DEVELOPMENT OF TOURISM SATELLITE ACCOUNT IN MALAYSIA

OUTLINE

1. Chronology
2. Governance
3. Data Sources
4. Flow Chart
5. Tables
6. Tourism Characteristics Product
7. Summary of Findings
8. Conclusion

Department of Statistics, Malaysia
CHRONOLOGY

2006
- Compilation of TSA initiated
- Pilot Study of Domestic Tourism Survey (DTS) & Homestay Survey conducted

2007
- DTS officially started
- Published DTS 2007

2008
- Published TSA 2000-2008 (Limited Circulation)

2009
- Published TSA 2000-2009 (Limited Circulation)

2010
- Obtained endorsement to release TSA to the public

2011
- TSA 2000-2010 released to the public

2012

GOVERNANCE

STEERING COMMITTEE
- Ministry of Tourism (Chairman)
- Ministry of Finance
- Central Bank of Malaysia
- Economic Planning Unit
- Department of Statistics
- Tourism Malaysia
- Immigration Department

TECHNICAL COMMITTEE
- Department of Statistics (Chairman)
- Ministry of Finance
- Ministry of Tourism
- Economic Planning Unit
- Central Bank of Malaysia
- Tourism Malaysia
- Immigration Department
DATA SOURCES

- Department of Statistics Malaysia
  - National Accounts
  - Labour Force Survey
  - Balance of Payment
  - Domestic Tourism Survey

- Tourism Malaysia
  - Inbound receipts

- Immigration Department
  - Tourist arrivals

FLOW CHART

1. Definition, concept and classification
2. Framework
3. Data sources
4. Compilation
5. Endorsement from Steering and Technical Committees
6. Release to the public

Department of Statistics, Malaysia
LAUNCHING OF TSA

Published: Friday February 10, 2012 1:16 AM
Updated: Friday February 10, 2012 1:46 PM

Move to reduce, stop flights will cost tourism industry billions of ringgit

By NG CHEONG YEE

KUALA LUMPUR: A move by Malaysia Airlines and AirAsia to reduce or discontinue flights to international and regional destinations will see the country’s tourism industry billions of ringgit in revenue, said Tourism Minister Dato Sri Dr Ng Yen Yee.

She said this move would lead to a drop in tourist arrivals and thus, a decrease in revenue.

To overcome this, she said the ministry would target tourists who would stay longer and spend more when visiting Malaysia.

Dr Ng was speaking at the launching of the Malaysia Tourism Sandaran Amaran (TSA) in Kuala Lumpur on Friday.

The TSA is a set of aims to be carried out in the country to boost the contribution of tourism activity.

Department of Statistics, Malaysia

TSA PUBLICATION

2000-2010

2000-2009

2000-2008

www.statistics.gov.my

Department of Statistics, Malaysia
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 INTERNAL TOURISM CONSUMPTION
- TABLE 7 • EMPLOYMENT IN THE RELATED TOURISM INDUSTRIES

Department of Statistics, Malaysia

TOURISM CHARACTERISTIC 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. Travel agencies and other reservation
8. Cultural services
9. Sports and recreational services
10. Country-specific tourism characteristic goods
11. Country-specific tourism characteristic services

Malaysia Tourism Characteristic Product

Department of Statistics, Malaysia
SUMMARY OF FINDINGS
TSA 2010

Tourism Expenditure, 2010

Inbound Tourism Expenditure: RM 58.3 Billion
Domestic Tourism Expenditure: RM 27.6 Billion
Outbound Tourism Expenditure: RM 14.3 Billion

Total Tourism Expenditure: RM 100.2 Billion

Department of Statistics, Malaysia
TOURISM EXPENDITURE, 2010 (cont’d..)

- **INTERNAL TOURISM CONSUMPTION**: RM 85.9 BILLION
- **INBOUND TOURISM EXPENDITURE**: RM 58.3 BILLION
- **DOMESTIC TOURISM EXPENDITURE**: RM 27.6 BILLION
- **NATIONAL TOURISM EXPENDITURE**: RM 41.9 BILLION
- **DOMESTIC TOURISM EXPENDITURE**: RM 27.6 BILLION
- **OUTBOUND TOURISM EXPENDITURE**: RM 14.3 BILLION
- **INTERNATIONAL TOURISM EXPENDITURE**: RM 72.6 BILLION
- **INBOUND TOURISM EXPENDITURE**: RM 58.3 BILLION
- **OUTBOUND TOURISM EXPENDITURE**: RM 14.3 BILLION

**TOTAL GVATI & SHARE TO GDP**

- Gross Value Added of Tourism Industries (GVATI) is the difference between total output and total intermediate consumption of tourism industry.
- In 2010, total output of tourism industry was RM163.0 billion.
- Total intermediate consumption recorded RM73.7 billion in 2010.

2010: GVATI recorded RM89.3 billion and share to GDP registered 11.7 per cent.
GVATI BY INDUSTRY, 2010

1. Transport : RM25.5 billion
2. Food and beverage : RM19.2 billion
3. Retail : RM15.6 billion
4. Accommodation : RM12.9 billion
5. Other tourism services : RM9.4 billion
6. Cultural, sports and recreational
7. Travel agencies : RM1.9 billion

RM89.3 billion

CONCLUSION

Inbound expenditure increased from RM18.8 billion in 2000 to RM58.3 billion in 2010. During the ten years period, inbound tourism expenditure grew by 12.0 per cent annually.

Similarly, domestic expenditure increased by RM16.8 billion from year 2000 to 2010. The average annual growth was 9.8 per cent in the period of 2000 to 2010.

Value added for tourism industry was 11.7 per cent of total GDP in 2010. The growth was 7.5 per cent for the same year.

Employment was 15.9 per cent of total employment in 2010.

DOSM will continue to compile TSA on annual basis. TSA 2011 is expected to be released by end of 2012.
Tourism has a crucial role in transforming Malaysia into a high-income country by 2020 said Malaysian Prime Minister, Dato’ Sri Mohd Najib bin Tun Abdul Razak, on joining the UNWTO/WTTC Global Leaders for Tourism Campaign (Kuala Lumpur, Malaysia, 17 October 2011).