SESRIC WEBINAR SERIES ON
“TOURISM STATISTICS”

TOURISM SATELLITE ACCOUNT: MALAYSIA’S EXPERIENCE

24 February 2021

INTRODUCTION

A statistical tool to gauge the development of tourism industry and its contribution to the Gross Domestic Product.


Presents data on expenditure for inbound, domestic, outbound and internal tourism, total of supply & consumption and employment in the tourism industries.
### INSIGHTS OF TSA

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.
THE IMPORTANCE OF TSA

1. Comparable measures between countries, over time, and to other economic sectors

2. Credible measure of tourism’s economic contribution

3. Provides government and private sector with powerful advocacy tool

4. TSA is the conceptual framework for a comprehensive reconciliation of tourism data related with supply & demand
CHRONOLOGY OF MALAYSIA’S TSA

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
• Moving forward for TSA 2020
PROCESS OF TSA COMPILATION

- Definition, concept and classification
- Framework
- Data sources
- Compilation
- Steering and Technical Committees
- Release to public
DEVELOPMENT FRAMEWORK

1. IDENTIFY TOURISM CLASSIFICATIONS
2. RE-ARRANGE SUPPLY TABLE BASED ON TOURISM CODE CLASSIFICATION
3. INCORPORATE THE DATA INTO FRAMEWORK (GDP, INBOUND, DOMESTIC ETC)
4. ANALYSIS & FINDINGS
5. PRESENT DATA IN TABLE
TECHNICAL WORKING GROUP OF TSA IN MALAYSIA

TSA STEERING COMMITTEE

MOTAC (Chair)
DOSM (Co-Chair)

TSA TECHNICAL COMMITTEE

DOSM (Chair)
## ROLE OF AGENCIES

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<th>Functions</th>
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<td>1. Department of Statistics (DOSM)</td>
<td>National Accounts, Balance of Payments, TSA Compilation, Domestic Tourism Survey</td>
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<td>2. Ministry of Tourism &amp; Cultural Malaysia (MOTAC)</td>
<td>National Planning &amp; Budget</td>
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<td>3. Central Bank of Malaysia (BNM)</td>
<td>Secondary Data &amp; relevant financial indicators</td>
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<td>4. Immigration Department of Malaysia (JIM)</td>
<td>Tourist &amp; Excursionist Arrival Data</td>
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<td>5. Economic Planning Unit (EPU)</td>
<td>Preparation of the development plans, both the medium and long-term plans for the country</td>
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<td>6. Tourism Malaysia (TM)</td>
<td>Departing Visitors Survey &amp; Malaysia Outbound Survey</td>
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<td>7. Ministry of Finance (MOF)</td>
<td>Annual fiscal budget and issue adequate regulations for its execution</td>
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# TSA TABLES

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<td>Inbound Tourism Expenditure</td>
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<td>Domestic Tourism Expenditure</td>
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<td>Tourism Collective Consumption by Products and Levels of Government</td>
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**Main Focus**

*Published*

**Under Study**
### 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**
- Summation 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
TOURISM SIGNIFICANT TO MALAYSIA’S ECONOMY

Tourism industry continued to increase with a contribution of 15.9 per cent to Malaysia’s economy

Gross Value Added of Tourism Industries

15.9%
2018: 15.2%
Share to GDP

RM240.2b
2018: RM220.4b

Main contributors for tourism industry:

46.2%
2018: 46.5%
Retail trade

18.0%
2018: 17.2%
Food & beverage

12.3%
2018: 12.6%
Country-specific tourism (services)

50.9 per cent domestic tourism propelled total tourism receipts

23.6% employed persons engaged in tourism industry

Source: Tourism Satellite Account 2019
Department of Statistics, Malaysia
THANK YOU

BANCI MALAYSIA