DOMESTIC TOURISM:
What have MALAYSIA done since WSII?

BY: MR. ZURAIDY ZAINAL ABIDIN
DEPARTMENT OF STATISTICS MALAYSIA

DOMESTIC TOURISM Survey (DTS):
The source of data for Domestic Tourism & Input for TSA Compilation

Survey
- DOSM have conducted DTS since 2007 until now to obtain the statistics for Domestic Tourism.
- To collect information on the profile and pattern of domestic travel spending.
- To assist the government in the planning and formulation of the National Tourism Policy.

Report
- Report for DTS was made available for users for data 2008 until 2010. While report for 2011 will be available by end of March 2012.

Tourism Working Group
- Steering Committee on TSA – Chaired by Ministry of Tourism Malaysia
- Technical Committee on Tourism Statistics – Chaired by DOSM
DTS : Concept & Methodology Used
- Conducted through face to face interview with selected respondents. Detail information relating to domestic travel will be collected from all household members aged 15 years and above.

Manual: IRTS 2008
The concepts used in DTS is inline with IRTS 2008.

Approach & Coverage
• Household Approach
• Covers all states in Malaysia by strata (urban & rural)
• Monthly data collection.

Sampling Frame
• National Household Sampling Frame created from Population & Housing Census.
• Two stage stratified sample design.
• 4,000 EB or around 34,000 living quarters

Variables
Demographic Profiles, Destination, Purpose of Trip, Activities, Expenditures (before and during trips) - Transport, accommodation, F&B, shopping, etc.

Statistics Published From DTS
• Detailed monthly household spending on domestic tourism (trips)
• Types of trips (eg: Individual / Family)
• Main purpose of the trips (eg : Holidays, sports, education, etc)
• Main activities during the trips (outdoor, arts, festival, social, shopping, etc)
• Demographic profile of domestic tourists (eg : gender, age, ethnic group, ect)
• Income profile of domestic tourists
• Total Number of trips (eg : day trips, overnight)
Moving Forward

- Quarterly reports on DTS starting 2012.
- Enhancement of DTS questionnaires to accommodate additional variables required by tourism agencies.

Thank You