MEASURING THE ECONOMIC IMPACT OF TOURISM IN EUROPE:
THE TOURISM SATELLITE ACCOUNT (TSA)

TSA GOVERNANCE AT NATIONAL LEVEL

Presented by:
Mdm. K Megala Kumarran
Department of Statistics, Malaysia

29 - 30 NOVEMBER 2017 | BRUSSELS, BELGIUM
Outline

1. TSA Malaysia
2. Functions / Role of Agencies
3. Latest Publication
4. Method of Dissemination
5. Frequency of Dissemination
6. International Involvement
2003-2004
- IAPG Tourism meeting
- Established TWG
- Proposal to create TSA unit in DOSM
- Mid term review 8th Malaysia Plan

2005-2006
- Participated in the International Workshop,
- Study visit to Australia
- Pilot Study of Domestic Tourism Survey (DTS) & Homestay Survey conducted
- TSA compilation initiated

2007-2008
- Published DTS 2007 with official tourism domestic figure for every states (Internal Circulation)

2009-2010
- Published DTS (Public):
  - Reference year 2009
  - 2000-2008 (Limited Circulation)
- Published TSA:
  - 2000-2009 (Limited Circulation)

2011-2012
- Endorsement to release TSA to the public:
  - TSA 2000-2010 released to public
  - TSA 2005-2011 released to public

2013-2016
- Publications:
  - TSA 2005-2012
  - TSA 2005-2013
  - TSA 2010-2014
  - TSA 2015

Latest Publication
TSA 2016
Functions / Role of Agencies

MINISTRY OF FINANCE (MOF)
Preparation of annual budget and issue adequate regulations for its execution

TOURISM MALAYSIA (TM)
Departing Visitors Survey
Malaysia Outbound Survey

ECONOMIC PLANNING UNIT (EPU)
Preparation of the development plans, both the medium and long-term plans for the country

DEPARTMENT OF STATISTICS, MALAYSIA (DOSM)
- National Accounts
- Balance of Payments
- Domestic Tourism Survey
- TSA Compilation

MINISTRY OF TOURISM AND CULTURE MALAYSIA (MOTAC)
- National Planning Budget

CENTRAL BANK OF MALAYSIA (BNM)
- Secondary Data
- Relevant Financial Indicators

IMMIGRATION DEPARTMENT OF MALAYSIA (JIM)
Tourist & Excursionist Arrival Data
Latest Publication

Released to public on 15th September 2017

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<table>
<thead>
<tr>
<th>MALAYSIA'S TOURISM STATISTICS 2016</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTRIBUTION OF TOURISM INDUSTRY TO ECONOMY</td>
<td></td>
</tr>
<tr>
<td>182.4 BILLION</td>
<td>3.4%</td>
</tr>
<tr>
<td>14.8% of GDP</td>
<td></td>
</tr>
</tbody>
</table>

PERCENTAGE SHARE BY MAIN TOURISM INDUSTRIES

- 63.9% Purchase of Goods
- 16.0% Accommodation Services
- 13.1% Airfare
- 12.5% Other Tourism Services

TOTAL INTERNAL TOURISM 147.7b 9.2%

INBOUND 81.3 BILLION 5.2%
- 26.8 MILLION International Tourists
- 5.9 Average Length of Stay

DOMESTIC 66.5 BILLION 4.5%
- 66.0 MILLION Domestic Tourists
- 2.3 Average Length of Stay

EMPLOYMENT IN THE TOURISM INDUSTRY 3.2 MILLION PERSONS 10.2%

PERFORMANCE OF TOURISM INDUSTRY

Tourism industry in Malaysia continues to grow with a composite growth rate of 14.3 per cent in 2016 as against 14.4 per cent in 2015. CTR (Tourist Arrival Rate) increased by 3.4 per cent (2015: 10.9%) as shown in Table 6. The biggest contributor of revenue to the hotel industry, food & beverages and accommodation is the Domestic tourism segment. The main contributor of revenue (70%) is the in-house segment (2016: 69.7%)

In 2016, the share of TOSAF increased by 8.3 per cent compared to the previous year. The growth was partially propelled by increased tourism expenditure (RM77 billion in 2016; RM72 billion in 2015) and increased spending by 10.7 per cent in 2016. The outlook remained optimistic as the growth is fuelled by the rising disposable income and the increasing number of tourists.
Publications of TSA

**Limited Circulation**
- TSA 2000-2009
- TSA 2000-2008

**Released to Public**
- TSA 2000-2010
- TSA 2005-2011
- TSA 2005-2012
- TSA 2000-2013
- TSA 2010-2014
- TSA 2015
- TSA 2016

NEW RELEASE
Official Launching

First TSA Publication was launched by:
Minister of Tourism and Culture Malaysia
accompanied by Chief Statistician of Malaysia &
Director General of Ministry of Tourism and Culture
Malaysia

10th February 2012
Method of Dissemination

Teaser

PREAMBLE

Has the TSA statistics changed much compared to 2015? Follow us via DOSM

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Facebook: www.facebook.com/StatsMalaysia

Find out the latest TSA 2016 statistics on 15th September 2017

DEPARTMENT OF STATISTICS MALAYSIA
TOURISM SATELLITE ACCOUNT (TSA)

A recap of the 2015 performance...

CONTRIBUTION OF TOURISM INDUSTRY TO THE ECONOMY 14.4%

Mark your calendars!

RM 166.5billion Year on Year 9.7%

PERCENTAGE SHARE BY MAIN TOURISM INDUSTRY
Retail trade 43.6%
Food & beverage 15.7%
Accommodation 13.3%

TSA 2016 will be released

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www.facebook.com/DrUzirMahidin

https://twitter.com/StatsMalaysia
https://twitter.com/DrUzirMahidin
Method of Dissemination

1. Website (e-statistik)
   https://www.dosm.gov.my
   
   Total no. of hits
   2016: 349,152

2. Content Management System (CMS)
   https://newss.statistics.gov.my
   
   TSA Publication
   Downloads
   31st Oct 2017: 749
   2016: 573

3. Facebook & Twitter
   /StatsMalaysia
   /StatsMalaysia

4. MysIDC
   http://mysidc.statistics.gov.my/

5. Statistics Data Warehouse (StatsDW)
   https://www.dosm.gov.my

ONLINE DOWNLOADS
Method of Dissemination

2010
- Printed copy
- Highlights in charts & tables

2012
- Printed copy
- Highlights in charts & tables
- Online download
- Press release

2014
- Printed copy
- Highlights in charts & tables
- Online download
- Press release
- Infographic

2015
- Printed copy
- Highlights in charts & tables
- Online download
- Press release in Infographic
- Limited printed copies
Method of Dissemination

FACILITATE THE PRESS

Newspaper Articles

February 10, 2012 12:26 PM

MALAYSIA RECORDS 24.7 MILLION TOURIST ARRIVALS IN 2011

KUALA LUMPUR, Feb 10 (Bernama) — Malaysia recorded 24,714,324 tourist arrivals last year, with tourism receipts climbing to RM58.3 billion, a remarkable 9.6 per cent over the previous year.

In 2010, 24,577,196 arrivals were recorded with RM56.5 billion in tourism receipts.

Tourism Minister Datuk Seri Dr Ng Yen Yen has attributed the showing to be in line with the Malaysia Tourism Plan 2020 target of achieving 36 million tourist arrivals and RM168 billion in tourism receipts by 2020.

She said double-digit growth in arrivals were recorded mainly from medium and long-haul countries like Kazakhstan, New Zealand, Russia, Iran, South Africa, France, Myanmar, Taiwan, China and Brunei.

"Kazakhstan arrivals surged by 65.9 per cent, boosted by the thrice weekly direct Air Astana flights from Almaty to Kuala Lumpur," she told reporters after launching the Tourism Satellite Account (TSA) 2006-2010 here today.

Dr Ng said, other markets showing strong growth included New Zealand — up by 23 per cent — which benefited from the opening of the Tourism Malaysia office in Auckland in May, last year.

The minister said Russian tourist arrivals saw an increase of 21.3 per cent on the back of strong promotional efforts in Russia, as well as the weekly Trans Aero flights which started in December.

She explained that the 25 million tourist arrival target set for 2014 could not be achieved due to a decline in tourist arrivals from countries like Indonesia, Thailand, Japan and the Philippines.

"Indonesia showed a decline of 14.8 per cent due to the abolition of its fiscal fare which allowed Indonesian travellers to go abroad without making a stop-over in Malaysia.

"The number of tourists from Japan was down by seven per cent due to the tsunami, Thailand due to the floods and Middle East countries due to the Arab Spring, which all happened last year," noted Dr Ng.

On the TSA 2000-2010, she said it was a set of accounts on the tourism industry conducted by

Infographic

Tourism Satellite Account Malaysia 2015

Gross Value Added of Tourism Industries

Mainly contributed by:

- 43.6% Retail trade
- 15.7% Food & beverage
- 13.3% Accommodation

Total Gross Value Added of Tourism Industries: RM166.9b
Share to GDP: 14.4%

Domestic Tourism Expenditure

Mainly contributed by:

- 38.3% Shopping
- 19.0% Automotive fuel
- 15.4% Food & beverage

Total Domestic Tourism Expenditure: RM61.8b
Growth: 5.0%
Method of Dissemination

INFOGRAPHIC

TSA 2010-2014

SNAPSHOTS OF TOURISM SATELLITE ACCOUNT MALAYSIA 2015

Gross Value Added of Tourism Industries

<table>
<thead>
<tr>
<th>Industry</th>
<th>Share in GDP</th>
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<tr>
<td>Retail trade</td>
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<td>Food &amp; Beverage</td>
<td>15.7%</td>
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<tr>
<td>Accommodation</td>
<td>13.3%</td>
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</table>

Tourism employment in top 5 industries

<table>
<thead>
<tr>
<th>Industry</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail trade</td>
<td>34.1%</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>31.3%</td>
</tr>
<tr>
<td>Country-specific tourism services</td>
<td>17.6%</td>
</tr>
<tr>
<td>Accommodation</td>
<td>6.8%</td>
</tr>
<tr>
<td>Passenger transport</td>
<td>5.5%</td>
</tr>
</tbody>
</table>

Top 5 travel destinations for domestic visitors

1. Penang
2. Singapore
3. Kuala Lumpur
4. Sabah
5. Perak

Domestic Tourism Expenditure

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<td>Food &amp; Beverage</td>
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Contribution of Tourism Industry to Economy

- Total tourism expenditure RM182.4 billion
- Contribution to GDP 9.4%
- Contribution to tourism sector 14.8%

Malaysia’s Tourism Statistics 2016

Total Internal Tourism RM147.7 billion

Congenial Study

TSA 2015
Frequency of Dissemination

- Release publication maximum of one month after the Steering Committee Meeting.

TSA 2000-2008

TSA 2000-2009

TSA 2005-2010

TSA 2005-2011

TSA 2005-2012

TSA 2005-2013

TSA 2010-2014

TSA 2015

TSA 2015-2016

TSA 2016

DEC 2009

DEC 2010

FEB 2012

NOV 2012

NOV 2013

NOV 2014

NOV 2015

OCT 2016

SEP 2017

Annually

1st Launching to Public
Expertise

Paper Presentations

i. The 1st ISM International Conference @ Johor, Malaysia 2012
ii. Second National Statistics Conference (MyStats 2013) @ Malaysia
iii. International Statistical Institute World Statistics Congress (ISI WSC 2017) @ Marrakech, Morocco

Papers / Journals

i. The 1st ISM International Conference, Johor, Malaysia 2012: Tourism Satellite Account: The Contribution of Inbound and Domestic Tourism in the Malaysia Economy
ii. Second National Statistics Conference (MyStats 2013): Transcending the traditional Approach through Satellite Account
iv. ISI WSC 2017: Growing Importance of Tourism to Malaysia’s Economy

Acknowledgements

The International Recommendations for Tourism Statistics 2008 were prepared by the International Organization of Department of Statistics and Tourism Satellite Account of the World Tourism Organization (UNWTO) and the United Nations Statistics Division, in collaboration with the members of the United Nations Expert Group on Tourism Statistics, as participants in the 8th meeting of the UNWTO Committee on Statistics and Tourism Satellite Account, which was specially dedicated to a review of the provisional draft.

Members of the United Nations Expert Group on Tourism Statistics included (in alphabetical order): Wayne Calder (Australia), Agustín Cañada (Spain), Igor Cherno- shev (ILO), Fernando Cortina (Spain), Johannes de Beer (South Africa), Chris Demmert (Eurostat), Viviana Depino de Aviles (Argentina), Citalín Durán (Mexico), Chabala Evaristo (Zambia), Margaret Fitzgibbon (IMF), Alain Gourain (United Nations Statistics Division), Iván Guillermo González de Alba (Mexico), Francisco Guillen-Martín (Mexico), Christopher Jackson (Canada), Zirk Jansen (Africa), Katharine Kemp (UNWTO), Alexander Kevesh (Russian Federation), Laimer (Austria), Marion Liberos (UNWTO), Pamela Lowe (Bahamas), Sted Feely (Ireland), Mohd Uzir Mahidin (Malaysia), Vladimir Markhovko (United Kingdom), and others.
International Involvement

International Workshop Participations

i. Workshop on Tourism Satellite Account @ Cebu, Philippines, 21-22 October 2008

ii. 5th UNWTO International Conference on Tourism Statistics- Tourism: An Engine for Employment Creation @ Bali, Indonesia, 30 March – 2 April 2009

iii. The 3rd Workshop and Regional Seminar on the UNWTO Statistics Capacity Building Program for Asia / Pacific @ Bangkok, Thailand, 5 – 9 March 2012

iv. Nara Tourism Statistics Week @ Nara, Japan, 17-21 November 2014

International Technical Expertise

i. Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC): TSA Training Programme for Suriname (February 2017)

ii. Philippines - Regional Workshop on the Compilation of the Tourism Satellite Account and Sixth UNWTO International Conference on Tourism Statistics, Manila, Philippines, 19-23 June 2017 – Present on MALAYSIA’S EXPERIENCE IN DISSEMINATING TSA TABLES

iii. Invitation to joint the UNWTO Workshop Measuring the economics impact of tourism in Europe: a focus on the Tourism Satellite Account (TSA – Brussels, Belgium, 29-30 November 2017

“Statistics are the barometer that reflects the pulse of the country”

Dato’ Sri Dr. Mohd Uzir Mahidin
The Star, 14th July 2016

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THANK YOU