruhan Nilai Ditambah Kasar <i>Tourism Direct Gross Value Added to overall Gross Value Added</i>	6.5	6.7	6.5	6.6	7.0
KDNK Pelancongan Langsung kepada KDNK <i>Tourism Direct Gross Domestic to GDP</i>	6.4	6.6	6.4	6.5	6.8

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

- Supply and Use Table (SUT) is the main source of data for the compilation of Table 5.
- Data on tourism industry production for 2015 are derived from SUT 2015. For the subsequent years, data is based on published Annual GDP.

# TABLE 6: TOTAL SUPPLY & TOURISM CONSUMPTION

Jadual 6: Jumlah penawaran dan penggunaan pelancongan mengikut jenis produk Table 6: Total supply and tourism consumption by type of products					
Produk	2015	2016	2017	2018*	2019*
RM Juta / RM Million					
Perkhidmatan penginapan Accommodation services	25,793.5	26,663.3	30,806.8	31,600.3	32,891.1
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	63,907.1	70,692.4	79,928.0	87,171.6	96,171.6
Perkhidmatan pengangkutan penumpang Passenger transport services	33,286.9	35,284.2	37,460.3	38,613.6	40,310.7
Perkhidmatan agensi pelancongan dan penempahan lain Travel agencies and other reservation services	6,379.7	6,840.2	6,861.4	6,881.2	6,943.7
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	19,982.8	21,080.7	21,886.0	23,223.9	25,148.8
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	36,759.0	40,203.6	41,300.3	44,232.9	47,602.9
Perdagangan runcit Retail trade	106,878.9	118,858.8	133,617.0	147,237.1	159,173.3
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	42,099.2	45,592.1	48,625.2	51,782.4	55,229.5
<b>Jumlah penawaran mengikut produk</b>	<b>335,087.2</b>	<b>367,215.3</b>	<b>400,484.9</b>	<b>430,743.0</b>	<b>463,471.6</b>
RM Juta / RM Million					
Perkhidmatan penginapan Accommodation services	23,789.7	26,740.8	28,198.3	29,505.5	30,453.0
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	19,424.0	20,914.6	22,896.4	24,570.2	26,657.8
Perkhidmatan pengangkutan penumpang Passenger transport services	17,922.5	19,344.3	20,065.6	20,965.4	22,406.9
Perkhidmatan agensi pengembaraan dan penempahan lain Travel agencies and other reservation services	5,219.6	5,877.7	5,501.0	5,270.5	5,650.2
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	3,169.1	3,479.5	3,789.9	3,756.5	4,221.7
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	12,126.8	12,597.0	13,201.8	14,325.9	15,965.6
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	47,019.6	52,297.7	58,290.9	64,131.6	68,766.8
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	6,507.2	6,865.9	7,449.0	7,898.1	7,910.8
<b>Jumlah penggunaan mengikut produk</b>	<b>135,178.7</b>	<b>148,117.4</b>	<b>159,392.9</b>	<b>170,423.8</b>	<b>182,032.9</b>
Kadar pelancongan / Tourism ratio					
Perkhidmatan penginapan Accommodation services	0.922	0.933	0.915	0.934	0.926
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	0.304	0.296	0.286	0.282	0.277
Perkhidmatan pengangkutan penumpang Passenger transport services	0.538	0.548	0.536	0.543	0.556
Perkhidmatan agensi pengembaraan dan penempahan lain Travel agencies and other reservation services	0.818	0.859	0.802	0.766	0.814
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	0.159	0.165	0.173	0.162	0.168
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	0.330	0.313	0.320	0.324	0.335
Perdagangan runcit Retail trade	0.440	0.440	0.436	0.436	0.432
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	0.155	0.151	0.153	0.153	0.143
<b>Kadar pelancongan mengikut produk</b>	<b>0.403</b>	<b>0.403</b>	<b>0.398</b>	<b>0.396</b>	<b>0.393</b>
Sumber : Jabatan Perangkaan Malaysia Source : Department of Statistics, Malaysia Malaysia Tourism Promote Board (Tourism Malaysia)					

- Table 6 is derived from production accounts of tourism industry & other industries in Table 5 and internal tourism consumption in Table 4.

# TABLE 7: EMPLOYMENT IN TOURISM INDUSTRY

- Tourism employment data are obtained from the Labour Force Survey produced by Department of Statistics, Malaysia.

Jadual 7: Guna tenaga dalam industri pelancongan Table 7: Employment in the tourism industry					
Industri	2015	2016	2017	2018	2019 <sup>a</sup>
	Bilangan orang ('000) No. of person ('000)				
Perkhidmatan penginapan Accommodation services	184.1	207.4	210.5	222.4	233.8
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	912.7	1,002.6	1,087.0	1,183.0	1,237.7
Perkhidmatan pengangkutan penumpang Passenger transport services	159.2	164.5	162.5	171.3	177.3
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	32.7	35.8	40.1	38.7	40.7
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	75.6	74.8	78.9	80.9	81.2
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	32.9	33.4	34.4	34.6	34.7
Perdagangan runcit Retail trade	992.5	1,106.0	1,104.5	1,147.9	1,158.1
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	509.0	557.2	590.7	592.3	598.5
<b>Jumlah Total</b>	<b>2,898.8</b>	<b>3,181.8</b>	<b>3,308.6</b>	<b>3,471.1</b>	<b>3,561.8</b>
Peratus perubahan tahunan Annual percentage change	..	9.8	4.0	4.9	2.6
	Peratus sumbangan (%) Percentage share (%)				
Perkhidmatan penginapan Accommodation services	6.4	6.5	6.4	6.4	6.6
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	31.5	31.5	32.9	34.1	34.7
Perkhidmatan pengangkutan penumpang Passenger transport services	5.5	5.2	4.9	4.9	5.0
Perkhidmatan agensi pengembaraan dan penempatan lain Travel agencies and other reservation services	1.1	1.1	1.2	1.1	1.1
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2.6	2.4	2.4	2.3	2.3
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	1.1	1.1	1.0	1.0	1.0
Perdagangan runcit Retail trade	34.2	34.8	33.4	33.1	32.5
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	17.6	17.5	17.9	17.1	16.8
<b>Jumlah Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Sumber : Jabatan Perangkaan Malaysia Sources : Department of Statistics, Malaysia					





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