



**UNWTO 2<sup>ND</sup> WORKSHOP ON  
TOURISM STATISTICS CAPACITY-  
BUILDING PROGRAMME  
FOR ASIA PACIFIC  
4<sup>TH</sup> – 6<sup>TH</sup> JULY 2011**



**DOMESTIC TOURISM SURVEY (DTS) :  
MALAYSIA'S EXPERIENCE**

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**Domestic Tourism Survey :  
The importance of Domestic Tourism in  
Malaysia**

**2005**

• Tourism Steering Committee (MoTOUR, DOSM, EPU) had decided to develop *Tourism Satellite Account (TSA)* for Malaysia

**2007**

• Launching of Domestic Tourism Survey (DTS) – Household approach

**2008**

• First DTS report published for internal use

**2010**

• DTS report (reference year 2008 & 2009) make available for the public.



**The main objective of DTS** is to collect information on the profile & pattern of domestic tourism expenditure. The data is used to assist the government in planning and formulation of National Tourism Policy. The data collected are also used as an important input in the compilation of the Tourism Satellite Account (TSA) – Table 2 & 4

**Domestic Tourists Profiles**

(sex, age, ethnic group, income level, education attainment, employment)

**Purpose of Visit**

- Personal  
VFR, holiday, education, health, shopping
- Business & Professional

**Main Destination**

- By States
- Hot spots

**Domestic Tourism Expenditure**

Transport, accommodation, F&B, shopping, etc.  
Issues : Free vs Paid



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**Domestic Visitor** is defined as a resident or those living in Malaysia for at least a year including expatriate and non-citizen, who making a trip (non routine) to a main destination outside his/her usual environment, for less than a year for purpose of business, leisure or personal other than to be employed by a resident entity in the place visited.

*In case of Malaysia, routine refer to daily activity trip*

**SAME DAY TRIP**  
(Excursionist)

**VS**

**OVERNIGHT TRIP**  
(Tourist)

- A trip that takes more than 4 hours
- >50km to and fro

- A trip that takes more than 24 hours
- Trip must be less than 12 months.

**The main destination** of a tourism trip is defined as the place visited that is central to the decision to take the trip. This also referred to the place where the residents spent most of their times during the trip.

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# CLASSIFICATION OF TOURISM TRIPS

## - According to the main purpose

### 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

### Business and professional

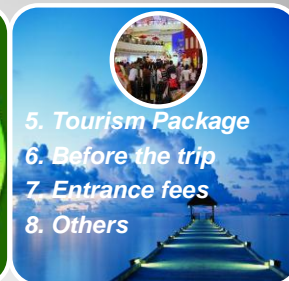
- Includes attending meeting, conferences or congresses, trade fairs and exhibition; giving lectures, concerts, shows & plays; sports ect.



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## TOURISM EXPENDITURE BY COMPONENTS

**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.**



## Methodology of DTS Survey



- The DTS was carried out using the face-to-face personal interview approach.
- 32,000 living quarters (LQ) selected for a year.
- 2,666 LQ per month.
- 2 Stage Stratified Random Sampling.  
Stage 1 : Selection of Enumeration Block  
Stage 2 : selection of Living Quarters  
28 Strata in 14 states.

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## DTS : Scope & Coverage



- Both urban & rural area.
- Covers Malaysian residents (household members) who lived in private living quarters (LQ).
- Covers those who lived in Malaysia at least for one year (resident). DTS also covers expatriate and non-Malaysian.
- DTS did not cover trips/tourism by household members aged below 15 years old who traveled individually. This mean DTS finding didn't include their trips as well as data on students who participated in school trips unless they travel with their family.

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## Output From DTS



[www.statistics.gov.my](http://www.statistics.gov.my)

- Detailed monthly household spending on domestic tourism (trips)
- Types of trips (eg: Individual / Family)
- Main purpose of the trips (eg : Holidays, sports, education, etc)
- Main activities during the trips (outdoor, arts, festival, social, shopping, ect)
- Demographic profile of domestic tourists (eg : gender, age, ethnic group, ect)
- Income profile of domestic tourists
- Total Number of trips (eg : day trips, overnight)

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**Thank You**

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