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Governance for the System of Tourism Statistics

OBJECTIVE

TO ENSURE TIMELY AND RELIABLE
ARRIVALS STATISTICS BASED ON
UNWTO DEFINITION



ENTITIES INVOLVED



IMMIGRATION DEPARTMENT OF MALAYSIA & TOURISM MALAYSIA



G TO G

METHOD

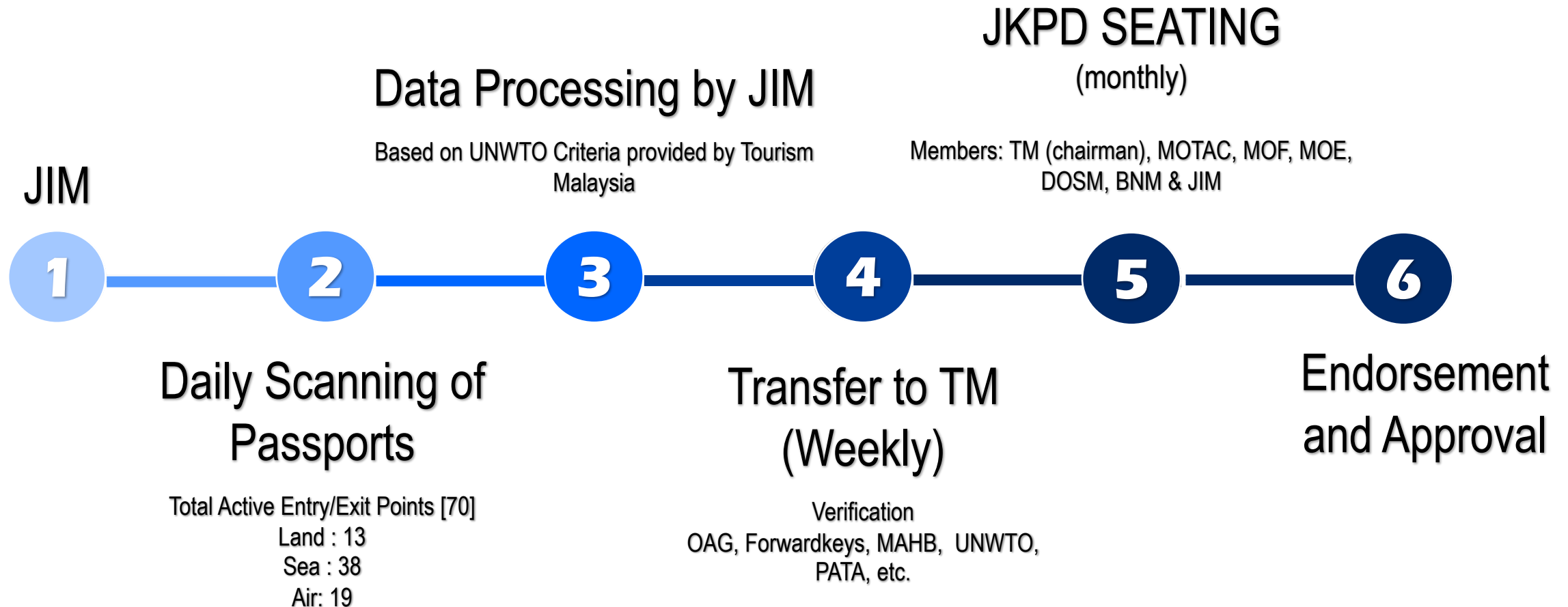
DAILY SCANNING OF INTERNATIONAL
PASSPORT AT THE ENTRY POINTS BY
IMMIGRATION DEPARTMENT



IMMIGRATION



TOURIST ARRIVALS DATA



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

NEXT STEP

Towards Real Time Data



TM Smart Tourism Model

SMART TOURISM

NTP 2020-2030 STRATEGIC ACTIONS

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

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

SUPPORTING THRUSTS

ST1: Data Driven Intervention for Better Decision Making

ST2: Create Seamless, Immersive & Connected Tourist Experiences

ST3: Promote the Connection and Adoption Digital Solutions

ACTION PLANS

AP1: Data Sharing/Dashboard

- Tourism Malaysia
- Immigration
- DOSM
- MAH
- MAHB
- Stakeholders

PUBLISH AND ACCESS STRATEGY – Minimum Viable Product (MVP)

AP2: Improve the Experience & Engagement of Tourists (pre, during, post travel), i.e.

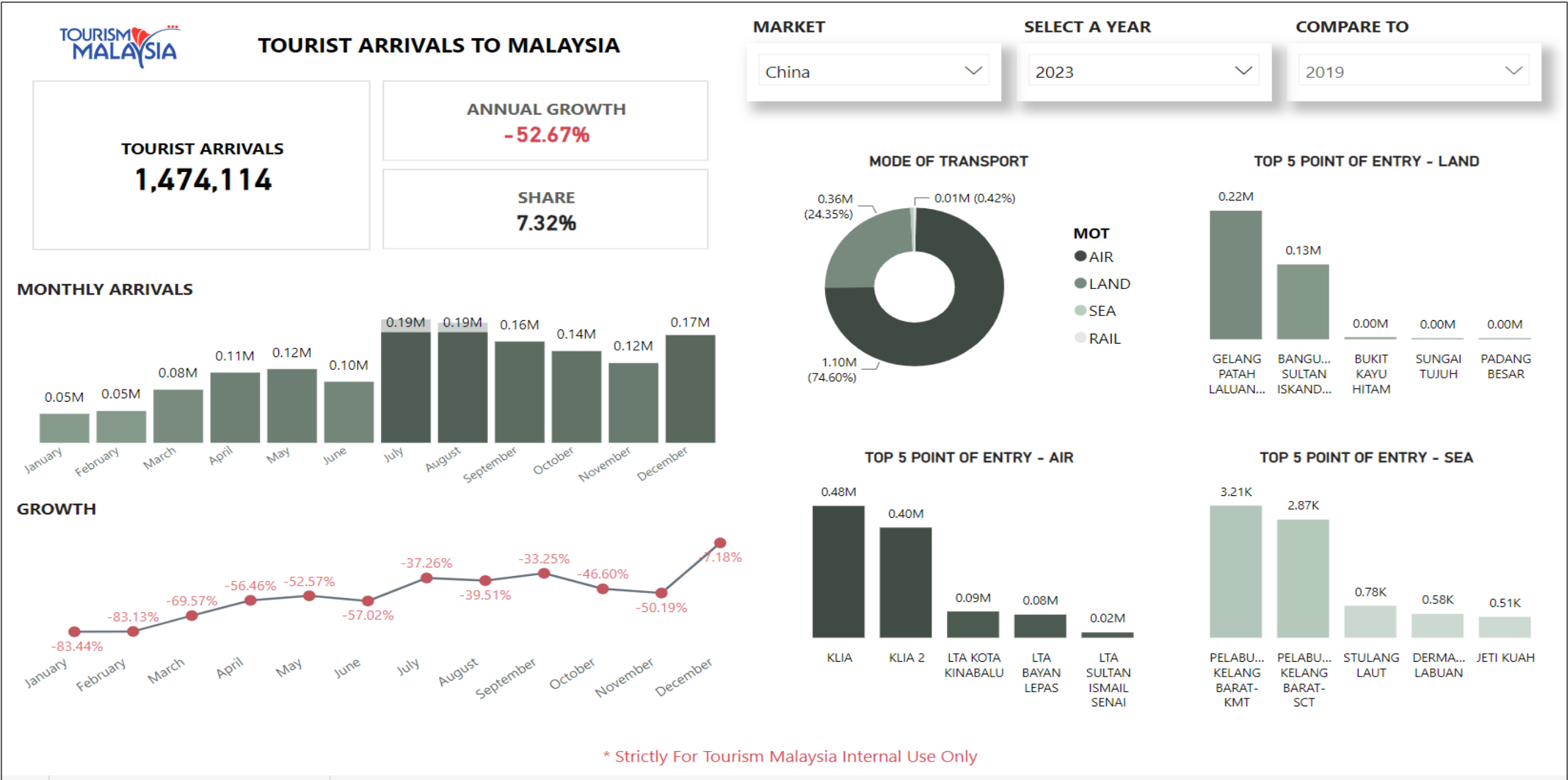
- Tourism Super App Development
- Partner with JIM to incorporate Malaysia Digital Arrival Card (MDAC) with an option to download Tourism Super App and other relevant industry/government applications/solutions for promotion.

AP3: Promote Emerging Technology to the Users, i.e.

- Use AR and VR in marketing through private initiatives.

ADOPTION & PROMOTION (Private Sector Initiative & Funding)

TM Smart Tourism Deliverables



THANK YOU





DEPARTING VISITOR SURVEY (DVS) WORK PROCESS

ENTITIES INVOLVED



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



G TO G

METHODOLOGY

Sampling Technique:

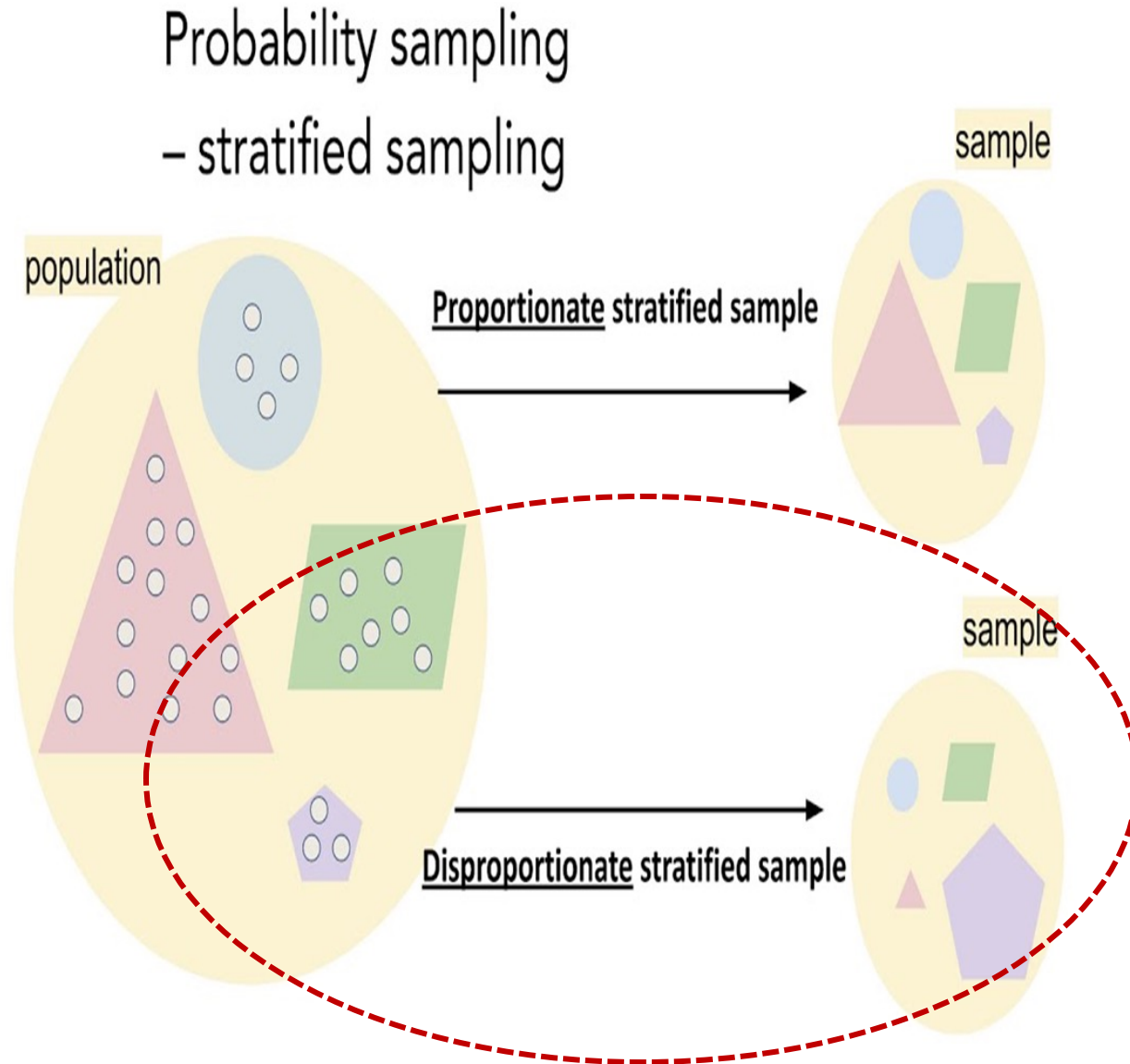
Disproportionate Stratified Random Sampling to ensure small important market are represented & reliable. Then the data is corrected by weighting it back to the population.

Confidence Level:

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

WHY STRATIFIED SAMPLING?

- Stratified sampling is beneficial in cases where the population has diverse subgroups;
- Want to be sure that the sample includes all of them;
- Simple random sampling and systematic sampling might not adequately capture all these groups, particularly those that are relatively rare.



DISPROPORTIONATE STRATIFIED SAMPLING

- An approach to stratified sampling in which the size of the sample from each stratum or level is not in proportion to the size of that stratum or level in the total population.
- For what is weighting used in disproportionate stratified sampling? To obtain unbiased estimates for a disproportionate stratified sample, the survey estimates have to be weighted.

METHODOLOGY

Other Considerations:

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

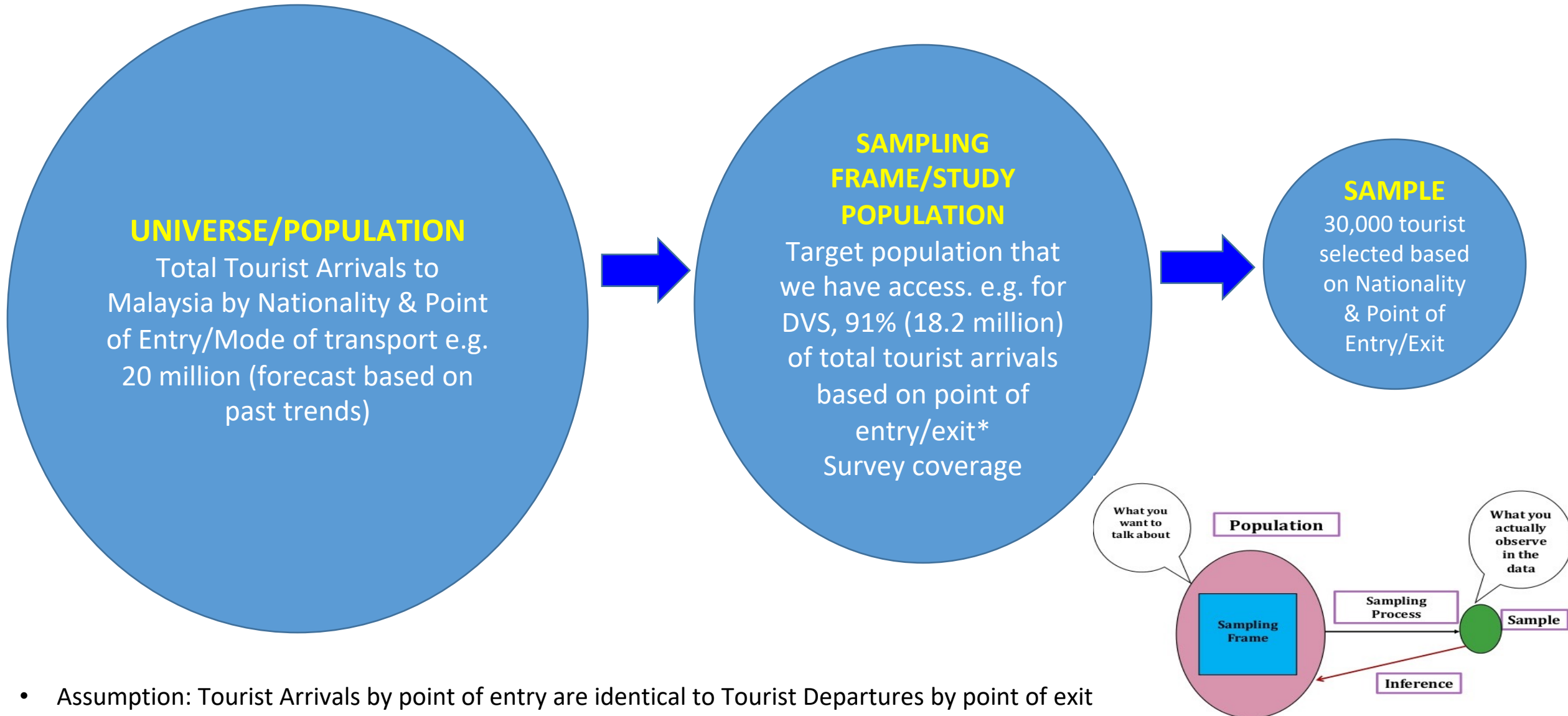
On the other hand, a good size sample, e.g., 300-500, is needed for multiple regression, analysis of covariance etc which might be performed for more rigorous state impact evaluations.

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

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

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

METHODOLOGY: DVS SAMPLING FRAME



- Assumption: Tourist Arrivals by point of entry are identical to Tourist Departures by point of exit based on past trends.

METHODOLOGY: POPULATION

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

Given this definition, the population excludes:

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

TOURIST EXPENDITURES DATA

Departing Visitor Survey (DVS)



Methodology

Disproportionate
Stratified Random
Sampling



Location

7 main exit points
(daily, working
days)

5 selected
locations
(quarterly)



Sample Size

30,000
respondents
(2023)



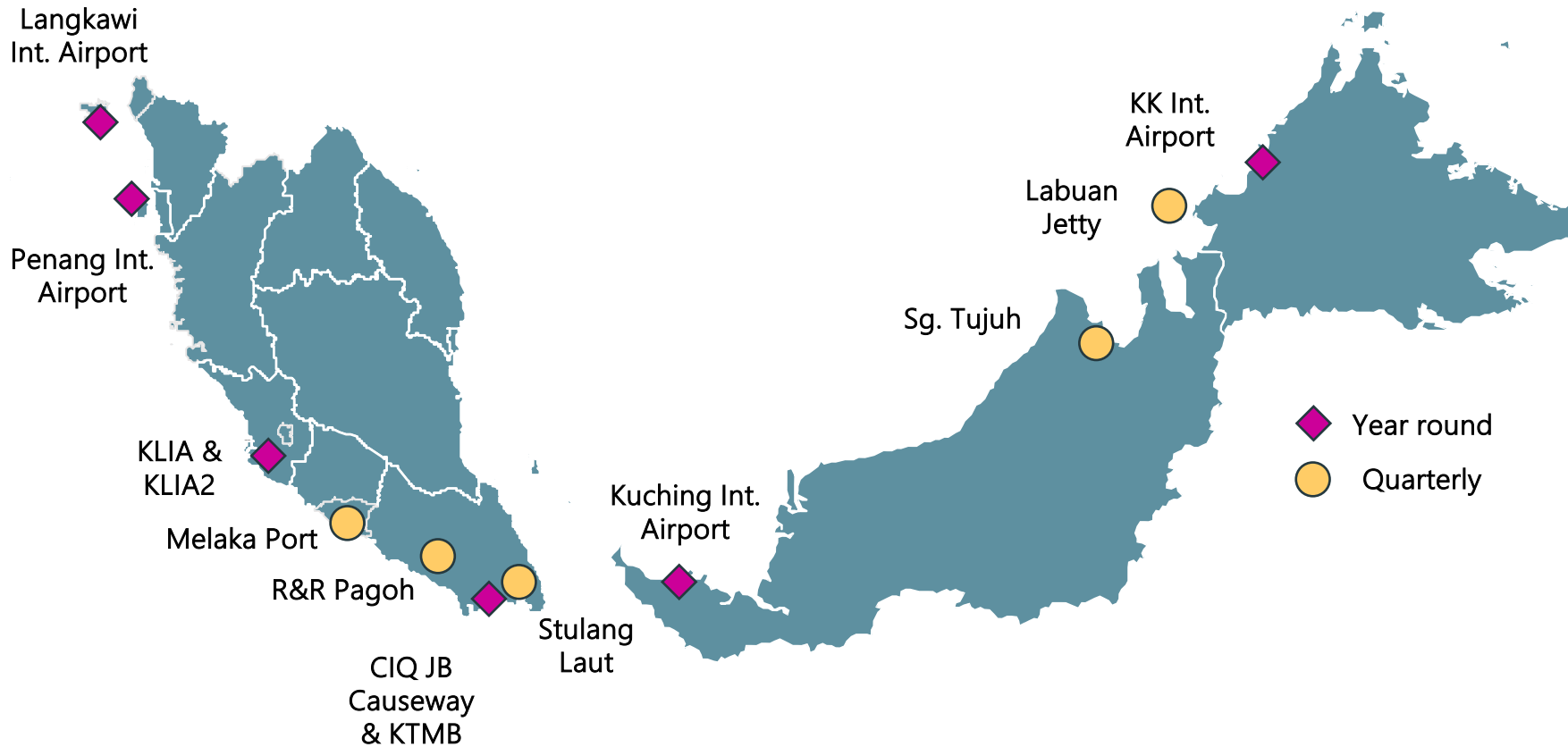
Output

32 reports
372 variables

Expenditure
patterns
Demographic
profiles
Travelling behaviour

Quarterly & yearly

DVS LOCATION & COVERAGE



NOTE:

Sampling Coverage: 90.8% of total arrivals area

Coverage by Mode of Transport



Entry: 68.0%
Sampling: 90.5%



Entry: 27.7%
Sampling: 91.1%



Entry: 4.0%
Sampling: 33.3%



Entry: 0.3%
Sampling: 100%

QUARTERLY VERIFICATION

