



Domestics Tourism Survey (DTS): Malaysia's Experience Towards Measuring Tourism Statistics

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OUTLINE





I. INTRODUCTION



TOURISM

As one (1) of Malaysia's NKEAs
An important foreign exchange earner, an impetus to growth, investment and employment and contributing to the balance of payment of the services account



GOVERNANCE

One of the activities outlined in the assessment of the New Malaysia Plan is the development of Tourism Satellite Account.



OBJECTIVE

To share DOSM experience in data collection on domestic tourism expenditure, travelling pattern, destination, purpose of visit and visitor's profile

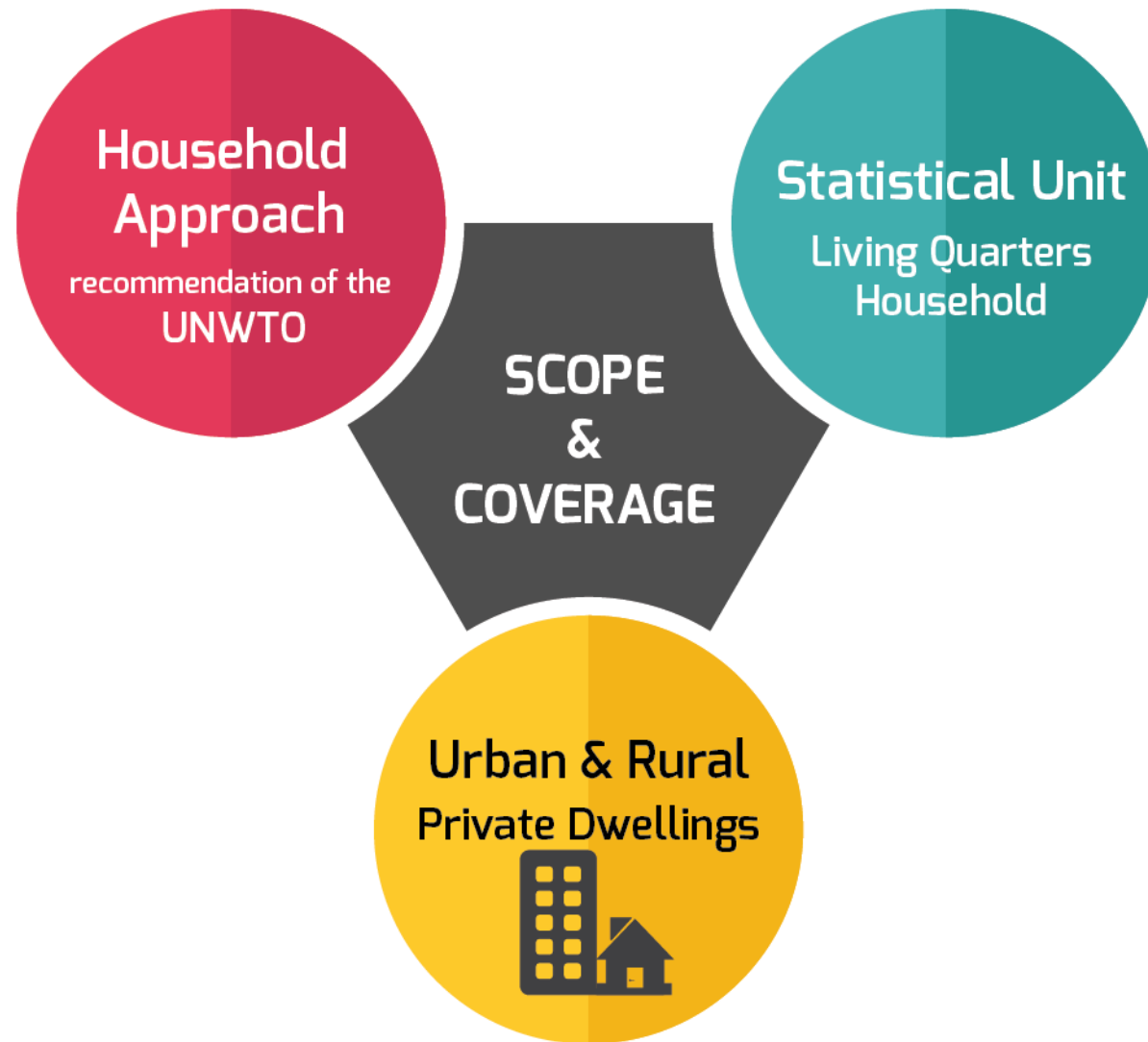


RATIONALE

As input to the compilation Tourism Satellite Account



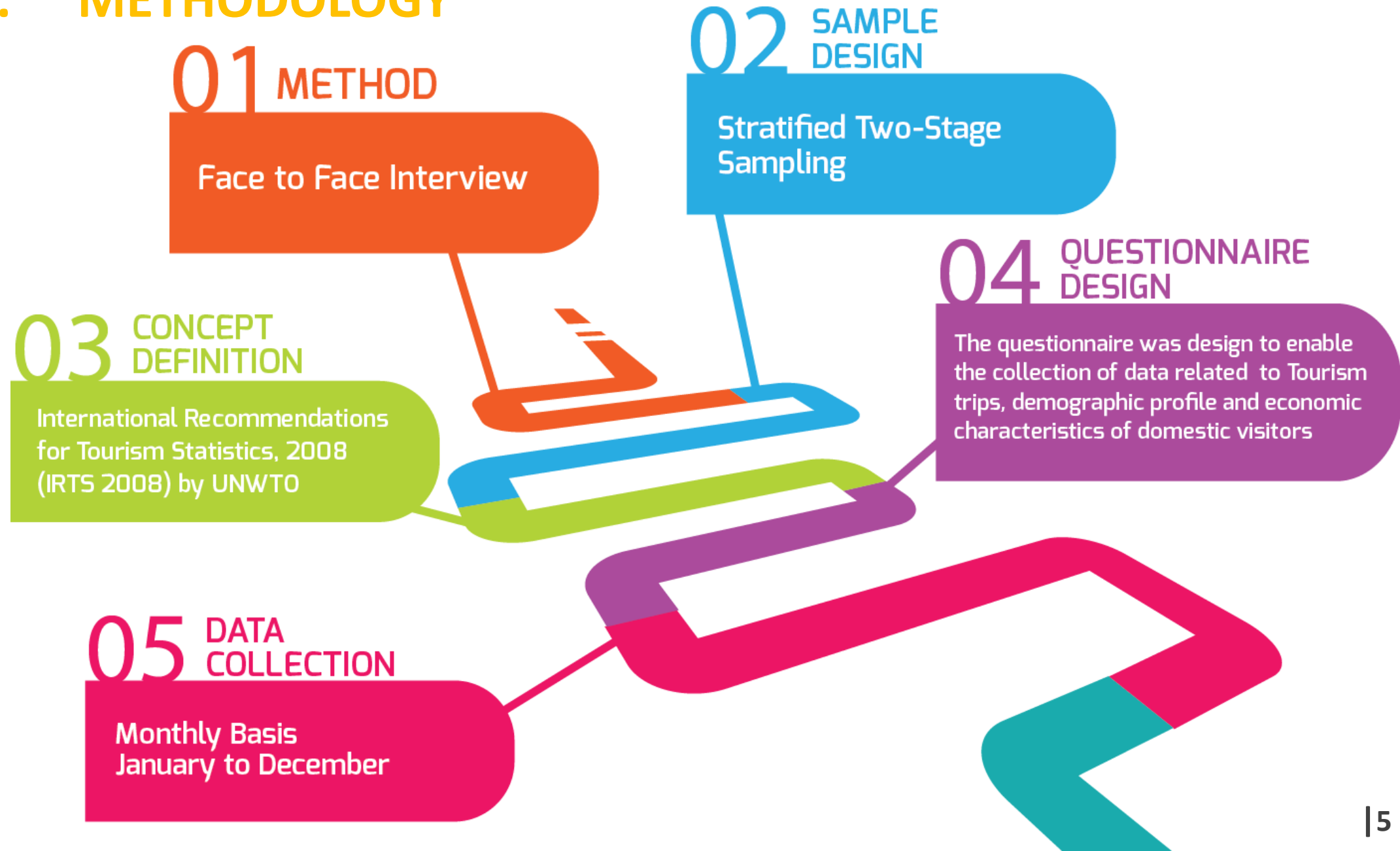
II. SCOPE and COVERAGE of DTS



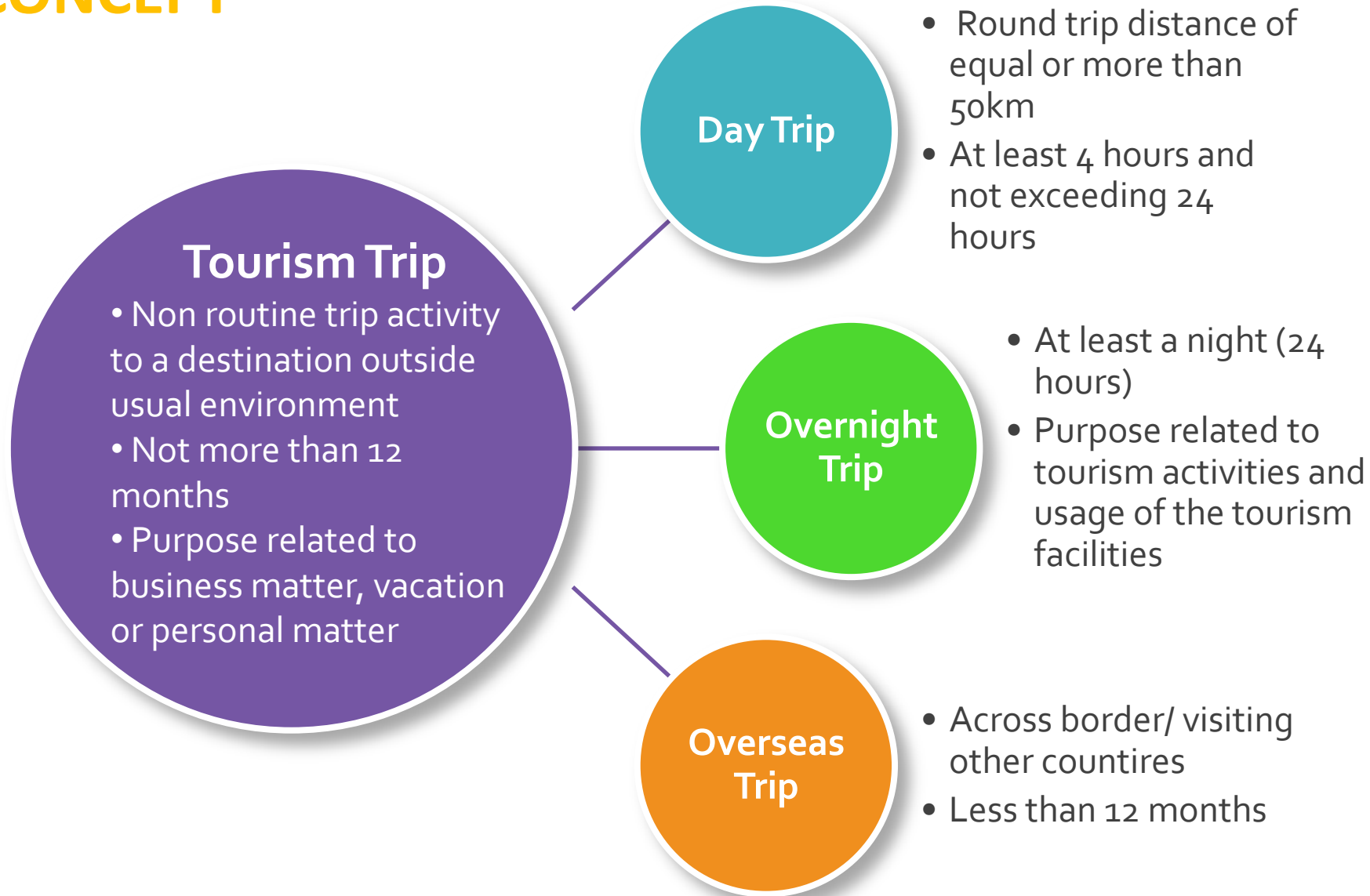
exclude institutions
eg: hotels, hostels, hospital, prisons



III. METHODOLOGY



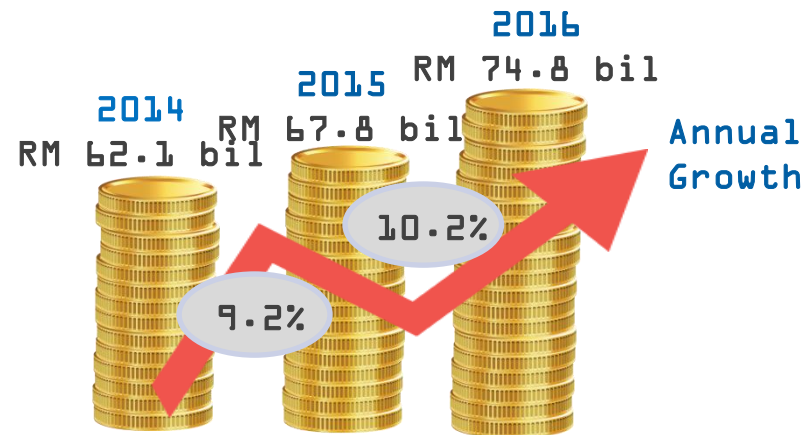
IV. CONCEPT



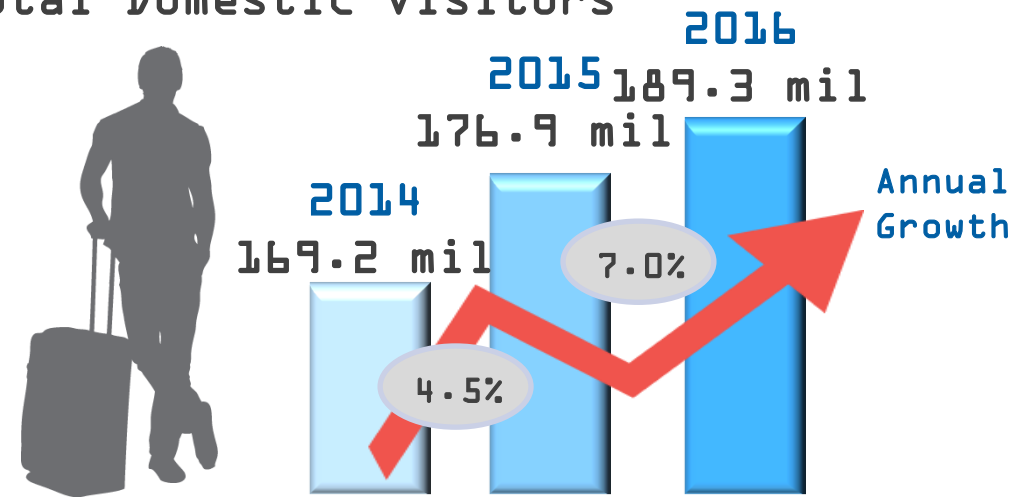


V. MAIN RESULTS OF DTS IN MALAYSIA

Total Expenditure



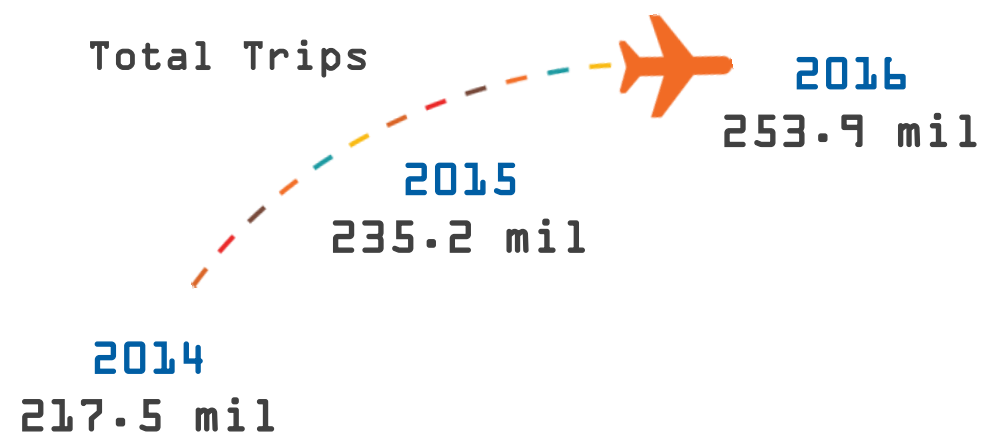
Total Domestic Visitors



Percentage Share of Internal Tourism Consumption



Total Trips

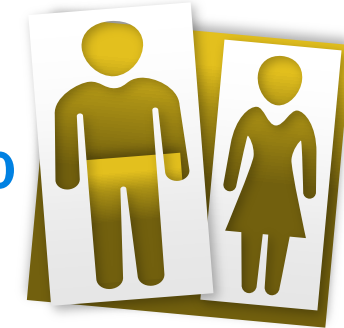


V. MAIN RESULTS OF DTS IN MALAYSIA

In 2016, 65.1 per cent of domestic visitors were
Excursionists...

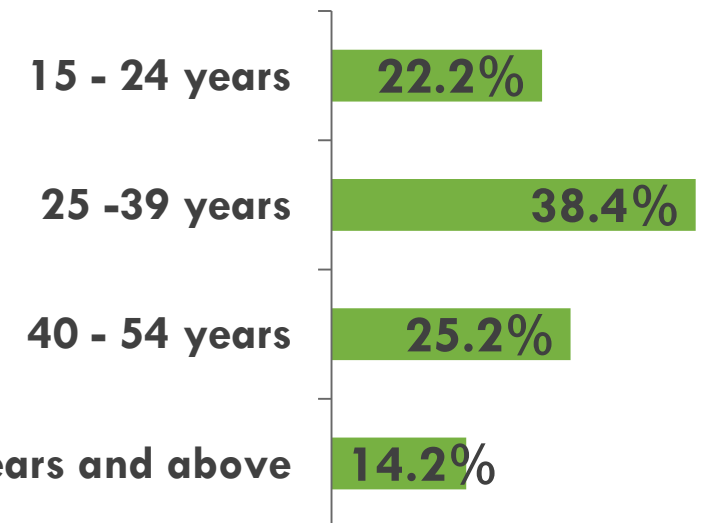
| Type of visitor | 2015 | 2016 | Annual percentage change (%) |
|-----------------|------------|------------|------------------------------|
| Excursionists | 114.2 mil. | 123.2 mil. | 7.9 |
| Tourists | 62.7 mil. | 66.0 mil. | 5.3 |
| Total | 176.9 mil. | 189.3 mil. | 7.0 |

50.7%



49.3%

60.1 per cent of domestic
visitors are in the age range of
15 to 39 years



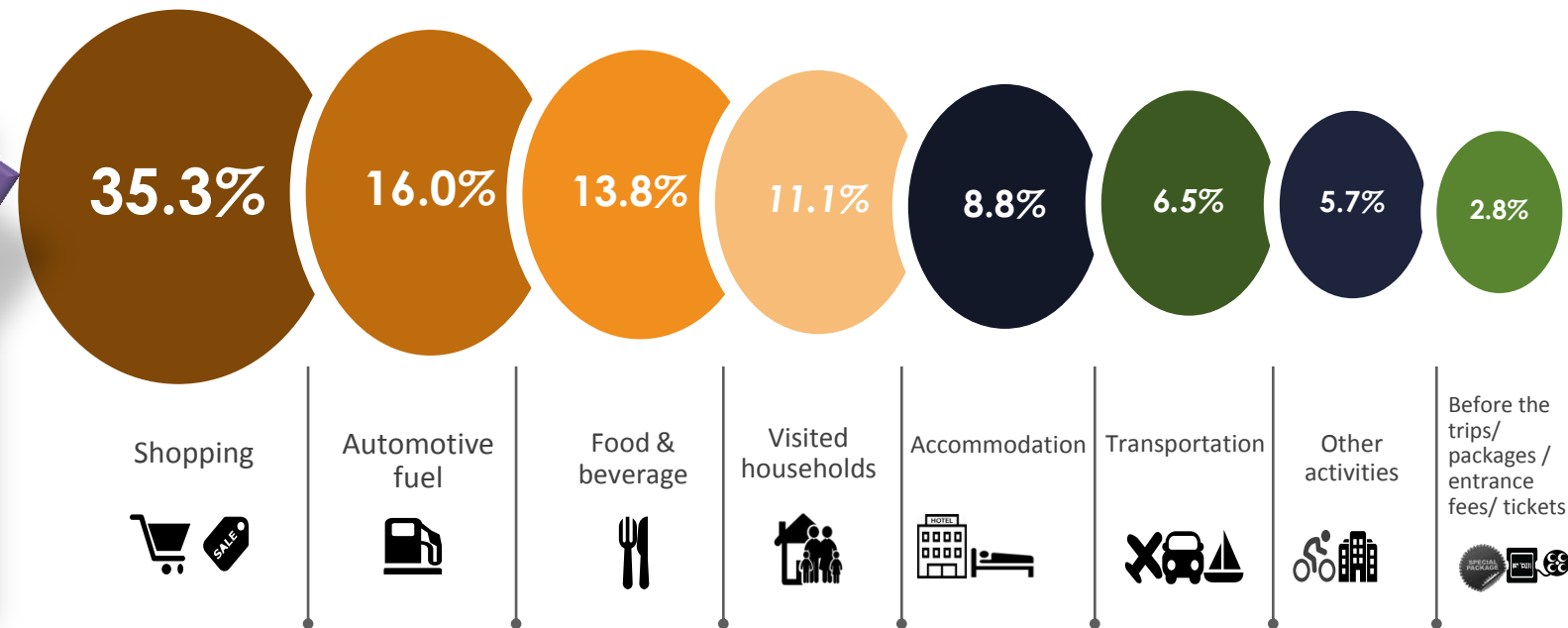


V. MAIN RESULTS OF DTS IN MALAYSIA (2016)

RM 74, 773 million was spent by
Domestic Visitors in 2016

WHAT DO DOMESTIC VISITORS
 SPEND during trip?

Domestic visitors
spent highest on
shopping which
contributed a share of
35.3 per cent





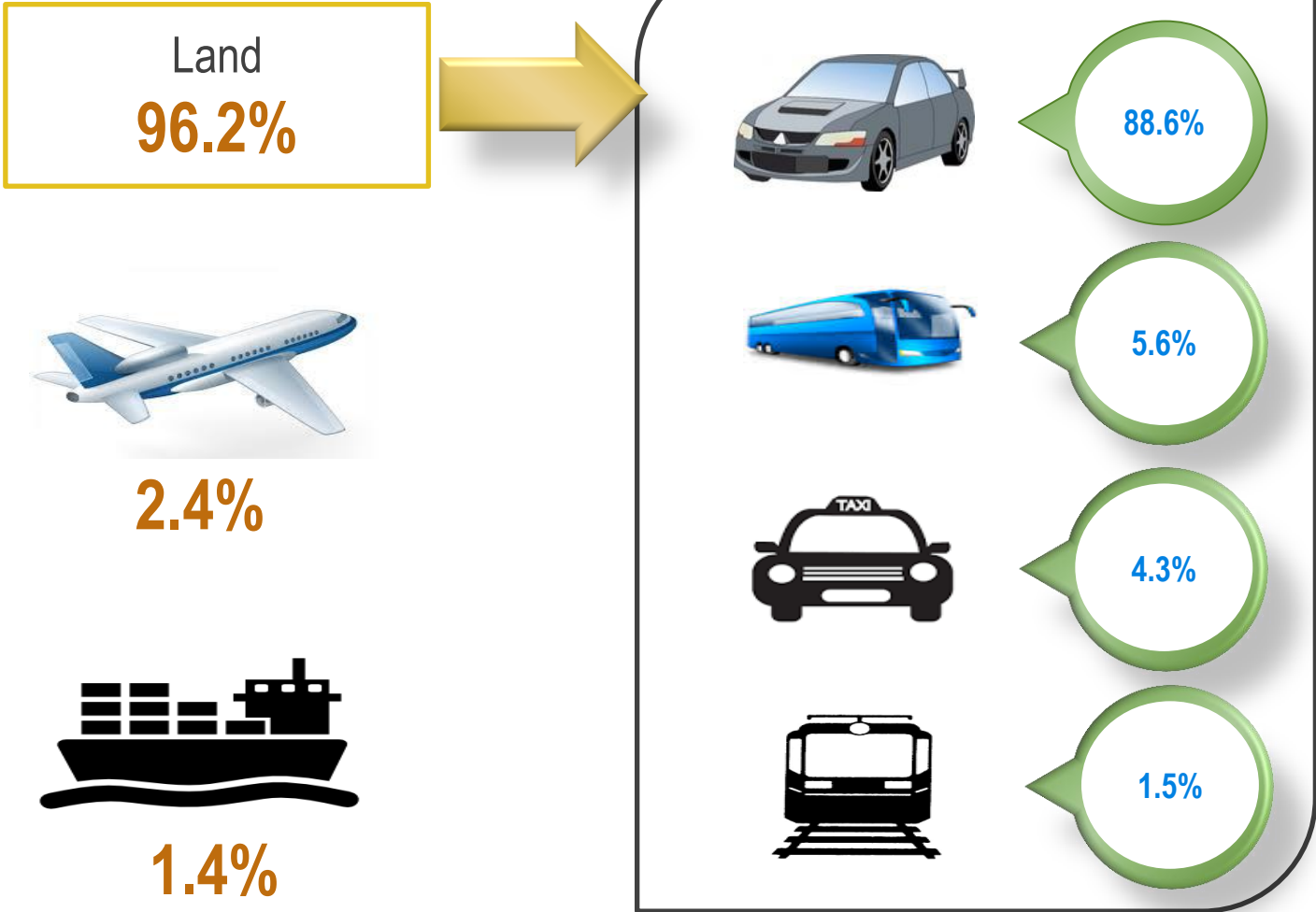
V. MAIN RESULTS OF DTS IN MALAYSIA (2016)



FIVE MAIN PURPOSES OF TRIPS BY DOMESTIC VISITOR



Mode of transport

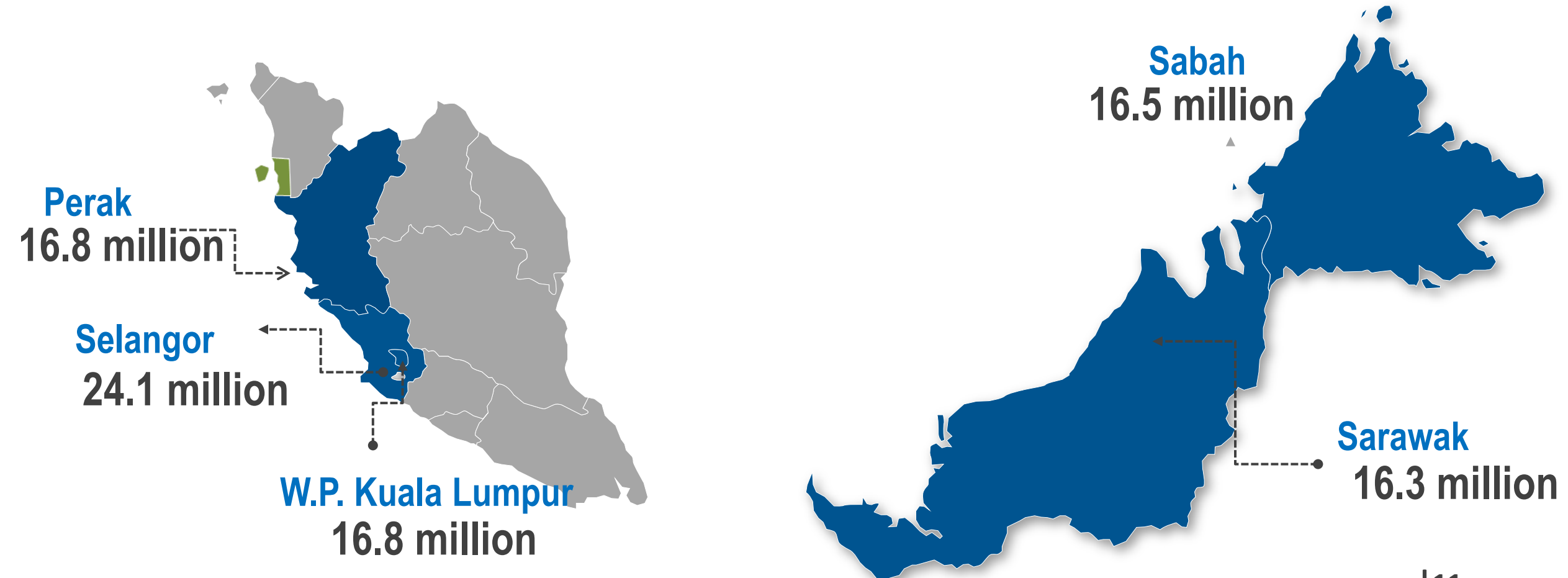




V. MAIN RESULTS OF DTS IN MALAYSIA (2016)

Where Do We Go.....

5 Most Visited State by Domestic Visitor



VI. ISSUES AND CHALLENGES

The national tourism figure cannot be apportioned to obtain tourism expenditure at the state level



Nowadays, in Malaysia, children, and travelers under 15 years such as travel via school/ kindergarten trips have become popular



To support more integrated measurement and policy in the context of Sustainable Development Goals





VII. CONCLUSIONS



DOSM has successfully implemented DTS and fulfilled the objectives of the survey since 2007

01



DOSM has published TSA starting 2010 which will assist the government in planning based evidence decisions making for tourism industry

02



DOSM will introduce Computer Assisted Telephone Interviewing (CATI) and e-Survey

03



DTS questionnaire will be reviewed from time to time to make it more convenient as well as reducing respondents burden

04



See you at

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2019

