



Department of Statistics  
M A L A Y S I A

## SESRIC WEBINAR SERIES ON “TOURISM STATISTICS”

# TOURISM SATELLITE ACCOUNT: MALAYSIA'S EXPERIENCE

24 February 2021

Malaysia Time : 18.30 – 18.40 | Ankara Time : 13.30 – 13.40



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2016 - 2030



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1

## INTRODUCTION

2

## INSIGHTS OF TSA

3

## COMPILATION PROCESS

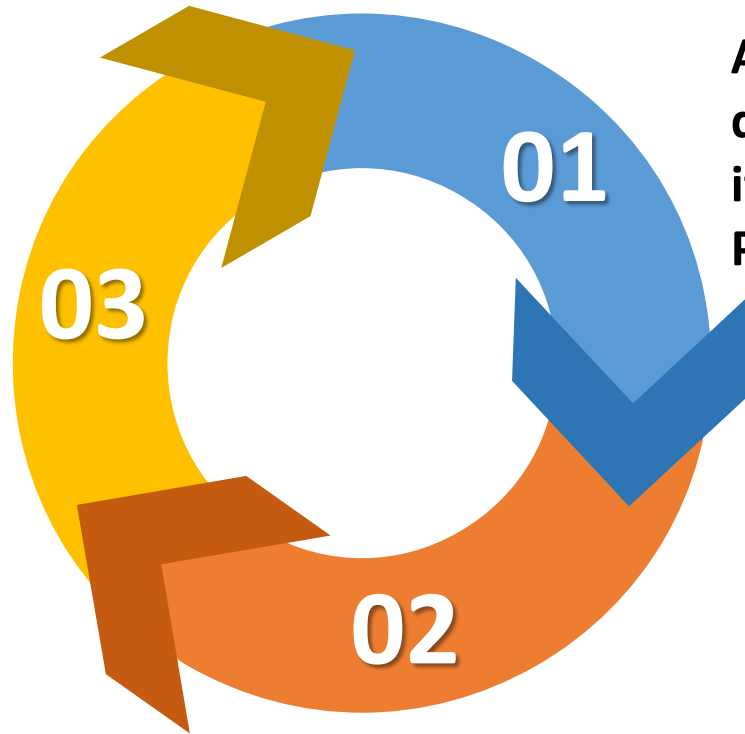
4

## DATA SOURCES

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## TOURISM SIGNIFICANT TO MALAYSIA'S ECONOMY

**Accordance with the framework of  
Tourism Satellite Account:  
Recommended Methodological  
Framework 2008 and System of  
National Accounts 2008.**



**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.**

- **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

1

- **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

2

- **Detailed production accounts** of the tourism industries, including data on employment, linkages with other productive economic activities and gross fixed capital formation

3

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

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

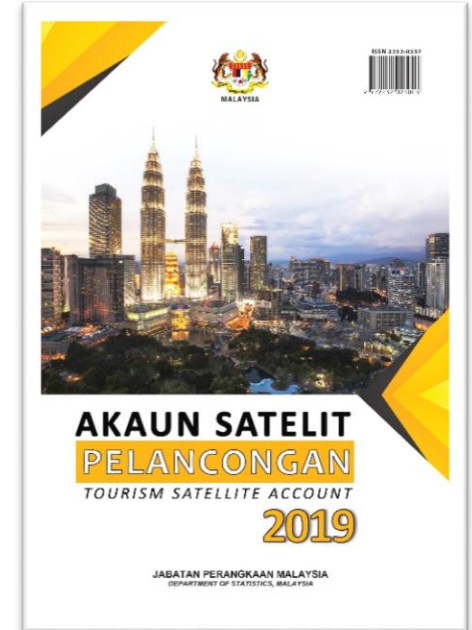
- Published DTS 2007 with official tourism domestic figure for every states (Internal Circulation)

## 2009-2010

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

## 2012 Onwards

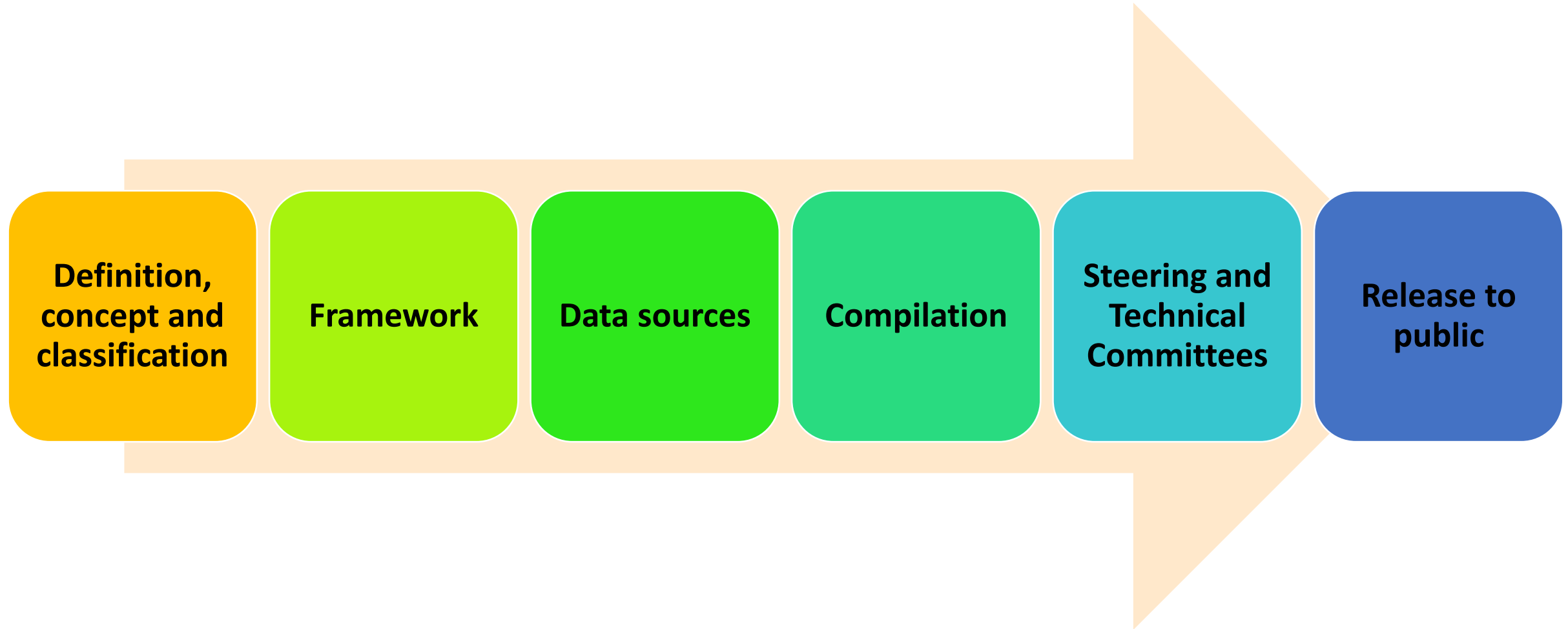
- Endorsement to release TSA to the public
- Publications:
  - TSA 2000-2010
  - TSA 2000-2011
  - TSA 2005-2012
  - TSA 2005-2013
  - TSA 2010-2014
  - TSA 2010-2015
  - TSA 2016
  - TSA2017
  - TSA2018
  - TSA2019
- Moving forward for TSA 2020



## Tourism Satellite Account (TSA) 2019

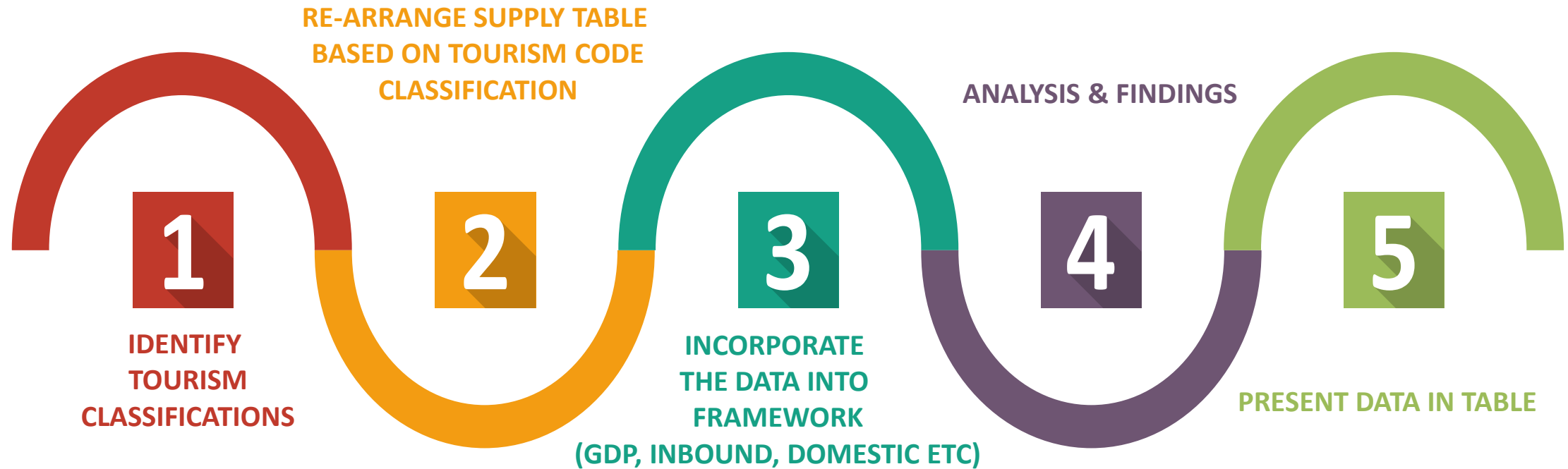


# PROCESS OF TSA COMPILATION



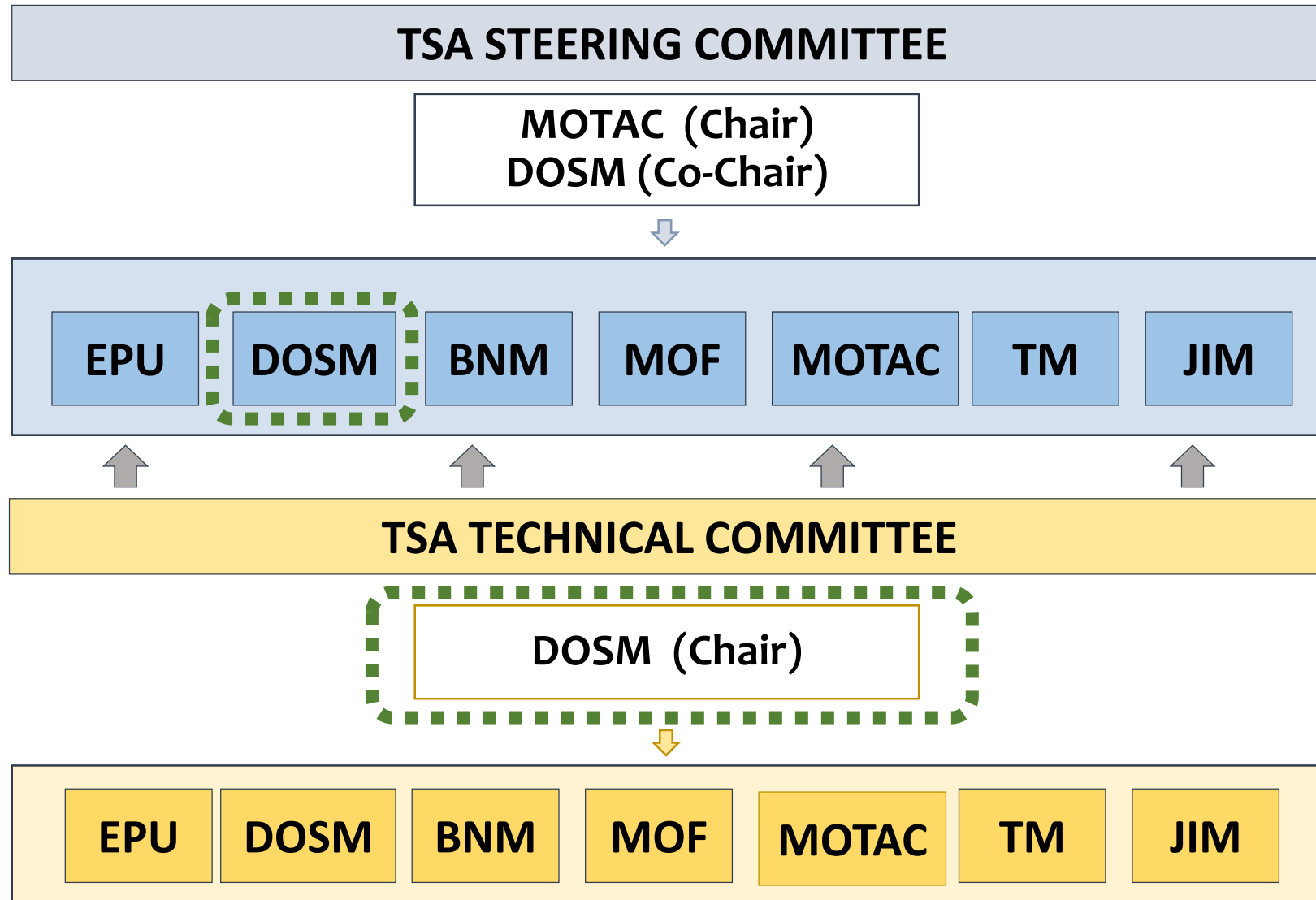


# DEVELOPMENT FRAMEWORK





# TECHNICAL WORKING GROUP OF TSA IN MALAYSIA





# ROLE OF AGENCIES

## 1. Department of Statistics (DOSM)

- ☐ National Accounts
- ☐ Balance of Payments
- ☐ TSA Compilation
- ☐ Domestic Tourism Survey

## 2. Ministry of Tourism & Cultural Malaysia (MOTAC)

- ☐ National Planning & Budget

## 3. Central Bank of Malaysia (BNM)

- ☐ Secondary Data & relevant financial indicators

## 4. Immigration Department of Malaysia (JIM)

- ☐ Tourist & Excursionist Arrival Data

## 5. Economic Planning Unit (EPU)

- ☐ Preparation of the development plans, both the medium and long-term plans for the country

## 6. Tourism Malaysia (TM)

- ☐ Departing Visitors Survey & Malaysia Outbound Survey

## 7. Ministry of Finance (MOF)

- ☐ Annual fiscal budget and issue adequate regulations for its execution

# TSA TABLES

**TABLE 1**

• INBOUND TOURISM EXPENDITURE

**TABLE 2**

• DOMESTIC TOURISM EXPENDITURE

**TABLE 3**

• OUTBOUND TOURISM EXPENDITURE

**TABLE 4**

• INTERNAL TOURISM CONSUMPTION

**TABLE 5**

• PRODUCTION ACCOUNTS OF TOURISM INDUSTRIES

**TABLE 6**

• TOTAL SUPPLY AND CONSUMPTION

**TABLE 7**

• EMPLOYMENT IN THE RELATED TOURISM INDUSTRIES

**TABLE 10**

• NON-MONETARY INDICATORS

**TABLE 8**

• TOURISM GROSS FIXED CAPITAL FORMATION OF TOURISM INDUSTRIES AND OTHER INDUSTRIES

**TABLE 9**

• TOURISM COLLECTIVE CONSUMPTION BY PRODUCTS AND LEVELS OF GOVERNMENT

**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 industry continued to increase with a contribution of 15.9 per cent to Malaysia's economy



Gross Value Added of Tourism Industries

**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



Main components of tourism expenditure:



**33.3%**

2018: 33.5%  
Shopping



**24.4%**

2018: 24.7%  
Accommodation



**18.4%**

2018: 18.0%  
Passenger transport

Main components of tourism expenditure:



**42.1%**

2018: 42.0%  
Shopping



**16.7%**

2018: 16.6%  
Automotive fuel



**15.9%**

2018: 15.5%  
Food & beverage

Total Inbound Tourists  
**26.1**  
2018: 25.8  
Million persons

Total Domestic Tourists  
**84.7**  
2018: 78.2  
Million persons

## 23.6% employed persons engaged in tourism industry



Main concentrated sectors:



**34.7%**

2018: 34.1%  
Food & beverage



**32.5%**

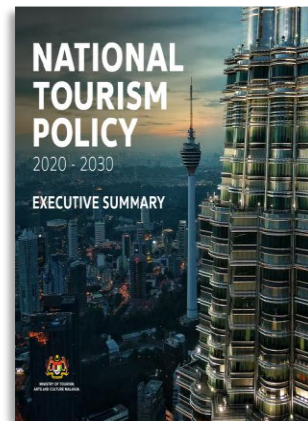
2018: 33.1%  
Retail trade



**16.8%**

2018: 17.1%  
Country-specific  
tourism (services)

Source: Tourism Satellite Account 2019  
Department of Statistics, Malaysia



NATIONAL TOURISM  
POLICY 2020 - 2030

# THANK YOU

## ***BANCI MALAYSIA***

POPULATION & HOUSING  
**CENSUS  
MALAYSIA 2020**

**YOUR DATA IS OUR FUTURE**



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**COUNTED**

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