Governance for the System of Tourism Statistics

SHahrin Mokhtar, Strategic Planning, Tourism Malaysia
OBJECTIVE

TO ENSURE TIMELY AND RELIABLE ARRIVALS STATISTICS BASED ON UNWTO DEFINITION
ENTITIES INVOLVED

IMMIGRATION DEPARTMENT OF MALAYSIA & TOURISM MALAYSIA

G TO G
METHOD

DAILY SCANNING OF INTERNATIONAL PASSPORT AT THE ENTRY POINTS BY IMMIGRATION DEPARTMENT
Daily Scanning of Passports

Total Active Entry/Exit Points [70]
- Land: 13
- Sea: 38
- Air: 19

Data Processing by JIM
Based on UNWTO Criteria provided by Tourism Malaysia

Transfer to TM (Weekly)
Verification
- OAG, Forwardkeys, MAHB, UNWTO, PATA, etc.

Endorsement and Approval

Note:
1. A visitor is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay and other than to be employed (excursionist & cruise passengers are not included)
2. JIM: Immigration Department Malaysia

JKPD SEATING (monthly)
Members: TM (chairman), MOTAC, MOF, MOE, DOSM, BNM & JIM
NEXT STEP
Towards Real Time Data
SMART TOURISM

SA1: Optimize e-marketing through smart partnerships between government and tourism industry
SA4: Consolidate the Visitor Economy to optimize the tourism value chain

SA3: Advance the use of Big Data Analytics in tourism planning and management

ST1: Data Driven Intervention for Better Decision Making
ST2: Create Seamless, Immersive & Connected Tourist Experiences
ST3: Promote the Connection and Adoption Digital Solutions

AP1: Data Sharing/Dashboard
- Tourism Malaysia
- Immigration
- DOSM
- MAH
- MAHB
- Stakeholders

PUBLISH AND ACCESS STRATEGY – Minimum Viable Product (MVP)

AP2: Improve the Experience & Engagement of Tourists (pre, during, post travel), i.e.
- Tourism Super App Development
- Partner with JIM to incorporate Malaysia Digital Arrival Card (MDAC) with an option to download Tourism Super App and other relevant industry/government applications/solutions for promotion.

AP3: Promote Emerging Technology to the Users, i.e.
- Use AR and VR in marketing through private initiatives.
TM Smart Tourism Deliverables

TOURIST ARRIVALS TO MALAYSIA

ANNUAL GROWTH
-52.67%

SHARE
7.32%

MONTHLY ARRIVALS

GROWTH

TOP 5 POINT OF ENTRY - LAND

TOP 5 POINT OF ENTRY - AIR

TOP 5 POINT OF ENTRY - SEA

MODE OF TRANSPORT

MOT
- AIR
- LAND
- SEA
- RAIL

0.36M (24.35%)
0.10M (0.42%)
1.10M (74.60%)

GELANG KITIAH LALUAN...
BANGUL SULTAN ISKAND...
BURIT KAYU HITAM
SUNGAI TINGG
PADANG BEKAS

0.48M
0.40M
0.10M
0.06M
0.02M

KLIA
KLIA 2
LTA KOTA
KINABALU
LTA SAVAN
LEPAK
LTA SULTAN
ISMAIL
SENAI

3.21K
2.87K
0.78K
0.58K
0.51K

PELALU.. KELANG BARAT-KTM
PELALU.. KELANG BARAT-SCT
STULANG LAUT
DERMA.. LABUAN
JETI KUAIH

MARKET

SELECT A YEAR

COMPARE TO

China
2023
2019

* Strictly For Tourism Malaysia Internal Use Only

TM Dashboard
THANK YOU
DEPARTING VISITOR SURVEY (DVS) WORK PROCESS
ENTITIES INVOLVED

IMMIGRATION DEPARTMENT OF MALAYSIA, MAHB, PORT AUTHORITY & TOURISM MALAYSIA

G TO G
METHODOLOGY

**Sampling Technique:**
Disproportionate Stratified Random Sampling to ensure small important market are represented & reliable. Then the data is corrected by weighting it back to the population.

**Confidence Level:**
To achieve Confidence Level of 95%, the obtained responses (sample) must achieve a minimum of 370 respondents for a market to be analyzed.
WHY STRATIFIED SAMPLING?

• Stratified sampling is beneficial in cases where the population has diverse subgroups;
• Want to be sure that the sample includes all of them;
• Simple random sampling and systematic sampling might not adequately capture all these groups, particularly those that are relatively rare.
• An approach to stratified sampling in which the size of the sample from each stratum or level is not in proportion to the size of that stratum or level in the total population.

• For what is weighting used in disproportionate stratified sampling? To obtain unbiased estimates for a disproportionate stratified sample, the survey estimates have to be weighted.
Other Considerations:

Another consideration with sample size is the number needed for the data analysis. If descriptive statistics are to be used, e.g., mean, frequencies, then nearly any sample size will suffice. Tourism Malaysia apply specific rules to decide whether data are reported or not based on the sample size of the segment (a threshold of 400 observations is used).

On the other hand, a good size sample, e.g., 300-500, is needed for multiple regression, analysis of covariance etc which might be performed for more rigorous state impact evaluations.

Total Sample: 30,000 respondent by Country of Nationality (CON) for 2023. In 2024, TM has increased the sample size to 50,000.

The distribution of the sample depends on (Sampling Frame):

- Mode of Transport by Exit Points (Air, Land & Sea)
- Volume
- Importance of the markets
- Peak season of the selected markets
METHODOLOGY: DVS SAMPLING FRAME

UNIVERSE/POPULATION
Total Tourist Arrivals to Malaysia by Nationality & Point of Entry/Mode of transport e.g. 20 million (forecast based on past trends)

SAMPLING FRAME/STUDY POPULATION
Target population that we have access. e.g. for DVS, 91% (18.2 million) of total tourist arrivals based on point of entry/exit*
Survey coverage

SAMPLE
30,000 tourist selected based on Nationality & Point of Entry/Exit

• Assumption: Tourist Arrivals by point of entry are identical to Tourist Departures by point of exit based on past trends.
**METHODOLOGY: POPULATION**

Definition: International tourists as all overseas residents departing Malaysia after overnight stay or less than 12 months.

Given this definition, the population excludes:

- individuals who reside in Malaysia for 12 months or more;
- those in transit who haven't formally entered Malaysia. They haven't filled out Malaysia Digital Arrival Card (MDAC) and submitted to Immigration;
- those who do not stay overnight (excursionist);
- individuals who visit Malaysia to serve in the armed forces, for diplomatic or consular business, or aircrew on duty or between flights;
- those whose primary purpose of visit was to attend educational institute for long term course, 12 months or more.
TOURIST EXPENDITURES DATA

Departing Visitor Survey (DVS)

Methodology
Disproportionate Stratified Random Sampling

Location
7 main exit points (daily, working days)
5 selected locations (quarterly)

Sample Size
30,000 respondents (2023)

Output
32 reports
372 variables
Expenditure patterns
Demographic profiles
Travelling behaviour
Quarterly & yearly
NOTE:
Sampling Coverage: 90.8% of total arrivals area

Coverage by Mode of Transport

Entry: 68.0%  
Sampling: 90.5%

Entry: 27.7%  
Sampling: 91.1%

Entry: 4.0%  
Sampling: 33.3%

Entry: 0.3%  
Sampling: 100%
QUARTERLY VERIFICATION

Average Room Rates, OAG, ForwardKeys etc

Malaysia Healthcare Travel Council

Bank Negara

JKPD Meeting: Validate tourist expenditures estimation quarterly