Training Course on Tourism Satellite Account in Suriname

Session 1
SYSTEM OF TOURISM STATISTICS

Presented by:
Ms. Kanageswary Ramasamy
Department of Statistics, Malaysia
14-16 February 2017
Outline

1. INTRODUCTION
2. HISTORICAL DEVELOPMENT OF TOURISM SATELLITE ACCOUNT
3. THE IMPORTANCE OF TOURISM SATELLITE ACCOUNT
4. DEVELOPMENT OF TOURISM SATELLITE ACCOUNT IN MALAYSIA
5. TECHNICAL WORKING GROUP OF TOURISM SATELLITE ACCOUNT
6. GENERAL FRAMEWORK OF TOURISM SATELLITE ACCOUNT
Measure the performance of an economy

i) Measure ordinary activity at industry level
ii) Incomprehensive information on products

- Satellite Accounts
- Supply & Use Table
- Sequence of Accounts
WHAT IS SATELLITE ACCOUNTS?

Recommended in the System of National Accounts, United Nations

Allows for an expansion of the national accounts for selected areas of interest

Maintains links to the basic concepts and structures of the core national accounts
Types of Satellite Accounts

1st Type
Rearrangement and reclassification of the information that already exist in the SNA
- Tourism
- Health
- Education
- Agriculture
- Non-Profit Institutions (NPIs)

2nd Type
Activity beyond the production or asset boundary
- Environment
- Household
- Human Resources
- Research & Development
In 1980’s, increased awareness of the importance of tourism & its interdependence with other economic & social activities

UNWTO & UNSD initiated a process of revision - 2 main directions;
  i) modification to the definitions & classifications
  ii) Incorporation of tourism into the analytical framework of National Accounts

1983 – Fifth session of General Assembly, New Delhi

1991 – International Conference on Travel and Tourism Statistics, held jointly by UNWTO and the Government of Canada in Ottawa
  - Many countries refined their TSA in line with the recommendation of SNA 1993

UNWTO intensified the promotion of the development of tourism statistics. Nine regional forums were organised

1997 – TSA for OECD countries

2006 - International Workshop on Tourism Statistics, was held in Madrid
THE IMPORTANCE OF TSA

Credible measure of tourism’s economic contribution

Comparable measures between countries, over time, and to other economic sectors

Provides government and private sector with powerful advocacy tool

TSA is the conceptual framework for a comprehensive reconciliation of tourism data related with supply & demand

Leads to improvements in underlying or related statistics
TSA is a powerful advocacy tool for National Tourism Administration

Opening new avenues of public-private sector cooperation and developing non-traditional partnerships

Mainstreaming tourism policy within general evidence-based economic policies

Suggesting new approaches to destination marketing

Better understanding and monitoring of the sector from an “industrial” perspective

Facilitating closer inter-departmental liaison and cooperation
Advocacy (for the first time a measure of tourism’s economic importance is objective and credible), especially vis-à-vis other sectors

Identifying the composition of the sector (what industries provide goods and services to visitors and to what extent)

Identifies component industries’ dependence on tourism

Helps understand how the market is evolving (by providing consistent time series that reflect the composition of demand and supply)

Provides input to analysis of the strengths, weaknesses, opportunities and threats, supporting better planning of tourism development
Development of Tourism Satellite Account In Malaysia

What

i. A set of account on tourism industry
ii. Linking the supply and demand of tourism goods and services

Why

i. Contribute significantly to the economy
ii. Track the contribution of each tourism activities
iii. For policy makers

When

Since early 2003 with establishment of TWG and creation of TSA unit in DOSM

References

SNA 2008
TSA: RMF 2008
IRTS 2008
In addition, the Tourism Satellite Account (TSA) will be fully developed.

The TSA mechanism will, among others, be able to quantify the contribution of the tourism sector to economic growth, incomes and investments in order to support subsequent policy making and readjustment of strategies and programmes for the tourism industry.
Through the Tourism NKEA, collaborative efforts between the Ministry of Tourism and Culture, other Government agencies, and the private sector, have been enhanced to help secure Malaysia’s position as a leading tourist destination, focusing on leisure and business tourism.

Twelve EPPs, clustered under the five themes of affordable luxury, nature adventure, family fun, events, entertainment and business tourism, were introduced in this NKEA to help meet the country’s targets by 2020.
Chronology of Tourism Satellite Account

2003-2004
- IAPG Tourism meeting
- Established TWG
- Proposal to create TSA unit in DOSM
- Mid term review 8th Malaysia Plan

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

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

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

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

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

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

2009-2010
- Published DTS (Public): Reference year 2009
- Published TSA:
  - 2000-2008 (Limited Circulation)
  - 2000-2009 (Limited Circulation)
Initial Technical Working Group of TSA in Malaysia
Functions/ Role of Other Agencies

1) Department of Statistics, Malaysia (DOSM)
   - National Accounts
   - Balance of Payments
   - TSA Compilation
   - Domestic Tourism Survey

2) Ministry of Tourism & Cultural Malaysia (MOTAC)
   - National Planning & Budget

3) Central Bank of Malaysia (BNM)
   - Secondary Data & relevant financial indicators

4) Immigration Department of Malaysia (JIM)
   - Tourist & Excursionist Arrival Data

5) Economic Planning Unit (EPU)
   - Preparation of the development plans, both the medium and long-term plans for the country

6) Tourism Malaysia (TM)
   - Departing Visitors Survey & Malaysia Outbound Survey

7) Ministry of Finance (MOF)
   - Annual fiscal budget and issue adequate regulations for its execution
General Framework of Tourism Satellite Account

- Economic Census/Surveys
- Supply Use Table / Input Output Table
- Demand Indicators = DEMAND
- Supply Indicators = SUPPLY
- Economic Census/Surveys
- Supply Use Table / Input Output Table
- Demand Indicators = DEMAND
- Supply Indicators = SUPPLY
- Tourism Characteristic Products

TOURISM CHARACTERISTICS PRODUCTS

- Accommodation services
- Food and beverage serving services
- Passenger transport services services
- Travel agencies and other reservation services
- Cultural, sports and recreational services
- Country-specific tourism characteristic goods
- Country-specific tourism characteristic services

Tourism Ratio
Demand / Supply

- Inbound
- Domestic
- Outbound
Process of TSA Compilation

1. Definition, concept and classification
2. Framework
3. Data sources
4. Compilation
5. Steering and Technical Committees
6. Release to public
### Currently Available TSA Tables

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>TABLE 1</td>
<td>INBOUND TOURISM EXPENDITURE</td>
</tr>
<tr>
<td>TABLE 2</td>
<td>DOMESTIC TOURISM EXPENDITURE</td>
</tr>
</tbody>
</table>
| TABLE 3 | OUTBOUND TOURISM EXPENDITURE  
  - Aggregated tables (Visitors Expenditure) |
| TABLE 4 | INTERNAL TOURISM CONSUMPTION |
| TABLE 5 | PRODUCTION ACCOUNTS OF TOURISM INDUSTRIES |
| TABLE 6 | TOTAL SUPPLY AND CONSUMPTION |
| TABLE 7 | EMPLOYMENT IN THE RELATED TOURISM INDUSTRIES |
| TABLE 8 | TOURISM GROSS FIXED CAPITAL FORMATION OF TOURISM INDUSTRIES AND OTHER INDUSTRIES |
| TABLE 9 | TOURISM COLLECTIVE CONSUMPTION BY PRODUCTS AND LEVELS OF GOVERNMENT |
| TABLE 10 | NON-MONETARY INDICATORS |

**Main Focus**

**Internal Circulation**

---

18
Move to reduce, stop flights will cost tourism industry billions of ringgit

By NG CHENG YEE

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

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

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

Dr Ng was speaking at the launch of the Malaysia Tourism Satellite Account (TSA) here Friday. The TSA is a set of accounts in the industry to track the contribution of each tourism activity.

Malaysia records 24.7 mln tourist arrivals in 2011

Malaysia recorded 24.714.324 tourist arrivals last year, with tourism receipts amounting to RM35.2 billion, a remarkable growth over the previous year.

In 2010, 24.577.166 arrivals were recorded with RM35.2 billion in tourism receipts.

Tourism Minister Dato Seri Dr Ng Yen Yen has attributed the showing to be in line with the government’s efforts in promoting the country’s tourism industry.

The tourism sector, which contributed 6.2% to the gross domestic product, expects a 5% increase in tourist arrivals in 2012.

On the measures that go into ensuring the country’s tourism industry is on track to achieve the target, the minister said the government had provided a stimulus package of RM10 billion to the sector in 2011.

On the TSA, 2008-2010, she said it is an out of accounts of the tourism industry conducted by the Statistics Department.

Dr Ng said Malaysia was the third country in Asia, after Indonesia and the Philippines in providing online TSA through its website.

The minister also said the TSA would be upgraded to ensure the provision of more up-to-date statistics.

On the TSA, 2008-2010, she said it was a set of accounts on the tourism industry conducted by the Statistics Department.

Dr Ng added that the 2012 tourism satellite account report on the 2011 data would be released in the first quarter of 2012.

On the TSA, 2008-2010, she said it was a set of accounts on the tourism industry conducted by the Statistics Department.

Dr Ng also said Malaysia was the third country in Asia, after Indonesia and the Philippines in providing online TSA through its website.

On the TSA, 2008-2010, she said it was a set of accounts on the tourism industry conducted by the Statistics Department.