

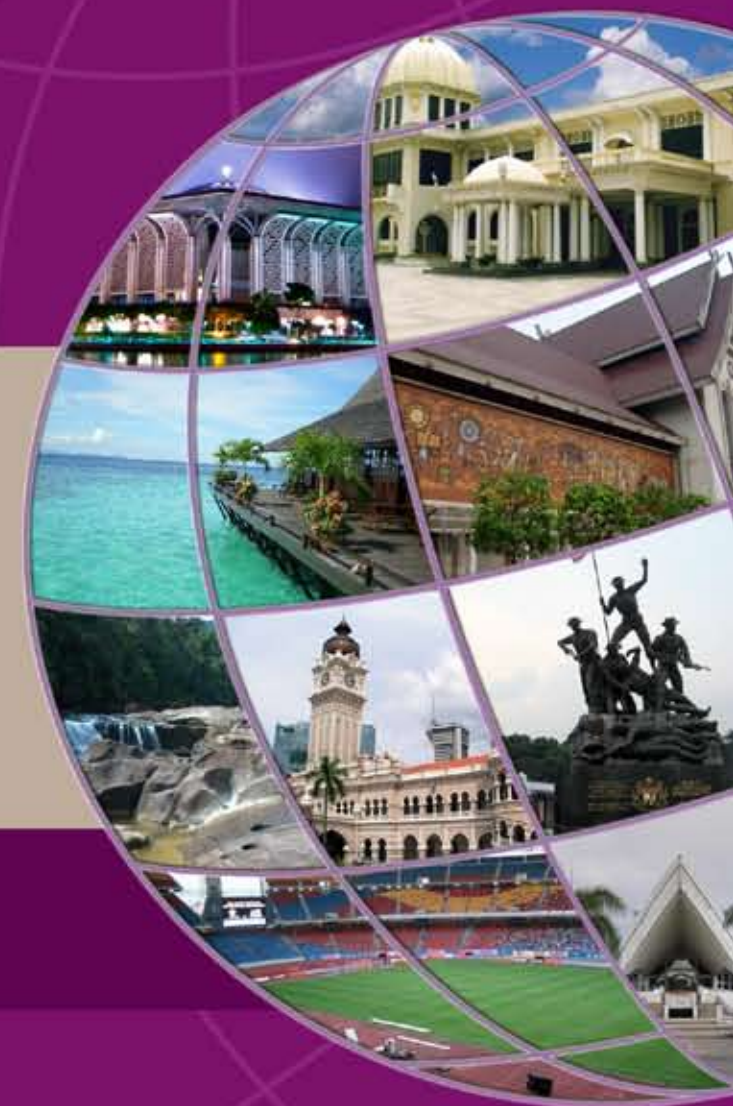


MALAYSIA

AKAUN SATELIT PELANCONGAN / TOURISM SATELLITE ACCOUNT

MALAYSIA

AKAUN SATELIT PELANCONGAN TOURISM SATELLITE ACCOUNT 2000 - 2010



HARGA: **RM25.00**
PRICE:

BOLEH DIPEROLEH DARI:
OBTAINABLE FROM:

Jabatan Perangkaan Malaysia
(Department of Statistics, Malaysia)
Unit Khidmat Pengguna
Kompleks C, Blok C6,
Pusat Pentadbiran Kerajaan Persekutuan,
62514 Putrajaya,
MALAYSIA

Tel. : 03-8885 7000
Faks/Fax : 03-8888 9248
E-mel/E-mail : jpbkpk@stats.gov.my
Laman Sesawang/ : <http://www.statistics.gov.my>
Website

DITERBIT DAN DICETAK OLEH JABATAN PERANGKAAN MALAYSIA
PUBLISHED AND PRINTED BY DEPARTMENT OF STATISTICS, MALAYSIA

ISSN 2232-0237

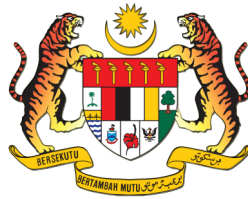


9 772232 023003

TAHUNAN 2000 - 2010 / ANNUAL 2000 - 2010



JABATAN PERANGKAAN MALAYSIA
DEPARTMENT OF STATISTICS, MALAYSIA



MALAYSIA

AKAUN SATELIT PELANCONGAN
TOURISM SATELLITE ACCOUNT

2000-2010



Jabatan Perangkaan Malaysia
Department of Statistics, Malaysia

ISSN 2232-0237



Harga / Price : RM 25.00

Boleh diperoleh dari:
Obtainable from:

Jabatan Perangkaan Malaysia
(Department of Statistics, Malaysia)
Unit Khidmat Pengguna
Kompleks C, Blok C6,
Pusat Pentadbiran Kerajaan Persekutuan,
62514 Putrajaya,
MALAYSIA

Telefon / Telephone : 03-8885 7000
Faks / Fax : 03-8888 9248
E-Mel / E-Mail : jpbkcp@stats.gov.my
Laman Sesawang / Website : <http://www.statistics.gov.my>

DITERBIT DAN DICETAK OLEH JABATAN PERANGKAAN MALAYSIA
PUBLISHED AND PRINTED BY DEPARTMENT OF STATISTICS, MALAYSIA

KATA PENGANTAR

Akaun Satelit Pelancongan dibangunkan sebagai satu komponen statistik pelancongan yang memberikan maklumat berkenaan aras perubahan dan kesan langsung aktiviti pelancongan di Malaysia. Akaun ini menggabungkan data penawaran dan penggunaan barang dan perkhidmatan berkaitan pelancongan selaras dengan manual *Tourism Satellite Account: Recommended Methodological Framework, 2008* yang diterbitkan oleh *United Nations World Tourism Organization*.

Penerbitan Akaun Satelit Pelancongan ini menyediakan maklumat mengenai statistik pelancongan di Malaysia bagi tempoh 2000 hingga 2010. Ia membentangkan data perbelanjaan bagi pelancongan *inbound*, domestik, *outbound & internal*, akaun pengeluaran dan guna tenaga dalam industri pelancongan.

Saya ingin merakamkan setinggi-tinggi terima kasih kepada semua pihak yang terlibat di atas kerjasama dan bantuan dalam menyediakan data yang diperlukan, terutamanya kepada Kementerian Pelancongan Malaysia, Lembaga Penggalakan Pelancongan Malaysia dan Jabatan Imigresen Malaysia. Sebarang pandangan dan cadangan ke arah memperbaiki penerbitan ini pada masa hadapan amatlah dihargai.

Dr. Hj. Abdul Rahman Bin Hasan

Ketua Perangkawan

Malaysia

Disember 2011

PREFACE

*Tourism Satellite Account is developed as one of the component of tourism statistics which provides information for understanding the changing levels and direct effect of tourism activity in Malaysia. The account integrates data pertaining to the supply and use of tourism related goods and services in conformity with the guidelines in the manual titled **Tourism Satellite Account: Recommended Methodological Framework, 2008** which is published by the United Nations World Tourism Organization.*

This publication on Tourism Satellite Account provides information on tourism statistics in Malaysia for the period of 2000 to 2010. It presents data on expenditure for inbound, domestic, outbound & internal tourism, production accounts and employment in the tourism industries.

I wish to express my sincere thanks to all parties involved for their co-operation and assistance in providing the required data especially to the Ministry of Tourism Malaysia, Malaysia Tourism Promotion Board and Immigration Department of Malaysia. Comments and suggestions towards improving future issues of this report are greatly appreciated.

Dr. Hj. Abdul Rahman Bin Hasan

Chief Statistician

Malaysia

December 2011

INDIKATOR MAKRO EKONOMI / MACRO ECONOMIC INDICATORS

Tahun / Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009 ^e	2010 ^p
Keluaran Dalam Negeri Kasar (KDNK) pada harga semasa (RM bilion) <i>Gross Domestic Product (GDP) at current prices (RM billion)</i>	356.4	352.6	383.2	418.8	474.0	522.4	574.4	642.0	742.5	679.9	766.0
Pendapatan Negara Kasar (PNK) pada harga semasa (RM bilion) <i>Gross National Income (GNI) at current prices (RM billion)</i>	327.5	327.0	358.2	396.2	449.6	498.5	557.1	628.1	719.4	665.3	739.5
Penduduk ('000) <i>Population ('000)</i>	23,495	24,123	24,727	25,320	25,905	26,477	26,832	27,186	27,541	27,895	28,251
Pendapatan Negara Kasar (PNK) per kapita dalam RM <i>Gross National Income (GNI) per capita in RM</i>	13,939	13,553	14,484	15,649	17,357	18,828	20,765	23,103	26,123	23,850	26,175
Tenaga Buruh ('000 orang) <i>Labour Force ('000 persons)</i>	9,556	9,699	9,886	10,240	10,346	10,413	10,629	10,890	11,028	11,315	11,517
Kadar Pengangguran (%) <i>Unemployment rate (%)</i>	3.0	3.5	3.5	3.6	3.5	3.5	3.3	3.2	3.3	3.7	3.4
KDNK Mengikut Perbelanjaan pada harga semasa (RM bilion) <i>GDP by Expenditure at current prices (RM billion)</i>	356.4	352.6	383.2	418.8	474.0	522.4	574.4	642.0	742.5	679.9	766.0
Perbelanjaan Penggunaan Akhir Swasta (RM bilion) <i>Private Final Consumption Expenditure (RM billion)</i>	155.9	162.6	172.5	186.7	208.6	234.2	258.3	293.0	335.2	339.4	368.0
Perbelanjaan Penggunaan Akhir Kerajaan (RM bilion) <i>Government Final Consumption Expenditure (RM billion)</i>	36.2	42.4	49.7	54.3	59.6	64.5	68.6	78.4	91.9	95.9	97.5
Pembentukan Modal Kasar (RM bilion) <i>Gross Capital Formation (RM billion)</i>	95.8	86.0	95.0	95.3	109.3	104.4	117.5	138.4	143.5	98.2	164.0
Eksport Bersih barang dan perkhidmatan (RM bilion) <i>Net Exports of goods and services (RM billion)</i>	68.5	61.5	66.1	82.4	96.5	119.3	130.1	132.2	171.9	146.4	136.4
Eksport barang dan perkhidmatan pada harga semasa (RM bilion) <i>Exports of goods and services at current prices (RM billion)</i>	427.0	389.3	415.0	447.8	546.9	613.7	669.5	706.4	766.1	655.3	745.3
Import barang dan perkhidmatan pada harga semasa (RM bilion) <i>Imports of goods and services at current prices (RM billion)</i>	358.5	327.8	348.9	365.4	450.4	494.4	539.4	574.2	594.2	508.9	608.9

Sumber : Jabatan Perangkaan Malaysia
Source : Department of Statistics, Malaysia

INDIKATOR BERKAITAN PELANCONGAN / TOURISM RELATED INDICATORS

Tahun / Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Ketibaan Pelawat ('000) <i>Visitor Arrivals ('000)</i>	17,212.6	22,994.6	20,756.0	16,292.5	24,432.4	24,209.2	25,298.8	28,325.5	25,321.3	31,508.8	32,649.2
Pelancong <i>Tourist</i>	10,221.6	12,775.1	13,292.0	10,576.9	15,703.4	16,431.1	17,546.9	20,972.8	22,052.5	23,646.2	24,557.2
Pelawat Harian <i>Excursionist</i>	6,991.0	10,219.5	7,464.0	5,715.6	8,729.0	7,778.1	7,751.9	7,352.7	3,268.8	7,862.6	8,092.0
Hasil Terimaan Pelawat (RM Juta) <i>Visitor Receipts (RM Million)</i>	18,756.7	25,831.9	26,981.2	22,112.6	30,710.0	33,092.4	37,572.9	47,423.7	50,171.8	55,000.8	58,347.5
Pelancong <i>Tourist</i>	17,335.4	24,221.5	25,781.1	21,291.1	29,651.4	31,954.1	36,271.7	46,070.0	49,561.2	53,367.7	56,492.5
Pelawat Harian <i>Excursionist</i>	1,421.3	1,610.4	1,200.1	821.5	1,058.6	1,138.3	1,301.2	1,353.7	610.6	1,633.1	1,855.0
Purata Bilangan Malam Pelancong Inbound Menginap (Malam) <i>Inbound Tourists Average Length of Stay (Nights)</i>	5.8	6.1	7.8	7.2	6.0	6.1	6.2	6.3	6.4	6.7	6.8
Bilangan Hotel <i>Number of Hotels Supply</i>	1,492	1,778	1,878	1,989	2,224	2,269	2,336	2,360	2,373	2,373	2,367
Bilangan Bilik <i>Number of Rooms Supply</i>	124,413	131,838	137,196	144,380	151,135	155,356	157,251	160,327	165,739	168,844	168,497
Tetamu Hotel (Juta) <i>Hotel Guests (Million)</i>	25.6	27.5	32.1	31.6	47.8	51.4	54.4	61.6	68.9	61.4	53.1
Purata Kadar Penginapan di Hotel (%) <i>Average Occupancy Rates of Hotels (%)</i>	57.7	58.6	57.9	53.3	60.8	63.6	65.5	70.0	66.3	60.9	59.3
Bilangan Peserta Program Malaysia Rumah Keduaku <i>Number of Participants for 'Malaysia My Second Home' Programme (MM2H)</i>	818	1,645	1,917	2,615	1,729	1,503	1,512	1,578	1,499
Bilangan Pesakit Luar Negara Berdaftar di Hospital Swasta di Malaysia <i>Number of Foreign Patients Registered by Private Hospitals in Malaysia</i>	232,161	296,687	341,288	374,063	336,225	409,630 ^p
Hasil daripada Pesakit Luar Negara di Hospital Swasta (RM Juta) <i>Revenue Received from Foreign Patients in Private Hospitals (RM Million)</i>	150.9	203.7	253.8	299.1	288.2	320.9 ^p

Sumber : Kementerian Pelancongan Malaysia, Lembaga Penggalakan Pelancongan Malaysia & Kementerian Kesihatan Malaysia
Sources : Ministry of Tourism Malaysia, Malaysia Tourism Promotion Board & Ministry of Health Malaysia

KETIBAAN DAN HASIL TERIMAAN PELAWAT VISITOR ARRIVALS AND RECEIPTS

('000)

Tahun / Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
A. Jumlah Ketibaan Pelawat	17,212.6	22,994.6	20,756.0	16,292.5	24,432.4	24,209.2	25,298.8	28,325.5	25,321.3	31,508.8	32,649.2
A. Total Visitor Arrivals											
a. Ketibaan Pelancong ke Malaysia dari Negara Terpilih	10,221.6	12,775.1	13,292.0	10,576.9	15,703.4	16,431.1	17,546.9	20,972.8	22,052.5	23,646.2	24,557.2
Tourist Arrivals to Malaysia from Selected Countries											
i. Benua Asia / Asia Continent											
Singapura / Singapore	5,420.2	6,951.6	7,547.8	5,922.3	9,520.3	9,634.5	9,656.3	10,492.7	11,003.5	12,733.1	13,042.0
Indonesia	545.1	777.4	769.1	621.7	789.9	963.0	1,217.0	1,804.5	2,428.6	2,405.4	2,506.5
Thailand	940.2	1,018.8	1,166.9	1,152.3	1,518.5	1,900.8	1,891.9	1,625.7	1,493.8	1,449.3	1,458.7
Brunei Darussalam	195.1	309.5	257.0	215.6	453.7	486.3	784.4	1,172.2	1,085.1	1,061.4	1,124.4
China	501.6	597.9	674.1	422.6	632.8	432.6	532.9	798.8	949.9	1,019.8	1,130.3
India	132.1	143.5	183.4	145.2	173.0	225.8	279.0	422.5	550.7	589.8	690.8
Jepun / Japan	456.0	397.6	354.6	213.5	301.4	340.0	354.2	367.6	433.5	395.7	415.9
Filipina / Philippines	81.9	122.4	107.5	90.4	143.8	179.0	211.1	327.1	397.9	447.5	486.8
Arab Saudi / Saudi Arabia	27.8	40.0	45.0	20.1	39.4	53.7	67.7	78.3	74.6	77.1	86.8
ii. Benua Amerika Utara / North America Continent											
Amerika Syarikat / U.S.A	184.1	145.8	127.9	131.1	145.1	151.4	174.3	204.8	223.2	228.6	233.0
Kanada / Canada	55.8	38.9	35.0	27.0	32.8	31.2	34.7	46.9	77.7	88.1	91.7
iii. Benua Australia / Australia Continent											
Australia	236.8	222.3	193.8	144.5	204.1	265.3	277.1	320.4	427.1	533.4	580.7
New Zealand	19.4	29.9	25.2	19.0	23.9	33.8	34.8	41.4	56.1	63.0	66.2
iv. Benua Eropah / Europe Continent											
United Kingdom	237.8	262.4	239.3	125.6	204.4	240.0	252.0	276.2	370.6	435.1	430.0
Jerman / Germany	74.6	70.4	54.6	41.1	53.8	59.3	66.2	78.6	111.5	128.3	130.9
Belanda / Netherlands	35.4	52.0	39.3	28.8	28.1	40.5	46.1	55.6	90.8	111.1	114.9
v. Ketibaan Pelancong dari Negara Lain /	1,077.7	1,594.7	1,471.5	1,256.1	1,438.4	1,393.9	1,667.2	2,859.5	2,277.9	1,879.5	1,967.6
Tourist Arrivals from Other Countries											
b. Ketibaan Pelawat Harian / Excursionist Arrivals	6,991.0	10,219.5	7,464.0	5,715.6	8,729.0	7,778.1	7,751.9	7,352.7	3,268.8	7,862.6	8,092.0

RM Juta / RM Million

Tahun / Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
A. Jumlah Hasil Terimaan Pelawat	18,756.7	25,831.9	26,981.2	22,112.6	30,710.0	33,092.4	37,572.9	47,423.7	50,171.8	55,000.8	58,347.5
A. Total Visitor Receipts											
a. Hasil Terimaan Pelancong ke Malaysia dari Negara Terpilih	17,335.4	24,221.5	25,781.1	21,291.1	29,651.4	31,954.1	36,271.7	46,070.0	49,561.2	53,367.7	56,492.5
Tourist Receipts to Malaysia from Selected Countries											
i. Benua Asia / Asia Continent											
Singapura / Singapore	7,664.1	11,664.3	13,401.1	11,053.4	16,826.9	17,715.0	18,599.9	21,024.6	22,990.7	27,499.2	28,417.4
Indonesia	826.1	1,246.6	1,221.2	1,037.5	1,125.8	1,447.7	2,282.1	3,340.5	4,570.7	4,478.5	4,758.7
Thailand	644.8	866.7	1,002.9	1,034.3	1,362.7	2,005.6	2,129.8	1,895.8	1,686.0	1,468.7	1,480.9
Brunei Darussalam	327.8	616.1	483.0	525.0	1,153.7	1,286.5	2,058.2	2,712.1	2,545.7	2,496.3	2,624.8
China	1,226.4	1,270.1	1,487.5	903.8	1,329.2	787.0	1,054.2	1,676.9	2,469.0	2,783.5	3,129.0
India	198.9	212.8	262.5	284.6	323.3	557.5	724.7	1,131.9	1,496.1	1,601.8	1,807.1
Jepun / Japan	1,029.5	993.5	897.3	592.9	760.4	651.8	749.6	945.7	1,136.0	1,033.0	1,144.1
Filipina / Philippines	119.2	214.6	165.7	147.8	282.6	348.8	394.7	619.4	745.2	753.1	913.1
Arab Saudi / Saudi Arabia	135.8	222.3	420.9	535.7	623.9	596.4	495.7	698.3
ii. Benua Amerika Utara / North America Continent											
Amerika Syarikat / U.S.A	463.9	363.2	344.4	382.5	400.2	418.2	479.4	588.0	658.5	684.0	703.1
Kanada / Canada	96.6	68.5	61.5	52.8	70.7	69.8	71.7	98.8	178.5	228.6	223.7
iii. Benua Australia / Australia Continent											
Australia	644.1	601.2	543.0	440.9	554.2	1,032.8	1,013.1	1,275.6	1,697.5	2,139.8	2,388.4
New Zealand	33.6	59.0	49.5	42.2	72.0	93.8	98.2	127.6	174.2	198.1	211.6
iv. Benua Eropah / Europe Continent											
United Kingdom	646.4	730.2	695.0	410.2	618.7	914.6	886.5	1,021.7	1,407.4	1,690.4	1,647.4
Jerman / Germany	156.8	163.1	129.6	107.6	127.1	152.3	175.7	214.1	324.1	370.3	388.3
Belanda / Netherlands	86.5	115.9	91.4	73.8	64.3	138.9	151.3	161.0	269.1	330.1	346.8
v. Hasil Terimaan Pelancong dari Negara Lain /	3,170.7	5,035.7	4,945.5	4,066.0	4,357.3	3,912.9	4,866.9	8,612.4	6,616.1	5,116.6	5,609.8
Tourist Receipts from Other Countries											
b. Hasil Terimaan Pelawat Harian	1,421.3	1,610.4	1,200.1	821.5	1,058.6	1,138.3	1,301.2	1,353.7	610.6	1,633.1	1,855.0
Excursionist Receipts											

Nota : Jumlah Ketibaan Pelawat / Hasil Terimaan = (a+b)

Note : Total Visitor Arrivals / Receipts = (a+b)

Sumber: Lembaga Penggalakan Pelancongan Malaysia

Source : Malaysia Tourism Promotion Board

SINGKATAN / ABBREVIATIONS

JP	:	Jabatan Perangkaan Malaysia
KDNK	:	Keluaran Dalam Negeri Kasar
PTB	:	Penyiasatan Tenaga Buruh
MTPB	:	Lembaga Penggalakan Pelancongan Malaysia
<i>DOSM</i>	:	<i>Department of Statistics, Malaysia</i>
<i>GDP</i>	:	<i>Gross Domestic Product</i>
<i>LFS</i>	:	<i>Labour Force Survey</i>
<i>MTPB</i>	:	<i>Malaysia Tourism Promotion Board</i>
<i>BOP</i>	:	<i>Balance of Payments</i>
<i>EUROSTAT</i>	:	<i>Statistical Office of the European Communities</i>
<i>ILO</i>	:	<i>International Labour Organization</i>
<i>IMF</i>	:	<i>International Monetary Fund</i>
<i>IRTS</i>	:	<i>International Recommendations for Tourism Statistics</i>
<i>OECD</i>	:	<i>Organisation for Economic Co-operation and Development</i>
<i>UNSD</i>	:	<i>United Nations Statistics Division</i>
<i>UNWTO</i>	:	<i>United Nations World Tourism Organization</i>
<i>WTO</i>	:	<i>World Trade Organization</i>
<i>CPC</i>	:	<i>Central Product Classification</i>
<i>DTS</i>	:	<i>Domestic Tourism Survey</i>
<i>DVS</i>	:	<i>Departing Visitor Survey</i>
<i>GVATI</i>	:	<i>Gross Value Added of Tourism Industries</i>
<i>MSIC</i>	:	<i>Malaysia Standard Industrial Classification</i>
<i>TSA</i>	:	<i>Tourism Satellite Account</i>
<i>TSA : RMF</i>	:	<i>Tourism Satellite Account : Recommended Methodological Framework</i>
<i>SNA</i>	:	<i>System of National Accounts</i>

SIMBOL / SYMBOLS

-	:	negatif / <i>negative</i>
..	:	tidak diperoleh / <i>not available</i>
e	:	anggaran / <i>estimate</i>
p	:	permulaan / <i>preliminary</i>
RM	:	Ringgit Malaysia / <i>Malaysian Ringgit</i>
0.0	:	nilai kurang daripada 0.05 / <i>value less than 0.05</i>

NOTA / NOTES

Penjumlahan angka komponen mungkin tidak bersamaan dengan angka jumlah kecil atau jumlah besar disebabkan pembundaran.

The sum of the component figures may not tally with the sub-total or total figure due to rounding.

Data yang diterbitkan dalam laporan ini adalah tertakluk kepada perubahan.

Data published in this report are subject to revision.

KANDUNGAN / CONTENTS

1. Kata Pengantar	i	
<i>Preface</i>	ii	
2. Indikator Makro Ekonomi dan Indikator Berkaitan Pelancongan	iii	
<i>Macro Economic Indicators and Tourism Related Indicators</i>		
3. Ketibaan dan Hasil Terimaan Pelawat	iv	
<i>Visitor Arrivals and Receipts</i>		
4. Singkatan	v	
<i>Abbreviations</i>		
5. Simbol / Nota	vi	
<i>Symbols / Notes</i>		
6. Ringkasan Penemuan	1-9	
<i>Summary of Findings</i>	10-18	
7. Jadual Terperinci	19-28	
<i>Detailed Tables</i>		
Jadual 1	Perbelanjaan Pelancongan <i>Inbound</i> bagi Pelawat mengikut Produk	19
<i>Table 1</i>	<i>Inbound Tourism Expenditure of Visitors by Products</i>	
Jadual 1 A	Perbelanjaan Pelancongan <i>Inbound</i> bagi Pelancong mengikut Produk	20
<i>Table 1 A</i>	<i>Inbound Tourism Expenditure of Tourists by Products</i>	
Jadual 1 B	Perbelanjaan Pelancongan <i>Inbound</i> bagi Pelawat Harian mengikut Produk	21
<i>Table 1 B</i>	<i>Inbound Tourism Expenditure of Excursionists by Products</i>	
Jadual 2	Perbelanjaan Pelancongan Domestik bagi Pelawat mengikut Produk	22
<i>Table 2</i>	<i>Domestic Tourism Expenditure of Visitors by Products</i>	
Jadual 2 A	Perbelanjaan Pelancongan Domestik bagi Pelancong mengikut Produk	23
<i>Table 2 A</i>	<i>Domestic Tourism Expenditure of Tourists by Products</i>	
Jadual 2 B	Perbelanjaan Pelancongan Domestik bagi Pelawat Harian mengikut Produk	24
<i>Table 2 B</i>	<i>Domestic Tourism Expenditure of Excursionists by Products</i>	
Jadual 3	Perbelanjaan Pelancongan <i>Outbound</i> bagi Pelawat mengikut Produk	25
<i>Table 3</i>	<i>Outbound Tourism Expenditure of Visitors by Products</i>	
Jadual 4	Penggunaan Pelancongan <i>Internal</i> bagi Pelawat mengikut Produk	26
<i>Table 4</i>	<i>Internal Tourism Consumption of Visitors by Products</i>	
Jadual 5	Akaun Pengeluaran Industri Pelancongan (pada harga asas)	27
<i>Table 5</i>	<i>Production Accounts of Tourism Industries (at basic prices)</i>	
Jadual 6	Jumlah Penawaran dan Penggunaan Pelancongan <i>Internal</i> (pada harga pembeli)	27
<i>Table 6</i>	<i>Total Supply and Internal Tourism Consumption (at purchasers' prices)</i>	
Jadual 7	Guna Tenaga Berkaitan Industri Pelancongan	28
<i>Table 7</i>	<i>Employment in the Related Tourism Industries</i>	
8. Konsep dan Definisi	29-36	
<i>Concepts and Definitions</i>	37-44	
9. Metodologi dan Sumber Data	45-47	
<i>Methodology and Data Sources</i>	48-50	
10. Produk Bercirikan Pelancongan Malaysia	51-53	
<i>Malaysia Tourism Characteristic Products</i>	54-56	
11. Maklumat Tambahan	57-59	
<i>Additional Information</i>		

Muka surat ini sengaja dibiarkan kosong
This page is deliberately left blank

RINGKASAN PENEMUAN



SUMMARY OF FINDINGS

RINGKASAN PENEMUAN

Pengenalan

Akaun Satelit Pelancongan ini menyediakan maklumat mengenai statistik pelancongan di Malaysia bagi tempoh 2000 hingga 2010. Ia membentangkan data perbelanjaan bagi pelancongan *inbound*, domestik, *outbound* & *internal*, akaun pengeluaran dan guna tenaga dalam industri pelancongan.

Jadual I : Jumlah Perbelanjaan Pelancongan, 2000-2010

Perbelanjaan Pelancongan								
Tahun	Inbound		Domestik		Outbound		Jumlah	
	RM (Juta)	Perubahan tahunan (%)	RM (Juta)	Perubahan tahunan (%)	RM (Juta)	Perubahan tahunan (%)	RM (Juta)	Perubahan tahunan (%)
2000	18,756.7	..	10,784.3	..	4,873.8	..	34,414.8	..
2001	25,831.9	37.7	14,852.5	37.7	6,561.6	34.6	47,246.0	37.3
2002	26,981.2	4.4	15,513.2	4.4	6,381.7	-2.7	48,876.1	3.5
2003	22,112.6	-18.0	16,585.3	6.9	6,417.1	0.6	45,115.0	-7.7
2004	30,710.0	38.9	17,656.8	6.5	5,932.1	-7.6	54,298.9	20.4
2005	33,092.4	7.8	19,026.8	7.8	8,039.6	35.5	60,158.8	10.8
2006	37,572.9	13.5	21,603.0	13.5	9,117.5	13.4	68,293.4	13.5
2007	47,423.7	26.2	27,265.6	26.2	10,851.9	19.0	85,541.2	25.3
2008	50,171.8	5.8	17,870.9	-34.5	12,574.4	15.9	80,617.1	-5.8
2009	55,000.8	9.6	21,133.5	18.3	12,073.5	-4.0	88,207.8	9.4
2010	58,347.5	6.1	27,575.8	30.5	14,287.4	18.3	100,210.7	13.6

Jumlah Perbelanjaan Pelancongan

(Jadual I)

Jumlah perbelanjaan pelancongan terdiri daripada perbelanjaan pelancongan *inbound*, perbelanjaan pelancongan domestik dan perbelanjaan pelancongan *outbound*. Ia meningkat daripada RM88.2 bilion pada tahun 2009 kepada RM100.2 bilion pada tahun 2010 disebabkan oleh peningkatan dalam perbelanjaan pelancongan *inbound*, domestik dan *outbound*.

Perbelanjaan Pelancongan Inbound

(Jadual I)

Bagi tempoh 2004 hingga 2010, perbelanjaan pelancongan *inbound* menunjukkan pertumbuhan positif yang konsisten. Jumlah hasil terimaan meningkat kepada RM58.3 bilion pada tahun 2010 daripada RM55.0 bilion pada tahun 2009. Walaupun jumlah hasil terimaan meningkat, peratus perubahan tahunan telah menyusut daripada 9.6 peratus pada tahun 2009 kepada 6.1 peratus pada tahun 2010. Sementara itu, bilangan

Perbelanjaan Pelancongan Domestik (Jadual I)

pelawat *inbound* ke Malaysia pada tahun 2010 dilaporkan sebanyak 32.7 juta, meningkat daripada 31.5 juta pada tahun 2009. Kebanyakan pelawat adalah dari negara-negara ASEAN, terutamanya dari Singapura dan Indonesia.

Perbelanjaan pelancongan domestik telah berkembang daripada RM21.1 bilion pada tahun 2009 kepada RM27.6 bilion pada tahun 2010. Daripada segi pertumbuhan, pelancongan domestik merekodkan 30.5 peratus pada tahun 2010, mencatatkan pertumbuhan dua digit sejak tahun 2006, walaupun telah merekodkan pertumbuhan yang negatif pada tahun 2008.

Perbelanjaan Pelancongan Outbound (Jadual I)

Perbelanjaan pelancongan *outbound* yang mencerminkan aliran keluar perbelanjaan pelancongan meningkat sebanyak 18.3 peratus pada tahun 2010 berbanding pertumbuhan negatif 4.0 peratus yang direkodkan pada tahun 2009. Perbelanjaan pelancongan *outbound* bagi tahun 2010 mencatatkan hasil terimaan tertinggi sebanyak RM14.3 bilion sejak tahun 2000.

Jadual II : Penggunaan Pelancongan *Internal* dan Peratus Pelancongan *Inbound* kepada Jumlah Eksport

Tahun	Perbelanjaan pelancongan <i>inbound</i>		Perbelanjaan pelancongan domestik		Penggunaan pelancongan <i>internal</i>		Jumlah eksport RM (Juta)	Pelancongan <i>inbound</i> kepada jumlah eksport (%)
	RM (Juta)	Perubahan tahunan (%)	RM (Juta)	Perubahan tahunan (%)	RM (Juta)	Perubahan tahunan (%)		
2000	18,756.7	..	10,784.3	..	29,541.0	..	427,003	4.4
2001	25,831.9	37.7	14,852.5	37.7	40,684.4	37.7	389,256	6.6
2002	26,981.2	4.4	15,513.2	4.4	42,494.4	4.4	415,040	6.5
2003	22,112.6	-18.0	16,585.3	6.9	38,697.9	-8.9	447,846	4.9
2004	30,710.0	38.9	17,656.8	6.5	48,366.8	25.0	546,925	5.6
2005	33,092.4	7.8	19,026.8	7.8	52,119.2	7.8	613,694	5.4
2006	37,572.9	13.5	21,603.0	13.5	59,175.9	13.5	669,505	5.6
2007	47,423.7	26.2	27,265.6	26.2	74,689.3	26.2	706,382	6.7
2008	50,171.8	5.8	17,870.9	-34.5	68,042.7	-8.9	766,096	6.5
2009	55,000.8	9.6	21,133.5	18.3	76,134.3	11.9	655,336	8.4
2010	58,347.5	6.1	27,575.8	30.5	85,923.3	12.9	745,311	7.8

Penggunaan Pelancongan *Internal*

(Jadual II)

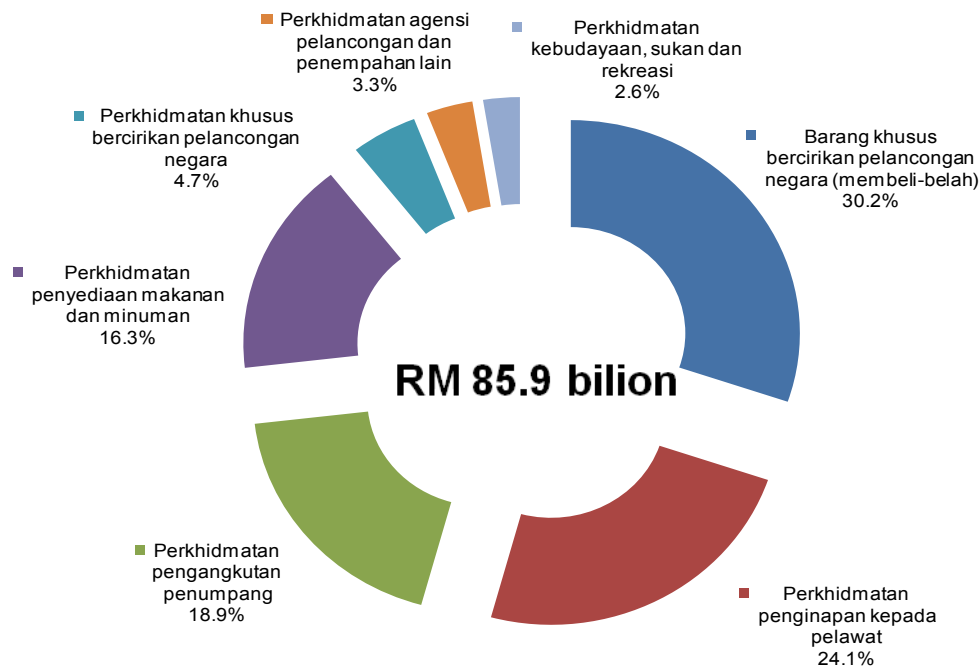
Penggunaan pelancongan *internal* adalah gabungan kedua-dua perbelanjaan pelancongan *inbound* dan domestik. Ia meningkat daripada pertumbuhan negatif 8.9 peratus pada tahun 2008 kepada pertumbuhan positif 11.9 peratus pada tahun 2009 dan seterusnya, 12.9 peratus pada tahun 2010.

Perbelanjaan Pelancongan *Inbound* kepada Jumlah Eksport

(Jadual II)

Perbelanjaan pelancongan *inbound* menyumbang 7.8 peratus kepada jumlah eksport (barang dan perkhidmatan) bagi tahun 2010. Ia menyusut sebanyak 0.6 mata peratus daripada tahun 2009. Dalam tempoh sebelas tahun, sumbangan perbelanjaan pelancongan *inbound* kepada jumlah eksport adalah yang tertinggi pada tahun 2009, iaitu sebanyak 8.4 peratus.

Carta 1 : Peratus Sumbangan Penggunaan Pelancongan *Internal* mengikut Komponen, 2010



Sumbangan Penggunaan Pelancongan *Internal*

(Carta 1)

Penggunaan pelancongan *internal* mengukur jumlah permintaan bagi pelawat asing dan domestik. Ia merekodkan RM85.9 bilion pada tahun 2010. Perbelanjaan paling tinggi oleh pelawat *internal* adalah membeli belah dan penginapan iaitu 30.2 peratus dan 24.1 peratus masing-masing daripada jumlah penggunaan pelancongan *internal*. Sementara itu, pelawat telah membelanjakan 18.9 peratus untuk perkhidmatan pengangkutan penumpang dan 16.3 peratus untuk perkhidmatan penyediaan makanan & minuman.

Peratus Penggunaan Pelancongan *Internal* kepada Keluaran Dalam Negeri Kasar

(Jadual I, II dan IV)

Penggunaan pelancongan *internal* bagi tahun 2010 adalah 11.2 peratus kepada Keluaran Dalam Negeri Kasar (KDNK). Sebagai peratusan kepada KDNK, *inbound* merekodkan 7.6 peratus, domestik 3.6 peratus dan *outbound* 1.9 peratus pada tahun 2010 sementara ia mencatatkan sumbangan sebanyak 8.1 peratus, 3.1 peratus dan 1.8 peratus masing-masing pada tahun 2009.

Jadual III : Perbelanjaan Pelancongan Nasional dan Antarabangsa

Tahun	Perbelanjaan pelancongan nasional		Perbelanjaan pelancongan antarabangsa	
	RM (Juta)	Perubahan tahunan (%)	RM (Juta)	Perubahan tahunan (%)
2000	15,658.1	..	23,630.5	..
2001	21,414.1	36.8	32,393.5	37.1
2002	21,894.9	2.2	33,362.9	3.0
2003	23,002.4	5.1	28,529.7	-14.5
2004	23,588.9	2.5	36,642.1	28.4
2005	27,066.4	14.7	41,132.0	12.3
2006	30,720.5	13.5	46,690.4	13.5
2007	38,117.5	24.1	58,275.6	24.8
2008	30,445.3	-20.1	62,746.2	7.7
2009	33,207.0	9.1	67,074.3	6.9
2010	41,863.2	26.1	72,634.9	8.3

Perbelanjaan Pelancongan Nasional

(Jadual I dan III)

Perbelanjaan pelancongan nasional adalah gabungan perbelanjaan pelancongan domestik dan *outbound*. Pada tahun 2010, perbelanjaan pelancongan nasional menunjukkan residen Malaysia berbelanja sebanyak RM41.9 bilion, meningkat sebanyak 26.1 peratus daripada pertumbuhan 9.1 peratus yang direkodkan pada tahun sebelumnya.

Perbelanjaan Pelancongan Antarabangsa

(Jadual I dan III)

Perbelanjaan pelancongan antarabangsa terdiri daripada perbelanjaan pelancongan *inbound* dan *outbound*. Ia telah merekodkan RM72.6 bilion pada tahun 2010, meningkat sebanyak 8.3 peratus dari tahun sebelumnya. Pelancongan *inbound* adalah penyumbang terbesar kepada pelancongan antarabangsa iaitu sebanyak 80.3 peratus pada tahun 2010.

**Jadual IV : Nilai Ditambah Kasar Industri Pelancongan dan Peratus Sumbangan kepada KDNK
(pada harga semasa)**

Tahun	Jumlah output industri pelancongan (pada harga asas)		Jumlah penggunaan perantaraan (pada harga pembeli)		Jumlah Nilai Ditambah Kasar Industri Pelancongan (pada harga asas)		Keluaran Dalam Negeri Kasar (pada harga semasa)		Peratus sumbangan GVATI kepada GDP
	RM (Bilion)	Perubahan tahunan (%)	RM (Bilion)	Perubahan tahunan (%)	RM (Bilion)	Perubahan tahunan (%)	RM (Bilion)	Perubahan tahunan (%)	
2000	73.2	..	31.9	..	41.3	..	356.4	..	11.6
2001	75.0	2.5	32.7	2.5	42.3	2.5	352.6	-1.1	12.0
2002	77.1	2.9	33.9	3.7	43.2	2.2	383.2	8.7	11.3
2003	79.2	2.7	34.7	2.3	44.5	2.9	418.8	9.3	10.6
2004	87.8	10.9	39.0	12.4	48.8	9.7	474.0	13.2	10.3
2005	100.3	14.2	43.9	12.7	56.4	15.5	522.4	10.2	10.8
2006	110.3	9.9	48.7	11.0	61.5	9.1	574.4	10.0	10.7
2007	129.9	17.8	57.3	17.5	72.7	18.1	642.0	11.8	11.3
2008	148.5	14.3	66.3	15.8	82.2	13.1	742.5	15.6	11.1
2009	151.1	1.7	68.0	2.5	83.1	1.1	679.9	-8.4	12.2
2010	163.0	7.9	73.7	8.4	89.3	7.5	766.0	12.7	11.7

Jumlah Output Industri Pelancongan
(Jadual IV)

Jumlah output industri pelancongan adalah jumlah output bagi barang dan perkhidmatan yang dikeluarkan dan digunakan oleh pelawat. Ia meningkat sebanyak 7.9 peratus untuk memperoleh RM163.0 bilion pada tahun 2010 daripada RM151.1 bilion pada tahun 2009.

Jumlah Penggunaan Perantaraan
(Jadual IV)

Jumlah penggunaan perantaraan mencecah RM73.7 bilion pada tahun 2010 daripada RM68.0 bilion pada tahun 2009. Daripada segi pertumbuhan, ia berkembang sebanyak 8.4 peratus pada tahun 2010 berbanding 2.5 peratus pada tahun 2009.

Nilai Ditambah Kasar Industri Pelancongan
(Jadual IV)

Nilai Ditambah Kasar Industri Pelancongan (GVATI) adalah perbezaan antara jumlah output dan jumlah penggunaan perantaraan bagi industri pelancongan. GVATI merekodkan RM89.3 bilion pada tahun 2010 dan RM83.1 bilion pada tahun 2009. Ia mencatatkan pertumbuhan sebanyak 7.5 peratus pada tahun 2010, setelah merekodkan pertumbuhan marginal sebanyak 1.1 peratus pada tahun 2009.

Nilai Ditambah Kasar Industri Pelancongan kepada KDNK
(Jadual IV)

Pada tahun 2010, sumbangan GVATI kepada KDNK merekodkan 11.7 peratus, menyusut daripada 12.2 peratus pada tahun 2009. Sumbangan GVATI kepada KDNK bagi sebelas tahun yang lepas kekal antara 10.3 hingga 12.2 peratus.

Jadual V : Jumlah Penawaran dan Permintaan mengikut Jenis Produk

Produk	Permintaan pelancongan domestik		Permintaan pelancongan <i>inbound</i>	Jumlah permintaan pelancongan <i>internal</i>	Jumlah penawaran	Kadar pelancongan
	Permintaan perniagaan dan kerajaan	Permintaan isi rumah				
RM (Juta)						
2008						
Perkhidmatan penginapan kepada pelawat	861.6	1,778.7	15,463.1	18,103.4	19,058.1	0.95
Perkhidmatan penyediaan makanan dan minuman	151.0	3,240.2	8,929.4	12,320.6	31,491.8	0.39
Perkhidmatan pengangkutan penumpang	482.3	6,234.7	7,718.7	14,435.7	41,695.9	0.35
Perkhidmatan agensi pelancongan dan penempahan lain	126.8	122.4	2,068.4	2,317.6	8,103.0	0.29
Perkhidmatan kebudayaan, sukan dan rekreasi	4.1	191.8	1,513.4	1,709.3	6,564.1	0.26
Barang khusus bercirikan pelancongan negara	9.2	3,626.4	13,520.3	17,155.9	28,924.5	0.59
Perkhidmatan khusus bercirikan pelancongan negara	17.9	1,023.8	958.5	2,000.2	12,704.4	0.16
Jumlah permintaan pelancongan	1,652.9	16,218.0	50,171.8	68,042.7	148,541.8	0.46
2009						
Perkhidmatan penginapan kepada pelawat	792.2	1,874.4	16,573.8	19,240.4	20,334.2	0.95
Perkhidmatan penyediaan makanan dan minuman	97.2	3,021.6	9,702.9	12,821.7	33,723.3	0.38
Perkhidmatan pengangkutan penumpang	307.0	6,424.0	7,861.9	14,592.9	38,421.9	0.38
Perkhidmatan agensi pelancongan dan penempahan lain	95.5	186.6	2,371.8	2,653.9	7,900.9	0.34
Perkhidmatan kebudayaan, sukan dan rekreasi	5.5	252.7	1,664.7	1,922.9	6,907.1	0.28
Barang khusus bercirikan pelancongan negara	18.8	6,139.8	15,773.5	21,932.1	29,965.8	0.73
Perkhidmatan khusus bercirikan pelancongan negara	32.0	1,886.2	1,052.2	2,970.4	13,820.5	0.21
Jumlah permintaan pelancongan	1,348.2	19,785.3	55,000.8	76,134.3	151,073.6	0.50
2010						
Perkhidmatan penginapan kepada pelawat	781.0	2,555.4	17,343.2	20,679.6	21,361.4	0.97
Perkhidmatan penyediaan makanan dan minuman	78.7	3,742.3	10,177.1	13,998.1	36,519.7	0.38
Perkhidmatan pengangkutan penumpang	450.1	7,755.3	8,047.1	16,252.5	40,408.8	0.40
Perkhidmatan agensi pelancongan dan penempahan lain	86.2	183.3	2,544.3	2,813.8	8,860.3	0.32
Perkhidmatan kebudayaan, sukan dan rekreasi	1.9	381.3	1,834.3	2,217.5	7,318.3	0.30
Barang khusus bercirikan pelancongan negara	6.4	8,944.5	16,981.5	25,932.4	33,480.4	0.77
Perkhidmatan khusus bercirikan pelancongan negara	135.6	2,473.8	1,420.0	4,029.4	15,096.5	0.27
Jumlah permintaan pelancongan	1,539.9	26,035.9	58,347.5	85,923.3	163,045.3	0.53

Trend Perbelanjaan Pelawat
(Jadual V)

Trend perbelanjaan antara pelancongan *inbound* dan domestik dipaparkan di Jadual V. Sepanjang tempoh tersebut, corak perbelanjaan pelawat *inbound* adalah untuk penginapan, barang khusus bercirikan pelancongan negara iaitu membeli belah dan diikuti oleh perkhidmatan penyediaan makanan & minuman. Pada tahun 2010, trend perbelanjaan pelawat domestik adalah membeli belah, perkhidmatan pengangkutan penumpang dan perkhidmatan penyediaan makanan & minuman.

Kadar Pelancongan
(Jadual V)

Kadar pelancongan menunjukkan kadaran nilai produk yang dibeli oleh pelawat berbanding penawaran. Pada tahun 2010, kadar pelancongan untuk penginapan adalah 0.97, meningkat daripada 0.95 pada tahun sebelumnya dan ia merupakan kadar yang tertinggi di antara produk bercirikan pelancongan. Ini bermakna 97.0 peratus daripada semua perkhidmatan penginapan digunakan oleh pelawat pada tahun 2010.

Kadar pelancongan yang kedua tertinggi pada tahun 2010 adalah membeli belah yang mencatatkan 0.77 berbanding 0.73 pada tahun 2009. Kadar pelancongan bagi perkhidmatan pengangkutan penumpang adalah sebanyak 0.40 dan ia mengekalkan kepentingannya sebagai produk bercirikan pelancongan yang ketiga tertinggi. Ini menunjukkan pada tahun 2010, permintaan pelawat untuk perkhidmatan pengangkutan penumpang mencecah 40.0 peratus daripada jumlah yang ditawarkan.

Sementara itu, perkhidmatan penyediaan makanan dan minuman mengekalkan kadar pelancongan 0.38 sejak tahun 2009, manakala perkhidmatan agensi pelancongan dan penempahan lain merosot sebanyak 2.0 peratus berbanding tahun 2009.

Jadual VI : Guna Tenaga Berkaitan Industri Pelancongan

Tahun	Guna tenaga dalam industri berkaitan pelancongan		Jumlah guna tenaga	Sumbangan guna tenaga industri berkaitan pelancongan kepada jumlah guna tenaga (%)
	Bilangan ('000)	Perubahan tahunan (%)	Bilangan ('000)	
2000	1,531.1	..	9,269.2	16.5
2001	1,323.4	-13.6	9,357.0	14.1
2002	1,402.1	5.9	9,542.6	14.7
2003	1,472.8	5.0	9,869.7	14.9
2004	1,503.2	2.1	9,979.5	15.1
2005	1,511.5	0.6	10,045.4	15.0
2006	1,554.6	2.9	10,275.4	15.1
2007	1,568.8	0.9	10,538.1	14.9
2008	1,677.6	6.9	10,659.6	15.7
2009	1,759.5	4.9	10,897.3	16.1
2010	1,770.8	0.6	11,129.4	15.9

Guna Tenaga Berkaitan Industri Pelancongan

(Jadual IV dan VI)

Industri berkaitan pelancongan mengambil kira-kira 1.8 juta pekerja pada tahun 2010, mencatatkan pertumbuhan marginal sebanyak 0.6 peratus daripada 4.9 peratus pada tahun 2009. Walaupun output industri pelancongan telah meningkat sebanyak 7.9 peratus pada tahun 2010, guna tenaga dalam industri berkaitan pelancongan hanya berkembang sebanyak 0.6 peratus. Walau bagaimanapun, ia sejajar dengan pertumbuhan jumlah guna tenaga di Malaysia sebanyak 2.1 peratus pada tahun 2010.

Pada tahun 2010, sumbangan guna tenaga berkaitan industri pelancongan adalah 15.9 peratus berbanding 16.1 peratus pada tahun sebelumnya.

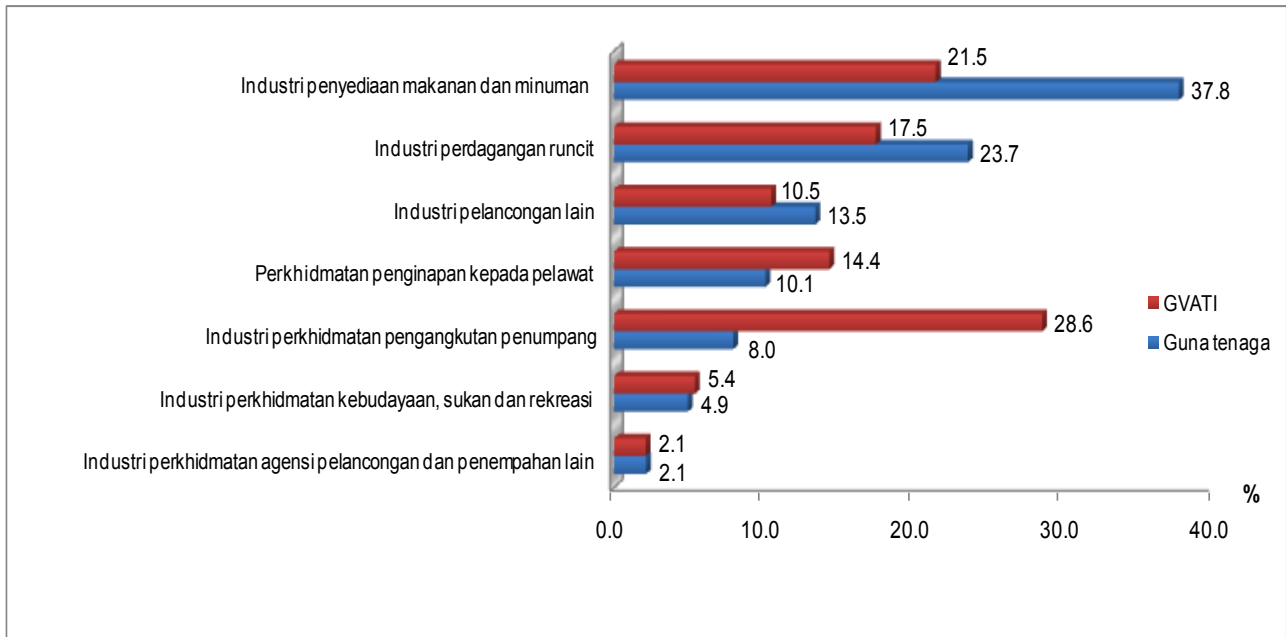
Perbandingan antara Guna Tenaga Berkaitan Industri Pelancongan dan GVATI

(Jadual IV & VI dan Carta 2)

Daripada perbandingan antara guna tenaga dan GVATI, perkhidmatan penyediaan makanan & minuman mendahului guna tenaga dalam industri pelancongan sebanyak 37.8 peratus sementara ia merekodkan GVATI sebanyak 21.5 peratus. Ini diikuti oleh guna tenaga industri perdagangan runcit sebanyak 23.7 peratus dan GVATI 17.5 peratus. Sumbangan guna tenaga kepada industri pelancongan lain seperti spa dan pendidikan adalah 13.5 peratus manakala GVATI adalah 10.5 peratus.

Pada tahun 2010, industri pelancongan menghasilkan 15.9 peratus daripada jumlah guna tenaga berbanding dengan nilai ditambah yang dihasilkan oleh industri pelancongan sebanyak 11.7 peratus kepada KDNK.

Carta 2: Peratus Sumbangan Guna Tenaga Berkaitan Industri Pelancongan dan GVATI, 2010



SUMMARY OF FINDINGS

Overview

Tourism Satellite Account provides information on tourism statistics in Malaysia for the period of 2000 to 2010. It presents data on expenditure for inbound, domestic, outbound & internal tourism, production accounts and employment in the tourism industries.

Table I : Total Tourism Expenditure, 2000-2010

Tourism Expenditure								
Year	Inbound		Domestic		Outbound		Total	
	RM (Million)	Annual change (%)	RM (Million)	Annual change (%)	RM (Million)	Annual change (%)	RM (Million)	Annual change (%)
2000	18,756.7	..	10,784.3	..	4,873.8	..	34,414.8	..
2001	25,831.9	37.7	14,852.5	37.7	6,561.6	34.6	47,246.0	37.3
2002	26,981.2	4.4	15,513.2	4.4	6,381.7	-2.7	48,876.1	3.5
2003	22,112.6	-18.0	16,585.3	6.9	6,417.1	0.6	45,115.0	-7.7
2004	30,710.0	38.9	17,656.8	6.5	5,932.1	-7.6	54,298.9	20.4
2005	33,092.4	7.8	19,026.8	7.8	8,039.6	35.5	60,158.8	10.8
2006	37,572.9	13.5	21,603.0	13.5	9,117.5	13.4	68,293.4	13.5
2007	47,423.7	26.2	27,265.6	26.2	10,851.9	19.0	85,541.2	25.3
2008	50,171.8	5.8	17,870.9	-34.5	12,574.4	15.9	80,617.1	-5.8
2009	55,000.8	9.6	21,133.5	18.3	12,073.5	-4.0	88,207.8	9.4
2010	58,347.5	6.1	27,575.8	30.5	14,287.4	18.3	100,210.7	13.6

Total Tourism Expenditure (Table I)

Total tourism expenditure consists of inbound tourism expenditure, domestic tourism expenditure and outbound tourism expenditure. It increased from RM88.2 billion in 2009 to RM100.2 billion in 2010 due to the increases in inbound, domestic and outbound tourism expenditure.

Inbound Tourism Expenditure (Table I)

Inbound tourism expenditure showed a consistent positive growth for the period of 2004 to 2010. The total receipts increased to RM58.3 billion in 2010 from RM55.0 billion in 2009. Albeit the increase of the total receipts, the annual percentage change abated from 9.6 per cent in 2009 to 6.1 per cent in 2010. Meanwhile, the number of inbound visitors to Malaysia in 2010 accounted for 32.7 million, an increase from 31.5 million in 2009. Most of them are from ASEAN countries especially from Singapore and Indonesia.

Domestic Tourism**Expenditure**

(Table I)

Domestic tourism expenditure expanded from RM21.1 billion in 2009 to RM27.6 billion in 2010. In terms of growth, it recorded 30.5 per cent in 2010, registered a double-digit growth since 2006 despite a negative growth in 2008.

Outbound Tourism**Expenditure**

(Table I)

Outbound tourism expenditure which reflected outflows of tourism expenditure increased by 18.3 per cent in 2010 compared with a negative growth of 4.0 per cent recorded in 2009. Outbound tourism expenditure for 2010 registered the highest receipts of RM14.3 billion since year 2000.

Table II : Internal Tourism Consumption and Inbound Tourism as a Percentage to Total Exports

Year	Inbound tourism expenditure		Domestic tourism expenditure		Internal tourism consumption		Total exports RM (Million)	Inbound tourism over total exports (%)
	RM (Million)	Annual change (%)	RM (Million)	Annual change (%)	RM (Million)	Annual change (%)		
2000	18,756.7	..	10,784.3	..	29,541.0	..	427,003	4.4
2001	25,831.9	37.7	14,852.5	37.7	40,684.4	37.7	389,256	6.6
2002	26,981.2	4.4	15,513.2	4.4	42,494.4	4.4	415,040	6.5
2003	22,112.6	-18.0	16,585.3	6.9	38,697.9	-8.9	447,846	4.9
2004	30,710.0	38.9	17,656.8	6.5	48,366.8	25.0	546,925	5.6
2005	33,092.4	7.8	19,026.8	7.8	52,119.2	7.8	613,694	5.4
2006	37,572.9	13.5	21,603.0	13.5	59,175.9	13.5	669,505	5.6
2007	47,423.7	26.2	27,265.6	26.2	74,689.3	26.2	706,382	6.7
2008	50,171.8	5.8	17,870.9	-34.5	68,042.7	-8.9	766,096	6.5
2009	55,000.8	9.6	21,133.5	18.3	76,134.3	11.9	655,336	8.4
2010	58,347.5	6.1	27,575.8	30.5	85,923.3	12.9	745,311	7.8

Internal Tourism**Consumption**

(Table II)

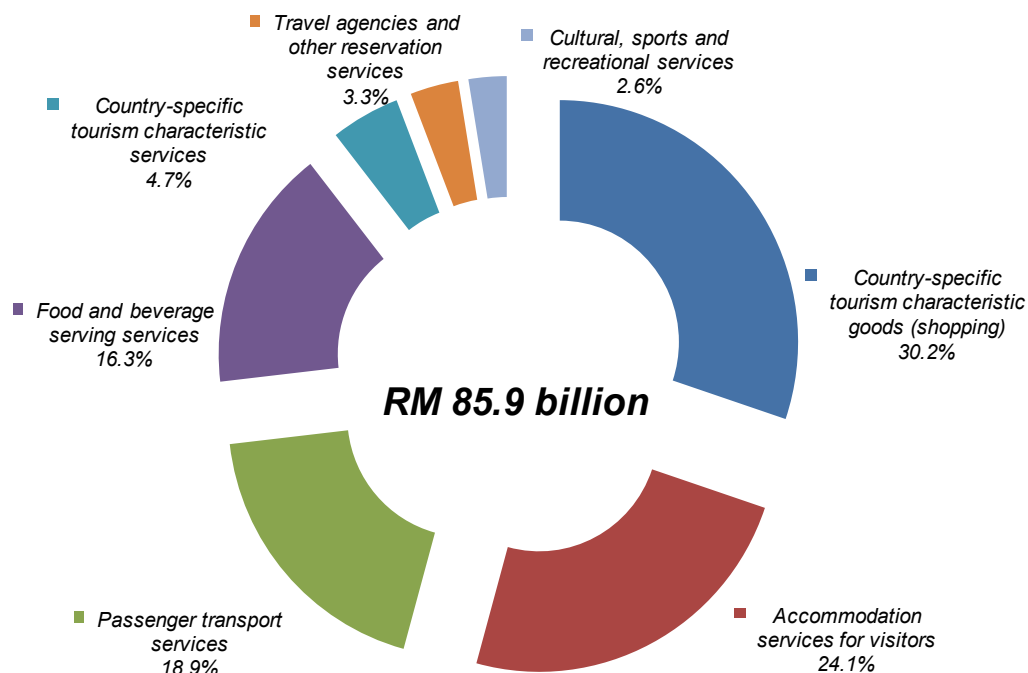
Internal tourism consumption is the combination of both inbound and domestic tourism expenditure. It increased from a negative growth of 8.9 per cent in 2008 to a positive 11.9 per cent in 2009 and subsequently, 12.9 per cent in 2010.

Inbound Tourism**Expenditure to Total Exports**

(Table II)

Inbound tourism expenditure accounted 7.8 per cent of total exports (merchandise and services) for 2010. It decreased by 0.6 percentage point from 2009. Within the period of eleven years, inbound tourism expenditure share to total exports was the highest in 2009, at 8.4 per cent.

Chart 1 : Percentage Share of Internal Tourism Consumption by Component, 2010



Share of Internal Tourism Consumption
(Chart 1)

Internal tourism consumption measures the total demand of foreign and domestic visitors. It recorded RM85.9 billion in 2010. Internal visitors consumed most on shopping and accommodation which was 30.2 per cent and 24.1 per cent respectively of the total internal tourism consumption. In addition, these visitors spent 18.9 per cent on passenger transport services and 16.3 per cent on food & beverage serving services.

Internal tourism consumption as a percentage to Gross Domestic Product
(Table I, II and IV)

Internal tourism consumption for 2010 was 11.2 per cent of Gross Domestic Product (GDP). As a percentage to GDP, inbound recorded 7.6 per cent, domestic 3.6 per cent and outbound 1.9 per cent in 2010 while it posted a share of 8.1 per cent, 3.1 per cent and 1.8 per cent respectively in 2009.

Table III : National and International Tourism Expenditure

Year	National tourism expenditure		International tourism expenditure	
	RM (Million)	Annual change (%)	RM (Million)	Annual change (%)
2000	15,658.1	..	23,630.5	..
2001	21,414.1	36.8	32,393.5	37.1
2002	21,894.9	2.2	33,362.9	3.0
2003	23,002.4	5.1	28,529.7	-14.5
2004	23,588.9	2.5	36,642.1	28.4
2005	27,066.4	14.7	41,132.0	12.3
2006	30,720.5	13.5	46,690.4	13.5
2007	38,117.5	24.1	58,275.6	24.8
2008	30,445.3	-20.1	62,746.2	7.7
2009	33,207.0	9.1	67,074.3	6.9
2010	41,863.2	26.1	72,634.9	8.3

National Tourism Expenditure

(Table I and III)

National tourism expenditure is the amalgamation of domestic and outbound tourism expenditure. In 2010, national tourism expenditure showed that Malaysian residents spent RM41.9 billion, an increase of 26.1 per cent from the 9.1 per cent growth recorded in the previous year.

International Tourism Expenditure

(Table I and III)

International tourism expenditure is made up of inbound and outbound tourism expenditure. It recorded RM72.6 billion in 2010, an increase of 8.3 per cent from the previous year. Of significance, the international tourism led mainly by inbound tourism recorded a share of 80.3 per cent in 2010.

**Table IV : Gross Value Added of Tourism Industries and Percentage Share to GDP
(at current prices)**

Year	Total output of tourism industries (at basic prices)		Total intermediate consumption (at purchasers' prices)		Total Gross Value Added of Tourism Industries (at basic prices)		Gross Domestic Product (at current prices)		Percentage share of GVATI to GDP
	RM (Billion)	Annual change (%)	RM (Billion)	Annual change (%)	RM (Billion)	Annual change (%)	RM (Billion)	Annual change (%)	
2000	73.2	..	31.9	..	41.3	..	356.4	..	11.6
2001	75.0	2.5	32.7	2.5	42.3	2.5	352.6	-1.1	12.0
2002	77.1	2.9	33.9	3.7	43.2	2.2	383.2	8.7	11.3
2003	79.2	2.7	34.7	2.3	44.5	2.9	418.8	9.3	10.6
2004	87.8	10.9	39.0	12.4	48.8	9.7	474.0	13.2	10.3
2005	100.3	14.2	43.9	12.7	56.4	15.5	522.4	10.2	10.8
2006	110.3	9.9	48.7	11.0	61.5	9.1	574.4	10.0	10.7
2007	129.9	17.8	57.3	17.5	72.7	18.1	642.0	11.8	11.3
2008	148.5	14.3	66.3	15.8	82.2	13.1	742.5	15.6	11.1
2009	151.1	1.7	68.0	2.5	83.1	1.1	679.9	-8.4	12.2
2010	163.0	7.9	73.7	8.4	89.3	7.5	766.0	12.7	11.7

Total Output of Tourism Industries
(Table IV)

Total output of tourism industry is the total output of goods and services produced to be likely consumed by visitors. It increased 7.9 per cent to attain RM163.0 billion in 2010 from RM151.1 billion in 2009.

Total Intermediate Consumption
(Table IV)

Total intermediate consumption reached RM73.7 billion in 2010 from RM68.0 billion in 2009. In terms of growth, it expanded 8.4 per cent in 2010 compared to 2.5 per cent in 2009.

Gross Value Added of Tourism Industries
(Table IV)

Gross Value Added of Tourism Industries (GVATI) is the difference between total output and total intermediate consumption of tourism industry. GVATI recorded RM89.3 billion in 2010 and RM83.1 billion in 2009. It posted a growth of 7.5 per cent in 2010, after recording a marginal growth of 1.1 per cent in 2009.

Gross Value Added of Tourism Industries to GDP
(Table IV)

In 2010, the share of GVATI to GDP recorded 11.7 per cent, a decline from 12.2 per cent in 2009. The share of GVATI to GDP for the past eleven years sustained between 10.3 to 12.2 per cent.

Table V : Total Supply and Demand by Types of Products

Products	Domestic tourism demand		Inbound tourism demand	Total internal tourism demand	Total supply	Tourism ratio
	Business and government demand	Household demand				
RM (Million)						
2008						
Accommodation services for visitors	861.6	1,778.7	15,463.1	18,103.4	19,058.1	0.95
Food and beverage serving services	151.0	3,240.2	8,929.4	12,320.6	31,491.8	0.39
Passenger transport services	482.3	6,234.7	7,718.7	14,435.7	41,695.9	0.35
Travel agencies and other reservation services	126.8	122.4	2,068.4	2,317.6	8,103.0	0.29
Cultural, sports and recreational services	4.1	191.8	1,513.4	1,709.3	6,564.1	0.26
Country-specific tourism characteristic goods	9.2	3,626.4	13,520.3	17,155.9	28,924.5	0.59
Country-specific tourism characteristic services	17.9	1,023.8	958.5	2,000.2	12,704.4	0.16
Total tourism demand	1,652.9	16,218.0	50,171.8	68,042.7	148,541.8	0.46
2009						
Accommodation services for visitors	792.2	1,874.4	16,573.8	19,240.4	20,334.2	0.95
Food and beverage serving services	97.2	3,021.6	9,702.9	12,821.7	33,723.3	0.38
Passenger transport services	307.0	6,424.0	7,861.9	14,592.9	38,421.9	0.38
Travel agencies and other reservation services	95.5	186.6	2,371.8	2,653.9	7,900.9	0.34
Cultural, sports and recreational services	5.5	252.7	1,664.7	1,922.9	6,907.1	0.28
Country-specific tourism characteristic goods	18.8	6,139.8	15,773.5	21,932.1	29,965.8	0.73
Country-specific tourism characteristic services	32.0	1,886.2	1,052.2	2,970.4	13,820.5	0.21
Total tourism demand	1,348.2	19,785.3	55,000.8	76,134.3	151,073.6	0.50
2010						
Accommodation services for visitors	781.0	2,555.4	17,343.2	20,679.6	21,361.4	0.97
Food and beverage serving services	78.7	3,742.3	10,177.1	13,998.1	36,519.7	0.38
Passenger transport services	450.1	7,755.3	8,047.1	16,252.5	40,408.8	0.40
Travel agencies and other reservation services	86.2	183.3	2,544.3	2,813.8	8,860.3	0.32
Cultural, sports and recreational services	1.9	381.3	1,834.3	2,217.5	7,318.3	0.30
Country-specific tourism characteristic goods	6.4	8,944.5	16,981.5	25,932.4	33,480.4	0.77
Country-specific tourism characteristic services	135.6	2,473.8	1,420.0	4,029.4	15,096.5	0.27
Total tourism demand	1,539.9	26,035.9	58,347.5	85,923.3	163,045.3	0.53

Trend of Visitors Spending
(Table V)

The trend of spending between inbound and domestic tourism is observed from Table V. Throughout the years, the pattern of spending of inbound visitors was on accommodation, country-specific characteristic goods which is shopping and followed by food & beverage serving services. In 2010, the trend of domestic visitors spending was mostly on shopping, passenger transport services and food & beverage serving services.

Tourism Ratio
(Table V)

The tourism ratio indicates the proportion of the value of products purchased by visitors as compared to the supply. In 2010, the tourism ratio for accommodation was 0.97 increased from 0.95 in the previous year and it was the highest ratio among the tourism characteristic products. This means that 97.0 per cent of all accommodation services were consumed by the visitors in 2010.

Shopping registered the second highest tourism ratio of 0.77 in 2010 compared to 0.73 in 2009. Tourism ratio of passenger transport services was 0.40 and sustained its importance as the third highest tourism characteristic products. This indicates that in 2010 their demand for passenger transport services reached 40.0 per cent out of total supplied.

Meanwhile, food and beverage serving services remained the tourism ratio of 0.38 since 2009, while travel agencies and other reservation services decreased by 2.0 per cent compared with 2009.

Table VI : Employment in the Related Tourism Industries

Year	Employment in the related tourism industries		Total employment	Share of employment in the related tourism industries to total employment (%)
	Number ('000)	Annual change (%)	Number ('000)	
2000	1,531.1	..	9,269.2	16.5
2001	1,323.4	-13.6	9,357.0	14.1
2002	1,402.1	5.9	9,542.6	14.7
2003	1,472.8	5.0	9,869.7	14.9
2004	1,503.2	2.1	9,979.5	15.1
2005	1,511.5	0.6	10,045.4	15.0
2006	1,554.6	2.9	10,275.4	15.1
2007	1,568.8	0.9	10,538.1	14.9
2008	1,677.6	6.9	10,659.6	15.7
2009	1,759.5	4.9	10,897.3	16.1
2010	1,770.8	0.6	11,129.4	15.9

Employment in the Related Tourism Industries

(Table IV and VI)

Tourism related industry employed about 1.8 million persons in 2010, registering a marginal growth of 0.6 per cent from 4.9 per cent in 2009. Although the output of tourism industries has increased by 7.9 per cent in 2010, the employment in the related tourism industries only grew at 0.6 per cent. However, it corresponds with the growth of total employment in Malaysia at 2.1 per cent in 2010.

In 2010, the share of employment in the related tourism industry was 15.9 per cent as compared with 16.1 per cent in the previous year.

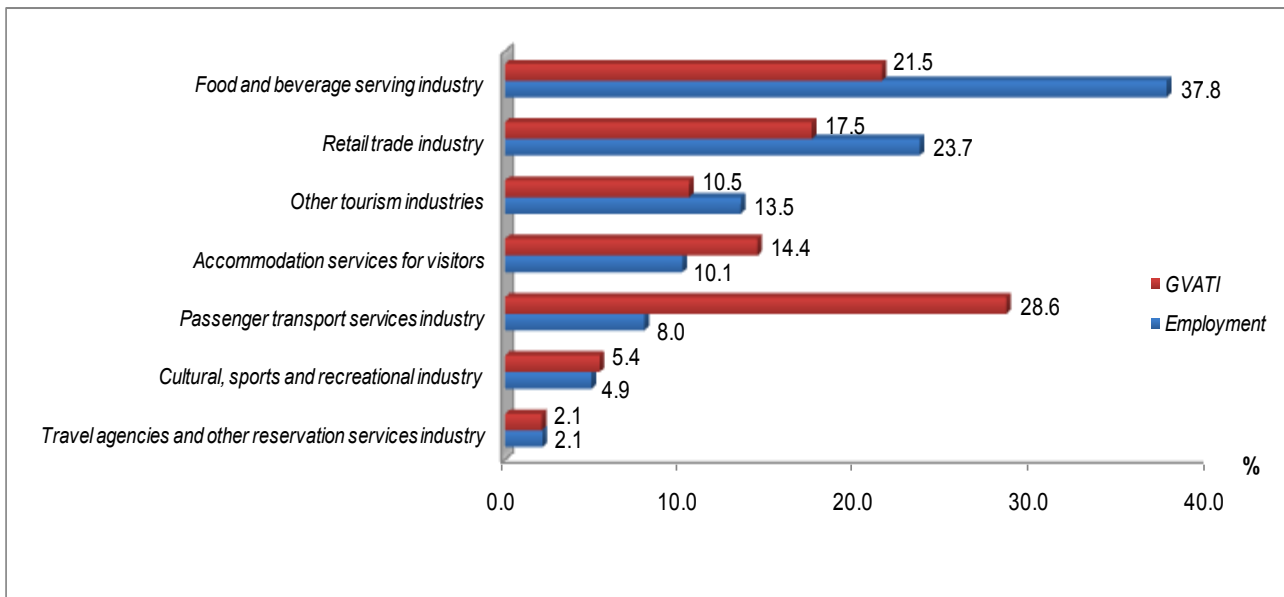
Comparison between employment in the related tourism industries and GVATI

(Table IV & VI and Chart 2)

Comparing the employment and GVATI, it is observed that food & beverage serving industry employed the most at 37.8 per cent, while it recorded a GVATI of 21.5 per cent. This was followed by retail which employed 23.7 per cent and its GVATI was 17.5 per cent. The share of employment in other tourism industries such as spa and education was 13.5 per cent whereas its GVATI was 10.5 per cent.

In 2010, tourism industry generated 15.9 per cent of total employment as compared to the value added generated by tourism of 11.7 per cent to GDP.

Chart 2: Percentage Share of Employment in the Related Tourism Industries and GVATI, 2010



JADUAL TERPERINCI



DETAILED TABLES

Jadual 1 / Table 1

**Perbelanjaan Pelancongan *Inbound* bagi Pelawat mengikut Produk
Inbound Tourism Expenditure of Visitors by Products**

PRODUK / PRODUCTS	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
a. Nilai (RM Juta) / Value (RM Million)											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	5,686.0	8,453.3	9,435.9	8,388.7	9,251.2	10,704.6	12,840.2	14,235.6	15,463.1	16,573.8	17,343.2
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	3,792.8	4,431.4	5,119.7	3,714.1	5,427.0	6,699.5	7,159.5	8,693.3	8,929.4	9,702.9	10,177.1
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	2,197.9	3,764.0	3,791.3	2,830.9	4,709.7	5,218.3	5,053.6	7,156.3	7,718.7	7,861.9	8,047.1
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	816.9	987.7	857.9	1,064.4	1,341.3	1,077.3	765.7	2,113.3	2,068.4	2,371.8	2,544.3
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	972.5	1,254.7	1,273.0	905.8	1,933.8	1,346.7	1,416.6	1,488.9	1,513.4	1,664.7	1,834.3
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	4,493.0	5,712.8	5,700.8	4,688.0	6,986.6	7,002.5	9,839.5	12,775.7	13,520.3	15,773.5	16,981.5
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	797.5	1,228.0	802.6	520.7	1,060.4	1,043.5	497.8	960.6	958.5	1,052.2	1,420.0
JUMLAH / TOTAL	18,756.7	25,831.9	26,981.2	22,112.6	30,710.0	33,092.4	37,572.9	47,423.7	50,171.8	55,000.8	58,347.5
b. Perubahan Peratus Tahunan / Annual Percentage Change											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	..	48.7	11.6	-11.1	10.3	15.7	20.0	10.9	8.6	7.2	4.6
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	..	16.8	15.5	-27.5	46.1	23.4	6.9	21.4	2.7	8.7	4.9
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	..	71.3	0.7	-25.3	66.4	10.8	-3.2	41.6	7.9	1.9	2.4
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	..	20.9	-13.1	24.1	26.0	-19.7	-28.9	176.0	-2.1	14.7	7.3
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	..	29.0	1.5	-28.8	113.5	-30.4	5.2	5.1	1.6	10.0	10.2
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	..	27.1	-0.2	-17.8	49.0	0.2	40.5	29.8	5.8	16.7	7.7
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	..	54.0	-34.6	-35.1	103.6	-1.6	-52.3	93.0	-0.2	9.8	35.0
JUMLAH / TOTAL	..	37.7	4.4	-18.0	38.9	7.8	13.5	26.2	5.8	9.6	6.1
c. Pembahagian Peratus / Percentage Share											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	30.3	32.7	35.0	37.9	30.1	32.3	34.2	30.0	30.8	30.1	29.7
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	20.2	17.2	19.0	16.8	17.7	20.2	19.1	18.3	17.8	17.6	17.4
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	11.7	14.6	14.1	12.8	15.3	15.8	13.5	15.1	15.4	14.3	13.8
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	4.4	3.8	3.2	4.8	4.4	3.3	2.0	4.5	4.1	4.3	4.4
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	5.2	4.9	4.7	4.1	6.3	4.1	3.8	3.1	3.0	3.0	3.1
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	24.0	22.1	21.1	21.2	22.8	21.2	26.2	26.9	26.9	28.7	29.1
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	4.3	4.8	3.0	2.4	3.5	3.2	1.3	2.0	1.9	1.9	2.4
JUMLAH / TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Jadual 1 A / Table 1 A

**Perbelanjaan Pelancongan *Inbound* bagi Pelancong mengikut Produk
Inbound Tourism Expenditure of Tourists by Products**

PRODUK / PRODUCTS	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
a. Nilai (RM Juta) / Value (RM Million)											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	5,686.0	8,453.3	9,435.9	8,388.7	9,251.2	10,704.6	12,840.2	14,235.6	15,463.1	16,573.8	17,343.2
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	3,380.4	4,020.8	4,769.5	3,491.7	5,159.3	6,358.9	6,782.8	8,338.7	8,772.3	9,290.5	9,716.7
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	1,958.9	3,415.2	3,532.0	2,661.4	4,477.3	4,952.9	4,787.8	6,864.4	7,582.9	7,527.8	7,683.0
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	728.1	896.2	799.2	1,000.7	1,275.0	1,022.5	725.4	2,027.1	2,032.0	2,271.0	2,429.2
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	866.8	1,138.4	1,185.9	851.6	1,838.4	1,278.2	1,342.1	1,428.2	1,486.8	1,594.0	1,751.3
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	4,004.5	5,183.4	5,310.9	4,407.3	6,641.9	6,646.5	9,321.8	12,254.6	13,282.4	15,103.1	16,213.3
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	710.8	1,114.2	747.7	489.7	1,008.3	990.5	471.6	921.4	941.7	1,007.5	1,355.8
JUMLAH / TOTAL	17,335.4	24,221.5	25,781.1	21,291.1	29,651.4	31,954.1	36,271.7	46,070.0	49,561.2	53,367.7	56,492.5
b. Perubahan Peratus Tahunan / Annual Percentage Change											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	..	48.7	11.6	-11.1	10.3	15.7	20.0	10.9	8.6	7.2	4.6
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	..	18.9	18.6	-26.8	47.8	23.3	6.7	22.9	5.2	5.9	4.6
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	..	74.3	3.4	-24.6	68.2	10.6	-3.3	43.4	10.5	-0.7	2.1
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	..	23.1	-10.8	25.2	27.4	-19.8	-29.1	179.4	0.2	11.8	7.0
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	..	31.3	4.2	-28.2	115.9	-30.5	5.0	6.4	4.1	7.2	9.9
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	..	29.4	2.5	-17.0	50.7	0.1	40.3	31.5	8.4	13.7	7.4
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	..	56.8	-32.9	-34.5	105.9	-1.8	-52.4	95.4	2.2	7.0	34.6
JUMLAH / TOTAL	..	39.7	6.4	-17.4	39.3	7.8	13.5	27.0	7.6	7.7	5.9
c. Pembahagian Peratus / Percentage Share											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	32.8	34.9	36.6	39.4	31.2	33.5	35.4	30.9	31.2	31.1	30.7
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	19.5	16.6	18.5	16.4	17.4	19.9	18.7	18.1	17.7	17.4	17.2
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	11.3	14.1	13.7	12.5	15.1	15.5	13.2	14.9	15.3	14.1	13.6
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	4.2	3.7	3.1	4.7	4.3	3.2	2.0	4.4	4.1	4.3	4.3
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	5.0	4.7	4.6	4.0	6.2	4.0	3.7	3.1	3.0	3.0	3.1
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	23.1	21.4	20.6	20.7	22.4	20.8	25.7	26.6	26.8	28.3	28.7
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	4.1	4.6	2.9	2.3	3.4	3.1	1.3	2.0	1.9	1.9	2.4
JUMLAH / TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Jadual 1 B / Table 1 B
**Perbelanjaan Pelancongan *Inbound* bagi Pelawat Harian mengikut Produk
Inbound Tourism Expenditure of Excursionists by Products**

PRODUK / PRODUCTS	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
a. Nilai (RM Juta) / Value (RM Million)											
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	412.4	410.6	350.2	222.4	267.7	340.6	376.7	354.6	157.1	412.4	460.4
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	239.0	348.8	259.3	169.5	232.4	265.4	265.8	291.9	135.8	334.1	364.1
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	88.8	91.5	58.7	63.7	66.2	54.8	40.3	86.2	36.4	100.8	115.1
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	105.8	116.3	87.1	54.2	95.4	68.5	74.5	60.7	26.6	70.7	83.0
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	488.6	529.4	389.9	280.7	344.7	356.0	517.7	521.1	237.9	670.4	768.2
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	86.7	113.8	54.9	31.0	52.2	53.0	26.2	39.2	16.8	44.7	64.2
JUMLAH / TOTAL	1,421.3	1,610.4	1,200.1	821.5	1,058.6	1,138.3	1,301.2	1,353.7	610.6	1,633.1	1,855.0
b. Perubahan Peratus Tahunan / Annual Percentage Change											
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	..	-0.4	-14.7	-36.5	20.4	27.2	10.6	-5.9	-55.7	162.5	11.6
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	..	45.9	-25.7	-34.6	37.1	14.2	0.2	9.8	-53.5	146.0	9.0
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	..	3.0	-35.8	8.5	3.9	-17.2	-26.5	113.9	-57.8	176.9	14.2
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	..	10.0	-25.1	-37.8	76.0	-28.2	8.8	-18.5	-56.2	165.8	17.4
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	..	8.4	-26.4	-28.0	22.8	3.3	45.4	0.7	-54.3	181.8	14.6
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	..	31.2	-51.8	-43.5	68.4	1.5	-50.6	49.6	-57.1	166.2	43.6
JUMLAH / TOTAL	..	13.3	-25.5	-31.5	28.9	7.5	14.3	4.0	-54.9	167.5	13.6
c. Pembahagian Peratus / Percentage Share											
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	29.0	25.5	29.2	27.1	25.3	29.9	29.0	26.2	25.7	25.3	24.8
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	16.8	21.7	21.6	20.6	22.0	23.3	20.4	21.6	22.2	20.5	19.6
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	6.3	5.7	4.9	7.8	6.3	4.8	3.1	6.4	6.0	6.2	6.2
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	7.4	7.2	7.3	6.6	9.0	6.0	5.7	4.5	4.4	4.3	4.5
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	34.4	32.9	32.5	34.2	32.6	31.3	39.8	38.5	39.0	41.0	41.4
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	6.1	7.1	4.6	3.8	4.9	4.7	2.0	2.9	2.8	2.7	3.5
JUMLAH / TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Jadual 2 / Table 2
Perbelanjaan Pelancongan Domestik bagi Pelawat mengikut Produk
Domestic Tourism Expenditure of Visitors by Products

PRODUK / PRODUCTS	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
a. Nilai (RM Juta) / Value (RM Million)											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	2,339.6	3,244.4	3,378.3	3,538.0	3,607.4	3,779.1	4,182.2	5,315.6	2,640.3	2,666.6	3,336.4
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	2,323.4	3,278.4	3,422.8	3,663.7	3,848.2	4,070.4	4,642.9	6,653.8	3,391.2	3,118.8	3,821.0
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	3,471.9	4,847.5	5,067.2	5,525.9	6,040.0	6,713.5	7,741.3	9,244.9	6,717.0	6,731.0	8,205.4
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	161.5	170.7	181.8	183.8	239.7	287.4	317.1	381.5	249.2	282.1	269.5
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	91.0	96.5	100.1	105.6	111.1	120.6	156.3	210.2	195.9	258.2	383.2
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	1,838.7	2,527.1	2,625.9	2,774.9	2,934.2	3,126.6	3,481.1	4,099.6	3,635.6	6,158.6	8,950.9
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	558.2	687.9	737.0	793.2	876.3	929.0	1,082.1	1,360.0	1,041.7	1,918.2	2,609.4
JUMLAH / TOTAL	10,784.3	14,852.5	15,513.2	16,585.3	17,656.8	19,026.8	21,603.0	27,265.6	17,870.9	21,133.5	27,575.8
b. Perubahan Peratus Tahunan / Annual Percentage Change											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	..	38.7	4.1	4.7	2.0	4.8	10.7	27.1	-50.3	1.0	25.1
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	..	41.1	4.4	7.0	5.0	5.8	14.1	43.3	-49.0	-8.0	22.5
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	..	39.6	4.5	9.1	9.3	11.2	15.3	19.4	-27.3	0.2	21.9
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	..	5.7	6.5	1.1	30.4	19.9	10.3	20.3	-34.7	13.2	-4.5
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	..	6.0	3.7	5.5	5.2	8.6	29.5	34.5	-6.8	31.8	48.4
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	..	37.4	3.9	5.7	5.7	6.6	11.3	17.8	-11.3	69.4	45.3
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	..	23.2	7.1	7.6	10.5	6.0	16.5	25.7	-23.4	84.1	36.0
JUMLAH / TOTAL	..	37.7	4.4	6.9	6.5	7.8	13.5	26.2	-34.5	18.3	30.5
c. Pembahagian Peratus / Percentage Share											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	21.7	21.8	21.8	21.3	20.4	19.9	19.4	19.5	14.8	12.6	12.1
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	21.5	22.1	22.1	22.1	21.8	21.4	21.5	24.4	19.0	14.8	13.9
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	32.2	32.6	32.7	33.3	34.2	35.3	35.8	33.9	37.6	31.8	29.8
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	1.5	1.1	1.2	1.1	1.4	1.5	1.5	1.4	1.4	1.3	1.0
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	0.8	0.6	0.6	0.6	0.6	0.6	0.7	0.8	1.1	1.2	1.4
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	17.1	17.0	16.9	16.7	16.6	16.4	16.1	15.0	20.3	29.1	32.5
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	5.2	4.6	4.8	4.8	5.0	4.9	5.0	5.0	5.8	9.1	9.5
JUMLAH / TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Jadual 2 A / Table 2 A

**Perbelanjaan Pelancongan Domestik bagi Pelancong mengikut Produk
Domestic Tourism Expenditure of Tourists by Products**

PRODUK / PRODUCTS	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
a. Nilai (RM Juta) / Value (RM Million)											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	2,339.6	3,244.4	3,378.3	3,538.0	3,607.4	3,779.1	4,182.2	5,315.6	2,640.3	2,666.6	3,336.4
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	2,067.9	2,937.2	3,068.9	3,290.4	3,427.1	3,619.1	4,106.6	6,070.1	3,000.8	2,470.7	2,709.9
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	3,178.8	4,403.1	4,589.7	4,979.9	5,467.5	6,070.4	7,031.9	8,336.6	5,937.4	5,680.5	6,556.4
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	138.0	142.0	151.8	153.6	203.6	244.0	273.6	336.8	245.9	269.9	231.0
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	44.0	45.4	47.4	50.7	53.9	58.4	73.9	101.0	122.9	146.2	155.7
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	868.6	1,211.4	1,263.7	1,343.4	1,427.0	1,510.6	1,667.5	1,723.6	1,684.6	2,089.2	2,635.6
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	358.4	404.9	439.8	477.8	541.1	588.7	683.3	858.6	765.7	1,327.2	1,703.5
JUMLAH / TOTAL	8,995.3	12,388.5	12,939.6	13,833.8	14,727.6	15,870.3	18,019.1	22,742.3	14,397.6	14,650.3	17,328.5
b. Perubahan Peratus Tahunan / Annual Percentage Change											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	..	38.7	4.1	4.7	2.0	4.8	10.7	27.1	-50.3	1.0	25.1
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	..	42.0	4.5	7.2	4.2	5.6	13.5	47.8	-50.6	-17.7	9.7
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	..	38.5	4.2	8.5	9.8	11.0	15.8	18.6	-28.8	-4.3	15.4
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	..	2.9	6.9	1.1	32.6	19.8	12.1	23.1	-27.0	9.8	-14.4
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	..	3.1	4.3	7.0	6.3	8.3	26.6	36.7	21.7	19.0	6.5
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	..	39.5	4.3	6.3	6.2	5.9	10.4	3.4	-2.3	24.0	26.2
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	..	13.0	8.6	8.6	13.3	8.8	16.1	25.7	-10.8	73.3	28.4
JUMLAH / TOTAL	..	37.7	4.4	6.9	6.5	7.8	13.5	26.2	-36.7	1.8	18.3
c. Pembahagian Peratus / Percentage Share											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	26.0	26.2	26.1	25.6	24.5	23.8	23.2	23.4	18.3	18.2	19.3
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	23.0	23.7	23.7	23.8	23.3	22.8	22.8	26.7	20.8	16.9	15.6
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	35.3	35.5	35.5	36.0	37.1	38.2	39.0	36.7	41.2	38.8	37.8
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	1.5	1.1	1.2	1.1	1.4	1.5	1.5	1.5	1.7	1.8	1.3
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	0.5	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.9	1.0	0.9
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	9.7	9.8	9.8	9.7	9.7	9.5	9.3	7.6	11.7	14.3	15.2
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	4.0	3.3	3.4	3.5	3.7	3.7	3.8	3.8	5.3	9.1	9.8
JUMLAH / TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Jadual 2 B / Table 2 B
**Perbelanjaan Pelancongan Domestik bagi Pelawat Harian mengikut Produk
Domestic Tourism Expenditure of Excursionists by Products**

PRODUK / PRODUCTS	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
a. Nilai (RM Juta) / Value (RM Million)											
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	255.5	341.3	353.9	373.3	421.2	451.3	536.3	583.7	390.4	648.1	1,111.1
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	293.1	444.4	477.5	546.0	572.4	643.2	709.4	908.3	779.6	1,050.5	1,649.0
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	23.5	28.7	30.0	30.2	36.1	43.4	43.5	44.7	3.3	12.2	38.5
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	47.0	51.1	52.7	54.9	57.2	62.3	82.4	109.2	73.0	112.0	227.5
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	970.2	1,315.6	1,362.3	1,431.5	1,507.2	1,616.1	1,813.5	2,376.0	1,951.0	4,069.4	6,315.3
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	199.8	283.0	297.2	315.5	335.1	340.2	398.8	501.4	276.0	591.0	905.9
JUMLAH / TOTAL	1,789.0	2,464.0	2,573.6	2,751.5	2,929.2	3,156.5	3,583.9	4,523.3	3,473.3	6,483.2	10,247.3
b. Perubahan Peratus Tahunan / Annual Percentage Change											
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	..	33.6	3.7	5.5	12.8	7.2	18.8	8.8	-33.1	66.0	71.4
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	..	51.6	7.5	14.4	4.8	12.4	10.3	28.0	-14.2	34.7	57.0
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	..	22.0	4.5	0.9	19.5	20.1	0.2	2.8	-92.6	269.7	215.6
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	..	8.8	3.2	4.1	4.2	8.9	32.3	32.5	-33.2	53.4	103.1
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	..	35.6	3.5	5.1	5.3	7.2	12.2	31.0	-17.9	108.6	55.2
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	..	41.7	5.0	6.2	6.2	1.5	17.2	25.7	-45.0	114.1	53.3
JUMLAH / TOTAL	..	37.7	4.4	6.9	6.5	7.8	13.5	26.2	-23.2	86.7	58.1
c. Pembahagian Peratus / Percentage Share											
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	14.3	13.8	13.8	13.6	14.4	14.3	15.0	12.9	11.2	10.0	10.8
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	16.4	18.0	18.6	19.8	19.5	20.4	19.8	20.1	22.4	16.2	16.1
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	1.3	1.2	1.2	1.1	1.2	1.4	1.2	1.0	0.1	0.2	0.4
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	2.6	2.1	2.0	2.0	2.0	2.0	2.3	2.4	2.1	1.7	2.2
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	54.2	53.4	52.9	52.0	51.5	51.2	50.6	52.5	56.2	62.8	61.6
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	11.2	11.5	11.5	11.5	11.4	10.8	11.1	11.1	7.9	9.1	8.8
JUMLAH / TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Jadual 3 / Table 3

**Perbelanjaan Pelancongan *Outbound* bagi Pelawat mengikut Produk
Outbound Tourism Expenditure of Visitors by Products**

PRODUK / PRODUCTS	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
a. Nilai (RM Juta) / Value (RM Million)											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	787.1	1,063.0	1,027.4	1,046.0	1,109.3	1,390.9	1,641.2	1,891.8	2,227.8	2,121.9	2,449.9
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	427.7	600.4	536.1	635.3	539.8	731.6	829.7	1,016.5	1,161.0	1,122.8	1,306.2
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	2,673.3	3,582.6	3,516.3	3,471.6	2,912.7	3,979.6	4,494.9	5,523.6	6,299.8	6,097.1	7,401.6
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	92.6	157.5	89.3	218.2	136.4	201.0	218.8	296.6	322.7	319.9	346.5
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	67.0	95.1	83.0	102.7	89.0	128.6	141.3	170.0	196.0	188.6	215.2
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	660.4	846.4	906.2	744.4	996.6	1,366.7	1,540.9	1,642.3	2,014.0	1,880.4	2,138.5
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	165.7	216.5	223.4	198.9	148.3	241.2	250.7	311.1	353.1	342.6	429.5
JUMLAH / TOTAL	4,873.8	6,561.6	6,381.7	6,417.1	5,932.1	8,039.6	9,117.5	10,851.9	12,574.4	12,073.5	14,287.4
b. Perubahan Peratus Tahunan / Annual Percentage Change											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	..	35.1	-3.3	1.8	6.1	25.4	18.0	15.3	17.8	-4.8	15.5
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	..	40.4	-10.7	18.5	-15.0	35.5	13.4	22.5	14.2	-3.3	16.3
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	..	34.0	-1.9	-1.3	-16.1	36.6	12.9	22.9	14.1	-3.2	21.4
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	..	70.1	-43.3	144.3	-37.5	47.4	8.9	35.6	8.8	-0.9	8.3
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	..	41.9	-12.7	23.7	-13.3	44.5	9.9	20.3	15.3	-3.7	14.1
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	..	28.2	7.1	-17.9	33.9	37.1	12.7	6.6	22.6	-6.6	13.7
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	..	30.7	3.2	-11.0	-25.4	62.6	4.0	24.1	13.5	-3.0	25.4
JUMLAH / TOTAL	..	34.6	-2.7	0.6	-7.6	35.5	13.4	19.0	15.9	-4.0	18.3
c. Pembahagian Peratus / Percentage Share											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	16.1	16.2	16.1	16.3	18.7	17.3	18.0	17.4	17.7	17.6	17.1
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	8.8	9.2	8.4	9.9	9.1	9.1	9.1	9.4	9.2	9.3	9.1
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	54.9	54.6	55.1	54.1	49.1	49.5	49.3	50.9	50.1	50.5	51.8
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	1.9	2.4	1.4	3.4	2.3	2.5	2.4	2.7	2.6	2.7	2.4
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	1.4	1.4	1.3	1.6	1.5	1.6	1.6	1.6	1.6	1.6	1.5
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	13.6	12.9	14.2	11.6	16.8	17.0	16.9	15.1	16.0	15.6	15.0
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	3.4	3.3	3.5	3.1	2.5	3.0	2.8	2.9	2.8	2.8	3.0
JUMLAH / TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Jadual 4 / Table 4
**Penggunaan Pelancongan *Internal* bagi Pelawat mengikut Produk
Internal Tourism Consumption of Visitors by Products**

PRODUK / PRODUCTS	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
a. Nilai (RM Juta) / Value (RM Million)											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	8,025.6	11,697.7	12,814.2	11,926.7	12,858.6	14,483.7	17,022.4	19,551.2	18,103.4	19,240.4	20,679.6
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	6,116.2	7,709.8	8,542.5	7,377.8	9,275.2	10,769.9	11,802.4	15,347.1	12,320.6	12,821.7	13,998.1
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	5,669.8	8,611.5	8,858.5	8,356.8	10,749.7	11,931.8	12,794.9	16,401.2	14,435.7	14,592.9	16,252.5
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	978.4	1,158.4	1,039.7	1,248.2	1,581.0	1,364.7	1,082.8	2,494.8	2,317.6	2,653.9	2,813.8
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	1,063.5	1,351.2	1,373.1	1,011.4	2,044.9	1,467.3	1,572.9	1,699.1	1,709.3	1,922.9	2,217.5
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	6,331.8	8,239.9	8,326.7	7,462.9	9,920.8	10,129.1	13,320.6	16,875.3	17,155.9	21,932.1	25,932.4
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	1,355.6	1,915.9	1,539.6	1,313.9	1,936.7	1,972.5	1,579.9	2,320.6	2,000.2	2,970.4	4,029.4
JUMLAH / TOTAL	29,541.0	40,684.4	42,494.4	38,697.9	48,366.8	52,119.2	59,175.9	74,689.3	68,042.7	76,134.3	85,923.3
b. Perubahan Peratus Tahunan / Annual Percentage Change											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	..	45.8	9.5	-6.9	7.8	12.6	17.5	14.9	-7.4	6.3	7.5
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	..	26.1	10.8	-13.6	25.7	16.1	9.6	30.0	-19.7	4.1	9.2
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	..	51.9	2.9	-5.7	28.6	11.0	7.2	28.2	-12.0	1.1	11.4
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	..	18.4	-10.2	20.1	26.7	-13.7	-20.7	130.4	-7.1	14.5	6.0
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	..	27.0	1.6	-26.3	102.2	-28.2	7.2	8.0	0.6	12.5	15.3
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	..	30.1	1.1	-10.4	32.9	2.1	31.5	26.7	1.7	27.8	18.2
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	..	41.3	-19.6	-14.7	47.4	1.8	-19.9	46.9	-13.8	48.5	35.7
JUMLAH / TOTAL	..	37.7	4.4	-8.9	25.0	7.8	13.5	26.2	-8.9	11.9	12.9
c. Pembahagian Peratus / Percentage Share											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	27.2	28.8	30.2	30.8	26.6	27.8	28.8	26.2	26.6	25.3	24.1
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	20.7	19.0	20.1	19.1	19.2	20.7	19.9	20.5	18.1	16.8	16.3
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	19.2	21.2	20.8	21.6	22.2	22.9	21.6	22.0	21.2	19.2	18.9
Perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services</i>	3.3	2.8	2.4	3.2	3.3	2.6	1.8	3.3	3.4	3.5	3.3
Perkhidmatan kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational services</i>	3.6	3.3	3.2	2.6	4.2	2.8	2.7	2.3	2.5	2.5	2.6
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	21.4	20.3	19.6	19.3	20.5	19.4	22.5	22.6	25.2	28.8	30.2
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	4.6	4.7	3.6	3.4	4.0	3.8	2.7	3.1	2.9	3.9	4.7
JUMLAH / TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Jadual 4 = Penjumlahan Jadual 1 dan Jadual 2
Table 4 = Summation of Table 1 and Table 2

Jadual 5 / Table 5
**Akaun Pengeluaran Industri Pelancongan (pada harga asas)
Production Accounts of Tourism Industries (at basic prices)**

TAHUN / YEAR	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
a. Nilai (RM Juta) / Value (RM Million)											
Jumlah keluaran industri pelancongan (pada harga asas) <i>Total output of tourism industry (at basic prices)</i>	73,156.0	74,988.5	77,136.9	79,187.8	87,787.2	100,294.4	110,268.6	129,938.1	148,541.8	151,073.6	163,045.3
Jumlah penggunaan perantaraan (pada harga pembeli) <i>Total intermediate consumption (at purchasers' prices)</i>	31,895.7	32,700.5	33,904.5	34,682.7	38,974.2	43,910.5	48,731.8	57,267.6	66,338.8	68,000.8	73,708.3
Jumlah Nilai Ditambah Kasar (pada harga asas) <i>Total Gross Value Added (at basic prices)</i>	41,260.3	42,288.0	43,232.5	44,505.2	48,813.1	56,383.9	61,536.8	72,670.5	82,203.0	83,072.8	89,336.9
Keluaran Dalam Negeri Kasar (pada harga semasa) <i>Gross Domestic Product (at current prices)</i>	356,401.0	352,579.0	383,213.0	418,769.0	474,048.0	522,445.0	574,441.0	642,049.0	742,470.0	679,938.0	765,965.0
PERATUS SUMBANGAN NILAI DITAMBAH KASAR INDUSTRI PELANCONGAN KEPADA KDNK PERCENTAGE SHARE OF GROSS VALUE ADDED OF TOURISM INDUSTRIES TO GDP	11.6	12.0	11.3	10.6	10.3	10.8	10.7	11.3	11.1	12.2	11.7
b. Perubahan Peratus Tahunan / Annual Percentage Change											
Jumlah keluaran industri pelancongan (pada harga asas) <i>Total output of tourism industry (at basic prices)</i>	..	2.5	2.9	2.7	10.9	14.2	9.9	17.8	14.3	1.7	7.9
Jumlah penggunaan perantaraan (pada harga pembeli) <i>Total intermediate consumption (at purchasers' prices)</i>	..	2.5	3.7	2.3	12.4	12.7	11.0	17.5	15.8	2.5	8.4
Jumlah Nilai Ditambah Kasar (pada harga asas) <i>Total Gross Value Added (at basic prices)</i>	..	2.5	2.2	2.9	9.7	15.5	9.1	18.1	13.1	1.1	7.5
Keluaran Dalam Negeri Kasar (pada harga semasa) <i>Gross Domestic Product (at current prices)</i>	..	-1.1	8.7	9.3	13.2	10.2	10.0	11.8	15.6	-8.4	12.7

Jadual 6 / Table 6
**Jumlah Penawaran dan Penggunaan Pelancongan Internal (pada harga pembeli)
Total Supply and Internal Tourism Consumption (at purchasers' prices)**

TAHUN / YEAR	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
a. Nilai (RM Juta) / Value (RM Million)											
Jumlah keluaran industri pelancongan (pada harga asas) <i>Total output of tourism industry (at basic prices)</i>	73,156.0	74,988.5	77,136.9	79,187.8	87,787.2	100,294.4	110,268.6	129,938.1	148,541.8	151,073.6	163,045.3
Penggunaan pelancongan internal* <i>Internal tourism consumption*</i>	29,541.0	40,684.4	42,494.4	38,697.9	48,366.8	52,119.2	59,175.9	74,689.3	68,042.7	76,134.3	85,923.3
NISBAH PELANCONGAN TOURISM RATIO	40.4	54.3	55.1	48.9	55.1	52.0	53.7	57.5	45.8	50.4	52.7

* Penjumlahan perbelanjaan pelancongan *inbound* dan domestik.

* Summation of *inbound* and domestic tourism expenditure.

Jadual 7 / Table 7

**Guna Tenaga Berkaitan Industri Pelancongan
Employment in the Related Tourism Industries**

INDUSTRI / INDUSTRIES	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
a. ('000 orang / person)											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	115.5	119.7	126.5	112.4	128.6	130.7	128.0	139.7	162.0	156.3	179.2
Industri penyediaan makanan dan minuman <i>Food and beverage serving industry</i>	508.1	443.3	464.1	500.7	527.0	501.3	555.6	579.0	592.4	613.9	668.5
Industri perkhidmatan pengangkutan penumpang <i>Passenger transport services industry</i>	182.8	129.8	141.9	150.8	149.5	155.2	145.2	130.9	152.6	151.1	140.8
Industri perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services industry</i>	11.8	18.5	20.7	21.0	22.7	23.0	26.9	27.8	28.2	34.7	37.9
Industri kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational industry</i>	68.7	52.1	47.9	60.1	61.8	65.0	58.5	60.6	63.3	65.0	87.3
Industri perdagangan runcit <i>Retail trade industry</i>	502.9	415.8	447.0	448.5	446.2	447.6	455.3	444.9	469.1	505.1	418.9
Industri pelancongan lain <i>Other tourism industries</i>	141.3	144.2	154.0	179.3	167.4	188.7	185.1	185.9	210.0	233.4	238.2
JUMLAH / TOTAL	1,531.1	1,323.4	1,402.1	1,472.8	1,503.2	1,511.5	1,554.6	1,568.8	1,677.6	1,759.5	1,770.8
b. Perubahan Peratus Tahunan / Annual Percentage Change											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	..	3.6	5.7	-11.1	14.4	1.6	-2.1	9.1	16.0	-3.5	14.7
Industri penyediaan makanan dan minuman <i>Food and beverage serving industry</i>	..	-12.8	4.7	7.9	5.3	-4.9	10.8	4.2	2.3	3.6	8.9
Industri perkhidmatan pengangkutan penumpang <i>Passenger transport services industry</i>	..	-29.0	9.3	6.3	-0.9	3.8	-6.4	-9.8	16.6	-1.0	-6.8
Industri perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services industry</i>	..	56.8	11.9	1.4	8.1	1.3	17.0	3.3	1.4	23.0	9.2
Industri kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational industry</i>	..	-24.2	-8.1	25.5	2.8	5.2	-10.0	3.6	4.5	2.7	34.3
Industri perdagangan runcit <i>Retail trade industry</i>	..	-17.3	7.5	0.3	-0.5	0.3	1.7	-2.3	5.4	7.7	-17.1
Industri pelancongan lain <i>Other tourism industries</i>	..	2.1	6.8	16.4	-6.6	12.7	-1.9	0.4	13.0	11.1	2.1
JUMLAH / TOTAL	..	-13.6	5.9	5.0	2.1	0.6	2.9	0.9	6.9	4.9	0.6
c. Pembahagian Peratus / Percentage Share											
Perkhidmatan penginapan kepada pelawat <i>Accommodation services for visitors</i>	7.5	9.0	9.0	7.6	8.6	8.6	8.2	8.9	9.7	8.9	10.1
Industri penyediaan makanan dan minuman <i>Food and beverage serving industry</i>	33.2	33.5	33.1	34.0	35.1	33.2	35.7	36.9	35.3	34.9	37.8
Industri perkhidmatan pengangkutan penumpang <i>Passenger transport services industry</i>	11.9	9.8	10.1	10.2	9.9	10.3	9.3	8.3	9.1	8.6	8.0
Industri perkhidmatan agensi pelancongan dan penempahan lain <i>Travel agencies and other reservation services industry</i>	0.8	1.4	1.5	1.4	1.5	1.5	1.7	1.8	1.7	2.0	2.1
Industri kebudayaan, sukan, dan rekreasi <i>Cultural, sports and recreational industry</i>	4.5	3.9	3.4	4.1	4.1	4.3	3.8	3.9	3.8	3.7	4.9
Industri perdagangan runcit <i>Retail trade industry</i>	32.8	31.4	31.9	30.5	29.7	29.6	29.3	28.4	28.0	28.7	23.7
Industri pelancongan lain <i>Other tourism industries</i>	9.2	10.9	11.0	12.2	11.1	12.5	11.9	11.8	12.5	13.3	13.5
JUMLAH / TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

KONSEP DAN DEFINISI



CONCEPTS AND DEFINITIONS

KONSEP DAN DEFINISI

Akaun Satelit Pelancongan (TSA) Malaysia 2000-2010 telah disediakan berdasarkan 'Recommended Methodological Framework' (RMF) dan *International Recommendations for Tourism Statistics* (IRTS), 2008 yang diterbitkan oleh *United Nations World Tourism Organization* (UNWTO) dengan kerjasama *United Nations Statistics Division* (UNSD), *Statistical Office of the European Communities* (EUROSTAT), *Organization for Economic Co-operation and Development* (OECD), *International Labour Organization* (ILO), *International Monetary Fund* (IMF) dan *World Tourism Organization* (WTO). Konsep dan definisi TSA yang digunakan telah diselaraskan mengikut keperluan Malaysia.

Bahagian ini akan menerangkan konsep dan definisi yang dipraktis oleh Malaysia dalam menyusun jadual-jadual TSA.

DEFINISI TSA

Pelawat

Pelawat merujuk kepada *traveller* yang melakukan aktiviti perjalanan ke destinasi utama di luar dari **persekitaran biasa** dalam tempoh tidak melebihi 12 bulan, selain daripada diambil bekerja oleh entiti residen negara tersebut atau tempat yang dilawati. Berikut ialah senarai tujuan utama lawatan seperti yang disenaraikan dalam IRTS:

1. Perniagaan dan profesional
2. Percutian, mengisi masa lapang dan rekreasi
3. Melawat rakan dan saudara mara
4. Pendidikan dan latihan
5. Kesihatan dan rawatan perubatan
6. Hal-hal keagamaan/menziarahi ke tempat suci
7. Membeli-belah
8. Transit

Bagi situasi di Malaysia, senario balik kampung yang diamalkan oleh residen semasa musim perayaan juga didefinisikan sebagai pelancongan. **Pelawat** boleh diklasifikasikan kepada dua kategori:

1. **Pelancong** – Jika perjalanannya melibatkan tidur bermalam
2. **Pelawat harian** – Jika perjalanannya mengambil masa kurang daripada 24 jam

Persekitaran Biasa

Persekitaran biasa seseorang individu merupakan konsep utama dalam pelancongan yang merujuk kepada kawasan geografi (walaupun tidak semestinya mempunyai sempadan) di mana seseorang individu menjalankan rutin kehidupan seharian. Persekitaran biasa bagi seseorang individu itu termasuklah tempat tinggal biasa yang dimiliki oleh beliau, tempat bekerja atau belajar dan tempat-tempat yang selalu dikunjungi walaupun tempat tersebut jauh dari tempat tinggal biasa atau berada di kawasan yang lain. Tujuan memperkenalkan konsep ini adalah untuk membezakan pelawat daripada *traveller* yang kerap berulang-alik di antara tempat tinggal biasa dan tempat bekerja, tempat belajar ataupun tempat-tempat dalam kawasan mereka menjalankan rutin kehidupan semasa yang kerap dikunjungi seperti melawat rumah rakan atau saudara mara, mengunjungi pusat membeli belah, tempat keagamaan, rawatan kesihatan atau lain-lain kemudahan yang amat jauh ataupun berlain kawasan pentadbiran tetapi biasa dan kerap dikunjungi.

Walau bagaimanapun, konsep ini berlainan di antara satu negara dengan negara yang lain bergantung kepada ciri-ciri negara tersebut.

Di Malaysia, penentuan persekitaran biasa menjadi elemen penting terutamanya untuk pelancong domestik. Oleh yang demikian, seperti yang dicadangkan oleh UNWTO, Malaysia telah menetapkan beberapa syarat bagi menentukan seseorang itu adalah pelawat. Pelawat adalah mereka yang memenuhi kriteria seperti berikut:

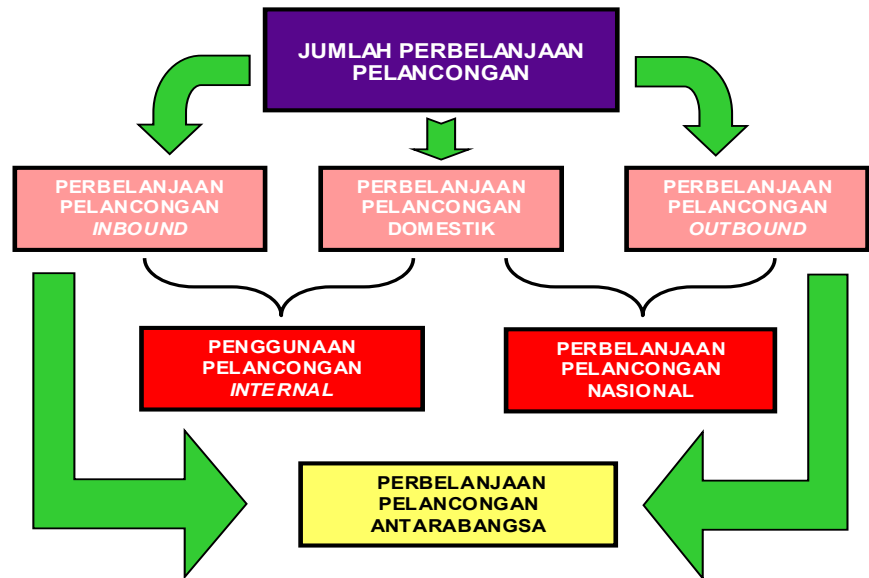
- a) Mereka yang membuat perjalanan pergi dan balik sekurang-kurangnya 50 kilometer dari kawasan kediaman mereka untuk tujuan pelancongan, berada di luar persekitaran biasa mereka dan menghabiskan masa sekurang-kurangnya 4 jam di lokasi tersebut.
- b) Mereka yang membuat perjalanan pergi dan balik kurang daripada 50 kilometer pula hendaklah menghabiskan masa 4 jam dan lebih serta menggunakan kemudahan pelancongan seperti kemudahan pengangkutan/penginapan/makanan & minuman/rekreasi.

JENIS-JENIS PELANCONGAN

Pelancongan <i>Inbound</i>	Terdiri daripada aktiviti pelawat bukan residen yang membuat perjalanan ke negara rujukan (Malaysia) bagi perjalanan <i>inbound</i> .
Pelancongan Domestik	Terdiri daripada aktiviti pelawat residen yang membuat perjalanan dalam negara rujukan (Malaysia) sama ada sebahagian daripada perjalanan domestik atau sebahagian daripada perjalanan <i>outbound</i> .
Pelancongan <i>Outbound</i>	Terdiri daripada aktiviti pelawat residen yang membuat perjalanan di luar negara rujukan (Malaysia) sama ada sebahagian daripada perjalanan <i>outbound</i> atau sebahagian daripada perjalanan domestik.
Pelancongan <i>Internal</i>	Terdiri daripada pelancongan domestik dan pelancongan <i>inbound</i> , iaitu aktiviti pelawat residen dan bukan residen di dalam negara rujukan (Malaysia) sama ada sebahagian daripada perjalanan domestik atau antarabangsa.
Pelancongan Nasional	Terdiri daripada pelancongan domestik dan pelancongan <i>outbound</i> , iaitu aktiviti pelawat residen dalam dan luar negara rujukan (Malaysia) sama ada sebahagian daripada perjalanan domestik atau <i>outbound</i> .
Pelancongan Antarabangsa	Terdiri daripada pelancongan <i>inbound</i> dan pelancongan <i>outbound</i> , iaitu aktiviti pelawat residen di luar negara rujukan (Malaysia) sama ada sebahagian daripada perjalanan domestik atau <i>outbound</i> dan aktiviti pelawat bukan residen dalam negara rujukan (Malaysia) bagi perjalanan <i>inbound</i> .

Gambarajah di bawah menunjukkan jenis-jenis pelancongan.

Gambarajah 1 : Carta Aliran Perbelanjaan Pelancongan



PERBELANJAAN PELANCONGAN

Perbelanjaan pelancongan merujuk kepada jumlah yang dibayar bagi pemerolehan penggunaan barang & perkhidmatan dan barang berharga, untuk kegunaan sendiri atau untuk diberi bagi dan semasa perjalanan pelancongan. Ia termasuk perbelanjaan oleh pelawat sendiri dan perbelanjaan yang dibayar oleh orang lain. Secara prinsipnya, pemerolehan barang dan perkhidmatan semasa perjalanan pelancongan adalah sebahagian daripada perbelanjaan pelancongan. Kesemua perkhidmatan yang diterima sebelum perjalanan dibuat dan berkaitan dengan perjalanan (sebagai contoh inokulasi, perkhidmatan pasport, kawalan perubatan, perkhidmatan agensi pelancongan dan sebagainya) adalah termasuk dalam perbelanjaan pelancongan. Kesemua barang yang diperoleh sebelum perjalanan yang akan digunakan dalam perjalanan (pakaian khusus, ubat, dan lain-lain yang akan digunakan dalam perjalanan) atau dibawa sebagai hadiah juga akan diambil kira.

Perbelanjaan Pelancongan *Inbound*

Perbelanjaan pelancongan bagi pelawat bukan residen dalam ekonomi rujukan (Malaysia).

Perbelanjaan Pelancongan Domestik

Perbelanjaan pelancongan bagi pelawat residen dalam ekonomi rujukan (Malaysia).

Perbelanjaan Pelancongan *Outbound*

Perbelanjaan pelancongan bagi pelawat residen di luar ekonomi rujukan (Malaysia).

Penggunaan Pelancongan <i>Internal</i>	Terdiri daripada perbelanjaan pelancongan bagi pelawat residen dan bukan residen di dalam ekonomi rujukan (Malaysia). Ia merupakan jumlah keseluruhan perbelanjaan pelancongan domestik dan perbelanjaan pelancongan <i>inbound</i> .
Perbelanjaan Pelancongan Nasional	Terdiri daripada semua perbelanjaan pelancongan bagi pelawat residen di dalam dan di luar ekonomi rujukan (Malaysia). Ia adalah jumlah perbelanjaan pelancongan domestik dan pelancongan <i>outbound</i> .
Perbelanjaan Pelancongan Antarabangsa	Gabungan perbelanjaan pelancongan bagi pelawat bukan residen di dalam ekonomi rujukan (sebagai eksport) dengan perbelanjaan pelancongan pelawat residen di luar ekonomi rujukan (sebagai import). Ia adalah jumlah perbelanjaan pelancongan <i>inbound</i> dan perbelanjaan pelancongan <i>outbound</i> .
Jumlah Perbelanjaan Pelancongan	Gabungan perbelanjaan pelancongan bagi pelawat bukan residen di dalam ekonomi rujukan (Malaysia) dengan perbelanjaan pelancongan pelawat residen di dalam dan di luar ekonomi rujukan (Malaysia). Ini merupakan jumlah perbelanjaan pelancongan <i>inbound</i> , perbelanjaan pelancongan domestik dan perbelanjaan pelancongan <i>outbound</i> .

INDUSTRI PELANCONGAN

Industri pelancongan meliputi semua pertubuhan di mana aktiviti utamanya adalah berkaitan dengan aktiviti bercirikan pelancongan. Sehubungan itu, sekumpulan pertubuhan yang mempunyai aktiviti utama yang sama dan menawarkan perkhidmatan kepada pelawat secara terus dan salah satu aktivitinya bercirikan pelancongan, maka pertubuhan tersebut merupakan industri pelancongan. Pertubuhan dikelaskan mengikut aktiviti utama mereka, yang mana ditentukan oleh kegiatan yang menghasilkan nilai ditambah paling tinggi.

PRODUK-PRODUK PELANCONGAN

Produk pelancongan dikelaskan kepada dua kumpulan utama iaitu Produk Penggunaan dan Produk Bukan Penggunaan.

Produk Penggunaan

Produk Penggunaan boleh dikategorikan kepada dua sub kategori iaitu produk bercirikan pelancongan dan produk penggunaan lain.

1) Produk bercirikan pelancongan

Produk bercirikan pelancongan boleh diklasifikasikan kepada produk perbandingan antarabangsa bercirikan pelancongan dan produk khusus bercirikan pelancongan negara.

a) Produk perbandingan antarabangsa bercirikan pelancongan

Produk perbandingan antarabangsa bercirikan pelancongan merupakan produk utama bagi perbandingan antarabangsa untuk perbelanjaan pelancongan. Sesuatu produk boleh dikelaskan sebagai produk bercirikan pelancongan sekiranya perbelanjaan pelawat terhadap sesuatu produk adalah signifikan. Contoh produk bercirikan pelancongan adalah perkhidmatan penginapan, perkhidmatan penyediaan makanan & minuman, perkhidmatan pengangkutan penumpang kereta api, perkhidmatan pengangkutan penumpang darat, perkhidmatan pengangkutan penumpang air, perkhidmatan pengangkutan penumpang udara, perkhidmatan penyewaan kenderaan pengangkutan, perkhidmatan agensi pelancongan & penempahan lain, perkhidmatan kebudayaan, sukan & rekreasi dan produk khusus bercirikan pelancongan negara.

b) Produk khusus bercirikan pelancongan negara

Produk khusus bercirikan pelancongan negara adalah produk pelancongan yang ditakrifkan oleh negara itu sendiri. Bagi produk ini, pengeluaran produk tersebut akan dikira sebagai bercirikan pelancongan dan industri di mana aktiviti utamanya adalah bercirikan pelancongan akan dikenali sebagai industri pelancongan.

Di Malaysia, produk khusus bercirikan pelancongan negara terbahagi kepada dua kategori iaitu barang khusus bercirikan pelancongan negara dan perkhidmatan khusus bercirikan pelancongan negara. Aktiviti yang dikenal pasti sebagai barang khusus bercirikan pelancongan negara ialah perdagangan runcit barang khusus bercirikan pelancongan negara.

Walau bagaimanapun, produk-produk yang dikenal pasti di bawah perkhidmatan khusus bercirikan pelancongan negara adalah perbelanjaan lain yang menunjukkan sumbangan yang signifikan bagi perbelanjaan pelancongan.

2) Produk penggunaan lain

Produk penggunaan lain boleh diklasifikasikan kepada produk berhubung pelancongan dan produk berkaitan pelancongan. Kedua-dua produk ini bergantung kepada negara masing-masing untuk mentakrifkannya.

a) Produk berhubung pelancongan

Produk berhubung pelancongan terdiri daripada produk lain mengikut kesesuaian analisis pelancongan.

b) Penggunaan produk bukan berkaitan pelancongan

Penggunaan produk bukan berkaitan pelancongan adalah semua penggunaan barang dan perkhidmatan yang tidak dinyatakan dalam kategori yang telah disebutkan sebelum ini.

Produk Bukan Penggunaan

Produk bukan penggunaan meliputi semua produk, di mana, ianya bukan penggunaan barang mahupun perkhidmatan, dan juga tidak termasuk di dalam kategori perbelanjaan pelancongan, ataupun penggunaan pelancongan, kecuali barang berharga yang mungkin diperoleh pelancong semasa membuat perjalanan. Terdapat dua sub kategori iaitu:

a) Barang berharga

b) Produk bukan penggunaan lain

AKAUN PENGELUARAN

Menurut *System of National Accounts*, akaun pengeluaran merekodkan aktiviti pengeluaran barang dan perkhidmatan. Akaun pengeluaran menunjukkan output sebagai sumber dan penggunaan perantara sebagai penggunaan dan nilai ditambah sebagai item pengimbang.

NILAI DITAMBAH

Nilai ditambah merupakan 'nilai' yang ditambah oleh pengeluar ke atas bahan mentah barang dan perkhidmatan yang dibeli semasa proses pengeluaran. Justeru itu, nilai ditambah adalah nilai output ditolak dengan nilai penggunaan perantara.

GVATI

GVATI ialah jumlah nilai ditambah kasar bagi semua pertubuhan yang berada di dalam industri pelancongan, tanpa mengira sama ada semua output disediakan kepada pelawat dan juga peringkat proses pengeluaran mereka.

Nilai Ditambah Kasar Pelancongan Langsung

Nilai Ditambah Kasar Pelancongan Langsung adalah sebahagian daripada nilai ditambah kasar yang dijanakan oleh industri pelancongan dan industri ekonomi yang lain yang menyediakan perkhidmatan secara langsung kepada pelawat bagi memenuhi penggunaan pelancongan *internal*.

KADAR PELANCONGAN

Kadar pelancongan merupakan kadaran daripada penggunaan pelancongan *internal* oleh pelawat dibahagikan dengan penawaran domestik yang terdiri daripada output pengeluar domestik, import, cukai yang ditolak subsidi ke atas produk negara dan import serta margin perdagangan dan pengangkutan.

CONCEPTS AND DEFINITIONS

Tourism Satellite Account (TSA) of Malaysia 2000-2010 has been prepared based on Recommended Methodological Framework (RMF) and International Recommendations for Tourism Statistics (IRTS) that published by the United Nations World Tourism Organization (UNWTO) in 2008 with the participation of the United Nations Statistics Division (UNSD), Statistical Office of the European Communities (EUROSTAT), Organisation for Economic Co-operation and Development (OECD), International Labour Organization (ILO), International Monetary Fund (IMF), and World Trade Organization (WTO). The concepts and definitions of TSA are abstracted and synchronized according to Malaysia's need.

In this section, we will briefly present the concepts and definitions practiced by Malaysia in constructing TSA tables.

DEFINITIONS OF TSA

Visitor

*A visitor refers to a traveller taking a trip to a main destination outside his/her **usual environment**, for less than 12 months other than to be employed by resident entity in the country or place visited. The following list is incorporated in IRTS as the main purpose of visit :*

- 1. Business and professional*
- 2. Holiday, leisure and recreation*
- 3. Visiting friends and relatives*
- 4. Education and training*
- 5. Health and medical care*
- 6. Religion/pilgrimages*
- 7. Shopping*
- 8. Transit*

*In Malaysia's case, scenario 'balik kampung' practiced by residents during festive seasons is also defined as tourism. A **visitor** is classified into 2 categories:*

- 1. **Tourist** – If his/her trip includes an overnight stay*
- 2. **Excursionist** – If his/her trip takes less than 24 hours*

Usual Environment

The usual environment of an individual, a key concept in tourism, is defined as the geographical area (though not necessarily a contiguous one) within which an individual conducts his/her regular life routines. The usual environment of an individual includes the place of usual residence of the household to which he/she belongs, his/her own place of work or study and any other place that he/she visits regularly and frequently, even when this place is located far away from his/her place of usual residence or in another locality. The purpose of introducing the concept of usual environment is to exclude from visitors those travellers commuting regularly between their place of usual residence and place of work or study, or frequently visiting places within their current life routine, for instance homes of friends or relatives, shopping centres, religious, health care or any other facilities that might be at a substantial distance away or in a different administrative area but are regularly and frequently visited.

However, the concept differs from country to country according to their nature.

In Malaysia, determination of usual environment seems to be significant especially for domestic tourism. Thus, as suggested by the UNWTO, Malaysia has come out with few own conditions to determine a visitor. Visitors are those who fulfil the following criteria:

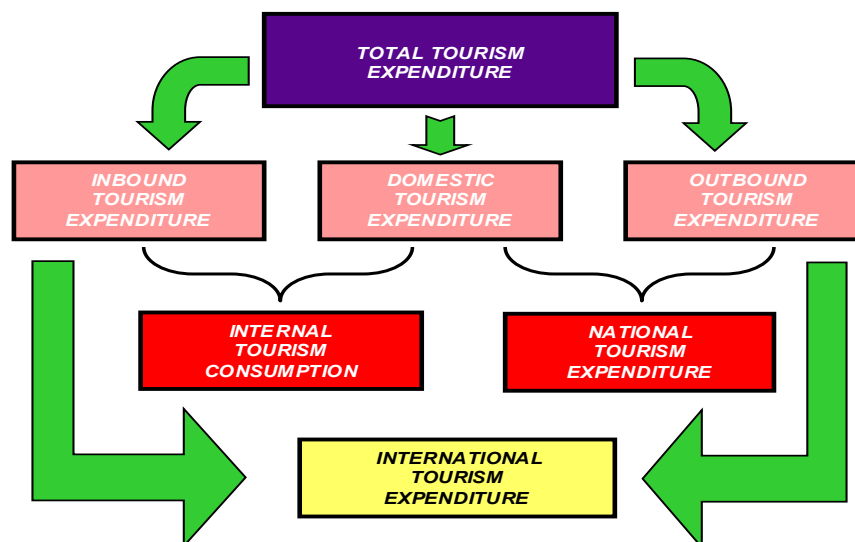
- a) Those who take a trip from their residence for tourism purposes at least 50 kilometres to and return, outside their usual environment and spend a minimum 4 hours at the location.
- b) Those who take a trip for a distance less than 50 kilometres to and return, period should take 4 hours and more and using tourism facilities such as transport facilities/accommodation/food & drink/recreation.

TYPES OF TOURISM

<i>Inbound Tourism</i>	<i>Comprises the activities of a non-resident visitor within the country of reference (Malaysia) on an inbound trip.</i>
<i>Domestic Tourism</i>	<i>Comprises the activities of a resident visitor within the country of reference (Malaysia) either as part of a domestic trip or part of an outbound trip.</i>
<i>Outbound Tourism</i>	<i>Comprises the activities of a resident visitor outside the country of reference (Malaysia), either as part of an outbound trip or as part of a domestic trip.</i>
<i>Internal Tourism</i>	<i>Comprises domestic tourism and inbound tourism, that is the activities of resident and non-resident visitors within the country of reference (Malaysia) as part of domestic or international trips.</i>
<i>National Tourism</i>	<i>Comprises domestic tourism and outbound tourism, that is, the activities of resident visitors within and outside the country of reference (Malaysia) either as part of domestic or outbound trips.</i>
<i>International Tourism</i>	<i>Comprises inbound tourism and outbound tourism, that is, the activities of resident visitors outside the country of reference (Malaysia) either as part of domestic or outbound trips and the activities of non-resident visitors within the country of reference (Malaysia) on inbound trips.</i>

The types of tourism can be further illustrated in the diagram below.

Diagram 1 : Flows of Tourism Expenditure



TOURISM EXPENDITURE

Tourism expenditure 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 tourism trips. It includes expenditures by visitors themselves, as well as expenses that are paid for or reimbursed by others. The acquisition of all goods and services during a tourism trip is in principal, part of tourism expenditure. All services delivered before the trip and clearly related to the trip, (e.g. inoculations, passport services, medical control, service of travel agency, etc.) are included in tourism expenditure. All goods acquired before the trip that are intended to be used on the trip (specific clothes, medicines, etc. to be used on the trip) or brought along as gifts, should also be included.

Inbound Tourism Expenditure

Tourism expenditure of a non-resident visitor within the economy of reference (Malaysia).

Domestic Tourism Expenditure

Tourism expenditure of a resident visitor within the economy of reference (Malaysia).

Outbound Tourism Expenditure

Tourism expenditure of a resident visitor outside the economy of reference (Malaysia).

**Internal Tourism
Consumption**

Comprises all tourism expenditure of visitors, both resident and non-resident, within the economy of reference (Malaysia). It is the sum of domestic tourism expenditure and inbound tourism expenditure.

**National Tourism
Expenditure**

Comprises all tourism expenditure of resident visitors within and outside the economy of reference (Malaysia). It is the sum of domestic tourism expenditure and outbound tourism expenditure.

**International Tourism
Expenditure**

A combination of tourism expenditure of non-resident visitors within the economy of reference (an export) with tourism expenditure of resident visitors outside this economy of reference (an import). It is the sum of inbound tourism expenditure and outbound tourism expenditure.

**Total Tourism
Expenditure**

A combination of tourism expenditure of non-resident visitors within the economy of reference (Malaysia) with tourism expenditure of resident visitors within and outside the economy of reference (Malaysia). It is the sum of inbound tourism expenditure, domestic tourism expenditure and outbound tourism expenditure.

TOURISM INDUSTRIES

The tourism industries comprise all establishments for which the principal activity is a tourism-characteristic activity. As a consequence, the grouping of all establishments with the same main activity which serves visitors directly and is one of the tourism-characteristic activities, constitutes a tourism industry. Establishments are classified according to their main activity, which in turn determined by the activity that generates the most value added.

TOURISM PRODUCTS

Tourism Products are defined into two main subgroups (Consumption Products and Non Consumption Products).

Consumption Products

Consumption products are made of two subcategories i.e. tourism characteristics products and other consumption products.

1) Tourism characteristic products

Tourism characteristic products can be further classified into internationally comparable tourism characteristic products and country-specific tourism characteristic products.

a) Internationally comparable tourism characteristic products

Internationally comparable tourism characteristic products represent the core products for international comparison of tourism expenditure. A product is classified as a tourism characteristic product if the visitor's expenditure on the products is significant. Examples of tourism characteristic products are accommodation services, food & beverage serving services, railway passenger transport services, road passenger transport services, water passenger transport services, air passenger transport services, transport equipment rental services, travel agencies & other reservation services, cultural services, sports & recreational services and country-specific tourism characteristic products.

b) Country-specific tourism characteristic products

Country-specific tourism characteristic products are to be determined by each country. For these products, the activities producing them will be considered as tourism characteristic and the industry in which the principal activity is tourism-characteristic will be called tourism industries.

In Malaysia's case, country-specific tourism characteristic products are divided into two categories that are country-specific tourism characteristic goods and country-specific tourism characteristic services. Activities identified for country-specific tourism characteristic goods are retail trade of country-specific tourism characteristic goods.

However, products identified under country-specific tourism characteristic services are other expenses that represent a significant share of tourism expenditure.

2) Other consumption products

Other consumption products, can be classified into tourism connected products and tourism related products. Both to be determined by each country.

a) Tourism connected products

Tourism connected products comprising other products according to their relevance for tourism analysis.

b) Non tourism-related consumption products

Non tourism-related consumption products are all other consumption goods and services that do not belong to the previous categories.

Non Consumption Products

Non consumption products include all products that, by their nature cannot be consumption of goods and services and therefore, can neither be a part of tourism expenditure, nor of tourism consumption, except valuables that might be acquired by visitors on their trips. Two subcategories are defined:

a) Valuables

b) Other non consumption products

PRODUCTION ACCOUNTS

The production account records the activity of producing goods and services as defined within the System of National Accounts. The production account shows output as resources and intermediate consumption as uses and the balancing item is value added.

VALUE ADDED

Value added is the 'value' that a producer adds to the raw material goods and services it purchases in the process of production. Thus, value added is the value of output less the value of intermediate consumption.

GVATI

GVATI is the total gross value added of all establishments belonging to tourism industries, regardless of whether all their output is provided to visitors and of the degree of specialisation of their production process.

Tourism Direct Gross Value Added

Tourism Direct Gross Value Added is the part of gross value added generated by tourism industries and other industries of the economy that serve directly visitors in response to internal tourism consumption.

TOURISM RATIO

Tourism ratio is the proportion of the internal tourism consumption consumed by visitors over domestic supply which the latter consists of output of domestic producers, imports, taxes less subsidies on products nationally produced and imported as well as trade and transport margins.

METODOLOGI DAN SUMBER DATA



METHODOLOGY AND DATA SOURCES

METODOLOGI DAN SUMBER DATA

Pembangunan Akaun Satelit

Penyusunan TSA dapat dihasilkan rentetan daripada pelaksanaan *System of National Account* yang mantap di Malaysia. Terma 'akaun satelit' digunakan bagi menggambarkan dengan jelas keadaan akaun yang dibangunkan. Ia merupakan 'satelit' kepada set utama Akaun Negara di mana ia memberikan maklumat tambahan di luar daripada maklumat sedia ada di dalam Akaun Negara.

Maklumat satelit memfokuskan kepada aspek ekonomi tertentu bagi membolehkan pengukuran pelancongan dilaksanakan. Ia juga membolehkan hubungkait yang lebih banyak kepada maklumat tambahan yang spesifik bagi pelancongan seperti guna tenaga, jumlah pelancong luar negara dan statistik penggunaan penginapan. Pelancongan, contohnya terdiri daripada industri seperti pengangkutan, penginapan, aktiviti penyediaan makanan dan minuman, rekreasi, hiburan dan agensi pelancongan.

Pembangunan akaun satelit merupakan pengukuran statistik yang sistematik di mana ia merangkumi konsep, klasifikasi dan definisi berdasarkan piawaian antarabangsa bagi membolehkan perbandingan di antara negara dilaksanakan. Pelbagai maklumat diperolehi daripada agensi yang berbeza dikumpulkan di dalam akaun ini untuk memberikan gambaran yang lebih baik dan holistik berkenaan impak industri pelancongan di Malaysia.

Latar belakang TSA Malaysia

Tujuan TSA disusun adalah untuk menganalisa dengan lebih terperinci semua aspek permintaan bagi barang dan perkhidmatan yang berkaitan dengan aktiviti pelawat; bagi mendapatkan interaksi penawaran barang dan perkhidmatan pelancongan dalam ekonomi; serta aktiviti ekonomi lain di dalam atau di luar Malaysia. Penyusunan ini telah bermula pada tahun 2003 dan secara rasminya dilaksanakan pada tahun 2006 dengan pelaksanaan Penyiasatan Pelancongan Domestik (DTS). Bagi tujuan penyusunan TSA, berdasarkan manual, TSA Malaysia mempunyai tujuh jadual utama iaitu;

- **Jadual 1: Perbelanjaan Pelancongan *Inbound* mengikut Produk dan Pengkelasan Pelawat**

Sumber data bagi Jadual 1 terdiri daripada jumlah ketibaan pelancong, jumlah hasil terimaan dalam Ringgit Malaysia (RM) dan peratus agihan perbelanjaan pelancongan. Jumlah hasil terimaan didarabkan dengan peratus agihan perbelanjaan pelancongan bagi mendapatkan data mengikut penggunaan produk pelancongan. Pelawat adalah jumlah pelancong dan pelawat harian.
- **Jadual 2: Perbelanjaan Pelancongan Domestik mengikut Produk dan Pengkelasan Pelawat**

Jadual 2 diperolehi daripada DTS yang dijalankan oleh Jabatan Perangkaan Malaysia dan ia adalah teras dalam penyusunan TSA Malaysia. Penyiasatan ini meliputi individu yang menetap di Malaysia sekurang-kurangnya satu tahun dan lebih. Selain warganegara dan residen tetap, ekspatriat dan bukan warganegara turut diambil kira. Data perbelanjaan pelancongan domestik di Jadual 2 adalah berbeza dengan data perbelanjaan pelancongan domestik yang diterbitkan di dalam penerbitan DTS disebabkan oleh perbezaan konsep perbelanjaan bagi perkhidmatan penginapan kepada pelawat dan perkhidmatan penyediaan makanan & minuman. Penyusunan TSA tidak mengambil kira perbelanjaan yang tidak dilakukan oleh pelawat seperti penginapan di rumah saudara atau rakan dan makanan & minuman yang disediakan di rumah saudara atau rakan.
- **Jadual 3: Perbelanjaan Pelancongan *Outbound* mengikut Produk dan Pengkelasan Pelawat**

Data bagi perbelanjaan pelancongan *outbound* di Jadual 3 diperolehi daripada data perangkaan Imbangan Pembayaran bagi komponen perjalanan yang terdiri daripada perbelanjaan perjalanan ke luar negara melalui udara dan menziarah ke tempat suci.
- **Jadual 4: Penggunaan Pelancongan *Internal* mengikut Produk**

Data bagi Jadual 4 diperolehi daripada Perbelanjaan Pelancongan *Inbound* dan Perbelanjaan Pelancongan Domestik. Gabungan kedua-dua jadual ini memberikan maklumat bagi Penggunaan Pelancongan *Internal*.
- **Jadual 5: Akaun Pengeluaran Industri Pelancongan dan Industri Lain**

Jadual Input-Output (IOT) merupakan sumber data utama yang dicadangkan bagi penyusunan Jadual 5. Oleh itu, data bagi tahun 2000 diperolehi daripada IOT 2000. Bagi tahun 2001 dan seterusnya, data dianggarkan menggunakan data KDNK dan profil IOT 2000.

- Jadual 6: Jumlah Pengeluaran Domestik dan Penggunaan Pelancongan *Internal***

Jadual 6 dijana daripada Akaun Pengeluaran Industri Pelancongan & Industri lain di Jadual 5 dan Penggunaan Pelancongan *Internal* di Jadual 4.
 - Jadual 7: Guna tenaga Berkaitan Industri Pelancongan**

Bagi guna tenaga berkaitan industri pelancongan, data diperolehi daripada Penyiasatan Tenaga Buruh yang dikeluarkan oleh Jabatan Perangkaan Malaysia.
- Pembangunan TSA**
- Pembangunan TSA memberikan maklumat berkaitan kepentingan pelancongan kepada ekonomi. Tambahan pula, TSA boleh digunakan sebagai instrumen dalam merancang polisi sektor pelancongan dan sektor-sektor lain yang berkaitan pelancongan. Maklumat yang boleh diperolehi daripada pembangunan TSA antaranya adalah sumbangan sektor pelancongan kepada KDNK, kepentingan sektor pelancongan berbanding sektor ekonomi lain dan peluang pekerjaan dalam aktiviti pelancongan.
- Semakan dan penerbitan TSA**
- Penerbitan ini menerangkan Jadual TSA bagi tahun 2000 hingga 2010. Siri ini akan dikemaskini berdasarkan data terkini yang diperolehi.

METHODOLOGY AND DATA SOURCES

Establishment of Satellite Account

The compilation of TSA is made possible due to the System of National Accounts is well established in Malaysia. The term "satellite account" is adopted to reflect the nature of the account that has been developed. It is a "satellite" to the core set of National Accounts while it is linked to that core set, it presents information that is outside that currently provided in the National Accounts.

This satellite information focuses on a particular aspect of the economy i.e. tourism that otherwise could not be easily measured. It also permits further linkages to additional information specific to tourism such as employment, overseas tourist numbers and accommodation occupancy statistics. Tourism, for example consists of industries such as transportation, accommodation, food and beverage service activities, recreation, entertainment and travel agencies.

Precisely, development of satellite account is a systematic statistical measurement which applies concept, classification and definition which are based on international standard so as to enable comparison among countries. Various information available in different agencies is put together in this account to provide holistic and better picture of the impact of tourism industry in Malaysia.

Background of TSA in Malaysia

The purpose of a TSA is to analyse in detail all the aspects of demand for goods and services associated with the activity of visitors; to observe the interactions with the supply of such goods and services of tourism within the economy; as well as with other economic activities within or outside Malaysia. It has been started in 2003 and officially setup in 2006 with the survey, Domestic Tourism Survey (DTS). For the compilation of TSA, based on the manual, Malaysia's own TSA comprises seven main tables that are;

- **Table 1: Inbound Tourism Expenditure by Products and Classes of Visitors**

Data sources for Table 1 consist of total inbound tourist arrivals, total receipts in Ringgit Malaysia (RM) and percentage distribution breakdown of tourism expenditure. The total receipts are then multiplied with the percentage distribution of tourism expenditure in order to obtain data according to the tourism consumption products available. The summation of tourist and excursionist is visitors.
- **Table 2: Domestic Tourism Expenditure by Products and Classes of Visitors**

Table 2 is derived from the DTS which is conducted by the Department of Statistics, Malaysia and it is the core in compiling TSA in Malaysia. This survey covers those who stay in Malaysia for at least a year and above. Beside citizen and permanent resident, expatriate and non-citizen are also inclusive. Data on domestic tourism expenditure in Table 2 is different from the domestic tourism expenditure data published in DTS publication due to conceptual difference in expenditures of accommodation services for visitors and food & beverage serving services. TSA compilation does not take into account the expenditures that are not paid by visitors such as accommodation services at homes of friends or relatives and food & beverage consumed at homes of friends or relatives.
- **Table 3: Outbound Tourism Expenditure by Products and Classes of Visitors**

Data for outbound tourism expenditure in Table 3 are derived from the Balance of Payments statistics from the components such as travel which consists of travel expenditure abroad by air and pilgrimage.
- **Table 4: Internal Tourism Consumption by Products**

Data for Table 4 are from Inbound Tourism Expenditure and Domestic Tourism Expenditure. Combination of these two tables becomes Internal Tourism Consumption.
- **Table 5: Production Accounts of Tourism Industries and Other Industries**

Input-Output Table (IOT) is the best source of data suggested for the compilation of Table 5. Thus, data for 2000 are derived from IOT 2000. From 2001 onwards, data are extrapolated using GDP and IOT profile for 2000.
- **Table 6: Total Domestic Supply and Internal Tourism Consumption**

Table 6 is derived from Production Accounts of Tourism Industries & Other Industries in Table 5 and Internal Tourism Consumption in Table 4.

- **Table 7: Employment in the Related Tourism Industries**

For employment in the related tourism industries, data are derived from the Labour Force Survey produced by Department of Statistics, Malaysia.

Development of TSA

Development of TSA would establish the information of tourism importance to the economy. Furthermore, TSA also could be used as a valid instrument in the policy making of the tourism sectors as well as tourism related sectors. Among the details obtained through the establishment of TSA are the contribution of tourism sector to GDP, importance of tourism sectors compared to other economic sectors as well as jobs created through tourism activities.

Revisions and publication of the TSA

This publication presents TSA tables for the year 2000 to 2010. The series will be updated whenever any latest data become available.

PRODUK BERCIRIKAN PELANCONGAN MALAYSIA



***MALAYSIA TOURISM
CHARACTERISTIC
PRODUCTS***

PRODUK BERCIRIKAN PELANCONGAN MALAYSIA

Jadual menunjukkan klasifikasi Produk Penggunaan Pelancongan berdasarkan Klasifikasi Piawaian Industri Malaysia 2000 (MSIC 2000) selaras dengan *Central Products Classification (CPC Version 1.0)*. Berikut adalah produk TSA bagi penyusunan TSA Malaysia 2000 hingga 2010. Ia adalah selari dengan saranan manual TSA: RMF 2008. Produk TSA dikenal pasti dengan terperinci mengikut lima digit MSIC dan CPC.

Produk Penggunaan Pelancongan berdasarkan Klasifikasi Piawaian Industri Malaysia (MSIC 2000) selaras dengan *Central Product Classification (CPC Version 1.0)*

Keterangan MSIC	MSIC 2000	Kesamaan dengan CPC Ver. 1
Perkhidmatan penginapan kepada pelawat		
Hotel	55101	63110
Tapak perkhemahan dan penyediaan kemudahan tempat penginapan jangka pendek lain	55102	63191, 63194, 63195
Perkhidmatan penginapan kepada pelawat selain daripada 1.b		
Operasi hartanah	70102	72111
Aktiviti hartanah berdasarkan bayaran atau kontrak	70200	72211
Perkhidmatan penyediaan makanan dan minuman		
Restoran dan restoran yang juga kelab malam	55211	63210
Restoran makanan segera	55212	63220
Kedai kopi	55213	63300
Kafe, snek bar (termasuk kaunter makan tengah hari dan kaunter minuman ringan)	55214	63290
Pub, bar, 'coffee house', lounge koktel dan karaoke	55217	63300
Tempat makan dan minum yang tidak terkelas di mana-mana	55219	63290
Gerai/penjaja makanan	55221	63290
Gerai/penjaja minuman	55222	63290
Gerai/penjaja makanan dan minuman	55223	63290
Perkhidmatan pengangkutan penumpang kereta api		
Perkhidmatan keretapi (penumpang)	60100	64111
Perkhidmatan pengangkutan kereta api penumpang pinggir bandar (cth. LRT, KTM Komuter dan monorel)	60214	64112
Perkhidmatan pengangkutan penumpang darat		
Perkhidmatan bas (perkhidmatan bas berhenti-henti, mini dan ekspres)	60211	64211, 64213
Pengangkutan darat untuk penumpang berjadual lain yang tidak terkelas di mana-mana	60219	64219
Perkhidmatan teksi, kereta sewa (dengan pemandu) dan limusin	60221	64221, 64222, 64223
Pengangkutan darat untuk penumpang tidak berjadual lain yang tidak terkelas di mana-mana	60229	64224, 64229

Keterangan MSIC	MSIC 2000	Kesamaan dengan CPC Ver. 1
Perkhidmatan pengangkutan penumpang laut		
Pengangkutan penumpang oleh kapal laut dan feri	61101	65111, 65119, 65130
Perkhidmatan pengangkutan penumpang bot dan sampan	61201	65230
Perkhidmatan pengangkutan muatan melalui air pedalaman	61202	65211
Pengangkutan air pedalaman lain yang tidak terkelas di mana-mana	61209	65219
Perkhidmatan pengangkutan penumpang udara		
Perkhidmatan penerbangan penumpang – domestik dan antarabangsa	62101	66110
Perkhidmatan agensi pelancongan dan tempahan lain		
Perkhidmatan agensi pelancongan dan operator pelancongan (termasuk perkhidmatan pemandu pelancong)	63041	67811, 67812, 67813, 67820
Perkhidmatan penempahan teksi/limusin	63042	64221
Aktiviti agensi pelancongan dan operator pelancongan dan aktiviti pembantu pelancong lain yang tidak terkelas di mana-mana	63049	67813
Perkhidmatan kebudayaan		
Perkhidmatan penerbitan teater, penyanyi kumpulan pancaragam dan hiburan orkestra	92141	96220, 96310
Perkhidmatan teater sampingan yang tidak terkelas di mana-mana	92149	96210, 96230
Aktiviti perpustakaan dan arkib	92310	84510, 84520
Aktiviti muzium dan pemeliharaan tapak dan bangunan bersejarah	92320	96411, 96412
Aktiviti taman botani dan zoologi dan kawasan simpanan alam semulajadi	92330	96421, 96422
Perkhidmatan sukan dan rekreasi		
Sarkas, taman hiburan dan perkhidmatan yang mempunyai tarikan yang serupa	92191	96910
Kabaret, disko dan lounge karaoke	92192	96290
Aktiviti hiburan lain	92199	96990
Aktiviti kelab 'country' dan kelab golf	92411	96520
Aktiviti sukan air dan kelab rekreasi kecuali kelab 'country' dan kelab golf	92412	96590
Kelab <i>equestrian</i>	92413	96520
Promosi dan organisasi acara sukan	92414	96510
Perkhidmatan operasi kemudahan sukan	92415	96520
Perkhidmatan sukan lain	92419	96620
Perkhidmatan taman rekreasi dan pantai	92494	96520
Aktiviti perjudian	92495	96920
Perkhidmatan rekreasi lain	92499	96990

Keterangan MSIC	MSIC 2000	Kesamaan dengan CPC Ver. 1
Barang khusus bercirikan pelancongan negara		
Jual runcit bahan api kenderaan	50500	62291
Perdagangan jual runcit kecuali kenderaan bermotor dan motosikal, pembaikan barangan isi rumah dan persendirian	52	62
Perkhidmatan khusus bercirikan pelancongan negara		
Insurans marin, penerbangan dan transit	66031	71332
Insurans kenderaan bermotor	66032	71331
Insurans kebakaran dan kerosakan harta benda lain	66033	71334
Insurans kemalangan dan kesihatan	66034	71320
Insurans lain yang tidak terkelas di mana-mana	66039	71335, 71339
Pendidikan kolej dan universiti	80301	92390
Institut komersil dan teknikal lain	80302	92310
Perkhidmatan perubatan	85121	93121, 93122
Perkhidmatan pergigian	85122	93123
Perkhidmatan kesihatan kemanusiaan yang tidak terkelas di mana-mana	85199	93193, 93199
Perkhidmatan rumah urut dan pusat kesihatan	93092	97230

MALAYSIA TOURISM CHARACTERISTIC PRODUCTS

Table below shows the classification of Tourism Consumption Products by Malaysia Standard Industrial Classification (MSIC 2000) in concordance with Central Products Classification (CPC Version 1.0). Stated are TSA Products of Malaysia in the compilation of Malaysia TSA 2000 to 2010. This is in line with the recommendation in TSA: RMF 2008. The TSA products are identified in detail by five digits of MSIC and CPC.

Tourism Consumption Products by Malaysia Standard Industrial Classification (MSIC 2000) in concordance with Central Product Classification (CPC Version 1.0)

<i>MSIC Description</i>	<i>MSIC 2000</i>	<i>Corresponding with CPC Ver. 1</i>
Accommodation services for visitors		
<i>Hotels</i>	55101	63110
<i>Camping sites and other provision of short stay accommodation</i>	55102	63191, 63194, 63195
Accommodation services for visitors other than 1.b		
<i>Real estate operations</i>	70102	72111
<i>Real estate activities on a fee or contract basis</i>	70200	72211
Food and beverage serving services		
<i>Restaurants and restaurant cum night clubs</i>	55211	63210
<i>Fast food restaurant</i>	55212	63220
<i>Coffee shops</i>	55213	63300
<i>Cafes, snack bars (includes lunch counter and refreshment stands)</i>	55214	63290
<i>Pubs, bars, coffee house, cocktail lounges and karaoke</i>	55217	63300
<i>Eating and drinking places n.e.c.</i>	55219	63290
<i>Food stalls/hawkers</i>	55221	63290
<i>Drink stalls/hawkers</i>	55222	63290
<i>Food and drink stalls/hawkers</i>	55223	63290
Railway passenger transport services		
<i>Train service (passenger)</i>	60100	64111
<i>Suburban railway passenger transport service (e.g. LRT, KTM Komuter and monorail)</i>	60214	64112
Road passenger transport services		
<i>Bus services (stage, mini, and express bus service)</i>	60211	64211, 64213
<i>Other scheduled passenger land transport n.e.c.</i>	60219	64219
<i>Taxi, car for hire (with driver) and limousine services</i>	60221	64221, 64222, 64223
<i>Other non-scheduled passenger land transport n.e.c.</i>	60229	64224, 64229

<i>MSIC Description</i>	<i>MSIC 2000</i>	<i>Corresponding with CPC Ver. 1</i>
Water passenger transport services		
<i>Passenger transportation by sea-going vessel and ferries</i>	61101	65111, 65119, 65130
<i>Boat and sampan passenger transport service</i>	61201	65230
<i>Inland water freight transport service</i>	61202	65211
<i>Other inland water transport n.e.c.</i>	61209	65219
Air passenger transport services		
<i>Passenger airline services - domestic and international</i>	62101	66110
Travel agencies and other reservation services		
<i>Travel agency and tour operator services (including tourist guide service)</i>	63041	67811, 67812, 67813, 67820
<i>Taxi/limousine booking service</i>	63042	64221
<i>Other activities of travel agencies and tour operators and tourist assistance activities n.e.c.</i>	63049	67813
Cultural services		
<i>Theatrical producer, singer group band and orchestra entertainment services</i>	92141	96220, 96310
<i>Ancillary theatrical services n.e.c.</i>	92149	96210, 96230
<i>Library and archives activities</i>	92310	84510, 84520
<i>Museum activities and preservation of historical and building</i>	92320	96411, 96412
<i>Botanical and zoological gardens and nature reserves activities</i>	92330	96421, 96422
Sports and recreational services		
<i>Circus, amusement park and similar attraction services</i>	92191	96910
<i>Cabarets, discotheques and karaoke lounge</i>	92192	96290
<i>Other entertainment activities</i>	92199	96990
<i>Activities of country and golf clubs</i>	92411	96520
<i>Activities of water sports and recreation club except country and golf club</i>	92412	96590
<i>Equestrian clubs</i>	92413	96520
<i>Sport event promotions and organisation</i>	92414	96510
<i>Sport facility operations services</i>	92415	96520
<i>Other sporting services</i>	92419	96620
<i>Recreation park and beach services</i>	92494	96520
<i>Gambling</i>	92495	96920
<i>Other recreational activities n.e.c.</i>	92499	96990

<i>MSIC Description</i>	<i>MSIC 2000</i>	<i>Corresponding with CPC Ver. 1</i>
Country-specific tourism characteristic goods		
<i>Retail Sale of Automotive Fuel</i>	50500	62291
<i>Retail Trade, Except of Motor Vehicles and Motorcycles, Repair of Personal and Household Goods</i>	52	62
Country-specific tourism characteristic services		
<i>Marine, aviation and transit insurance</i>	66031	71332
<i>Motor vehicle insurance</i>	66032	71331
<i>Fire and other property damage insurance</i>	66033	71334
<i>Accident and health insurance</i>	66034	71320
<i>Other insurance n.e.c.</i>	66039	71335, 71339
<i>College and university education</i>	80301	92390
<i>Commercial and other technical institutes</i>	80302	92310
<i>Medical services</i>	85121	93121, 93122
<i>Dental services</i>	85122	93123
<i>Human health services n.e.c.</i>	85199	93193, 93199
<i>Services of massage parlours and health centres</i>	93092	97230

MAKLUMAT TAMBAHAN



ADDITIONAL INFORMATION

Untuk Mendapatkan Maklumat Lanjut

Pertanyaan berhubung penerbitan ini dan perangkaan atau perkhidmatan yang berkaitan boleh dikemukakan kepada:

Bahagian Perangkaan Akaun Negara,
Jabatan Perangkaan Malaysia,
Tingkat 3, Unit 01-05, Wisma Minlon,
Batu 12, Lebuhraya Sungai Besi, Seri Kembangan,
43300 Selangor Darul Ehsan,
Malaysia.

Tel : 603-8947 9083, Faks : 603-8945 9735, E-mel : zubaidah@stats.gov.my

Penerbitan ini boleh diperoleh dari:

Unit Khidmat Pengguna,
Jabatan Perangkaan Malaysia,
Aras 1, Blok C6,
Pusat Pentadbiran Kerajaan Persekutuan,
62514 Putrajaya,
Malaysia.

Tel : 603 - 8885 7000
Faks : 603 - 8888 9248
E-mel : jpbkkp@stats.gov.my

Contacts for Further Information

Enquiries about this publication and related statistics or services should be directed to:

*National Accounts Statistics Division,
Department of Statistics, Malaysia
Level 3, Unit 01-05, Wisma Minlon,
12th Miles, Sungai Besi Highway, Seri Kembangan,
43300, Selangor Darul Ehsan,
Malaysia.*

Tel: 603-8947 9083, Fax: 603-8945 9735, E-mail: zubaidah@stats.gov.my

This publication can be purchased from:

*Customer Service Unit,
Department of Statistics, Malaysia,
Level 1, Block C6,
Federal Government Administrative Centre,
62514 Putrajaya,
Malaysia.*

*Tel : 603 - 8885 7000
Fax : 603 - 8888 9248
E-mail : jpbkkp@stats.gov.my*

**PERTANYAAN BERHUBUNG DENGAN PENERBITAN INI DAN PENERBITAN LAIN BOLEH JUGA DIBUAT
DI PEJABAT PERANGKAAAN NEGERI BERIKUT:**

ENQUIRIES ABOUT THIS AND OTHER PUBLICATIONS CAN ALSO BE MADE AT THE FOLLOWING STATE STATISTICS OFFICES:

Pengarah
Jabatan Perangkaan Malaysia Negeri Johor
Tingkat 14, Menara Tabung Haji,
Jalan Air Molek,
80000 Johor Bharu, Johor.
Tel : 07- 2253700
Fax : 07 - 2249972
E-mel : jpjohor@stats.gov.my

Pengarah
Jabatan Perangkaan Malaysia Negeri Pulau Pinang
Tingkat 6, Bangunan Persekutuan,
10400 Jalan Anson,
Pulau Pinang.
Tel : 04 - 2266244
Fax : 04 - 2299499
E-mel : jpppinang@stats.gov.my

Pengarah
Jabatan Perangkaan Malaysia Negeri Kedah
Aras 1, Zon C, Wisma Persekutuan,
Pusat Pentadbiran Kerajaan Persekutuan,
Bandar Muadzam Shah,
06550 Anak Bukit,
Kedah.
Tel : 04 - 7001240
Fax : 04 - 7338412
E-mel : kedah@stats.gov.my

Pengarah
Jabatan Perangkaan Malaysia Negeri Perak
Tingkat 3, Blok A,
Bangunan Persekutuan Ipoh,
Jalan Dato' Seri Ahmad Said (Greentown),
30450 Ipoh, Perak.
Tel : 05 - 2554963
Fax : 05 - 2551073
E-mel : jpperak@stats.gov.my

Pengarah
Jabatan Perangkaan Malaysia Negeri Kelantan
Tingkat 8, Bangunan Persekutuan,
Jalan Bayam,
15514 Kota Bharu, Kelantan.
Tel : 09 - 7419449
Fax : 09 - 7482142
E-mel : jpkelantan@stats.gov.my

Pengarah
Jabatan Perangkaan Malaysia Negeri Terengganu
Tingkat 9, Wisma Persekutuan,
Jalan Sultan Ismail,
20200 Kuala Terengganu, Terengganu.
Tel : 09 - 6223062
Fax : 09 - 6229659
E-mel : jpterengganu@stats.gov.my

Pengarah
Jabatan Perangkaan Malaysia Negeri Melaka
Aras 7 & 8, Wisma Persekutuan,
Jalan MITC, Hang Tuah Jaya,
75450, Ayer Keroh,
Melaka.
Tel : 06 - 2522725
Fax : 06 - 2522711
E-mel : jpmelaka@stats.gov.my

Pengarah
Jabatan Perangkaan Malaysia Negeri Sabah
Tingkat 1 - 3, Blok C,
Kompleks Pentadbiran Kerajaan Persekutuan Sabah,
Jalan UMS, Beg Berkunci 2046, 88999 Kota Kinabalu, Sabah
Tel : 088 - 484602
Fax : 088 - 484659
E-mel : jpsabah@stats.gov.my

Pengarah
Jabatan Perangkaan Malaysia Negeri Sembilan
Tingkat 12, Wisma Persekutuan,
Jalan Dato' Abdul Kadir,
70000 Seremban, Negeri Sembilan.
Tel : 06 - 7655000
Fax : 06 - 7655002
E-mel : jpnsembilan@stats.gov.my

Pengarah
Jabatan Perangkaan Malaysia Negeri Sarawak
Tingkat 7 & 8, Bgn. Tun Datuk
Patinggi Tuanku Haji Bujang,
Jalan Simpang 3,
93514 Kuching, Sarawak.
Tel : 082 - 240287
Fax : 082 - 242609
E-mel : sarawak@stats.gov.my

Pengarah
Jabatan Perangkaan Malaysia Negeri Pahang
Tingkat 7, Bangunan Persekutuan,
Jalan Gambut,
25000 Kuantan, Pahang.
Tel : 09 - 5163931/7
Fax : 09 - 5144636
E-mel : jppahang@stats.gov.my

Pengarah
Jabatan Perangkaan Malaysia Negeri Selangor
Tingkat 9, Bangunan Darul Ehsan,
Jalan Indah, Seksyen 14,
40000 Shah Alam, Selangor.
Tel : 03 - 55150200
Fax : 03 - 55180408
E-mel : jpselangor@stats.gov.my

Pengarah
Jabatan Perangkaan Malaysia
Wilayah Persekutuan
Tingkat 19, Wisma KWSP,
Jalan Kg. Attap,
50604 Kuala Lumpur.
Tel : 03 - 22672400
Fax : 03 - 22745075
E-mel : jpwpl@stats.gov.my

Pengarah
Jabatan Perangkaan Malaysia Negeri Perlis
Tingkat 4, Bangunan KWSP,
Jalan Bukit Lagi,
01000 Kangar, Perlis.
Tel : 04 - 9771221
Fax : 04 - 9771223
E-mel : jpperlis@stats.gov.my

Muka surat ini sengaja dibiarkan kosong
This page is deliberately left blank