Session 8

TOURISM SATELLITE ACCOUNT (TSA)

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Outline

1. INTRODUCTION
2. TOURISM SATELLITE ACCOUNT DETERMINATION FACTORS
3. IMPORTANCE AND BENEFITS TO PUBLIC & PRIVATE SECTORS
4. DATA SOURCES
5. FRAMEWORK OF TSA TABLES
6. WHAT NEED TO BE DONE TO DEVELOP TSA
INTRODUCTION

If you can **measure** it, you can **manage** and **improve** it!

> “Statistics permeate modern life. They are the basis for many governmental, business and community decisions”
> Ban Ki-Moon, UN Secretary-General, on World Statistics Day (2010)
Initial Technical Working Group of TSA in Malaysia

TSA STEERING COMMITTEE

MOTAC (Chair)

EPU  DOSM  BNM  MOF  MOTAC  TM  JIM

TSA TECHNICAL COMMITTEE

DOSM (Chair)

EPU  DOSM  BNM  MOF  MOTAC  TM  JIM
TSA DETERMINATION FACTORS

- Feasible with well developed Tourism Statistics
- Allocation of resources: In terms of Human Resources & finance
- Set up an Inter-institutional Platform
- According to international Standards (IRTS 2008 & TSA:RMF 2008)
- Tourism Statistics, National Accounts & related systems should be well described in statistical terms
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
BENEFITS TO PUBLIC SECTORS

- 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
### DATA SOURCES

**TABLE 1**
- Departing Visitor Survey (DVS) by Tourism Malaysia
- Balance of Payment by DOSM
- Arrivals Data by Immigration Department

**TABLE 2**
- Domestic Tourism Survey (DTS) by DOSM

**TABLE 3**
- Malaysia Outbound Survey (MOS) by Tourism Malaysia
- Balance of Payment by DOSM

**TABLE 4**
- Table 1 and Table 2

**TABLE 5**
- Supply – Use Table (SUT) by DOSM
- Gross Domestic Product (GDP) by DOSM

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**INBOUND TOURISM EXPENDITURE**

**DOMESTIC TOURISM EXPENDITURE**

**OUTBOUND TOURISM EXPENDITURE**

**INTERNAL TOURISM CONSUMPTION**

**PRODUCTION ACCOUNTS OF TOURISM INDUSTRIES AND OTHER INDUSTRIES**
DATA SOURCES

**TABLE 6**
TOTAL DOMESTIC SUPPLY AND INTERNAL TOURISM CONSUMPTION
- Table 4 and Table 5

**TABLE 7**
EMPLOYMENT IN THE TOURISM INDUSTRIES
- Labour Force Survey (LFS) by DOSM

**TABLE 8**
TOURISM GFCF OF TOURISM INDUSTRIES AND OTHER INDUSTRIES
- Economic Census and Survey by DOSM
- GFCF Data by DOSM

**TABLE 9**
TOURISM COLLECTIVE CONSUMPTION BY PRODUCTS & LEVEL OF GOVERNMENT
- Compilation of data is by levels of government:
  - 2A Federal Government
  - 2B Statutory bodies
  - 2C State Government
  - 2D Local Authorities

**TABLE 10**
NON-MONETARY INDICATOR
- 10a: Number of trips and overnights by forms of tourism and classes of visitor
- 10b: Number of arrivals overnights by modes of transport
- 10c: Number of establishment and capacity by types of accommodation
- 10d: Number of establishment in tourism industries classified according to average number of jobs
### TSA: RMF 2008 - FRAMEWORK OF TSA TABLES

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WHAT NEED TO BE DONE TO DEVELOP TSA?