



JABATAN PERDANA MENTERI
JABATAN PERANGKAAN MALAYSIA

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SURVEI PELANCONGAN DOMESTIK

DOMESTIC TOURISM SURVEY

2021



KELANTAN

JABATAN PERANGKAAN MALAYSIA
DEPARTMENT OF STATISTICS, MALAYSIA



**JABATAN PERDANA MENTERI
JABATAN PERANGKAAN MALAYSIA**

SURVEI PELANCONGAN DOMESTIK *DOMESTIC TOURISM SURVEY*

KELANTAN **2021**

Pemakluman

Jabatan Perangkaan Malaysia (DOSM) sedang menjalankan Survei Pendapatan, Perbelanjaan Isi Rumah dan Kemudahan Asas (HIES/BA) 2022 bermula dari 1 Januari 2022 sehingga 31 Disember 2022 dan Survei Ekonomi Tahunan (AES) 2022 bermula dari 15 April 2022 sehingga 30 September 2022. DOSM amat menghargai kerjasama daripada responden yang terpilih untuk memberikan maklumat kepada DOSM serta menjayakan survei ini. Sila layari www.dosm.gov.my untuk maklumat lanjut.

Penerbitan statistik ekonomi dan sosial iaitu PocketStats yang mengandungi statistik suku tahunan dan tahunan boleh diperolehi dari portal DOSM atau melalui pautan https://bit.ly/PocketStatsS2_2022.

Dimaklumkan bahawa Kerajaan Malaysia telah mengisytiharkan Hari Statistik Negara (MyStats Day) pada 20 Oktober setiap tahun. Tema sambutan MyStats Day adalah "Connecting the World with Data We Can Trust".

Announcement

The Department of Statistics Malaysia (DOSM) is conducting the Household Income, Expenditure and Basic Amenities Survey (HIES/BA) 2022 from 1st January 2022 until 31st December 2022 and the Annual Economic Survey (AES) 2022 from 15th April 2022 until 30th September 2022. DOSM greatly appreciates the cooperation given by selected respondents by sharing their information with DOSM and making the survey a success. Please visit www.dosm.gov.my for more information.

Economic and social statistics publication namely PocketStats which contain quarterly and annual statistics can be obtained from the DOSM portal or via the link https://bit.ly/PocketStatsQ2_2022.

Please be informed that the Government of Malaysia has declared National Statistics Day (MyStats Day) on October 20 each year. MyStats Day theme is "Connecting the World with Data We Can Trust".

JABATAN PERANGKAAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA

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Laporan Survei Pelancongan Domestik 2021 memaparkan statistik berkaitan pelancongan domestik di negeri Kelantan. Statistik yang dilaporkan dalam laporan ini diperoleh daripada Survei Pelancongan Domestik (DTS) 2021. Statistik utama yang dilaporkan adalah pelawat domestik, perjalanan, jumlah terimaan dan profil sosial & demografi. Pelaksanaan DTS adalah mengikut garis panduan dan syor *United Nations World Tourism Organization* (UNWTO) dengan merujuk kepada *International Recommendations for Tourism Statistics 2008* (IRTS 2008).

Statistik pelancongan domestik ini merupakan maklumat penting yang digunakan sebagai input untuk menganalisis potensi pasaran pelancongan domestik, menggubal dasar serta merancang, melaksana dan memantau program berkaitan pelancongan domestik di Kelantan. Statistik ini juga menyediakan maklumat yang bermanfaat kepada ahli akademik dan penyelidik dalam kajian berkaitan pelancongan domestik.

Penerbitan ini terbahagi kepada tiga bahagian. Bahagian pertama laporan memfokuskan kepada ringkasan penemuan daripada survei ini. Bahagian kedua pula membentangkan jadual terperinci serta jadual siri masa bagi membantu pengguna dalam analisis. Bahagian ketiga pula menerangkan aspek teknikal seperti konsep, definisi dan metodologi survei yang digunakan bagi memudahkan pengguna memahami statistik yang diterbitkan.

Sama seperti tahun sebelumnya, tahun 2021 terus menjadi tahun yang mencabar kerana penularan pandemik COVID-19 masih berleluasa di seluruh negara. Walau bagaimanapun DOSM berjaya melaksanakan survei dan menghasilkan penerbitan ini. Justeru, DOSM ingin merakamkan setinggi-tinggi penghargaan atas kerjasama yang diberikan oleh responden dan semua pihak yang telah menyumbang dalam menjayakan survei ini. Setiap maklum balas dan cadangan untuk penambahbaikan laporan ini pada masa akan datang amat dihargai.

DATO' SRI DR. MOHD UZIR MAHIDIN
Ketua Perangkawan Malaysia

September 2022



PREFACE

The report of Domestic Tourism Survey 2021 presents the statistics related to domestic tourism in Kelantan. The statistics reported in this publication were obtained from Domestic Tourism Survey (DTS) 2021. The principal statistics reported are domestic visitors, trips, total receipts and social & demographic profiles. Implementation of DTS follows the guidelines and recommendations of the United Nations World Tourism Organization (UNWTO) with reference to the International Recommendations for Tourism Statistics 2008 (IRTS 2008).

Domestic tourism statistics are important information which is used as inputs for domestic tourism potential market analysis, policy formulation as well as for planning, implementing and monitoring programmes related to domestic tourism in Kelantan. These statistics provides imperative information to academicians and researchers for their studies related to domestic tourism.

This publication is divided into three parts. The first part of this report focuses on the summary of findings from this survey. The second part presents detailed tables as well as time series tables to facilitate users' analysis. The third part describes the technical aspects such as concepts, definition and survey methodology to assist users in understanding the published statistics.

As of the previous year, 2021 continued to be a challenging year as the spread of the COVID-19 pandemic was still rampant across the country. However, DOSM had successfully completed the survey and produced this publication. Therefore, DOSM gratefully acknowledges the cooperation rendered by the respondents as well as all parties who had contributed to the success of this survey. Every feedback and suggestion towards improving future reports is highly appreciated.

DATO' SRI DR. MOHD UZIR MAHIDIN
Chief Statistician Malaysia

September 2022



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PART

1

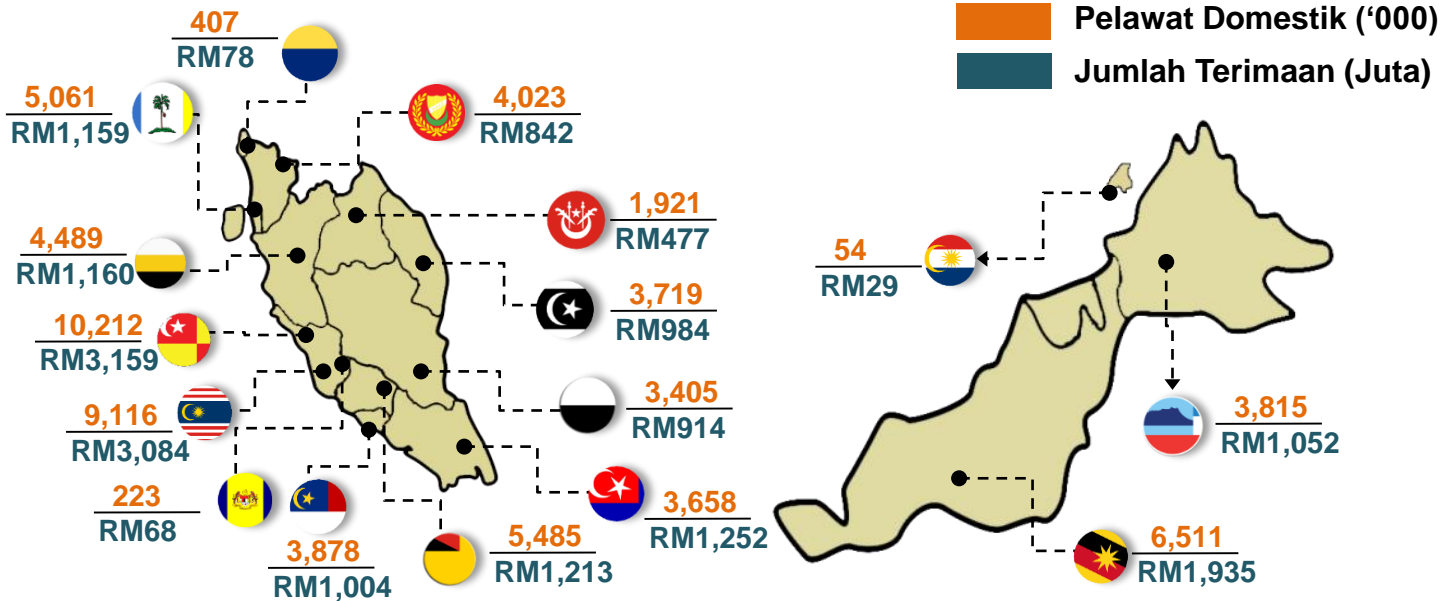


INDIKATOR UTAMA & RINGKASAN PENEMUAN

*MAIN INDICATORS & SUMMARY OF
FINDINGS*

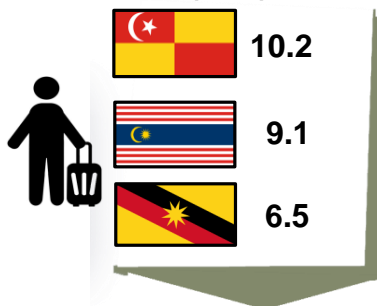
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PRESTASI PELANCONGAN DOMESTIK MALAYSIA MENGIKUT NEGERI 2021

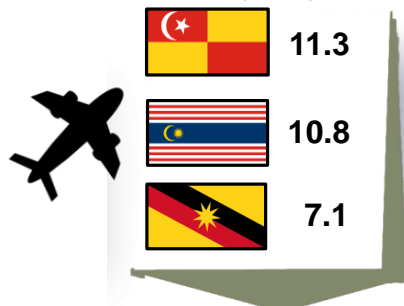


STATISTIK UTAMA PELANCONGAN DOMESTIK MALAYSIA MENGIKUT NEGERI

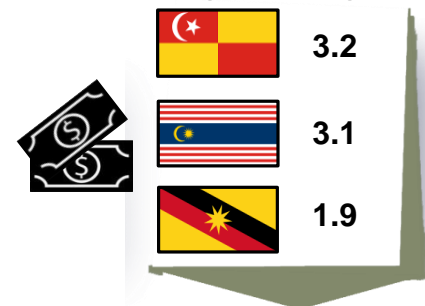
Bilangan Pelawat (Juta)



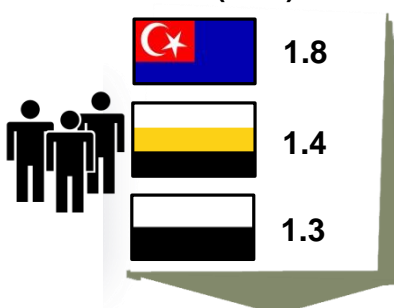
Bilangan Perjalanan (Juta)



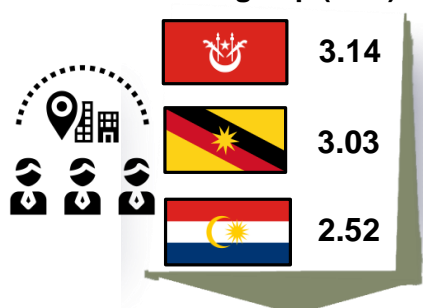
Jumlah Terimaan (RM Bilion)



Bilangan Pelancong (Juta)



Purata Bilangan Hari Menginap (Hari)



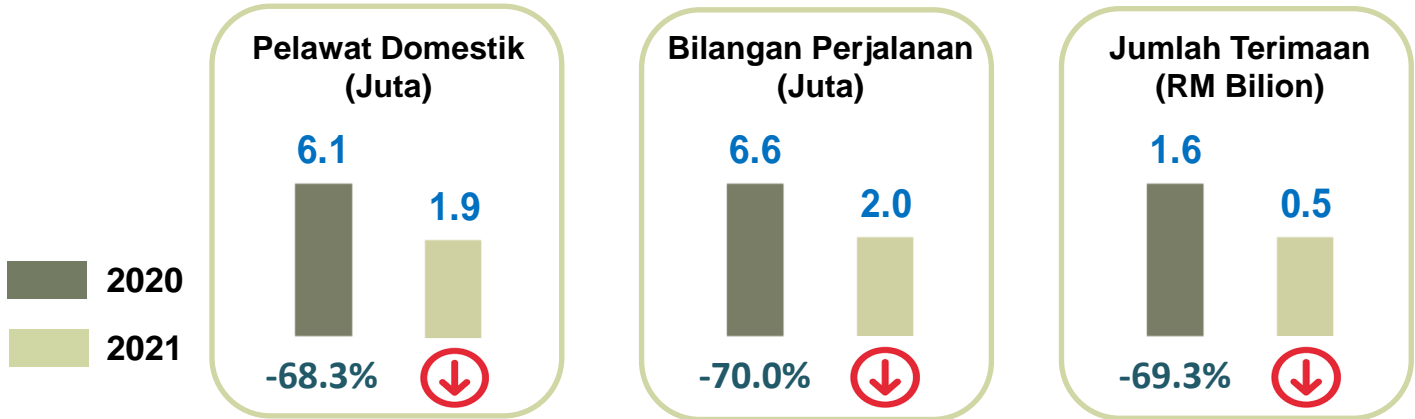
Purata Terimaan Per Perjalanan (RM)



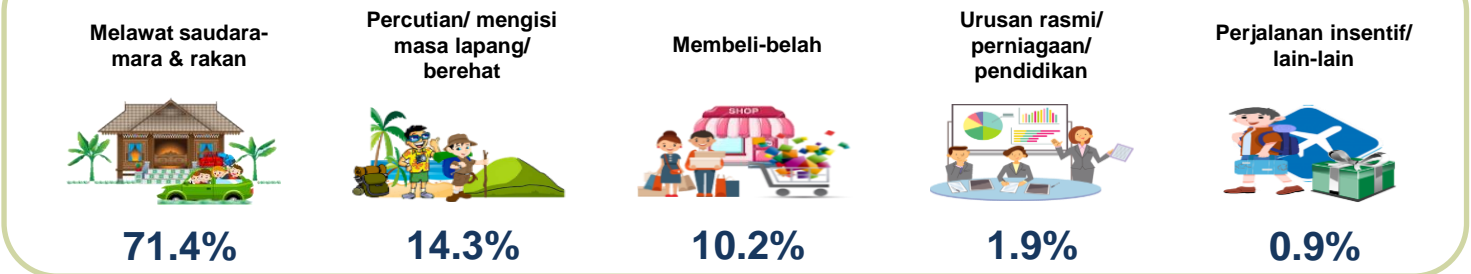


PELANCONGAN DOMESTIK KELANTAN 2021

INDIKATOR UTAMA



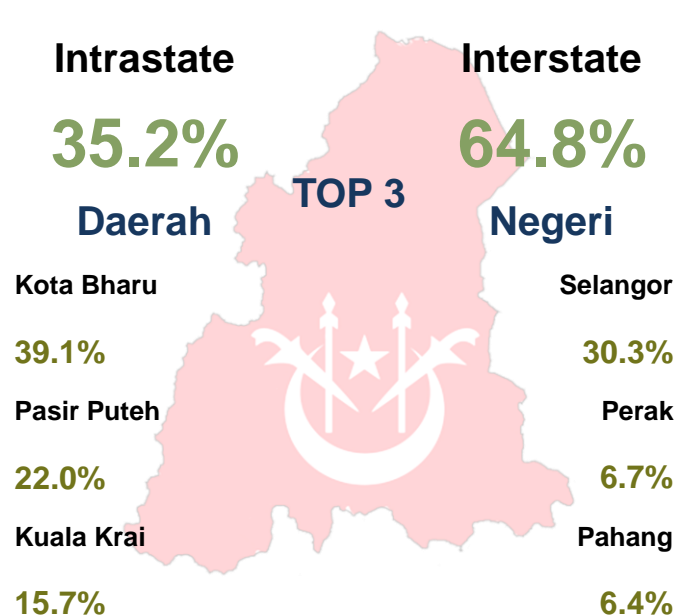
5 Tujuan Utama Perjalanan Pelancong



Komponen Terimaan Pelawat Domestik



Negeri Asal Pelancong





DOMESTIC TOURISM KELANTAN 2021

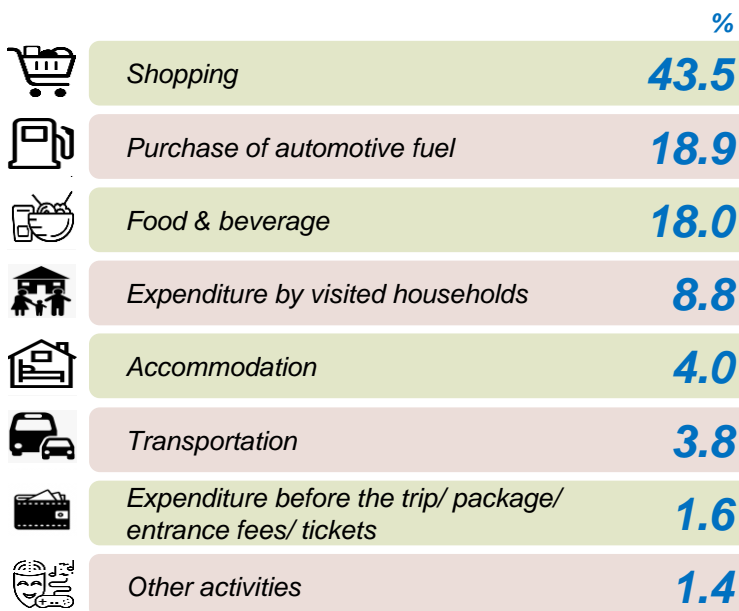
MAIN INDICATORS



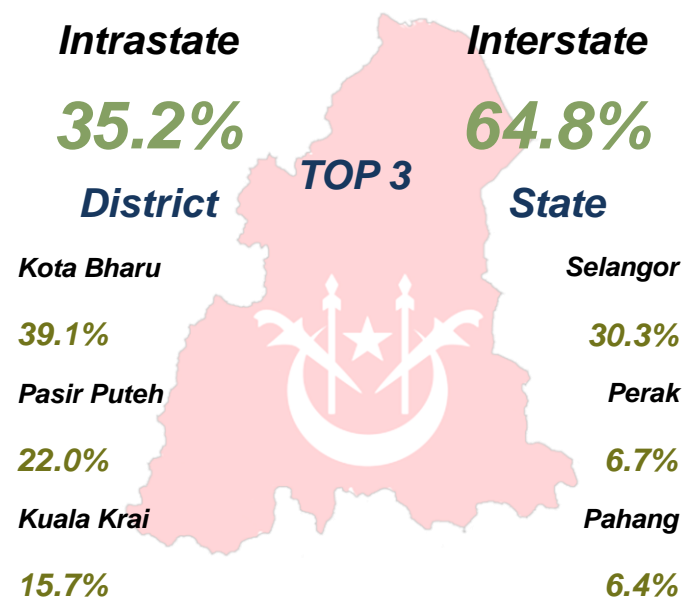
5 Main Purposes of Trips by Tourists



Expenditure Components of Domestic Visitors



Origin State of Tourist





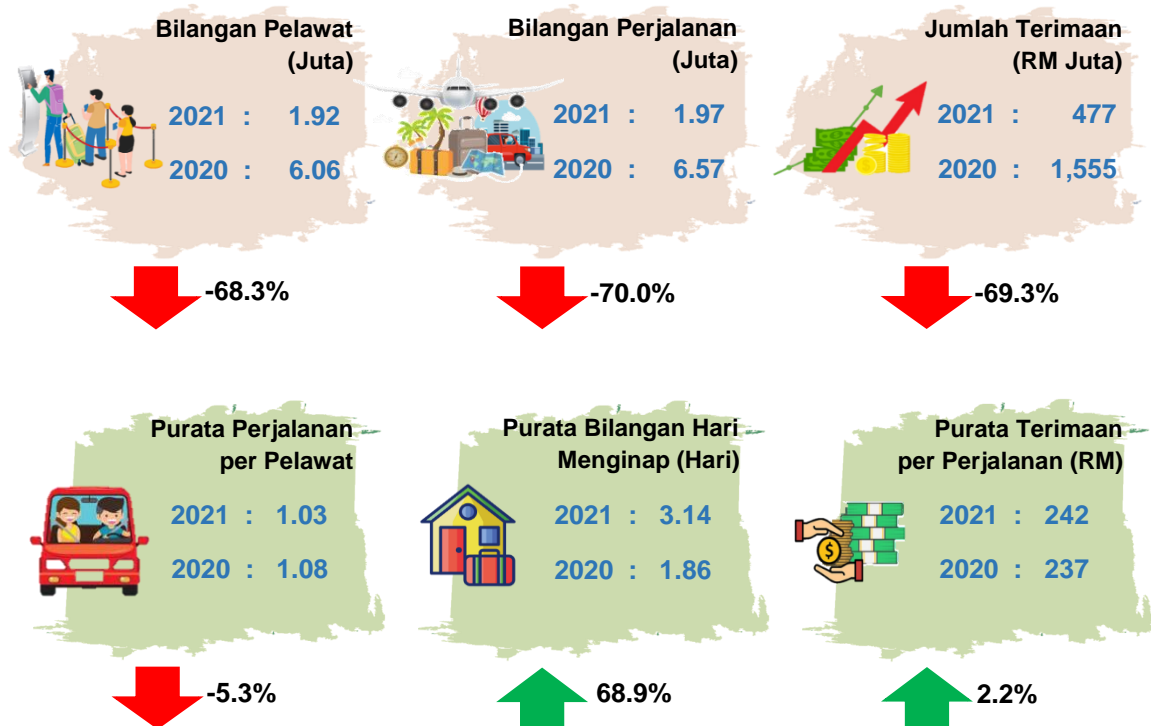
1.0 PENGENALAN

Penerbitan ini membentangkan statistik pelancongan domestik bagi negeri Kelantan yang merangkumi ketibaan pelawat,¹ jumlah terimaan pelancongan domestik, trend perjalanan bermalam ke Kelantan dan profil sosial & demografi pelawat domestik. Statistik ini adalah daripada Survei Pelancongan Domestik (DTS) yang dijalankan pada tahun 2021.

2.0 PELANCONGAN DOMESTIK DI KELANTAN, 2021

Pada 2021, pelancongan domestik di Kelantan mengalami kejatuhan yang signifikan dari segi bilangan ketibaan pelawat domestik dan jumlah terimaan kesan daripada penularan virus COVID-19 dan pelaksanaan Perintah Kawalan Pergerakan (PKP). Bilangan ketibaan pelawat domestik ke Kelantan merosot -68.3 peratus berbanding 2020 untuk merekodkan 1.92 juta pelawat (2020: 6.06 juta pelawat). **Paparan 1** menunjukkan jumlah perjalanan pada 2021 menurun kepada 1.97 juta perjalanan berbanding 6.57 juta perjalanan pada tahun 2020.

Paparan 1: Statistik Penting Pelancongan Domestik, Kelantan, 2020 dan 2021



¹ Jumlah ini adalah termasuk pelawat yang sama yang melakukan satu atau lebih perjalanan pada tahun tersebut.



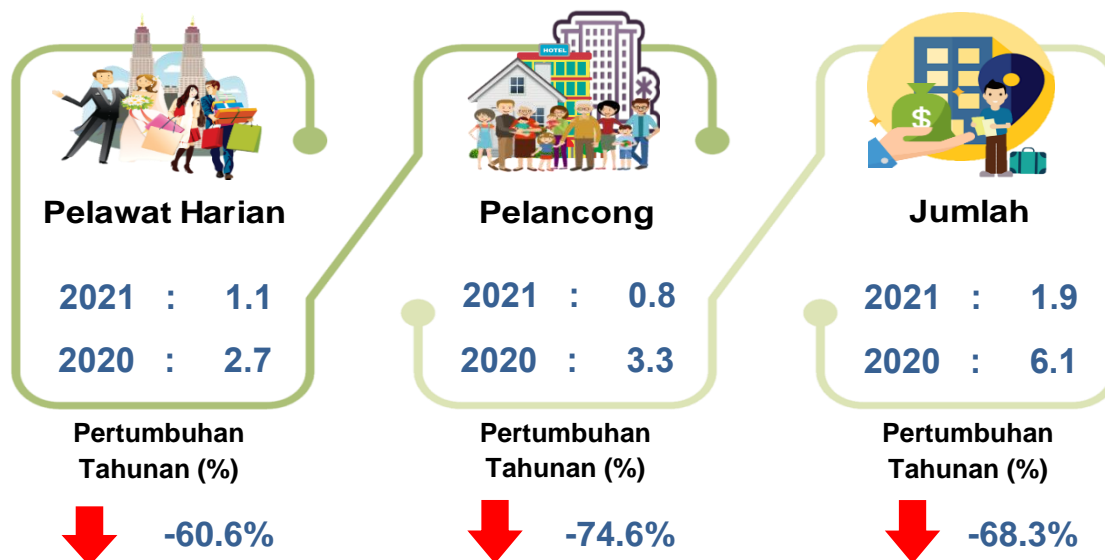
RINGKASAN PENEMUAN

Selain penurunan ketibaan pelawat domestik, jumlah terimaan di Kelantan juga menunjukkan penurunan. Pada 2021, jumlah terimaan pelancongan domestik Kelantan berjumlah RM0.5 bilion, turun sebanyak -69.3 peratus berbanding RM1.6 bilion pada tahun sebelumnya. Purata terimaan per perjalanan pada 2021 meningkat kepada RM242 berbanding RM237 seperti yang dicatatkan pada tahun sebelumnya. Sementara itu, bilangan hari menginap turut meningkat kepada 3.14 hari berbanding 1.86 hari yang telah direkodkan pada tahun 2020.

2.1 PELAWAT DOMESTIK

Pelawat domestik terdiri daripada pelawat harian dan pelancong. Kemerosotan bilangan ketibaan pelawat domestik ke Kelantan pada 2021 disebabkan oleh penurunan jumlah ketibaan pelawat harian dan pelancong. Bilangan pelawat harian yang direkodkan adalah seramai 1.1 juta orang dengan kejatuhan sebanyak -60.6 peratus berbanding tahun sebelumnya (2020: 2.7 juta orang), manakala bilangan pelancong ke Kelantan menyusut -74.6 peratus berbanding tahun 2020 (**Paparan 2**).

Paparan 2: Bilangan Pelawat Domestik (Juta) ke Kelantan mengikut Jenis Pelawat, 2020 dan 2021

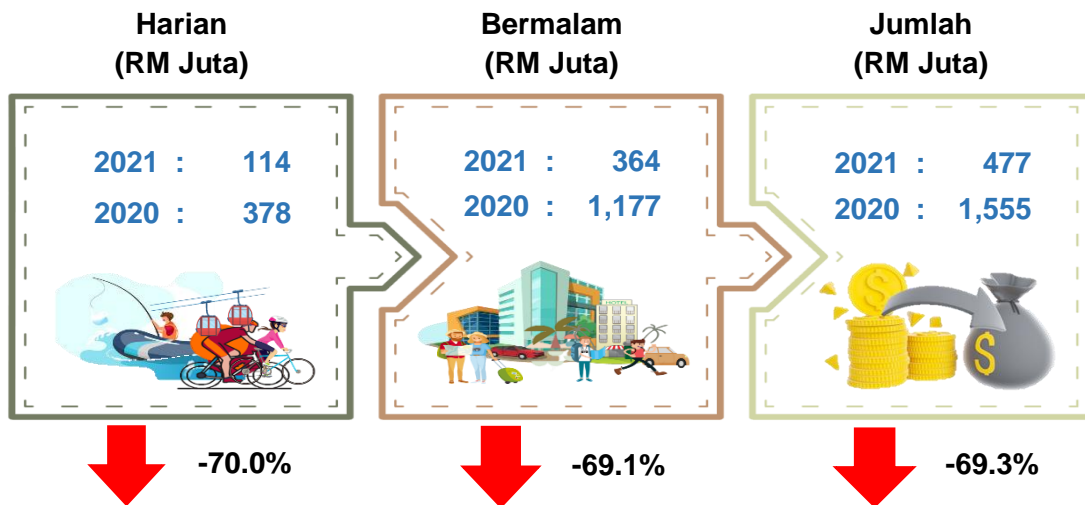


2.2 TERIMAAN PELANCONGAN DOMESTIK

Jumlah terimaan pelancongan domestik bagi Kelantan pada tahun 2021 berjumlah RM0.5 bilion berbanding tahun sebelumnya RM1.6 bilion. Trend penurunan ini didorong oleh jumlah terimaan bagi perjalanan bermalam dan harian masing-masing merekodkan RM0.4 bilion dan RM0.1 bilion (**Paparan 3**).



Paparan 3: Jumlah Terimaan mengikut Jenis Perjalanan, Kelantan, 2020 dan 2021



Bagi jumlah terimaan mengikut komponen pula, membeli-belah mencatatkan sumbangan tertinggi iaitu 43.5 peratus daripada jumlah terimaan (2020: 47.1%). Ini diikuti oleh pembelian bahan api kenderaan (18.9%), makanan & minuman (18.0%) dan perbelanjaan oleh isi rumah yang dilawati (8.8%) seperti yang ditunjukkan di **Paparan 4**.

Paparan 4: Peratus Sumbangan Terimaan Pelancongan Domestik mengikut Komponen, Kelantan, 2020 dan 2021





RINGKASAN PENEMUAN

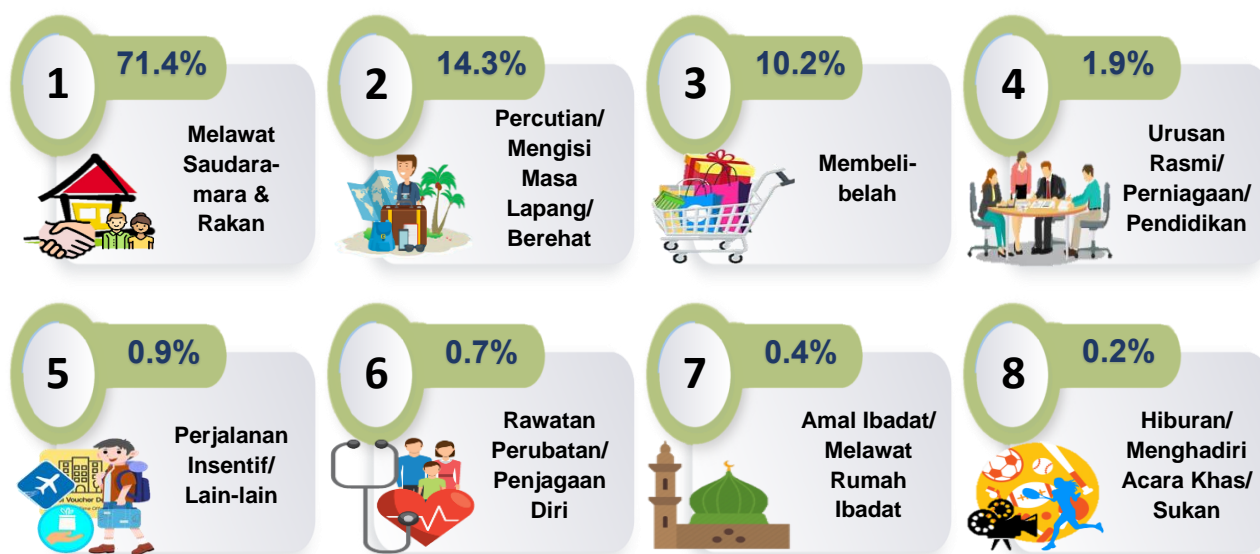
3.0 TREND PERJALANAN BERMALAM KE KELANTAN

Bahagian ini memfokuskan kepada trend perjalanan pelancong semasa mengunjungi Kelantan, iaitu meliputi tujuan perjalanan, negeri asal pelancong, destinasi utama yang dikunjungi, mod pengangkutan dan jenis penginapan.

3.1 TUJUAN UTAMA PERJALANAN

Paparan 5 menunjukkan tujuan utama pelancong melakukan perjalanan ke negeri Kelantan pada tahun 2021. Melawat saudara-mara & rakan kekal sebagai tujuan perjalanan yang utama dengan peratus sumbangan sebanyak 71.4 peratus daripada jumlah perjalanan bermalam (2020: 78.9%). Ini diikuti perjalanan bagi tujuan percutian/ mengisi masa lapang/ berehat (14.3%) dan membeli-belah (10.2%).

Paparan 5: Tujuan Utama Perjalanan Pelancong ke Kelantan, 2021

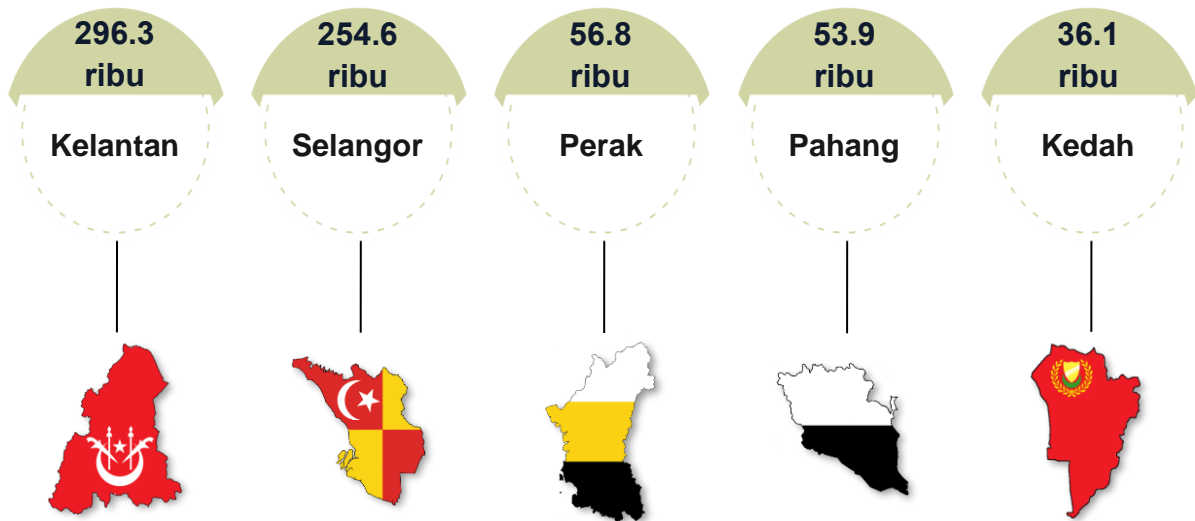


3.2 NEGERI ASAL PELANCONG

Paparan 6 memaparkan lima negeri asal pelancong tertinggi yang mengunjungi negeri Kelantan pada 2021. Berdasarkan survei, pelancong berasal dari negeri Kelantan adalah yang tertinggi iaitu seramai 296.3 ribu pelancong. Ini diikuti oleh pelancong dari Selangor (254.6 ribu pelancong), Perak (56.8 ribu pelancong), Pahang (53.9 ribu pelancong) dan Kedah (36.1 ribu pelancong).



Paparan 6: Lima Negeri Asal Pelancong Tertinggi yang Berkunjung ke Kelantan, 2021



3.3 DESTINASI UTAMA YANG DILAWATI PELANCONG DI KELANTAN

Paparan 7 menunjukkan lima destinasi utama pilihan pelancong ke Kelantan pada 2021 iaitu Pasar Siti Khadijah, AEON Lembah Sireh, Pantai Cahaya Bulan, KB Mall dan Pantai Irama.

Paparan 7: Lima Destinasi Utama Dilawati oleh Pelancong ke Kelantan, 2021



Pasar Siti Khadijah



AEON Lembah Sireh



Pantai Cahaya Bulan



KB Mall



Pantai Irama

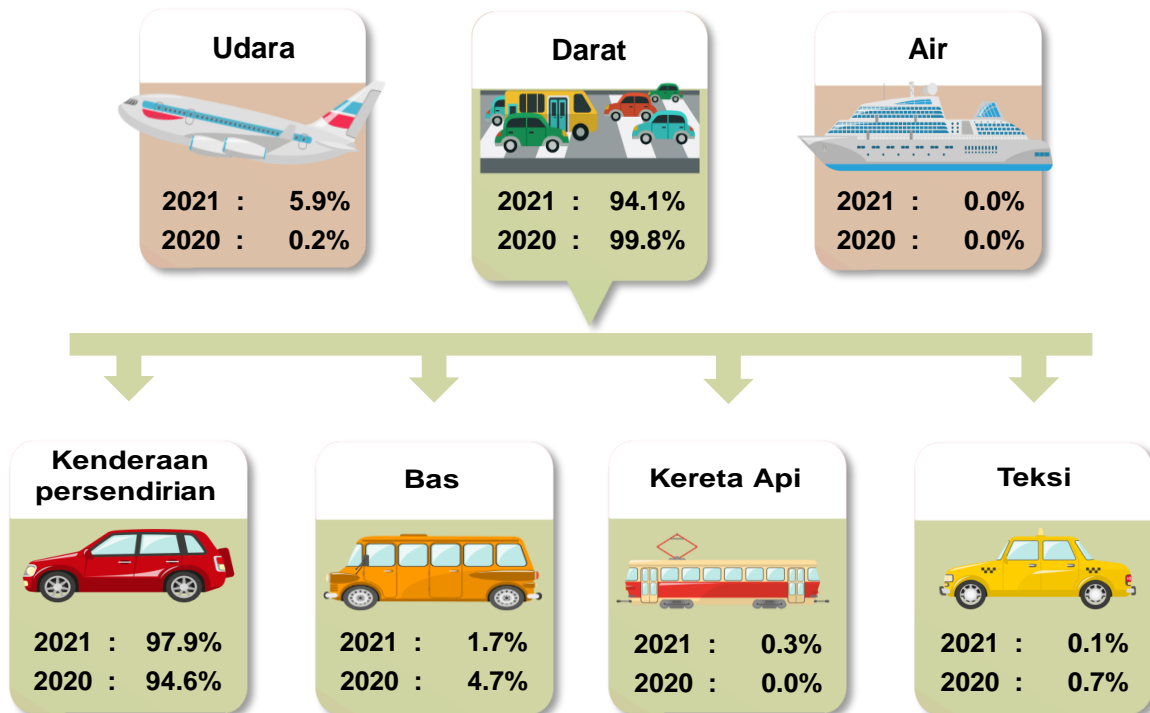
3.4 MOD PENGANGKUTAN

Pengangkutan darat merupakan mod pengangkutan utama yang digunakan oleh pelancong untuk melancong ke Kelantan iaitu sebanyak 94.1 peratus daripada jumlah perjalanan dan diikuti oleh pengangkutan udara (5.9%). Kenderaan persendirian mendominasi mod pengangkutan darat dengan peratus sumbangan sebanyak 97.9 peratus. Ini diikuti oleh bas (1.7%), kereta api (0.3%) dan teksi (0.1%) seperti di **Paparan 8**.



RINGKASAN PENEMUAN

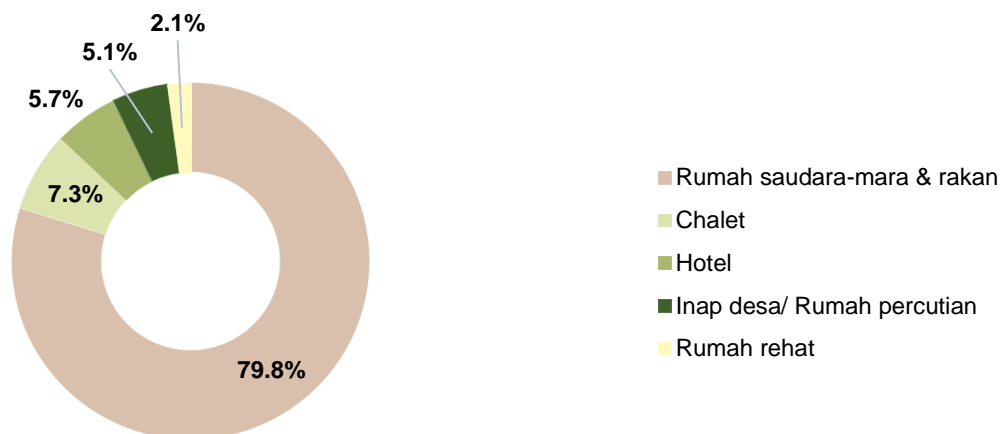
Paparan 8: Peratus Sumbangan Ketibaan Pelancong ke Kelantan mengikut Mod Pengangkutan, 2020 dan 2021



3.5 JENIS PENGINAPAN

Penginapan tidak berbayar (rumah saudara-mara & rakan) merupakan pilihan utama pelancong semasa mengunjungi Kelantan dengan peratus sumbangan 79.8 peratus dan selebihnya adalah penginapan berbayar (20.2%). Dalam segmen penginapan berbayar, penginapan di chalet adalah yang tertinggi (7.3%), diikuti oleh hotel (5.7%), inap desa/ rumah percutian (5.1%) dan rumah rehat (2.1%) seperti yang ditunjukkan di **Carta 1**.

Carta 1: Peratus Sumbangan Ketibaan Pelancong ke Kelantan mengikut Jenis Penginapan, 2021





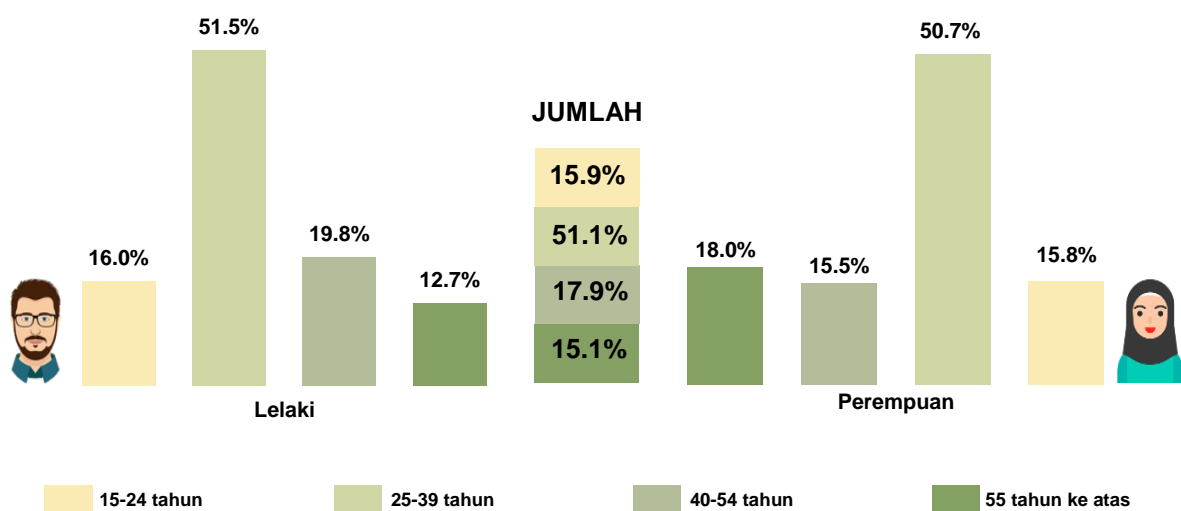
4.0 PROFIL SOSIAL & DEMOGRAFI PELAWAT DOMESTIK

Profil sosial & demografi merangkumi maklumat berkaitan pelawat domestik yang mengunjungi Kelantan mengikut jantina dan kumpulan umur, kumpulan etnik, tahap pendidikan, kelas pendapatan isi rumah dan status guna tenaga.

4.1 PELAWAT DOMESTIK MENGIKUT JANTINA DAN KUMPULAN UMUR

Pada tahun 2021, Kelantan menerima paling ramai pelawat domestik daripada kumpulan umur 25 hingga 39 tahun iaitu mewakili 51.1 peratus kepada jumlah keseluruhan pelawat domestik (**Carta 2**). Ini diikuti oleh pelawat domestik kumpulan umur 40 hingga 54 tahun (17.9%) dan 15 hingga 24 tahun (15.9%). Dari segi jantina, pelawat domestik lelaki berumur 25 hingga 39 tahun mencatatkan sumbangan tertinggi sebanyak 51.5 peratus berbanding perempuan dalam kumpulan umur yang sama (50.7%).

Carta 2: Peratus Sumbangan Pelawat Domestik ke Kelantan mengikut Jantina dan Kumpulan Umur, 2021



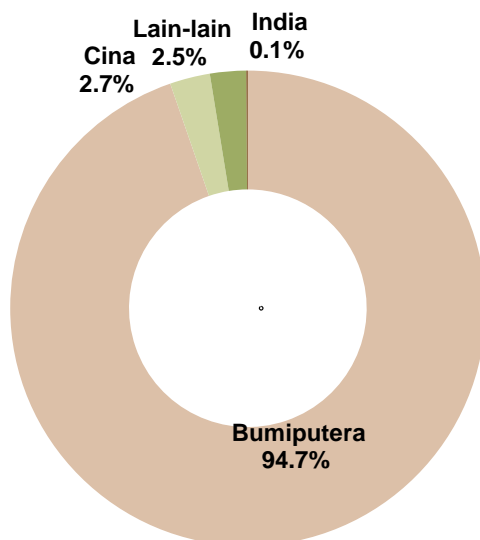
4.2 PELAWAT DOMESTIK MENGIKUT KUMPULAN ETNIK

Dari segi kumpulan etnik, pelawat domestik Bumiputera merekodkan peratus sumbangan tertinggi iaitu 94.7 peratus pada 2021. Ini diikuti oleh Cina (2.7%) dan India (0.1%) seperti yang dipaparkan di **Carta 3**.



RINGKASAN PENEMUAN

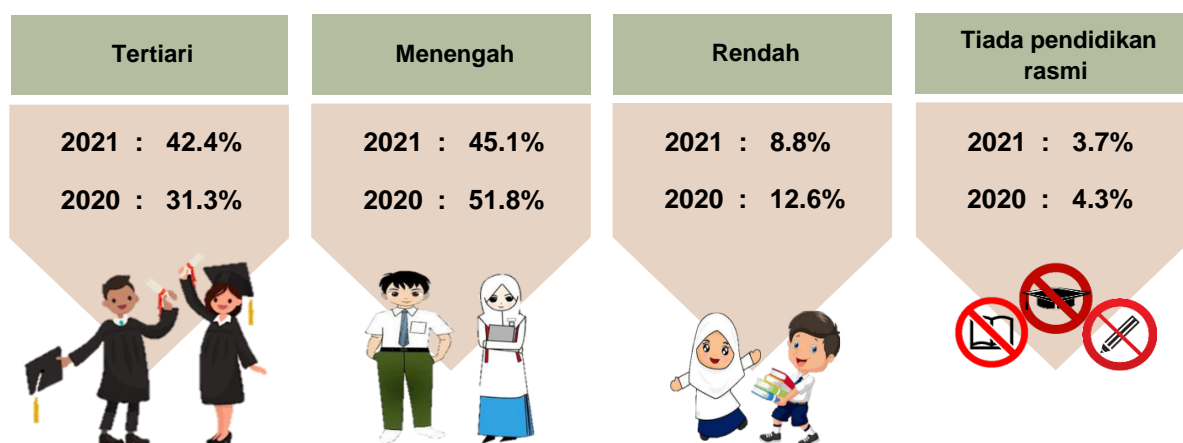
Carta 3: Peratus Sumbangan Pelawat Domestik ke Kelantan mengikut Kumpulan Etnik, 2021



4.3 PELAWAT DOMESTIK MENGIKUT TAHAP PENDIDIKAN

Sebanyak 42.4 peratus pelawat domestik yang berkunjung ke Kelantan pada tahun 2021 berpendidikan di peringkat tertiar. Sementara itu, pelawat domestik yang berpendidikan menengah mencatatkan 45.1 peratus seperti di **Paparan 9**.

Paparan 9: Peratus Sumbangan Pelawat Domestik ke Kelantan mengikut Pencapaian Pendidikan, 2021



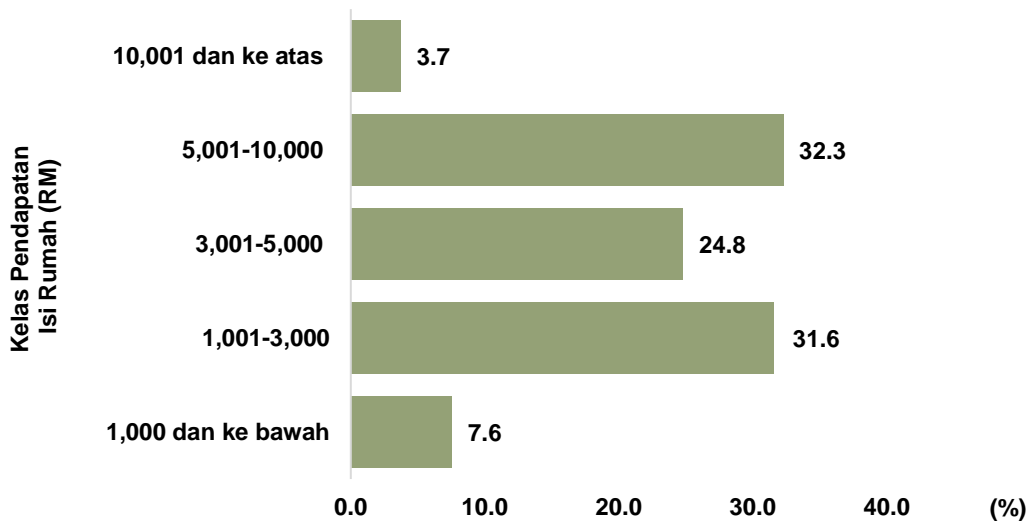
4.4 PELAWAT DOMESTIK MENGIKUT KELAS PENDAPATAN ISI RUMAH

Carta 4 menunjukkan peratus sumbangan pelawat domestik yang berkunjung ke Kelantan mengikut kelas pendapatan isi rumah. Pada tahun 2021, pelawat domestik daripada isi rumah yang berpendapatan antara RM5,001 dan RM10,000 sebulan mencatatkan sumbangan tertinggi iaitu 32.3 peratus. Ini diikuti oleh pelawat daripada isi rumah yang



berpendapatan RM1,001 hingga RM3,000 sebulan (31.6%) dan RM3,001 hingga RM5,000 sebulan (24.8%).

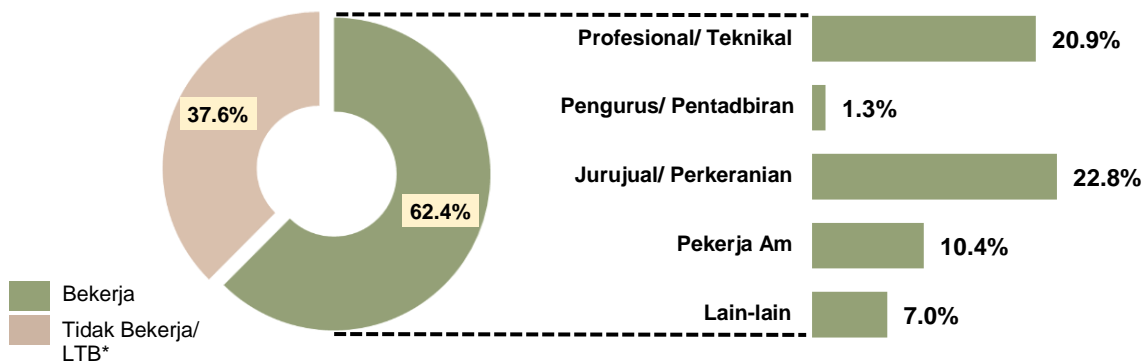
Carta 4: Peratus Sumbangan Pelawat Domestik ke Kelantan mengikut Kelas Pendapatan Isi Rumah, 2021



4.5 PELAWAT DOMESTIK MENGIKUT STATUS GUNA TENAGA

Mengikut status guna tenaga, sebanyak 62.4 peratus pelawat domestik yang berkunjung ke Kelantan pada tahun 2021 adalah yang bekerja, manakala selebihnya terdiri daripada tidak bekerja/ luar tenaga buruh (37.6%). Dari segi kategori pekerjaan, jurujual/ perkeranian merekodkan peratus sumbangan tertinggi iaitu 22.8 peratus.

Carta 5: Peratus Sumbangan Pelawat Domestik ke Kelantan mengikut Status Guna Tenaga, 2021



*LTB: Luar Tenaga Buruh (Suri rumah, Pelajar dan Pesara)

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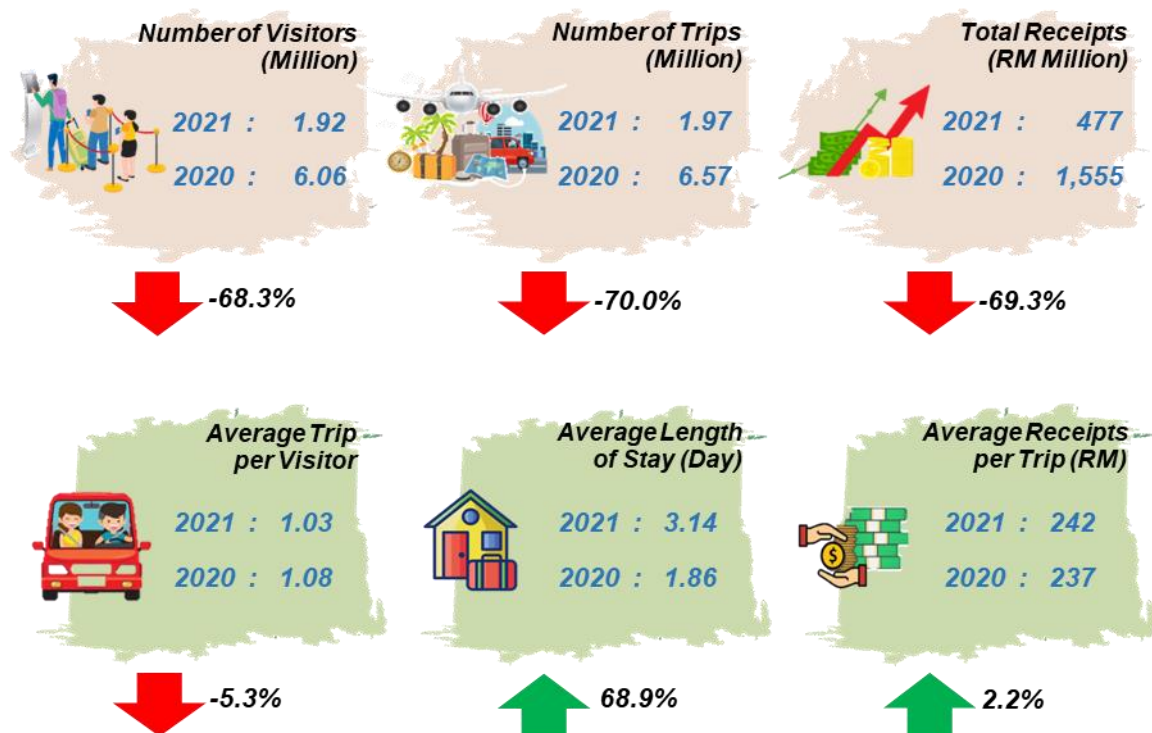
1.0 INTRODUCTION

This publication presents statistics on domestic tourism for state of Kelantan which consists of visitor¹ arrivals, total of domestic tourism receipts, trend of overnight trips to Kelantan and social & demographic profiles of domestic visitors. These statistics were findings from the Domestic Tourism Survey (DTS) conducted in 2021.

2.0 DOMESTIC TOURISM IN KELANTAN, 2021

In 2021, the domestic tourism in Kelantan experienced a significant drop in the number of visitor arrivals and total receipts due to the spread of the COVID-19 virus and implementation of Movement Control Order (MCO). The number of domestic visitor arrivals to Kelantan declined -68.3 per cent as compared to 2020, registered 1.92 million visitors (2020: 6.06 million). **Exhibit 1** shows the number of trips recorded in 2021 decreased to 1.97 million trips as compared to 6.57 million trips in 2020.

Exhibit 1: Key Statistics of Domestic Tourism, Kelantan, 2020 and 2021



¹ This amount includes the same visitors who did one or more trips during the year.



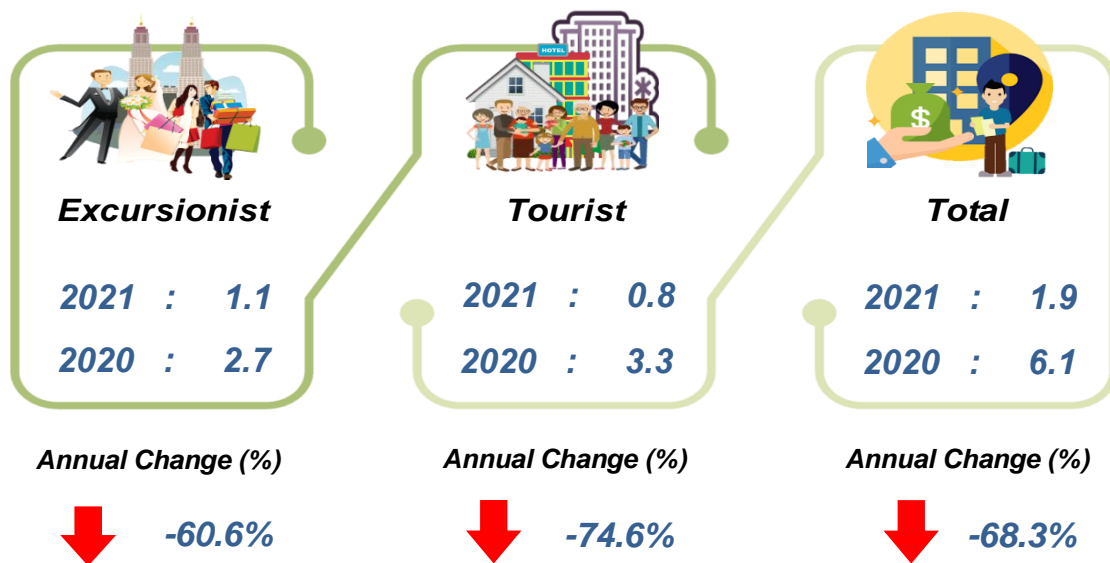
SUMMARY OF FINDINGS

Apart from the decrease in the arrival of domestic visitors, Kelantan also showed a decline in total receipts. In 2021, Kelantan's domestic tourism receipts was RM0.5 billion, dropped -69.3 per cent compared to the RM1.6 billion in the preceding year. The average receipts per trip in 2021 increased to RM242 as compared to RM237 as recorded in the previous year. Meanwhile, the average length of stay also increased to 3.14 days as compared to 1.86 days as registered in 2020.

2.1 DOMESTIC VISITORS

Domestic visitors consist of excursionists and tourists. The decline in the number of domestic visitor arrivals to Kelantan in 2021 was attributed by the dropped in the number of excursionist and tourist arrivals. The number of excursionists recorded was 1.1 million persons with a drop of -60.6 per cent against the previous year (2020: 2.7 million persons), while the number of tourists to Kelantan declined -74.6 per cent as compared to 2020 (**Exhibit 2**).

Exhibit 2: Number of Domestic Visitors (Million) to Kelantan by Type of Visitor, 2020 and 2021

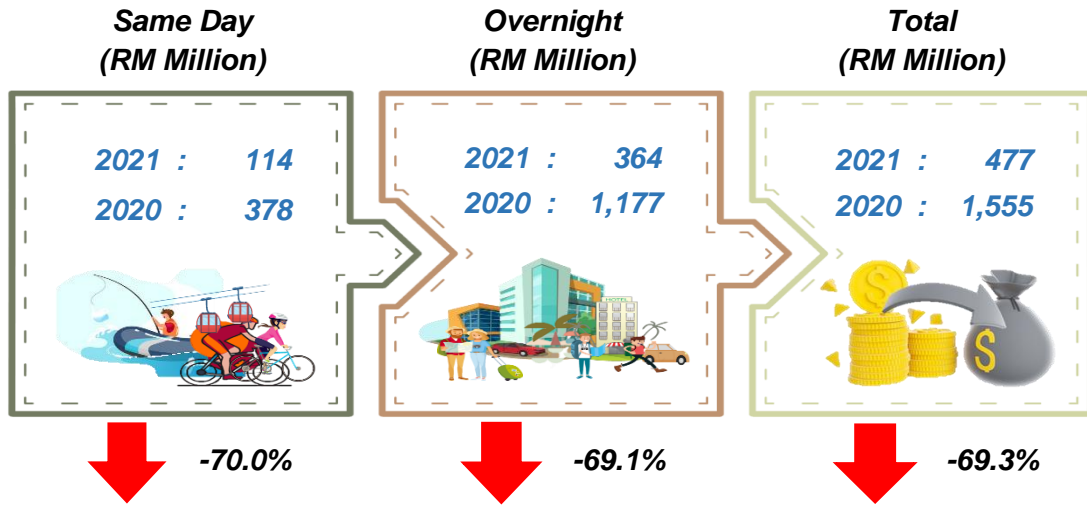


2.2 DOMESTIC TOURISM RECEIPTS

Total domestic tourism receipts for Kelantan in 2021 amounted RM0.5 billion compared to the previous year RM1.6 billion. This downward trend was driven by the total receipts for overnight and same day trips which recorded RM0.4 billion and RM0.1 billion respectively (**Exhibit 3**).

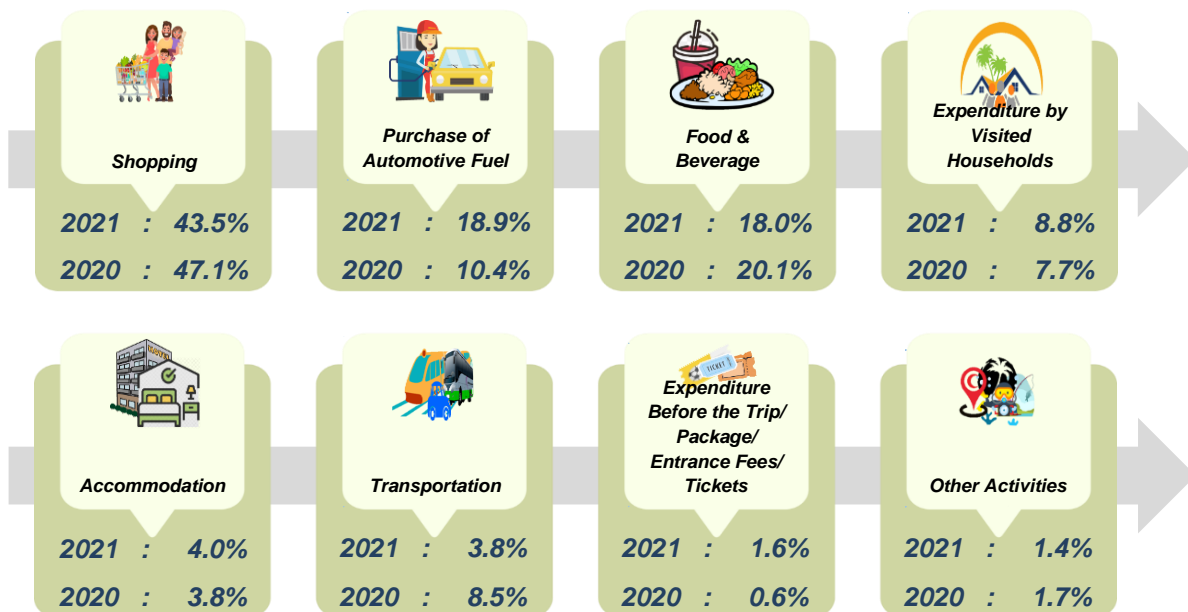


Exhibit 3: Total Receipts by Type of Trips, Kelantan, 2020 and 2021



In terms of total receipts by component, shopping registered the highest contribution, which was 43.5 per cent of total receipts (2020: 47.1%). This was followed by purchase of automotive fuel (18.9%), food & beverage (18.0%) and expenditure by visited households (8.8%) as shown in **Exhibit 4**.

Exhibit 4: Percentage Share of Tourism Receipts by Component, Kelantan, 2020 and 2021





SUMMARY OF FINDINGS

3.0 TREND OF OVERNIGHT TRIP TO KELANTAN

This part focuses on the travelling pattern of tourists while visiting Kelantan, which consists of purposes of trips, origin state of tourists, main destination visited, mode of transport and types of accommodation.

3.1 MAIN PURPOSES OF TRIPS

Exhibit 5 shows the main purpose of tourists travelling to the state of Kelantan in 2021. Visiting relatives & friends remained as the top purpose of trips with a percentage share of 71.4 per cent of total overnight trips (2020: 78.9%). This was followed by trip for holiday/ leisure/ relaxation (14.3%) and shopping (10.2%).

Exhibit 5: Main Purposes of Trips for Tourists to Kelantan, 2021

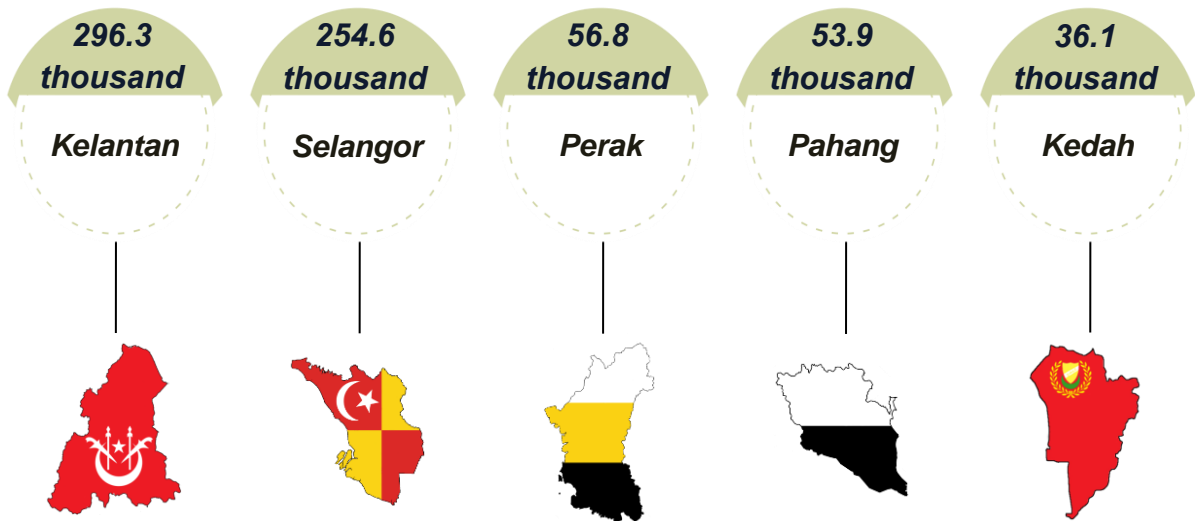


3.2 ORIGIN STATE OF TOURISTS

Exhibit 6 shows the top five origin states of tourists who visited Kelantan in 2021. According to the survey, tourists from Kelantan were the highest with 296.3 thousand tourists. This was followed by tourists from Selangor (254.6 thousand tourists), Perak (56.8 thousand tourists), Pahang (53.9 thousand tourists) and Kedah (36.1 thousand tourists).



Exhibit 6: Top Five Origin States of Tourists to Kelantan, 2021



3.3 MAIN DESTINATION VISITED BY TOURISTS IN KELANTAN

Exhibit 7 depicts the top five destinations preferred by tourists to Kelantan in 2021, which were Pasar Siti Khadijah, AEON Lembah Sireh, Pantai Cahaya Bulan, KB Mall and Pantai Irama.

Exhibit 7: Top Five Destinations Visited by Tourists in Kelantan, 2021



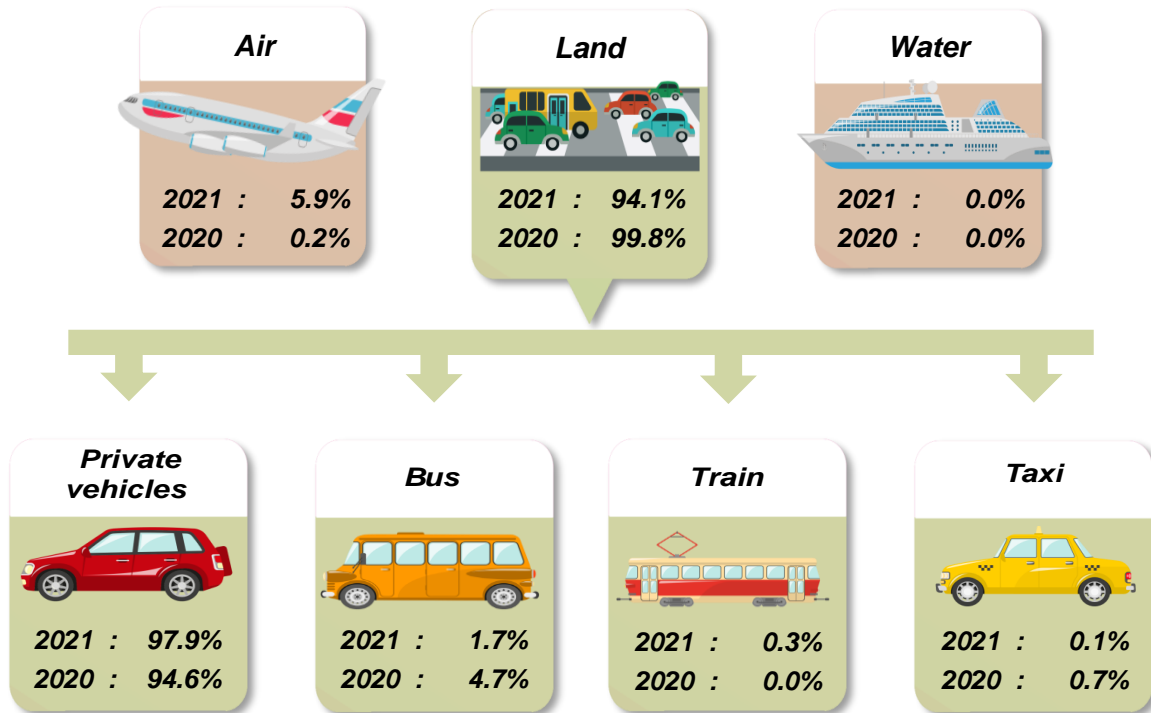
3.4 MODE OF TRANSPORT

*Land transport was the main mode of transport used by tourists in travelling to Kelantan, which was 94.1 per cent of total trips, followed by air transport (5.9%). Land transport was dominated by private vehicles with a percentage share of 97.9 per cent. This was followed by bus (1.7%), train (0.3%) and taxi (0.1%) as shown in **Exhibit 8**.*



SUMMARY OF FINDINGS

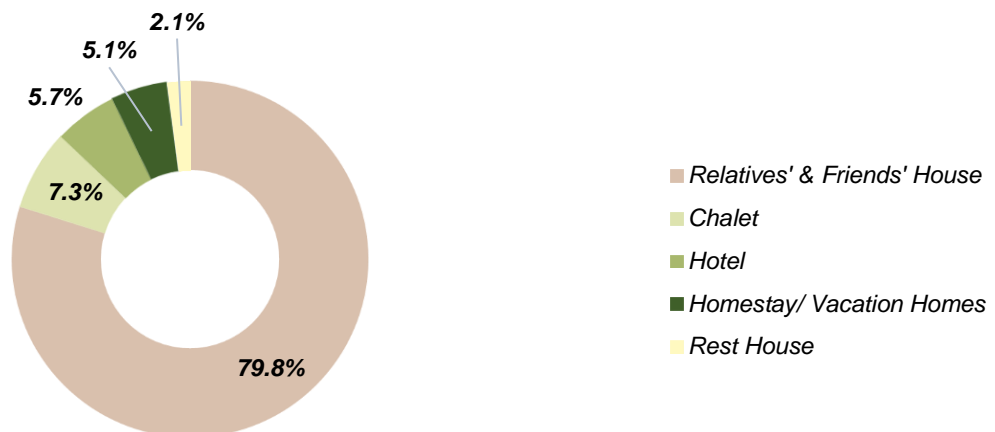
Exhibit 8: Percentage Share of Tourists Arrivals to Kelantan by Mode of Transport, 2020 and 2021



3.5 TYPES OF ACCOMMODATION

Unpaid accommodation (relatives' & friends' houses) was the most prevalence choice of tourists when visiting Kelantan with a contribution of 79.8 per cent and the remaining was paid accommodation (20.2%). In the paid accommodation segment, staying at chalet was the highest (7.3%), followed by hotel (5.7%), homestay/ vacation homes (5.1%) and rest house (2.1%) as shown in **Chart 1**.

Chart 1: Percentage Share of Tourists Arrivals to Kelantan by Types of Accommodation, 2021





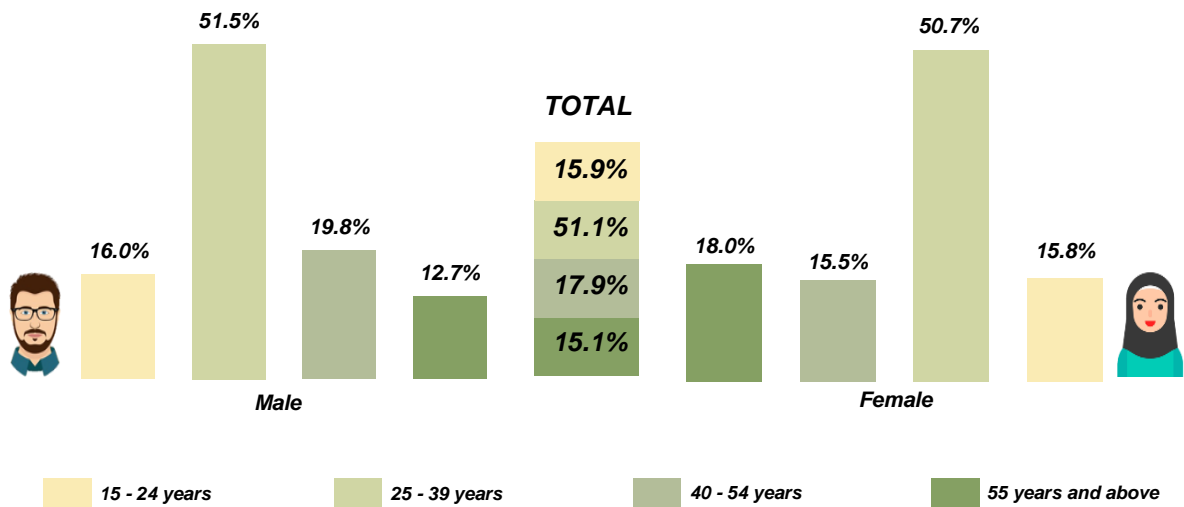
4.0 SOCIAL & DEMOGRAPHIC PROFILES OF DOMESTIC VISITORS

Social & demographic profiles comprises of information on domestic visitors who travelled to Kelantan by sex and age group, ethnic group, educational attainment, household income class and employment status.

4.1 DOMESTIC VISITORS BY SEX AND AGE GROUP

In 2021, most of the domestic visitors received by Kelantan were from the age group of 25 to 39 years, representing 51.1 per cent of the total domestic visitors (**Chart 2**). This was followed by domestic visitors aged 40 to 54 years (17.9%) and 15 to 24 years (15.9%). In terms of sex, male domestic visitors aged 25 to 39 years recorded the highest share at 51.5 per cent as compared to female in the same age group (50.7%).

Chart 2: Percentage Share of Domestic Visitors to Kelantan by Sex and Age Group, 2021



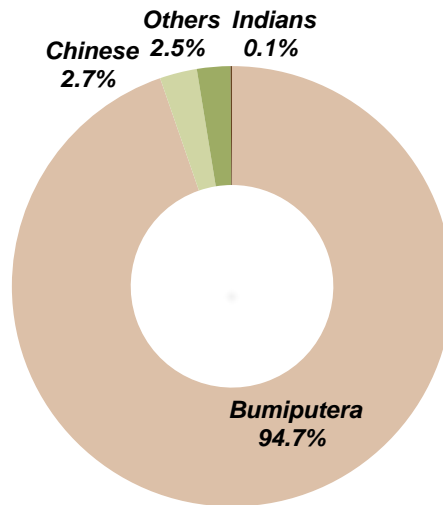
4.2 DOMESTIC VISITORS BY ETHNIC GROUP

In terms of the ethnic group for domestic visitors, Bumiputera recorded the highest percentage share at 94.7 per cent in 2021. This was followed by Chinese (2.7%) and Indians (0.1%) as shown in **Chart 3**.



SUMMARY OF FINDINGS

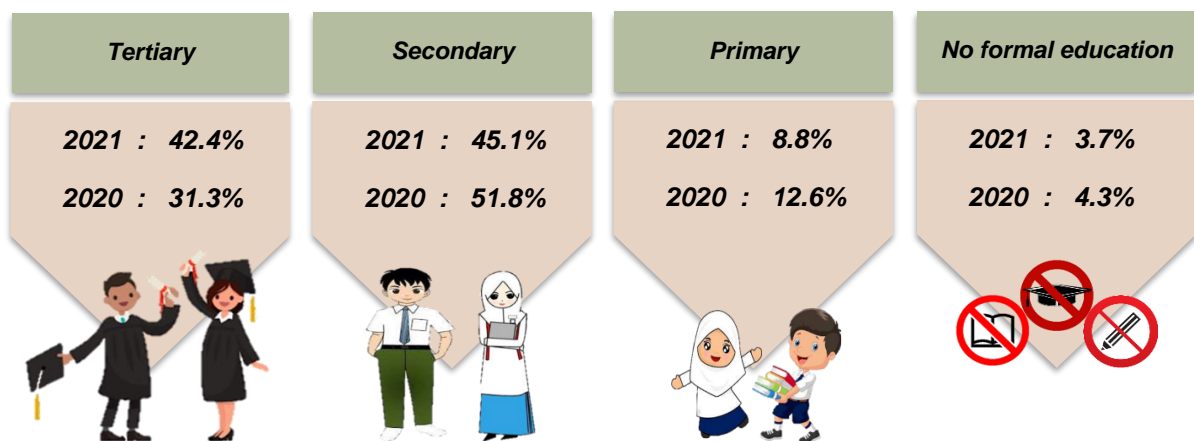
Chart 3: Percentage Share of Domestic Visitors to Kelantan by Ethnic Group, 2021



4.3 DOMESTIC VISITORS BY EDUCATIONAL ATTAINMENT

A total of 42.4 per cent of the domestic visitors who travelled to Kelantan in 2021 attained tertiary education. Meanwhile, domestic visitors with secondary education recorded 45.1 per cent as shown in **Exhibit 9**.

Exhibit 9: Percentage Share of Domestic Visitors to Kelantan by Educational Attainment, 2021



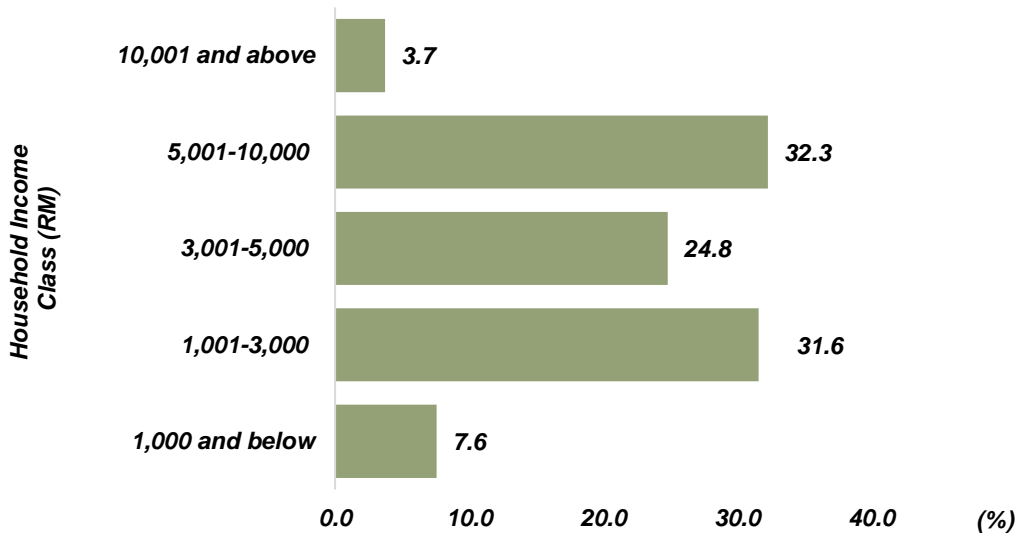
4.4 DOMESTIC VISITORS BY HOUSEHOLD INCOME CLASS

Chart 4 shows the percentage share of the domestic visitors who travelled to Kelantan by household income class. In 2021, domestic visitors with household income class earning between RM5,001 and RM10,000 per month recorded the highest share with 32.3 per cent.



This was followed by visitors with household income class of RM1,001 to RM3,000 per month (31.6%) and RM3,001 to RM5,000 per month (24.8%).

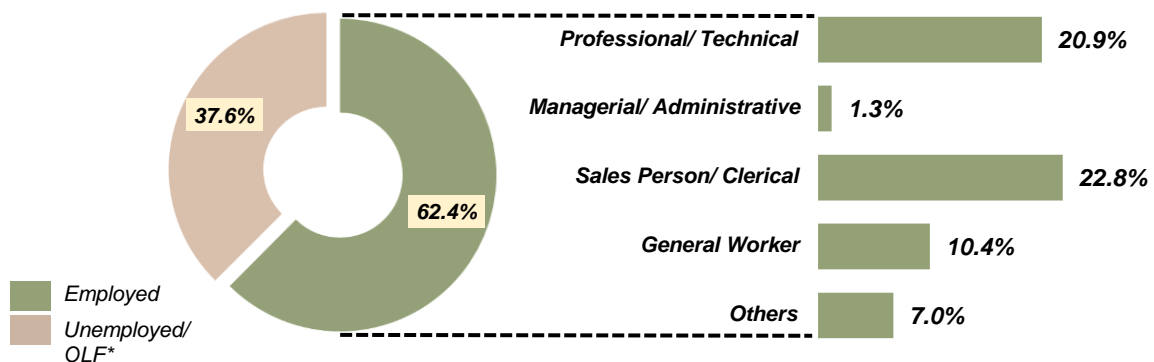
Chart 4: Percentage Share of Domestic Visitors to Kelantan by Household Income Class, 2021



4.5 DOMESTIC VISITORS BY EMPLOYMENT STATUS

According to employment status, a total of 62.4 per cent of the domestic visitors who visited Kelantan in 2021 were employed, while the remaining were unemployed/ outside labour force (37.6%). In terms of occupation category, sales person/ clerical recorded the highest percentage share at 22.8 per cent.

Chart 5: Percentage Share of Domestic Visitors to Kelantan by Employment Status, 2021



*OLF: Outside Labour Force (Housewife, Student and Retiree)

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BAHAGIAN

PART

2



JADUAL STATISTIK

STATISTICAL TABLES

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Jadual 1: Statistik Penting Pelancongan Domestik, Kelantan, 2017 - 2021*Table 1: Key Statistics of Domestic Tourism, Kelantan, 2017 - 2021*

| Statistik Penting <i>Key Statistics</i> | 2017 | 2018 | 2019 | 2020 | 2021 |
|---|-------------|-------------|-------------|-------------|-------------|
| Jumlah Terimaan (RM juta) <i>Total Receipts (RM million)</i> | 3,634 | 4,001 | 4,800 | 1,555 | 477 |
| Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i> | | 10.12 | 19.96 | -67.60 | -69.31 |
| Pelawat Domestik ('000) <i>Domestic Visitors ('000)</i> | 9,624 | 9,846 | 10,986 | 6,058 | 1,921 |
| Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i> | | 2.31 | 11.57 | -44.85 | -68.29 |
| Perjalanan Pelancongan Domestik ('000) <i>Domestic Tourism Trips ('000)</i> | 12,901 | 14,238 | 15,911 | 6,568 | 1,972 |
| Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i> | | 10.36 | 11.76 | -58.72 | -69.98 |
| Purata Terimaan per Kapita (RM) <i>Average Receipts per Capita (RM)</i> | 378 | 406 | 437 | 257 | 248 |
| Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i> | | 7.63 | 7.52 | -41.25 | -3.22 |
| Purata Terimaan per Perjalanan (RM) <i>Average Receipts per Trip (RM)</i> | 282 | 281 | 302 | 237 | 242 |
| Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i> | | -0.22 | 7.34 | -21.52 | 2.23 |
| Purata Bilangan Hari Menginap <i>Average Length of Stay</i> | 2.94 | 2.88 | 3.01 | 1.86 | 3.14 |
| Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i> | | -2.08 | 4.49 | -38.25 | 68.87 |

Jadual 2: Bilangan Pelawat Domestik mengikut Jenis Pelawat ke Kelantan, 2020 dan 2021*Table 2: Number of Domestic Visitors by Type of Visitors to Kelantan, 2020 and 2021*

| Jenis Pelawat <i>Type of Visitor</i> | 2020 | | 2021 | |
|--|--|--------------|--|--------------|
| | Peratus Sumbangan <i>Percentage Share</i> (%) | ('000) | Peratus Sumbangan <i>Percentage Share</i> (%) | ('000) |
| Jumlah <i>Total</i> | 100.0 | 6,058 | 100.0 | 1,921 |
| Pelawat Harian <i>Excursionist</i> | 45.2 | 2,740 | 56.2 | 1,079 |
| Pelancong <i>Tourist</i> | 54.8 | 3,318 | 43.8 | 842 |

Jadual 3: Bilangan Perjalanan Pelancongan Domestik ke Kelantan, 2020 dan 2021*Table 3: Number of Domestic Tourism Trips to Kelantan, 2020 and 2021*

| Perjalanan Pelancongan Domestik <i>Domestic Tourism Trip</i> | 2020 | | 2021 | |
|--|--|--------------|--|--------------|
| | Peratus Sumbangan <i>Percentage Share</i> (%) | ('000) | Peratus Sumbangan <i>Percentage Share</i> (%) | ('000) |
| Jumlah <i>Total</i> | 100.0 | 6,568 | 100.0 | 1,972 |
| Perjalanan Harian <i>Same Day Trip</i> | 47.8 | 3,137 | 57.3 | 1,130 |
| Perjalanan Bermalam <i>Overnight Trip</i> | 52.2 | 3,431 | 42.7 | 842 |

Jadual 4: Terimaan Pelancongan Domestik mengikut Jenis Perjalanan, Kelantan, 2020 dan 2021
Table 4: Receipts of Domestic Tourism by Type of Trip, Kelantan, 2020 and 2021

| Terimaan <i>Receipts</i> | 2020 | | 2021 | |
|--|--|-----------------------|--|-----------------------|
| | Peratus Sumbangan Percentage Share (%) | (RM juta/ million) | Peratus Sumbangan Percentage Share (%) | (RM juta/ million) |
| Jumlah/ Total | 100.0 | 1,555 | 100.0 | 477 |
| Terimaan Harian/ <i>Same Day Receipts</i> | 24.3 | 378 | 23.8 | 114 |
| Terimaan Bermalam/ <i>Overnight Receipts</i> | 75.7 | 1,177 | 76.2 | 364 |
| | | (RM) | | (RM) |
| Jumlah/ Total | | | | |
| Purata Terimaan Harian per Perjalanan <i>Average Same Day Receipts per Trip</i> | | 121 | | 101 |
| Purata Terimaan Bermalam per Perjalanan <i>Average Overnight Receipts per Trip</i> | | 343 | | 432 |

Jadual 5: Bilangan Perjalanan Pelancongan Domestik mengikut Jenis Perjalanan ke Kelantan, 2020 dan 2021

Table 5: Number of Domestic Tourism Trips by Type of Trip to Kelantan, 2020 and 2021

| Jenis Perjalanan <i>Type of Trip</i> | 2020 | | 2021 | |
|--|--------------|--|--------------|--|
| | ('000) | | | |
| Jumlah Perjalanan/ Total Trips | 6,568 | | 1,972 | |
| Individu/ Individual | 540 | | 378 | |
| Perjalanan Harian/ <i>Same Day Trip</i> | 219 | | 236 | |
| Perjalanan Bermalam/ <i>Overnight Trip</i> | 322 | | 142 | |
| Bersama Keluarga/ With Family | 6,028 | | 1,594 | |
| Perjalanan Harian/ <i>Same Day Trip</i> | 2,919 | | 894 | |
| Perjalanan Bermalam/ <i>Overnight Trip</i> | 3,109 | | 700 | |

Jadual 6: Purata Bilangan Hari Menginap bagi Pelancong ke Kelantan, 2020 dan 2021

Table 6: Average Length of Stay of Tourists to Kelantan, 2020 and 2021

| | 2020 | 2021 |
|---|--------------|--------------|
| Purata Bilangan Hari Menginap <i>Average Length of Stay</i> | 1.86 | 3.14 |
| Perjalanan Bermalam ('000) <i>Overnight Trip</i> | 3,431 | 842 |
| Bilangan Malam ('000) <i>No. of Nights</i> | 6,377 | 2,642 |

Jadual 7: Jumlah Terimaan daripada Pelawat Domestik ke Kelantan mengikut Komponen, 2020 dan 2021

Table 7: Total Receipts from Domestic Visitors to Kelantan by Component, 2020 and 2021

| Komponen <i>Component</i> | 2020 | 2021 | 2020 | 2021 |
|--|---|----------------|---|--------------|
| | Jumlah Terimaan <i>Total Receipts</i> (RM '000) | | Peratus Sumbangan <i>Percentage Share</i> (%) | |
| A. Perbelanjaan oleh pelawat <i>Expenditure by visitors</i> | 1,435,300 | 435,261 | 92.3 | 91.2 |
| Membeli-belah <i>Shopping</i> | 732,405 | 207,489 | 47.1 | 43.5 |
| Pembelian bahan api kenderaan <i>Purchase of automotive fuel</i> | 161,394 | 90,214 | 10.4 | 18.9 |
| Pengangkutan <i>Transportation</i> | 132,774 | 18,132 | 8.5 | 3.8 |
| Makanan & minuman <i>Food & beverage</i> | 312,646 | 85,867 | 20.1 | 18.0 |
| Penginapan <i>Accommodation</i> | 59,018 | 19,041 | 3.8 | 4.0 |
| Perbelanjaan sebelum perjalanan/ pakej/ bayaran masuk/ tiket <i>Expenditure before the trip/ package/ entrance fees/ tickets</i> | 10,095 | 7,620 | 0.6 | 1.6 |
| Aktiviti-aktiviti lain <i>Other activities</i> | 26,967 | 6,898 | 1.7 | 1.4 |
| B. Perbelanjaan oleh isi rumah yang dilawati <i>Expenditure by visited households</i> | 119,822 | 41,961 | 7.7 | 8.8 |
| Jumlah Terimaan (A+B) <i>Total Receipts (A+B)</i> | 1,555,123 | 477,222 | 100.0 | 100.0 |

Jadual 8: Perjalanan Pelancongan Domestik ke Kelantan mengikut Tujuan Utama, 2021*Table 8: Domestic Tourism Trips to Kelantan by Main Purposes of Visit, 2021*

| Pelawat Domestik <i>Domestic Visitors</i> | Peratus Sumbangan <i>Percentage Share (%)</i> | Pelancong <i>Tourists</i> | Peratus Sumbangan <i>Percentage Share (%)</i> |
|---|---|---|---|
| Melawat saudara-mara & rakan <i>Visiting relatives & friends</i> | 58.59 | Melawat saudara-mara & rakan <i>Visiting relatives & friends</i> | 71.38 |
| Membeli-belah <i>Shopping</i> | 14.32 | Percutian/ mengisi masa lapang/ berehat <i>Holiday/ leisure/ relaxation</i> | 14.34 |
| Rawatan perubatan/ penjagaan diri <i>Medical treatment/ wellness</i> | 12.01 | Membeli-belah <i>Shopping</i> | 10.20 |
| Percutian/ mengisi masa lapang/ berehat <i>Holiday/ leisure/ relaxation</i> | 11.89 | Urusan rasmi/ perniagaan/ pendidikan <i>Official business/ business/ education</i> | 1.91 |
| Perjalanan insentif/ lain-lain <i>Incentive travel/ others</i> | 1.91 | Perjalanan insentif/ lain-lain <i>Incentive travel/ others</i> | 0.88 |
| Urusan rasmi/ perniagaan/ pendidikan <i>Official business/ business/ education</i> | 1.16 | Rawatan perubatan/ penjagaan diri <i>Medical treatment/ wellness</i> | 0.66 |
| Amal ibadat/ melawat rumah ibadat <i>Religious worship/ visit places of worship</i> | 0.08 | Amal ibadat/ melawat rumah ibadat <i>Religious worship/ visit places of worship</i> | 0.41 |
| Hiburan/ menghadiri acara khas/ sukan <i>Entertainment/ attending special event/ sports</i> | 0.04 | Hiburan/ menghadiri acara khas/ sukan <i>Entertainment/ attending special event/ sports</i> | 0.22 |
| Jumlah <i>Total</i> | 100.00 | | 100.00 |

Jadual 9: Lima Destinasi Utama yang Dilawati oleh Pelawat Domestik dan Pelancong ke Kelantan, 2020 dan 2021

Table 9: Top Five Destinations Visited by Domestic Visitors and Tourists to Kelantan, 2020 and 2021

| | Pelawat Domestik <i>Domestic Visitors</i> | | Pelancong <i>Tourists</i> | |
|---|--|---|------------------------------|---------------------|
| | 2020 | 2021 | 2020 | 2021 |
| Pasar Siti Khadijah | AEON Lembah Sireh | Pasar Siti Khadijah | Pasar Siti Khadijah | Pasar Siti Khadijah |
| Masjid Bandar Pasir Mas | KB Mall | Masjid Bandar Pasir Mas | AEON Lembah Sireh | |
| Kawasan Membeli Belah Bebas Cukai Rantau Panjang | Pasar Siti Khadijah | Kawasan Membeli Belah Bebas Cukai Rantau Panjang | Pantai Cahaya Bulan | |
| Pantai Cahaya Bulan | Pantai Cahaya Bulan | Pantai Cahaya Bulan | KB Mall | |
| Pasar Malam Wakaf Che Yeh | Pantai Irama | Pantai Irama | Pantai Irama | Pantai Irama |

Jadual 10: Bilangan Pelancong mengikut Negeri Dikunjungi, 2021
 Table 10: Number of Tourists by State Visited, 2021

| Negeri Asal State of Origin | Negeri Dikunjungi/ State Visited | | | | | | | | | | | | | | Malaysia | | |
|--------------------------------|----------------------------------|----------------|----------------|--------------|--------------|-----------------|----------------|--------------|----------------|--------------|----------------|----------------|----------------|----------------|--------------|-------------------|--------------|
| | Malaysia | Johor | Kedah | Kelantan | Melaka | Negeri Sembilan | Pahang | Pulau Pinang | Perak | Perlis | Selangor | Terengganu | Sabah | Sarawak | | W.P. Kuala Lumpur | W.P. Labuan |
| | 14,882.8 | 1,771.4 | 1,036.8 | 841.8 | 995.2 | 1,209.3 | 1,273.8 | 712.7 | 1,356.5 | 129.2 | 1,207.4 | 1,140.0 | 1,068.9 | 1,086.6 | 922.4 | 27.1 | 103.7 |
| Johor | 1,928.9 | 1,160.8 | 13.9 | 15.3 | 63.4 | 170.0 | 168.8 | 89.9 | 46.6 | 18.7 | 70.8 | 55.4 | 2.5 | 4.9 | 41.7 | 0.0 | 6.3 |
| Kedah | 838.7 | 5.6 | 323.3 | 36.1 | 60.2 | 24.4 | 33.0 | 42.0 | 102.4 | 62.4 | 40.5 | 11.6 | 4.5 | 6.7 | 71.9 | 0.0 | 14.2 |
| Kelantan | 653.8 | 27.7 | 14.7 | 296.3 | 22.7 | 12.8 | 64.1 | 11.8 | 30.1 | 2.9 | 31.0 | 105.8 | 5.3 | 2.9 | 21.5 | 0.0 | 4.2 |
| Melaka | 412.8 | 29.8 | 48.8 | 18.8 | 141.1 | 26.8 | 34.2 | 9.7 | 7.8 | 5.4 | 22.4 | 28.0 | 0.0 | 0.0 | 35.6 | 0.0 | 4.3 |
| Negeri Sembilan | 763.1 | 52.3 | 11.2 | 8.3 | 126.3 | 469.7 | 8.1 | 12.7 | 12.3 | 4.4 | 8.4 | 5.3 | 0.0 | 12.1 | 28.2 | 0.0 | 3.6 |
| Pahang | 985.7 | 18.0 | 5.2 | 53.9 | 11.2 | 10.8 | 600.3 | 14.6 | 19.7 | 6.0 | 72.6 | 80.9 | 0.0 | 10.2 | 77.5 | 0.0 | 4.8 |
| Pulau Pinang | 637.7 | 21.3 | 163.1 | 26.9 | 11.4 | 9.0 | 33.4 | 76.5 | 103.3 | 13.9 | 35.1 | 28.4 | 8.1 | 7.0 | 96.3 | 0.0 | 4.3 |
| Perak | 917.2 | 51.1 | 85.3 | 56.8 | 26.4 | 2.7 | 15.4 | 52.9 | 443.9 | 2.0 | 16.7 | 60.4 | 8.7 | 13.0 | 66.9 | 3.6 | 11.4 |
| Perlis | 69.3 | 7.1 | 11.1 | 1.5 | 1.2 | 2.4 | 2.9 | 12.0 | 13.1 | 2.0 | 8.7 | 3.3 | 0.0 | 0.0 | 3.1 | 0.0 | 1.0 |
| Selangor | 2,974.4 | 263.6 | 122.4 | 254.6 | 401.2 | 193.5 | 160.3 | 234.7 | 298.9 | 1.9 | 524.4 | 223.9 | 41.3 | 50.1 | 191.6 | 0.0 | 11.5 |
| Terengganu | 801.4 | 14.3 | 22.9 | 33.7 | 1.6 | 20.5 | 41.6 | 12.4 | 23.5 | 2.6 | 65.7 | 494.3 | 8.0 | 9.3 | 38.3 | 0.0 | 12.9 |
| Sabah | 1,059.8 | 4.1 | 17.2 | 0.0 | 0.0 | 0.0 | 0.0 | 9.6 | 0.0 | 0.0 | 11.3 | 0.0 | 946.6 | 28.1 | 27.2 | 9.4 | 6.4 |
| Sarawak | 1,028.9 | 4.6 | 5.8 | 0.0 | 7.8 | 3.7 | 0.0 | 35.0 | 0.0 | 0.0 | 19.2 | 0.0 | 27.0 | 884.9 | 26.5 | 9.7 | 4.7 |
| W.P. Kuala Lumpur | 1,730.9 | 108.2 | 185.7 | 30.4 | 115.4 | 255.8 | 100.3 | 94.3 | 247.2 | 3.1 | 279.7 | 28.4 | 13.8 | 57.1 | 193.8 | 4.5 | 13.0 |
| W.P. Labuan | 4.3 | 0.0 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.5 | 0.0 | 0.0 | 0.0 | 0.0 |
| W.P. Putrajaya | 75.9 | 2.9 | 4.3 | 9.2 | 5.5 | 7.2 | 11.2 | 4.6 | 7.6 | 3.9 | 0.8 | 14.3 | 0.7 | 0.4 | 2.3 | 0.0 | 1.0 |

Jadual 11: Taburan Peratus Pelawat Domestik Berkunjung ke Kelantan mengikut Mod Pengangkutan, 2020 dan 2021

Table 11: Percentage Distribution of Domestic Visitor Arrivals to Kelantan by Mode of Transport, 2020 and 2021

| Mod Pengangkutan <i>Mode of Transport</i> | 2020 | | | 2021 | | |
|---|----------------------------|---|------------------------------|----------------------------|---|------------------------------|
| | Pelawat <i>Visitors</i> | Pelawat Harian <i>Excursionists</i> | Pelancong <i>Tourists</i> | Pelawat <i>Visitors</i> | Pelawat Harian <i>Excursionists</i> | Pelancong <i>Tourists</i> |
| | (%) | | | | | |
| Jumlah/ Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Udara/ Air | 0.4 | 0.6 | 0.2 | 2.5 | 0.0 | 5.9 |
| Air/ Water | 0.0 | 0.1 | 0.0 | 0.1 | 0.2 | 0.0 |
| Darat/ Land | 99.6 | 99.3 | 99.8 | 97.4 | 99.8 | 94.1 |
| Kenderaan persendirian <i>Private vehicles</i> | 96.6 | 98.8 | 94.6 | 97.4 | 97.1 | 97.9 |
| Bas/ Bus | 2.5 | 0.1 | 4.7 | 1.9 | 2.0 | 1.7 |
| Teksi/ Taxi | 0.9 | 1.0 | 0.7 | 0.4 | 0.6 | 0.1 |
| Kereta api/ Train | 0.0 | 0.1 | 0.0 | 0.3 | 0.3 | 0.3 |

Jadual 12: Taburan Peratus Pelancong Berkunjung ke Kelantan mengikut Jenis Penginapan, 2020 dan 2021

Table 12: Percentage Distribution of Tourist Arrivals to Kelantan by Types of Accommodation, 2020 and 2021

| Jenis Penginapan <i>Type of Accommodation</i> | 2020 | 2021 |
|--|----------------------------|--------------|
| | Peratus/ Percentage (%) | |
| Jumlah/ Total | 100.0 | 100.0 |
| Rumah saudara-mara & rakan <i>Relatives' & friends' house</i> | 87.1 | 79.8 |
| Hotel/ Hotel | 6.0 | 5.7 |
| Chalet/ Chalet | 2.1 | 7.3 |
| Apartmen/ Apartment | 0.7 | 0.0 |
| Inap desa/ Rumah percutian <i>Homestay/ Vacation homes</i> | 2.1 | 5.1 |
| Rumah rehat/ Rest house | 2.0 | 2.1 |

Jadual 13: Profil Sosial & Demografi Pelawat Domestik ke Kelantan, 2020 dan 2021

Table 13: Social & Demographic Profiles of Domestic Visitors to Kelantan, 2020 and 2021

| Jantina Sex | Kumpulan Umur Age Group | 2020 | 2021 |
|--------------------------|---|-------------------------|--------------|
| | | Peratus/ Percentage (%) | |
| Jumlah/ Total | | | |
| | Jumlah/ Total | 100.0 | 100.0 |
| | 15 - 24 | 24.9 | 15.9 |
| | 25 - 39 | 41.4 | 51.1 |
| | 40 - 54 | 20.6 | 17.9 |
| | ≥ 55 | 13.1 | 15.1 |
| Lelaki/ Male | | | |
| | Jumlah/ Total | 100.0 | 100.0 |
| | 15 - 24 | 28.1 | 16.0 |
| | 25 - 39 | 41.3 | 51.5 |
| | 40 - 54 | 17.8 | 19.8 |
| | ≥ 55 | 12.8 | 12.7 |
| Perempuan/ Female | | | |
| | Jumlah/ Total | 100.0 | 100.0 |
| | 15 - 24 | 21.7 | 15.8 |
| | 25 - 39 | 41.5 | 50.7 |
| | 40 - 54 | 23.3 | 15.5 |
| | ≥ 55 | 13.5 | 18.0 |
| Kumpulan Etnik | | | |
| | Ethnic Group | 2020 | 2021 |
| | | Peratus/ Percentage (%) | |
| | Jumlah/ Total | 100.0 | 100.0 |
| | Bumiputera/ Bumiputera | 85.7 | 94.7 |
| | Cina/ Chinese | 5.0 | 2.7 |
| | India/ Indians | 1.5 | 0.1 |
| | Lain-Lain/ Others | 7.8 | 2.5 |
| Tahap Pendidikan | | | |
| | Educational Level | 2020 | 2021 |
| | | Peratus/ Percentage (%) | |
| | Jumlah/ Total | 100.0 | 100.0 |
| | Tertiari/ Tertiary | 31.3 | 42.4 |
| | Menengah/ Secondary | 51.8 | 45.1 |
| | Rendah/ Primary | 12.6 | 8.8 |
| | Tiada pendidikan rasmi No formal education | 4.3 | 3.7 |

Jadual 13: Profil Sosial & Demografi Pelawat Domestik ke Kelantan, 2020 dan 2021 (samb.)
Table 13: Social & Demographic Profiles of Domestic Visitors to Kelantan, 2020 and 2021 (cont'd.)

| Pendapatan Bulanan Isi Rumah (RM) <i>Monthly Household Income</i> | 2020 | 2021 |
|---|--------------------------------|--------------|
| | Peratus/ Percentage (%) | |
| Jumlah/ Total | 100.0 | 100.0 |
| ≤ 1,000 | 8.5 | 7.6 |
| 1,001 - 3,000 | 40.5 | 31.6 |
| 3,001 - 5,000 | 23.9 | 24.8 |
| 5,001 - 10,000 | 19.5 | 32.3 |
| ≥ 10,001 | 7.6 | 3.7 |

| Status Guna Tenaga <i>Employment Status</i> | 2020 | 2021 |
|--|--------------------------------|--------------|
| | Peratus/ Percentage (%) | |
| Jumlah/ Total | 100.0 | 100.0 |
| Bekerja <i>Employed</i> | 56.0 | 62.4 |
| Profesional/ teknikal <i>Professional/ technical</i> | 13.1 | 20.9 |
| Pengurusan/ pentadbiran <i>Managerial/ administrative</i> | 0.8 | 1.3 |
| Jurujuwal/ perkeranian <i>Sales person/ clerical</i> | 24.4 | 22.8 |
| Pekerja am <i>General worker</i> | 5.2 | 10.4 |
| Lain-lain <i>Others</i> | 12.5 | 7.0 |
| Tidak bekerja/ luar tenaga buruh <i>Unemployed/ outside labour force</i> | 44.0 | 37.6 |
| Tidak bekerja <i>Unemployed</i> | 9.8 | 6.3 |
| Pesara <i>Retiree</i> | 2.1 | 3.9 |
| Pelajar <i>Student</i> | 14.5 | 7.6 |
| Suri rumah <i>Housewife</i> | 17.6 | 19.8 |

Jadual 14: Bilangan Hotel dan Bilik mengikut Penarafan Bintang, Kelantan, 2021*Table 14: Number of Hotel and Room by Star Rating, Kelantan, 2021*

| Penarafan Rating | Hotel Hotel | Bilik Room |
|-----------------------------|------------------------|-----------------------|
| 5-Bintang/ 5-Star | 2 | 570 |
| 4-Bintang/ 4-Star | 3 | 507 |
| 3-Bintang/ 3-Star | 9 | 912 |
| 2-Bintang/ 2-Star | 8 | 402 |
| 1-Bintang/ 1-Star | 4 | 121 |
| 3 Orkid/ 3 Orchid | 7 | 232 |
| 2 Orkid/ 2 Orchid | 7 | 205 |
| 1 Orkid/ 1 Orchid | 9 | 206 |
| <i>Unrated</i> | 42 | 1,205 |
| Jumlah/ Total | 91 | 4,360 |

Sumber: Pusat Maklumat Harta Tanah Negara (NAPIC)

Source: National Property Information Centre (NAPIC)

Jadual 15: Bilangan Hotel dan Bilik mengikut Lokasi, Kelantan, 2021*Table 15: Number of Hotel and Room by Location, Kelantan, 2021*

| Lokasi Location | Hotel Hotel | Bilik Room |
|----------------------------------|------------------------|-----------------------|
| Bandar/ Pekan/ City/ Town | 74 | 3,661 |
| Pantai/ Beach | 16 | 679 |
| Gunung/ Hill | - | - |
| Lain-lain/ Others | 1 | 20 |
| Jumlah/ Total | 91 | 4,360 |

Sumber: Pusat Maklumat Harta Tanah Negara (NAPIC)

Source: National Property Information Centre (NAPIC)

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BAHAGIAN

PART

3



NOTA TEKNIKAL

TECHNICAL NOTES

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| | |
|---------------------------|--|
| Pendahuluan | Penyediaan penganggaran data pelancongan domestik di peringkat negeri adalah berdasarkan maklumat yang diperoleh daripada Survei Pelancongan Domestik (DTS). |
| Objektif survei | <p>Objektif utama DTS ialah untuk mengumpul maklumat berkaitan profil serta corak perbelanjaan pelancongan domestik. Maklumat yang diperoleh digunakan untuk membantu kerajaan dalam merancang dan menggubal dasar pelancongan negara. Data yang dikumpul juga adalah bertujuan untuk:</p> <ul style="list-style-type: none"> a) Memberi input kepada penyusunan Akaun Satelit Pelancongan (TSA) yang dibangunkan oleh Jabatan Perangkaan Malaysia; dan b) Memenuhi permintaan data daripada agensi-agensi berkaitan industri pelancongan. |
| Metodologi survei | <p>DTS dijalankan melalui kaedah temuramah secara bersemuka dengan responden. Dalam tempoh survei, penemuramah yang terlatih akan melawat isi rumah di tempat kediaman terpilih untuk mengumpulkan maklumat pelancongan domestik termasuk butiran profil sosio demografi semua ahli isi rumah.</p> <p>Samakan kualiti dijalankan dengan mengadakan lawatan semula bagi isi rumah terpilih untuk memastikan borang soal selidik lengkap diisi.</p> |
| Data yang dipungut | <p>Soal selidik telah direka bentuk bagi membolehkan pengumpulan data yang berkaitan profil sosial & demografi dan maklumat terperinci berkaitan ciri-ciri ekonomi pelawat domestik.</p> <p>Semua ahli isi rumah ditanya berkaitan maklumat berikut:</p> <ul style="list-style-type: none"> a) perhubungan dengan ketua isi rumah; b) jantina; c) umur; d) kumpulan etnik dan kewarganegaraan; e) pencapaian pendidikan; dan f) pekerjaan. |



Soalan-soalan berikut turut disoal bagi ahli isi rumah yang melakukan perjalanan pelancongan domestik:

- a) Jenis perjalanan;
 - i. Perjalanan harian; dan
 - ii. Perjalanan bermalam.
- b) Pendapatan bulanan;
- c) Bilangan hari bagi setiap perjalanan bermalam;
- d) Destinasi utama;
- e) Tujuan utama;
- f) Aktiviti utama; dan
- g) Perbelanjaan perjalanan pelancongan.

Tempoh rujukan Pengumpulan data dibuat secara bulanan dari bulan Januari hingga Disember pada tahun rujukan. Maklumat yang dikumpulkan merujuk kepada bulan semasa.

Skop dan liputan DTS meliputi kawasan bandar dan luar bandar bagi negeri-negeri di Malaysia.

Survei ini meliputi residen yang tinggal di tempat kediaman persendirian dan tidak termasuk mereka yang tinggal di institusi-institusi seperti hotel, asrama, hospital, penjara, berek tentera dan rumah tumpangan.

Bagi tujuan pelaporan, hanya maklumat lengkap residen yang berumur 15 tahun dan ke atas yang ada melakukan perjalanan pelancongan domestik dipungut.

Tempat kediaman Ditakrifkan sebagai sebarang jenis tempat tertutup yang bebas dan berasingan yang dibina tempat kediaman sebagai (atau dijadikan) rumah untuk kediaman. Unit sampel terakhir dalam survei ini ialah tempat kediaman dan hanya tempat kediaman persendirian dijadikan sampel.

Isi rumah Isi rumah ditakrifkan sebagai seorang atau sekumpulan orang yang bersaudara atau tidak bersaudara yang biasanya tinggal bersama dan



membuat peruntukan yang sama untuk makanan dan keperluan-keperluan hidup lain.

Rangka pensampelan

Rangka pensampelan bagi DTS adalah berdasarkan Rangka Pensampelan Isi Rumah Kebangsaan (RPIK) yang terdiri daripada Blok Penghitungan (BP) yang diwujudkan untuk Banci Penduduk dan Perumahan. BP ialah suatu kawasan muka bumi yang diwujudkan secara rekaan dan biasanya mempunyai sempadan tertentu. Secara purata, setiap BP mempunyai dalam lingkungan 80 hingga 120 buah tempat kediaman. Pada amnya, kesemua BP dibentuk di dalam lingkungan sempadan yang diwartakan iaitu di dalam negeri, mukim atau pihak berkuasa tempatan.

BP dalam rangka pensampelan juga dikelaskan mengikut kawasan bandar dan luar bandar. Kawasan bandar sebagaimana ditakrifkan dalam Banci Penduduk dan Perumahan ialah kawasan yang diwartakan serta kawasan tepubina yang bersempadan dengannya dan gabungan kedua-dua kawasan ini mempunyai penduduk seramai 10,000 atau lebih. Kawasan tepubina didefinisikan sebagai kawasan yang terletak bersebelahan kawasan yang diwartakan dan mempunyai sekurang-kurangnya 60 peratus penduduk (berumur 15 tahun dan ke atas) yang terlibat dalam aktiviti bukan pertanian.

Reka bentuk pensampelan

Reka bentuk pensampelan berstrata dua peringkat telah digunakan iaitu:

- Strata utama - Negeri-negeri di Malaysia
- Strata kedua - bandar dan luar Bandar

Saiz sampel

Unit pensampelan peringkat pertama ialah BP, sementara unit peringkat kedua ialah tempat kediaman (TK) di dalam BP tersebut. TK terpilih meliputi kesemua isi rumah dan orang yang tinggal di dalamnya. Di setiap peringkat pemilihan, unit-unit telah dipilih menggunakan kaedah sistematik supaya setiap BP dan TK mempunyai kebarangkalian yang sama untuk terpilih.

Saiz sampel yang diperlukan ditentukan berdasarkan reliabiliti (seperti aras keyakinan, varian dan kadar respon) data survei lepas. *Variable of selection* yang digunakan dalam pengiraan saiz sampel ialah purata



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perbelanjaan pelancongan domestik. Nilai ralat piawai relatif (RSE) pula ditetapkan 4 hingga 10 peratus setiap strata (negeri dan bandar/ luar bandar).

Sebanyak 2,798 BP telah terpilih dan bilangan TK yang perlu diliputi pula adalah sebanyak 22,384 TK. Seterusnya, BP-BP tersebut diagihkan secara seragam pada setiap bulan untuk memudahkan kerja lapangan/ logistik.

Bilangan saiz sampel terpilih untuk DTS 2021 adalah seperti di Jadual 1.



Jadual 1: Saiz Sampel DTS Mengikut Negeri, 2021

| Negeri | Saiz Sampel | |
|-------------------|--------------|---------------|
| | BP | TK |
| Johor | 244 | 1,952 |
| Kedah | 220 | 1,760 |
| Kelantan | 178 | 1,424 |
| Melaka | 173 | 1,384 |
| Negeri Sembilan | 164 | 1,312 |
| Pahang | 216 | 1,728 |
| Pulau Pinang | 202 | 1,616 |
| Perak | 231 | 1,848 |
| Perlis | 99 | 792 |
| Selangor | 253 | 2,024 |
| Terengganu | 132 | 1,056 |
| Sabah | 236 | 1,888 |
| Sarawak | 220 | 1,760 |
| W.P. Kuala Lumpur | 140 | 1,120 |
| W.P. Labuan | 45 | 360 |
| W.P. Putrajaya | 45 | 360 |
| Total | 2,798 | 22,384 |

Prosedur menganggar

Teknik anggaran nisbah bergabung (*adjusted weight*¹ dan faktor penduduk²) digunakan untuk mendapatkan anggaran sesuatu ciri tertentu bagi populasi survei. Faktor penduduk menggunakan anggaran penduduk pertengahan tahun bagi tahun 2021 mengikut kumpulan umur, jantina, etnik dan negeri sebagai penanda aras.

¹ *Adjusted Weight* digunakan bagi mengambil kira kes tidak respon.

² Dalam rekabentuk pensampelan berperingkat, saiz sampel adalah pembolehubah rawak dan jumlah agregat yang dianggar daripada survei boleh menghasilkan ralat pensampelan yang tinggi. Wajaran *external* digunakan untuk meminimalkan ralat pensampelan. Bagi DTS, wajaran *external* yang digunakan ialah faktor penduduk. Faktor penduduk diperoleh melalui anggaran terkini jumlah penduduk di mana ianya digunakan untuk mengubahsuai kadar dan nisbah yang dianggarkan daripada survei.



Anggaran sesuatu ciri dikira dengan menggunakan formula seperti berikut:

di mana

$$E' = \sum_{n=1}^k E_n \left(\frac{W_n}{w_n} \right)$$

E' diperoleh dengan mencampurkan anggaran yang diubahsuai bagi kesemua kumpulan umur-jantina-etnik-negeri.

$$E_n \left(\frac{W_n}{w_n} \right)$$

Dengan itu E' ialah penganggar nisbah bagi ciri-ciri tersebut.

E_n ialah anggaran berwajaran daripada kiraan sampel bilangan orang bagi sesuatu ciri (contoh: pelawat domestik) dalam sesuatu kumpulan umur-jantina-etnik-negeri (contoh: lelaki Melayu dalam kumpulan umur 15 hingga 19 tahun di Johor).

w_n ialah anggaran berwajaran daripada kiraan sampel bilangan orang dalam sesuatu kumpulan umur-jantina-etnik-negeri.

W_n ialah anggaran penduduk pertengahan tahun yang dianggar secara bebas bagi bilangan orang dalam sesuatu kumpulan umur-jantina-etnik-negeri.

$\frac{W_n}{w_n}$ ialah pemalar (*constant*) yang digunakan untuk mendapatkan anggaran nisbah sesuatu ciri dalam kumpulan umur-jantina-etnik-negeri. Tiap-tiap pemalar yang merupakan nisbah anggaran penduduk bebas kepada angka-angka kiraan sampel dalam sesuatu kumpulan umur-jantina-etnik-negeri digunakan untuk membesarkan angka bagi sebarang ciri yang dikehendaki dalam sesuatu kumpulan umur-jantina-etnik-negeri.



$E_n \left(\frac{W_n}{w_n} \right)$ ialah anggaran yang disesuaikan bagi sesuatu ciri dalam kumpulan umur-jantina-etnik-negeri yang diperoleh menerusi pengubahsuaian umur-jantina-etnik-negeri.

Perlu diambil perhatian bahawa tiada pengubahsuaian dilakukan untuk mengasingkan penduduk institusi daripada anggaran penduduk pertengahan tahun walaupun DTS tidak meliputi penduduk institusi. Penduduk institusi dianggarkan kurang daripada empat peratus jumlah penduduk berasaskan Banci Penduduk dan Perumahan.

KONSEP DAN DEFINISI

Pelawat domestik

Pelawat domestik ditakrifkan sebagai residen atau mereka yang tinggal di Malaysia sekurang-kurangnya setahun termasuk ekspatriat dan bukan warganegara, yang melakukan perjalanan di luar persekitaran biasanya dalam tempoh kurang daripada setahun untuk tujuan perniagaan, mengisi masa lapang atau urusan peribadi selain untuk diambil bekerja di tempat yang dilawati. Pelawat domestik dikategorikan sebagai:

- a) Pelancong merujuk kepada mereka yang melakukan perjalanan di dalam Malaysia sekurang-kurangnya satu malam (24 jam); dan
- b) Pelawat harian merujuk kepada mereka yang melakukan perjalanan di dalam Malaysia kurang daripada 24 jam.

Perjalanan pelancongan

Perjalanan pelancongan ditakrifkan sebagai perjalanan pelawat ke sesebuah tempat di luar dari persekitaran biasa mereka dalam tempoh tidak lebih dari satu tahun dengan tujuan utama (sama ada urusan perniagaan, percutian atau urusan peribadi) selain untuk diambil bekerja oleh residen di tempat yang dilawati.

Perjalanan pelancongan domestik merujuk kepada perjalanan ke sesuatu destinasi utama di dalam negara residen pelawat berkenaan.



Perjalanan pelancongan domestik terbahagi kepada dua:

a) Perjalanan harian

Perjalanan keluar dari rumah yang jaraknya 50 km dan lebih pergi dan balik serta mengambil masa 4 jam dan lebih. Bagi jarak yang kurang dari 50 km pergi dan balik, masa yang digunakan hendaklah 4 jam dan lebih serta menggunakan kemudahan pelancongan seperti kemudahan pengangkutan/ penginapan/ makanan & minuman/ rekreasi.

b) Perjalanan bermalam

Perjalanan yang melibatkan seseorang meninggalkan tempat kediamannya sekurang-kurangnya untuk tempoh satu malam (24 jam) dengan tujuan perjalanan berkaitan dengan aktiviti pelancongan serta menggunakan kemudahan pelancongan. Perjalanan tersebut mestilah dalam tempoh kurang dari 12 bulan.

Persekitaran biasa

Persekitaran biasa seseorang individu merujuk kepada kawasan geografi (walaupun tidak semestinya mempunyai sempadan) di mana seseorang individu menjalankan kehidupan sehariannya.

Tempat kediaman biasa

Tempat kediaman biasa adalah satu kawasan geografi di mana orang yang diliputi biasanya tinggal.

Kemudahan pelancongan

Kemudahan pelancongan adalah segala kemudahan yang membantu dalam menjayakan aktiviti pelancongan seperti kemudahan penginapan, makanan & minuman dan pengangkutan.

Aktiviti pelancongan

Aktiviti pelancongan adalah merujuk kepada perkara yang dilakukan semasa melancong atau semasa melakukan perjalanan pelancongan.

Perbelanjaan pelancongan domestik

Perbelanjaan pelancongan domestik merujuk kepada perbelanjaan yang dikeluarkan oleh pelawat domestik dalam sesebuah negara. Ia merujuk kepada jumlah yang dibayar bagi perolehan penggunaan barangan & perkhidmatan dan barang berharga, untuk kegunaan sendiri atau untuk diberi ketika dan semasa perjalanan pelancongan. Ini termasuk perbelanjaan yang dilakukan sendiri dan perbelanjaan



yang dibayar oleh orang lain (contoh: majikan). Walau bagaimanapun, perbelanjaan berikut dikecualikan daripada perbelanjaan pelancongan domestik:

- a) Pembelian aset kewangan dan aset bukan kewangan, termasuk tanah dan hartanah, tetapi barangan berharga dikecualikan; dan
- b) Perbelanjaan barang-barang bagi tujuan untuk dijual semula samada bagi pihak ketiga (pengeluar atau lain-lain) atau keuntungan sendiri.

Komponen perbelanjaan adalah seperti berikut:

i. Membeli-belah

Pembelian barang-barang termasuk pembelian barangan berharga seperti barangan kemas, lukisan dan lain-lain.

ii. Pembelian bahan api kenderaan

Petrol, diesel dan *Natural Gas Vehicle* (NGV).

iii. Pengangkutan

Bayaran bagi perkhidmatan pengangkutan iaitu termasuklah tambang kapal terbang, bas, teksi/ e-hailing (cth. Grab), feri/ bot/ sampan dan keretapi. Ia turut meliputi perkhidmatan kereta sewa, bayaran tol dan bayaran tempat letak kereta.

iv. Makanan & minuman

Perbelanjaan makanan & minuman di restoran/ kafe/ gerai makan.

v. Penginapan

Pembayaran bagi kemudahan penginapan berbayar iaitu seperti hotel/ chalet/ pangsapuri/ rumah rehat/ inap desa.

vi. Pakej

Bayaran pakej yang disediakan oleh operator pelancongan atau agensi pelancongan.

vii. Bayaran masuk/ tiket

Perbelanjaan bagi aktiviti kesenian dan rekreasi seperti bayaran masuk taman tema, zoo, wayang gambar, konsert, teater dan lain-lain.



viii. Aktiviti lain

Perbelanjaan bagi aktiviti sukan, rawatan di klinik/ hospital/ pusat kesihatan, aktiviti spa, bayaran pendaftaran bagi seminar/ pertandingan, perjudian dan lain-lain.

ix. Perbelanjaan oleh isi rumah yang dilawati

Perbelanjaan ini termasuk perbelanjaan yang dinilai bagi penginapan serta makanan & minuman yang disediakan di rumah saudara/ rakan. Perbelanjaan ini tidak diambil kira di dalam penyusunan TSA.

Terimaan pelancongan mengikut negeri

Merujuk kepada perbelanjaan pelawat domestik di negeri yang dilawati. Harus diingat bahawa semua perbelanjaan yang berlaku semasa perjalanan telah diagihkan kepada negeri destinasi, walaupun secara realiti, terdapat beberapa transaksi yang dilakukan di negeri asal atau di negeri lain (tempat persinggahan).

Destinasi utama

Destinasi utama perjalanan pelancongan ditakrifkan sebagai tempat di mana tujuan utama perjalanan tersebut dilakukan. Walau bagaimanapun, sekiranya tiada destinasi utama yang dapat diberikan oleh pelawat, maka destinasi utama akan dikelaskan berdasarkan masa yang diambil semasa berada di destinasi tersebut. Seterusnya, jika pelawat masih tidak dapat menetapkan destinasi utama, maka destinasi utama ditetapkan berdasarkan jarak yang paling jauh dengan tempat tinggal biasa.

Konsep pergerakan pelawat domestik di antara negeri dikelaskan kepada berikut:

a) *Intrastate*

Perjalanan pelawat domestik ke destinasi dalam negeri yang sama dengan tempat tinggal biasa mereka.

b) *Interstate*

Perjalanan pelawat domestik ke destinasi di luar negeri tempat tinggal biasa mereka.



Purata perbelanjaan per perjalanan

Merujuk kepada perbelanjaan per pelawat bagi setiap perjalanan. Pengiraan dibuat dengan membahagikan jumlah terimaan dengan bilangan perjalanan.

$$\text{Purata perbelanjaan per perjalanan} = \frac{\sum \text{Jumlah perbelanjaan}}{\sum \text{Bilangan perjalanan}}$$

Purata bilangan hari menginap

Merujuk kepada bilangan hari menginap bagi setiap perjalanan. Pengiraan dibuat dengan membahagikan bilangan malam dengan bilangan perjalanan bermalam.

$$\text{Purata bilangan hari menginap} = \frac{\sum \text{Bilangan malam}}{\sum \text{Bilangan perjalanan bermalam}}$$

Tujuan utama perjalanan

Tujuan utama perjalanan bermaksud sebab utama responden melakukan perjalanan tersebut. Pengelasan perjalanan berdasarkan tujuan utama adalah seperti berikut:

- a) Melawat rakan & saudara mara;
- b) Percutian/ mengisi masa lapang/ berehat;
- c) Hiburan/ menghadiri acara khas/ sukan;
- d) Membeli belah;
- e) Rawatan perubatan/ penjagaan diri;
- f) Urusan rasmi/ pendidikan;
- g) Amal ibadat/ melawat rumah ibadat; dan
- h) Perjalanan insentif/ lain-lain.

Mod Pengangkutan Utama

Merujuk kepada jenis pengangkutan utama yang digunakan oleh pelawat. Penetapan mod pengangkutan utama adalah berdasarkan kriteria yang berikut:

- a) Pengangkutan yang digunakan adalah melibatkan jarak (km) yang lebih jauh;
- b) Pengangkutan yang digunakan mengambil masa perjalanan yang lebih panjang; dan
- c) Kos bagi mod pengangkutan tersebut mencatatkan sumbangan yang tertinggi dalam keseluruhan kos pengangkutan.



Jenis Penginapan

Merujuk kepada jenis penginapan yang disediakan oleh pertubuhan (berbayar) atau '*non-market*' iaitu merujuk kepada penginapan yang disediakan oleh saudara mara dan rakan tanpa dikenakan sebarang caj, atau rumah milik persendirian (rumah persinggahan yang dimiliki oleh pelawat). Jenis penginapan adalah seperti berikut:

- a) Hotel/ resort;
- b) Motel;
- c) Hotel apartmen;
- d) Chalet;
- e) Rumah rehat;
- f) Inap desa;
- g) Penginapan berbayar lain; dan
- h) Penginapan tidak berbayar (rumah ibu bapa/ saudara-mara/ rakan/ rumah persinggahan).

Kumpulan etnik

Pengelasan kumpulan etnik yang digunakan dalam laporan ini adalah seperti berikut:

- a) Bumiputera (Melayu dan Bumiputera Lain);
- b) Cina;
- c) India; dan
- d) Lain-lain (termasuk bukan warganegara Malaysia).

Tahap pendidikan

Merujuk kepada peringkat tertinggi seseorang itu telah menamatkan atau sedang mengikuti persekolahan di institusi pendidikan awam atau swasta yang menyediakan pendidikan rasmi. Ia dikategorikan seperti berikut:

a) Tiada pendidikan rasmi

Merujuk kepada mereka yang tidak pernah menghadiri mana-mana institusi pendidikan yang memberi pendidikan secara rasmi.

b) Rendah

Merujuk kepada mereka yang telah mencapai pendidikan tertinggi di peringkat darjah 1 hingga 6 atau yang setaraf dengannya.

c) Menengah

Merujuk kepada mereka yang telah mencapai pendidikan tertinggi di peringkat tingkatan 1 (termasuk kelas peralihan) hingga tingkatan



5, *GCE O Level* atau yang setaraf dengannya.

d) Tertiari

Merujuk kepada mereka yang telah mencapai pendidikan tertinggi selepas Tingkatan 5.

Pendapatan isi rumah

Pendapatan isi rumah merujuk kepada jumlah pendapatan terakru kepada ahli isi rumah, dalam bentuk wang tunai atau mata benda yang berlaku berulang kali dalam jangka masa setahun atau lebih kerap lagi.

Status guna tenaga

Status guna tenaga dikelaskan kepada bekerja dan tidak bekerja/ luar tenaga buruh.

a) Bekerja

Profesional/ teknikal, pengurusan/ pentadbiran, jurujual/ perkeranian, pekerja am dan lain-lain.

b) Tidak bekerja/ luar tenaga buruh

Tidak bekerja, pesara, pelajar dan suri rumah.

Pembundaran

Penjumlahan komponen-komponen mungkin berbeza dengan jumlah besar dalam penerbitan ini disebabkan pembundaran angka.

Simbol dan singkatan

Simbol dan singkatan berikut digunakan dalam penerbitan ini:

| | |
|------|---|
| 0.0 | kurang daripada setengah unit terkecil yang ditunjukkan misalnya kurang daripada 0.05 peratus |
| - | tiada |
| & | dan |
| % | peratus |
| RM | Ringgit Malaysia |
| ≥ | lebih daripada atau sama dengan |
| ≤ | kurang daripada atau sama dengan |
| n.a | tidak berkaitan |
| W.P. | Wilayah Persekutuan |

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**Introduction**

The estimate figures at the state level in this publication are based on the information obtained from Domestic Tourism Survey (DTS).

Objectives of the survey

The main objectives of the DTS are to collect information on the profile and pattern of domestic travel spending. The information obtained serves to assist the government in the planning and formulation of the national tourism policy. The data collected are intended to:

- a) Provide input for the compilation of the Tourism Satellite Account (TSA) developed by the Department of Statistics Malaysia; and*
- b) Meet the demands for data from agencies related to tourism industries.*

Method of collection

The DTS is conducted through face to face interview with the respondents. During the survey, trained interviewers will visit households in selected dwellings to collect information on domestic tourism including details of socio demographic profiles of all the household's members.

Quality check is performed by doing revisits to the selected household to ensure the completeness of the questionnaire.

Data collected

The questionnaire was designed to enable the collection of data related to the social & demographic profiles and detailed information relating to the economic characteristics of the domestic visitors.

All household members will be asked the following information:

- a) relationship with the head of household;*
- b) sex;*
- c) age;*
- d) ethnic group and citizenship;*
- e) educational level attainment; and*
- f) occupation.*



Household members, who made domestic tourism trips, will be asked the following questions:

- a) *Type of trips*
 - i. *Same day trip; and*
 - ii. *Overnight trip.*
- b) *Monthly income;*
- c) *Length of stay per overnight trip;*
- d) *Main destination;*
- e) *Main purpose;*
- f) *Main activities; and*
- g) *Expenditure during tourism trip*

Reference year *The data are collected on monthly basis from January to December of reference year. The information collected is based on the current month of the survey.*

Scope and coverage *The DTS covered urban and rural areas of all the states in Malaysia.*

The survey covered residents living in private dwellings and excludes those living in institutions such as hotels, hostels, hospitals, prisons, military barracks and boarding houses.

For reporting purposes, only the details of residents aged 15 years and above who make domestic tourism trips will be collected.

Living quarters *Living quarters is defined as any structurally separate and independent enclosure which is constructed as (or converted to) quarters intended for living purposes. The ultimate sampling unit in this survey is the living quarters and only private living quarters are sampled.*

Household *A household is defined as a person or a group of related or unrelated persons who usually live together and make common provision for food and other essentials of living.*

Sampling frame *The sampling frame used for the DTS was from the National Household Sampling Frame (NHSF) which was made up of Enumeration Blocks (EBs) created for the Population and Housing*



Census. EBs are geographically contiguous areas of land with identifiable boundaries. On average, each EB contains about 80 - 120 living quarters. Generally, all EBs are formed within gazette boundaries, i.e. within state administration, mukim or local authority areas.

The EBs in the sampling frame are also classified according to urban and rural areas. Urban areas, as defined in the Population and Housing Census, are gazetted areas with their adjoining built-up areas which had a combined population of 10,000 or more. Built-up areas is defined as areas contiguous to a gazetted area and had at least 60 per cent of their population (aged 15 years and above) engaged in non-agricultural activities.

Sampling design

A stratified two-stage sampling design is adopted, that is:

Primary stratum - States in Malaysia

Secondary stratum - Urban and rural

Sample size

The first stage unit of sample selection were the EBs while the second stage unit were the living quarters (LQs) within the EBs. All households and persons within the selected LQs will be covered. At every stage of selection, the units were selected using systematic method to ensure every EBs and LQs have an equal probability to be selected.

The sample size required was based on the reliability (such as confidence level, variance and response rate) of available past data. Average domestic tourism expenditure is used as the variable of selection in the calculation of sample size. The value of the relative standard error (RSE) is set at 4 to 10 per cent in each stratum (state and urban/rural).

A total of 2,798 EBs were selected, comprising 22,384 LQs. Subsequently, all EBs will be distributed on a monthly basis to facilitate field work/ logistics.

The number of selected sample size of DTS 2021 is shown in Table 1.

**Table 1: Sample Size of DTS by State, 2021**

| State | Sample Size | |
|-------------------|--------------|---------------|
| | EB | LQ |
| Johor | 244 | 1,952 |
| Kedah | 220 | 1,760 |
| Kelantan | 178 | 1,424 |
| Melaka | 173 | 1,384 |
| Negeri Sembilan | 164 | 1,312 |
| Pahang | 216 | 1,728 |
| Pulau Pinang | 202 | 1,616 |
| Perak | 231 | 1,848 |
| Perlis | 99 | 792 |
| Selangor | 253 | 2,024 |
| Terengganu | 132 | 1,056 |
| Sabah | 236 | 1,888 |
| Sarawak | 220 | 1,760 |
| W.P. Kuala Lumpur | 140 | 1,120 |
| W.P. Labuan | 45 | 360 |
| W.P. Putrajaya | 45 | 360 |
| Total | 2,798 | 22,384 |

Estimation procedures

The combined ratio estimated method (adjusted weight¹ and population factor²) was used to obtain the estimate of a specific characteristic in the survey population. Population factor uses mid-year population estimates of 2021 by age group, sex, ethnic and state as benchmarks.

¹ Adjusted Weight is used to take into account the non-response cases.

² In multi-stage sampling design, the sample size is a random variable and aggregates directly estimated from the survey may result large sampling errors. External weight is used to minimize sampling error. As for DTS, the external weight is the population factor. The population factor is obtained through latest estimates of the population total which is used to inflate the various rates and ratios estimated from the survey.



The estimate of a characteristic was obtained by using the following formula:

Where
$$E' = \sum_{n=1}^k E_n \left(\frac{W_n}{w_n} \right)$$

E' is obtained by adding the adjusted estimate for all age-sex-ethnic-state.

$$E_n \left(\frac{W_n}{w_n} \right)$$

Thus E' is also known as the ratio estimator of the characteristic.

E_n is the weighted estimate from the sample count of persons of a characteristic (e.g. domestic visitors) in a particular age-sex-ethnic-state (e.g. Malay males in the 15 -19 age group in Johor).

w_n is the weighted estimate from the sample count of the number of persons in a particular age-sex-ethnic-state.

W_n is the independent mid-year population estimate of the number of persons in a particular age-sex-ethnic-state.

$\frac{W_n}{w_n}$ is a constant used in deriving the ratio-estimate of any characteristic in a particular age-sex-ethnic-state. Each constant which is the ratio of the independent population estimate to the sample count figures in a particular age-sex-ethnic-state was then used to inflate any required characteristic within the particular age-sex-ethnic-state.

$E_n \left(\frac{W_n}{w_n} \right)$ is the adjusted estimate of a characteristic in a particular age-sex-ethnic-state obtained by the age-sex-ethnic-state adjustment.

It should be noted that no attempt was made to adjust for the exclusion of the institutional population from the mid-year population estimates although the DTS did not cover the institutional population.



The institutional population was estimated to comprise less than four per cent of the total population based on the Population and Housing Census.

CONCEPTS AND DEFINITIONS

Domestic visitor

Domestic visitor is defined as a resident or those living in Malaysia for at least a year including expatriate and non-citizen, who makes a trip outside his/ her usual environment, for less than a year for the purpose of business, leisure or personal other than to be employed by a resident entity in the place visited. A domestic visitor is categorised as:

- a) Tourists refer to those who travel in Malaysia for at least one night (24 hours); and*
- b) Excursionists refer to those who travel in Malaysia for less than 24 hours.*

Tourism trip

A tourism trip is defined as a visitor's trip to a destination outside his/ her usual environment for less than a year, for any main purpose (business, leisure or personal) other than to be employed by a resident entity in the place visited.

Domestic tourism trip refers to a trip to a main destination within the country of residence of the visitor.

Domestic Tourism Trip is divided into two:

a) Same day trip

Travels from the house for a distance of 50 km or more, to and from and takes four hours and more. For distances less than 50 km to and from, the time taken has to be four hours and more, and use tourism facilities such as transportation/ accommodation/ food & beverage/ recreation.

b) Overnight trip

Trip that requires a person to leave home at least for one night (24 hours) with the purpose of travel related to tourism and use tourism facilities. The travelling must be less than 12 months.



Usual environment *The usual environment of an individual is defined as the geographical area (not necessarily a contiguous one) within which an individual conducts his/ her regular life routines.*

Usual residence *The place of usual residence is the geographical place where the enumerated person usually resides.*

Tourism facilities *Tourism facilities are that assists in the success of tourism activities such as accommodation, food & beverage and transportation.*

Tourism activities *Tourism activities refer to the things done while travelling or during travel trips.*

Domestic tourism expenditure *Domestic tourism expenditure refers to the tourism expenditure of a resident visitor within the economy of reference. It 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 the tourism trips. It includes expenditure by visitors themselves, as well as expenses that are paid for or reimbursed by others (example: employer). However, the following payments are excluded from domestic tourism expenditure:*

- a) The purchase of financial and non-financial assets, including land and real estate, but excluding valuables; and*
- b) The purchase of goods for resale purposes, either on behalf of third party (producers or others) or own account.*

The components of expenditure are as follows:

i. Shopping

The purchase of goods during the trip including valuables such as jewellery, painting and others.

ii. Purchase of automotive fuel

Petrol, diesel and Natural Gas Vehicle (NGV).

iii. Transportation

Payment for transportation services which includes of flight fare, bus, taxi/ e-hailing (i.e Grab), ferry/ boat/ sampan and train. It also includes car rental, toll fee and parking fee.



iv. Food & beverage

Expenses on food & beverage at restaurant/ cafe/ food stall.

v. Accommodation

Payment for paid accommodation services such as hotel/ chalet/ apartment/ rest house/ homestay.

vi. Package

Purchase of package provided by tour operator or travel agent.

vii. Entrance fee/ ticket

Expenditure on cultural and recreational activities such as entrance fee for theme park, zoo, cinemas, concert, theatre and others.

viii. Other activity

Expenses on sport activity, treatment at clinic/ hospital/ wellness centre, spa activity, registration fee of conference/ competition & others and gambling.

ix. Expenditure by visited households

This expenditure includes estimated expenditure for accommodation and food & beverages served in the houses of relatives/ friends. This expenditure was not taken into account in the compilation of TSA.

Tourism receipt by state

Refer to the expenditure of domestic visitors in the state visited. It should be noted all the expenses occurred during the trip were allocated to the destination state, despite in reality; there are some transactions which were made in the origin state or in other states (stopover).

Main destination

The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip. However, if no such place can be identified by the visitor, the main destination is defined as the place where he/ she spent most of his/ her time during the trip. Again, if no such place can be identified by the visitor, then the main destination is defined as the place that is the farthest from the place of usual residence.



The concept of domestic visitor's movement between states are categorised as follow:

a) Intrastate

A domestic visitor trip's to a destination within state of his/ her usual residence.

b) Interstate

A domestic visitor trip's to a destination outside state of his/ her usual residence.

Average expenditure per trip

Refers to expenditure per visitor for each trip. This is computed by dividing the total of expenditure by total number of trips.

$$\text{Average expenditure per trip} = \frac{\sum \text{Total of expenditure}}{\sum \text{Number of trips}}$$

Average length of stay

Refer to average duration of stay per trips. The calculation is by dividing the total number of nights and total number of overnight trips.

$$\text{Average length of stay} = \frac{\sum \text{Number of nights}}{\sum \text{Number of overnight trips}}$$

Main purpose of trips

The main purpose means the main reason for visitor in making a trip. The classification of tourism trips according to the main purpose are as follows:

- a) Visiting friends & relatives;
- b) Holiday/ leisure/ relaxation;
- c) Entertainment/ attending special event/ sports;
- d) Shopping;
- e) Medical treatment/ wellness;
- f) Official business/ education;
- g) Religious worship/ visit places of worship; and
- h) Incentive travel/ others.



Main mode of transport

Refer to main mode used by the visitor on the trip. This main mode might be established in different ways based on following criteria:

- a) The mode on which the most miles/ kilometers are travelled;
- b) The mode on which most time is spent;
- c) The mode which has the highest share of the total transport cost.

Type of accommodation

Refer to type of accommodation provide by establishment (paid service) or non-market which is service provided by relatives and friends, without charge, or own account (own account (owner occupied vacation homes. Type of accommodation is as follows:

- a) Hotel/ resort;
- b) Motel;
- c) Apartment hotel;
- d) Chalet;
- e) Rest house;
- f) Homestay;
- g) Other paid accommodation; and
- h) Unpaid accommodation (parent's/ relative's/ friend's house/ vacation home)

Ethnic group

The classification of ethnic group used in this report is as follows:

- a) Bumiputera (Malay and Other Bumiputera);
- b) Chinese;
- c) Indians; and
- d) Others (including non-Malaysian citizens).

Educational level

Refers to the highest level in which a person has completed schooling or is currently attending, in a public or private educational institution that provides formal education. It is categorised as follows:

a) No formal education

Refer to persons who never attended any of the educational institutions that provide formal education.

b) Primary

Refer to those whose highest level of education attained is from Standard 1 to 6 or its equivalent.

**c) Secondary**

Refers to those whose highest level of education attained is from Form 1 (including remove class) to Form 5, GCE O Level or its equivalent.

d) Tertiary

Refer to those whose highest level of education is above Form 5.

Household income Household income refers to total income accrued to members of a household, both in cash and/ or in kinds on a regular basis in one year or more often.

Employment status Employment status is classified into employed and unemployed/ outside labour force:

a) Employed

Professional/ technical, managerial/ administrative, sales person/ clerical, general worker and others

b) Unemployed/ outside labour force

Unemployed, retiree, student and housewife

Rounding of estimates The sum of components may not add up to the totals in tables presented in this publication due to rounding.

Notes and symbols The following symbols and abbreviations are used in this publication:

| | |
|------|--|
| 0.0 | less than half the smallest unit shown. For example, less than 0.05 per cent |
| - | nil |
| & | and |
| % | per cent |
| RM | Ringgit Malaysia |
| ≥ | more than or equal to |
| ≤ | less than or equal to |
| n.a | not applicable |
| W.P. | Wilayah Persekutuan |

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LAMPIRAN

APPENDIX



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Lampiran 1: Senarai Cuti Umum dan Cuti Sekolah Malaysia, 2021
Appendix 1: List of Malaysia's Public Holidays and School Holidays, 2021

| Bulan <i>Month</i> | Tarikh <i>Date</i> | Cuti <i>Holiday</i> |
|------------------------------------|------------------------------|--|
| Januari <i>January</i> | 1 | Tahun Baru/ New Year's Day |
| | 1 - 19 | Cuti Sekolah Awal Tahun <i>Early Term School Holiday</i> |
| | 14 | Hari Keputeraan D.Y.M.M Yang di-Pertuan Besar Negeri Sembilan <i>Birthday of D.Y.M.M Yang di-Pertuan Besar Negeri Sembilan</i> |
| | 28 | Thaipusam |
| Februari <i>February</i> | 1 | Hari Wilayah Persekutuan/ Federal Territory Day |
| | 12 - 13 | Tahun Baru Cina/ Chinese New Year |
| Mac <i>March</i> | 4 | Hari Ulang Tahun Pertabalan D.Y.M.M Sultan Terengganu <i>Installation Anniversary of D.Y.M.M Sultan of Terengganu</i> |
| | 11 | Israk dan Mikraj |
| | 23 | Hari Keputeraan D.Y.M.M Sultan Johor <i>Birthday of D.Y.M.M Sultan of Johor</i> |
| | 27 - 31 | Cuti Sekolah Pertengahan Penggal Pertama <i>First Term School Holiday</i> |
| April <i>April</i> | 1 - 4 | |
| | 2 | Good Friday |
| | 13 | Awal Ramadan |
| | 15 | Hari Perisytiharan Melaka Sebagai Bandaraya Bersejarah <i>Proclamation Day of Melaka as a Historical City</i> |
| | 26 | Hari Keputeraan D.Y.M.M Sultan Terengganu <i>Birthday of D.Y.M.M Sultan of Terengganu</i> |
| | 29 | Hari Nuzul Al-Quran |
| Mei <i>May</i> | 1 | Hari Pekerja/ Labour Day |
| | 13 - 14 | Hari Raya Aidilfitri |
| | 22 | Hari Hol Pahang/ Hol Day of Pahang |
| | 26 | Hari Wesak/ Wesak Day |
| | 30 - 31 | Tadau Ka'amatan/ Harvest festival |
| | 29 - 31 | Cuti Sekolah Pertengahan Tahun <i>Mid Term School Holiday</i> |
| Jun <i>June</i> | 1 - 13 | |
| | 1 - 2 | Hari Gawai/ Harvest Festival |
| | 7 | Hari Keputeraan Yang di-Pertuan Agong <i>Birthday of Yang di-Pertuan Agong</i> |
| | 20 | Hari Keputeraan D.Y.M.M Sultan Kedah <i>Birthday of D.Y.M.M Sultan of Kedah</i> |

Lampiran 1: Senarai Cuti Umum dan Cuti Sekolah Malaysia, 2021 (samb.)
Appendix 1: List of Malaysia's Public Holidays and School Holidays, 2021 (cont.)

| Bulan <i>Month</i> | Tarikh <i>Date</i> | Cuti <i>Holiday</i> |
|--------------------------------------|------------------------------|--|
| Julai <i>July</i> | 7 | Hari Ulang Tahun Perisytiharan Tapak Warisan Dunia UNESCO <i>Anniversary of UNESCO World Heritage City Celebration</i> |
| | 10 | Hari Jadi T.Y.T Yang di-Pertua Negeri Pulau Pinang <i>Birthday of T.Y.T Yang di-Pertua Negeri Pulau Pinang</i> |
| | 17 | Hari Keputeraan D.Y.M.M Raja Perlis <i>Birthday of D.Y.M.M Raja of Perlis</i> |
| | 17 - 25 | Cuti Sekolah Pertengahan Penggal Kedua <i>Second Term School Holiday</i> |
| | 19 | Hari Arafah |
| | 20 | Hari Raya Qurban/ Eiduladha |
| | 22 | Hari Kemerdekaan Sarawak <i>Sarawak Independence Day</i> |
| | 30 | Hari Keputeraan D.Y.M.M Sultan Pahang <i>Birthday of D.Y.M.M Sultan of Pahang</i> |
| Ogos <i>August</i> | 10 | Awal Muharam/ First Muharram |
| | 24 | Hari Jadi T.Y.T Yang di-Pertua Negeri Melaka <i>Birthday of T.Y.T Yang di-Pertua Negeri Melaka</i> |
| | 31 | Hari Kebangsaan/ National Day |
| September <i>September</i> | 11 - 19 | Cuti Sekolah Pertengahan Penggal Ketiga <i>Third Term School Holiday</i> |
| | 13 | Hari Hol Almarhum Sultan Iskandar |
| | 16 | Hari Malaysia/ Malaysia Day |
| Oktober <i>October</i> | 2 | Hari Jadi T.Y.T Yang di-Pertua Negeri Sabah <i>Birthday of T.Y.T Yang di-Pertua Negeri Sabah</i> |
| | 9 | Hari Jadi T.Y.T Yang di-Pertua Negeri Sarawak <i>Birthday of T.Y.T Yang di-Pertua Negeri Sarawak</i> |
| | 19 | Maulidur Rasul |
| November <i>November</i> | 4 | Deepavali |
| | 5 | Hari Keputeraan D.Y.M.M Sultan Perak <i>Birthday of D.Y.M.M Sultan of Perak</i> |
| | 11 | Hari Keputeraan D.Y.M.M Sultan Kelantan <i>Birthday of D.Y.M.M Sultan of Kelantan</i> |
| Disember <i>December</i> | * 3 | Cuti Peristiwa (Piala Malaysia) |
| | 11 | Hari Keputeraan D.Y.M.M Sultan Selangor <i>Birthday of D.Y.M.M Sultan of Selangor</i> |
| | 11 - 31 | Cuti Sekolah Akhir Tahun <i>Final Term School Holiday</i> |
| | 25 | Hari Krismas/ Christmas Day |

Nota/ Notes :

* WP Kuala Lumpur, WP Labuan dan WP Putrajaya sahaja/ *WP Kuala Lumpur, WP Labuan and WP Putrajaya only*

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