KEMENTERIAN EKONOMI
JABATAN PERANGKAAN MALAYSIA

AKAUN SATELIT PELANCONGAN
TOURISM SATELLITE ACCOUNT
2024

Pemakluman

Kepengerusian ASEAN-Malaysia 2025: Jabatan Perangkaan Malaysia (DOSM) akan mempengerusikan Jawatankuasa Sistem Statistik Komuniti ASEAN Ke-15 (ACSS15) yang bertujuan untuk memperkukuh kerjasama statistik ke arah pembangunan serantau yang mampan.

Malaysia buat julung kalinya telah menduduki tangga pertama (1) di peringkat global dalam laporan dwi-tahunan *Open Data Inventory* (ODIN) 2024/25 yang dikeluarkan oleh *Open Data Watch* (ODW), mengatasi 197 negara lain. Pencapaian ini merupakan lonjakan ketara daripada kedudukan ke-67 dalam penilaian ODIN 2022/23.

Kerajaan Malaysia telah mengisytiharkan 20 Oktober sebagai Hari Statistik Negara (MyStats Day), dengan tema 'Statistik Nadi Kehidupan'. Sementara itu, Hari Statistik Dunia Keempat akan disambut pada 20 Oktober 2025 dengan tema *'Driving Change with Quality Statistics and Data for Everyone'.*

OpenDOSM NextGen adalah medium yang menyediakan katalog data dan visualisasi bagi memudahkan pengguna menganalisis pelbagai data dan boleh diakses melalui portal https://open.dosm.gov.my.

Announcement

ASEAN-Malaysia 2025 Chairmanship: The Department of Statistics Malaysia (DOSM) will chair the 15th ASEAN Community Statistical System Committee (ACSS15) which aims to strengthen the statistical cooperation towards sustainable regional development.

Malaysia, for the first time, ranked as number one (1) globally in the biennial Open Data Inventory (ODIN) 2024/25 report released by Open Data Watch (ODW), surpassing 197 other countries. This achievement marks a significant leap from its 67th position in the ODIN 2022/23 assessment.

The Government of Malaysia has declared October 20th as National Statistics Day (MyStats Day), with the theme 'Statistics is the Essence of Life'. Meanwhile, the Fourth World Statistics Day will be celebrated on 20th October 2025, with the theme 'Driving Change with Quality Statistics and Data for Everyone'.

OpenDOSM NextGen is a medium that provides data catalogue and visualisations to facilitate users' analysis and can be accessed through https://open.dosm.gov.my.

JABATAN PERANGKAAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA

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Tiada bahagian daripada terbitan ini boleh diterbitkan semula, disimpan untuk pengeluaran atau ditukar dalam apa-apa bentuk atau alat apa jua pun kecuali setelah mendapat kebenaran daripada Jabatan Perangkaan Malaysia. Pengguna yang mengeluarkan sebarang maklumat dari terbitan ini sama ada yang asal atau diolah semula hendaklah meletakkan kenyataan berikut:

"Sumber: Jabatan Perangkaan Malaysia"

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KATA PENGANTAR

Akaun Satelit Pelancongan 2024 menyediakan kerangka kerja statistik untuk mengukur perkembangan industri pelancongan dan sumbangannya kepada Keluaran Dalam Negeri Kasar. Penyusunan statistik ini dilaksanakan berdasarkan kerangka kerja *Tourism Satellite Account: Recommended Methodological Framework 2008* dan *System of National Accounts 2008*. Statistik ini disusun secara tahunan dengan mengintegrasikan produk dan industri berkaitan pelancongan.

Penerbitan ini dibahagikan kepada tiga bahagian utama. Bahagian pertama memaparkan ringkasan penemuan, diikuti jadual statistik di bahagian kedua. Aspek teknikal berkaitan konsep, definisi, metodologi, sumber data serta kod & klasifikasi yang digunakan dalam penerbitan ini diterangkan di bahagian ketiga bagi memudahkan pengguna memahami statistik yang diterbitkan.

Statistik ini boleh digunakan oleh agensi kerajaan, ahli ekonomi, ahli akademik dan individu bagi tujuan membuat perancangan dan penggubalan dasar, analisis ekonomi, unjuran dan membantu merancang pembangunan perniagaan.

Jabatan Perangkaan Malaysia (DOSM) merakamkan penghargaan atas kerjasama semua pihak yang menyumbang kepada kejayaan penerbitan ini. Maklum balas dan cadangan untuk penambahbaikan penerbitan ini pada masa akan datang amatlah dihargai.

DATO' SRI DR. MOHD UZIR MAHIDIN
Ketua Perangkawan Malaysia

September 2025

PREFACE

Tourism Satellite Account 2024 provides a statistical framework to gauge the performance of the tourism industry and its contribution to the Gross Domestic Product. The compilation of these statistics is an accordance with the framework of Tourism Satellite Account: Recommended Methodological Framework 2008 and System of National Accounts 2008. These statistics are compiled annually as well as integrate products and industries related to tourism.

The publication is divided into three main parts. First part presents the summary of findings, followed by statistical tables in the second part. Technical aspects related to concepts, definitions, methodology, data sources and code & classification used in this publication are described in the third part to assist users to understand the published statistics.

These statistics can be used by government agencies, economists, academicians and individuals for planning and formulating policies, economic analysis, projections and assisting in business development planning.

Department of Statistics Malaysia (DOSM) acknowledges the cooperation of all parties that have contributed to the success of this publication. Feedback and suggestions towards improving the future publication are highly appreciated.

DATO' SRI DR. MOHD UZIR MAHIDIN
Chief Statistician Malaysia

September 2025

SINGKATAN / *ABBREVIATIONS*

ASP	:	Akaun Satelit Pelancongan
B	:	Bilion / *Billion*
KDNK	:	Keluaran Dalam Negeri Kasar
KDNKPL	:	Keluaran Dalam Negeri Kasar Pelancongan Langsung
NDK	:	Nilai Ditambah Kasar
NDKIP	:	Nilai Ditambah Kasar Industri Pelancongan
NDKPL	:	Nilai Ditambah Kasar Pelancongan Langsung
MICE	:	Mesyuarat, insentif, konvensyen, pameran / *Meeting, incentive, convention, exhibition*
RM	:	Ringgit Malaysia
CPC	:	*Central Products Classifications*
DOSM	:	*Department of Statistics, Malaysia*
DTS	:	*Domestic Tourism Survey*
GDP	:	*Gross Domestic Product*
GVA	:	*Gross Value Added*
GVATI	:	*Gross Value Added of Tourism Industries*
IRTS	:	*International Recommendations for Tourism Statistics*
ISIC	:	*International Standard Industrial Classification of All Economic Activities*
MCPA	:	*Malaysia Classification of Products by Activity*
MSIC	:	*Malaysia Standard Industrial Classification*
No.	:	*Number*
SNA	:	*System of National Accounts*
SUT	:	*Supply and Use Table*
TDGDP	:	*Tourism Direct Gross Domestic Product*
TDGVA	:	*Tourism Direct Gross Value Added*
TSA	:	*Tourism Satellite Account*
TSA: RMF	:	*Tourism Satellite Account: Recommended Methodological Framework*
UNWTO	:	*United Nations World Tourism Organization*

NOTA / *NOTE*

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 figures due to rounding.

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Tahun *Year*	**2020**	**2021**	**2022**	**2023**	**2024**
A. Ketibaan Pelawat *VIsitor arrivals*			**Bilangan orang** *Number of persons*		
A1. Ketibaan pelawat ke Malaysia dari negara terpilih *Visitor arrivals to Malaysia from selected countries*	**6,101,378**	**399,865**	**14,267,416**	**28,964,308**	**37,961,485**
Singapore	2,871,340	16,729	8,399,088	14,828,553	18,855,680
Indonesia	762,854	13,161	1,601,156	3,479,392	4,145,127
China	428,642	7,729	260,079	1,613,312	3,725,894
Thailand	545,803	318,245	1,185,459	2,300,158	2,268,182
Brunei Darussalam	190,241	4,039	404,087	1,116,211	1,732,119
India	175,104	3,920	360,256	773,221	1,365,387
Philippines	87,950	2,842	203,989	461,787	571,533
South Korea	137,924	3,033	175,553	465,617	553,165
Australia	84,319	1,324	174,365	400,909	447,785
Chinese Taipei	66,165	565	55,762	311,437	423,117
United Kingdom	72,274	2,702	150,903	306,926	390,035
Japan	89,038	3,116	100,769	277,559	367,182
Vietnam	68,708	586	185,333	374,181	366,525
United States	54,149	2,036	119,606	257,533	304,880
France	31,792	845	63,433	132,311	183,872
Negara-negara lain / *Other countries*	435,075	18,993	827,578	1,865,201	2,261,002
A2. Ketibaan pelancong ke Malaysia *Tourist arrivals to Malaysia*	**4,332,722**	**134,728**	**10,070,964**	**20,141,846**	**25,016,698**
A3. Ketibaan pelawat harian ke Malaysia *Excursionist arrivals to Malaysia*	**1,768,656**	**265,137**	**4,196,452**	**8,822,462**	**12,944,787**
A4. Taburan mod pengangkutan *Distribution mode of transport*			**Peratus (%)** *Percentage (%)*		
Udara / *Air*	28.6	17.4	21.4	27.0	28.9
Darat / *Land*	64.6	82.2	71.8	66.8	66.1
Laut / *Sea*	5.3	0.5	4.9	4.0	3.5
Rel / *Rail*	1.5	0.0	1.9	2.1	1.5
B. Penginapan *Accommodation*					
Bilangan hotel / *Number of hotels*	5,339	5,170	5,052	5,204	5,277
Bilangan bilik / *Number of rooms*	332,817	323,491	322,700	333,780	343,866
Bilangan tetamu / *Number of guests*	35,405,021	20,060,819	73,947,777	93,258,798	102,643,616
Domestik / *Domestic*	30,703,994	19,872,079	60,048,624	64,299,777	68,049,411
Antarabangsa / *International*	4,701,027	188,740	13,899,153	28,959,021	34,594,205
Purata bilangan hari menginap / *Average length of stay (ALOS)*	4.1*	n.a	3.8	4.5	5.1
Kadar purata penginapan (%) / *Average occupancy rate (%)*	30.9	28.2	46.7	52.9	54.9

*** Merujuk kepada suku tahun pertama 2020**
Refer to first quarter of 2020

n.a: tidak tersedia / *not available*

Sumber : Lembaga Penggalakan Pelancongan Malaysia (Tourism Malaysia)
Source : Malaysia Tourism Promotion Board (Tourism Malaysia)

Tahun *Year*	2020	2021	2022	2023	2024
A. Pelawat domestik *Domestic visitors*					
A1. Pelawat domestik mengikut negeri dikunjungi ('000) *Domestic visitors by state visited ('000)*	**131,660**	**65,976**	**171,603**	**213,744**	**260,126**
Johor	7,243	3,658	12,376	15,805	17,138
Kedah	10,831	4,023	11,186	13,444	14,651
Kelantan	6,058	1,921	6,627	7,549	10,514
Melaka	7,275	3,878	11,757	15,559	19,128
Negeri Sembilan	7,918	5,485	11,490	14,959	17,785
Pahang	9,905	3,405	13,189	16,456	20,174
Pulau Pinang	8,929	5,061	10,003	13,128	16,605
Perak	13,173	4,489	14,567	17,108	21,776
Perlis	1,193	407	1,669	1,951	3,225
Selangor	19,715	10,212	21,990	27,579	34,461
Terengganu	7,420	3,719	10,233	11,761	14,461
Sabah	10,337	3,815	12,589	16,080	20,592
Sarawak	9,393	6,511	15,465	17,901	19,626
W.P. Kuala Lumpur	12,435	9,116	16,913	22,233	26,983
W.P. Labuan	107	54	244	331	450
W.P. Putrajaya	451	223	1,306	1,900	2,557
Bilangan pelawat / *Number of visitors ('000)*	**131,660**	**65,976**	**171,603**	**213,744**	**260,126**
Bilangan pelancong / *Number of tourists ('000)*	46,259	14,883	65,056	79,559	93,445
Bilangan pelawat harian / *Number of excursionists ('000)*	85,401	51,093	106,547	134,184	166,681
Bilangan perjalanan pelancongan ('000) *Numbers of tourism trips ('000)*	**146,990**	**72,399**	**207,785**	**241,474**	**297,853**
Perjalanan harian / *Same day trips ('000)*	98,704	56,857	135,869	157,004	198,863
Perjalanan bermalam / *Overnight trips ('000)*	48,286	15,542	71,916	84,470	98,991
Purata bilangan hari menginap *Average length of stay (ALOS)*	**1.9**	**2.2**	**2.5**	**2.4**	**2.5**
A2. Taburan mod pengangkutan *Distribution mode of transport*			**Peratus (%)** *Percentage (%)*		
Udara / *Air*	**1.0**	**1.1**	**1.7**	**1.8**	**2.1**
Air / *Water*	**0.4**	**0.3**	**0.3**	**0.3**	**0.3**
Darat / *Land*	**98.6**	**98.6**	**98.0**	**97.9**	**97.6**
Kenderaan persendirian / *Private vehicles*	95.2	97.2	96.7	91.7	90.9
Bas / *Bus*	2.0	1.3	0.8	3.2	3.9
Teksi / *Taxi*	2.4	1.1	1.8	4.6	4.1
Rel / *Rail*	0.4	0.4	0.7	0.5	1.1
B. Jenis Penginapan *Type of accommodation*			**Peratus (%)** *Percentage (%)*		
Rumah saudara dan rakan / *Relatives' & friends' house*	65.1	58.6	67.9	61.3	60.4
Hotel	24.1	29.5	21.2	22.3	21.7
Chalet	0.8	3.1	1.9	3.1	2.0
Apartment	2.3	2.6	3.3	3.9	4.7
Inap desa / Rumah percutian / *Homestay / Vacation homes*	3.8	4.5	3.4	6.7	8.6
Rumah rehat / *Rest house*	3.9	1.7	2.3	2.7	2.6

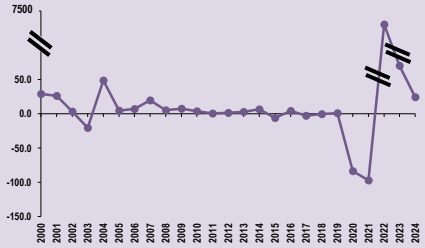
Sumber : Survei Pelancongan Domestik, DOSM
Source : Domestic Tourism Survey, DOSM

PELANCONGAN *INBOUND* / *INBOUND TOURISM*

Ketibaan Pelancong
Tourist Arrivals

2024: 24.2%
2023: 100.0%

Perubahan peratusan tahunan (%)
Annual percentage change (%)



Bilangan Hotel
Number of Hotels

2024: 1.4%
2023: 3.0%

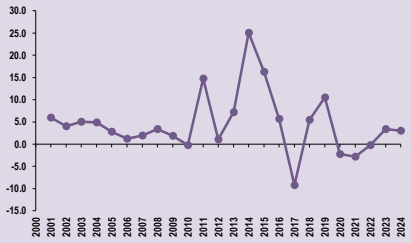
Perubahan peratusan tahunan (%)
Annual percentage change (%)



Bilangan Bilik
Number of Rooms

2024: 3.0%
2023: 3.4%

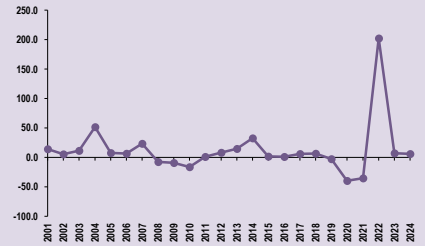
Perubahan peratusan tahunan (%)
Annual percentage change (%)



Bilangan Tetamu Domestik
Number of Domestic Guests

2024: 5.8%
2023: 7.1%

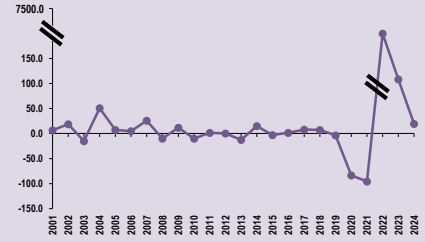
Perubahan peratusan tahunan (%)
Annual percentage change (%)



Bilangan Tetamu Antarabangsa
Number of International Guests

2024: 19.5%
2023: 108.4%

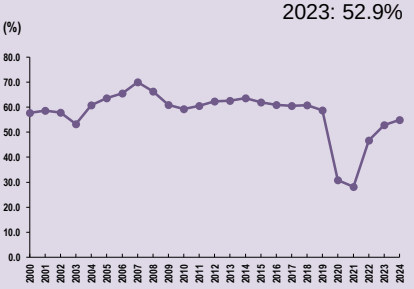
Perubahan peratusan tahunan (%)
Annual percentage change (%)



Kadar Purata Penginapan
Average Occupancy Rate

2024: 54.9%
2023: 52.9%

(%)

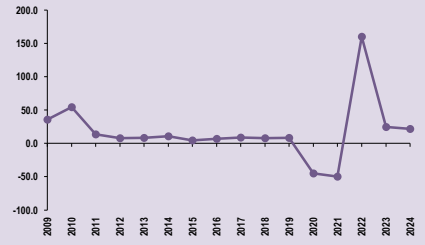


PELANCONGAN DOMESTIK / *DOMESTIC TOURISM*

Bilangan Pelawat
Number of Visitors

2024: 21.7%
2023: 24.6%

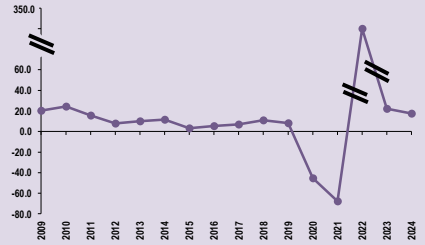
Perubahan peratusan tahunan (%)
Annual percentage change (%)



Bilangan Pelancong
Number of Tourists

2024: 17.5%
2023: 22.3%

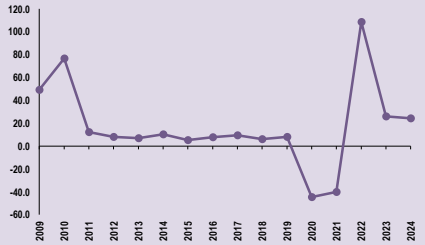
Perubahan peratusan tahunan (%)
Annual percentage change (%)



Bilangan Pelawat Harian
Number of Excursionists

2024: 24.2%
2023: 25.9%

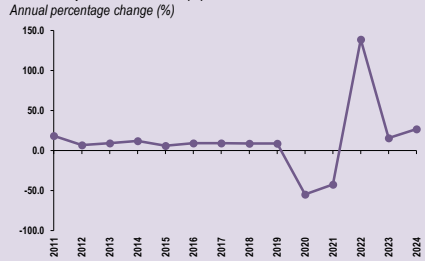
Perubahan peratusan tahunan (%)
Annual percentage change (%)



Bilangan Perjalanan Harian
Same Day Trips

2024: 26.7%
2023: 15.6%

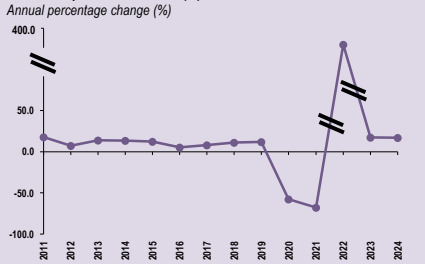
Perubahan peratusan tahunan (%)
Annual percentage change (%)



Bilangan Perjalanan Bermalam
Overnight Trips

2024: 17.2%
2023: 17.5%

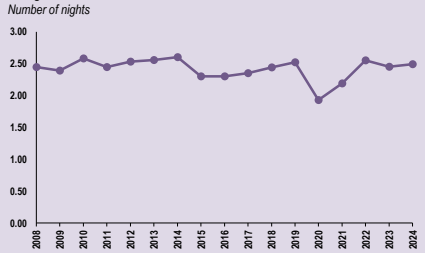
Perubahan peratusan tahunan (%)
Annual percentage change (%)



Purata Bilangan Hari Menginap
Average Length of Stay

2024: 2.49 malam/*nights*
2023: 2.45 malam/*nights*

Bilangan malam
Number of nights



Sumber : Pelancongan *inbound*: Lembaga Penggalakan Pelancongan Malaysia (Tourism Malaysia)
Pelancongan domestik: Jabatan Perangkaan Malaysia (DOSM)
Source : Inbound tourism: Malaysia Tourism Promotion Board (Tourism Malaysia)
Domestic tourism: Department of Statistics, Malaysia (DOSM)

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KEMENTERIAN EKONOMI
JABATAN PERANGKAAN MALAYSIA

AKAUN SATELIT PELANCONGAN 2024

Industri pelancongan menyumbang 15.1 peratus (2023: 14.9%) kepada KDNK[1] pada 2024

RM291.9 bilion
2023: RM271.9 bilion
NDKIP[2]
7.4%
2023: 10.9%
15.1%
2023: 14.9%

RM120.3 bilion
2023: RM97.0 bilion
KDNKPL[3]
24.0%
2023: 63.0%
6.2%
2023: 5.1%

Perubahan peratusan tahunan | Sumbangan kepada KDNK

Komponen utama kepada NDKIP
(% sumbangan)

- Perdagangan runcit: 52.9% (2023: 53.6%)
- Perkhidmatan penyediaan makanan & minuman: 16.3% (2023: 16.6%)
- Perkhidmatan khusus pelancongan negara: 13.3% (2023: 13.0%)

[1] Keluaran Dalam Negeri Kasar
[2] Nilai Ditambah Kasar Industri Pelancongan
[3] Keluaran Dalam Negeri Kasar Pelancongan Langsung

Penggunaan Pelancongan *Internal*

Penggunaan pelancongan *internal* didominasi oleh perbelanjaan pelancongan *inbound* sebanyak 52.1 peratus (2023: 49.1%) pada 2024

Perbelanjaan Pelancongan *Inbound*
Pertumbuhan: 41.1% (2023: 124.3%)
RM107.0 bilion
2023: RM75.8 bilion
Sumbangan: 52.1% (2023: 49.1%)

Perbelanjaan Pelancongan Domestik
Pertumbuhan: 25.1% (2023: 32.9%)
RM98.4 bilion
2023: RM78.7 bilion
Sumbangan: 47.9% (2023: 50.9%)

Komponen utama kepada perbelanjaan pelancongan *inbound*
(% sumbangan)

- Membeli-belah: 36.1% (2023: 33.5%)
- Perkhidmatan pengangkutan penumpang: 19.1% (2023: 21.5%)
- Perkhidmatan penginapan: 18.5% (2023: 18.9%)

Komponen utama kepada perbelanjaan pelancongan domestik
(% sumbangan)

- Membeli-belah: 40.5% (2023: 39.2%)
- Perkhidmatan penyediaan makanan & minuman: 17.6% (2023: 17.5%)
- Jualan runcit bahan api kenderaan: 13.7% (2023: 14.3%)

Guna Tenaga dalam Industri Pelancongan

21.6 peratus (2023: 21.4%) guna tenaga terlibat dalam industri pelancongan di Malaysia

Jumlah guna tenaga
16.37 juta orang
2023: 15.81 juta orang

Terlibat dalam industri pelancongan
3.54 juta orang
2023: 3.38 juta orang

Guna tenaga dalam industri pelancongan disumbang oleh

- Perdagangan runcit: 37.9% (2023: 37.1%)
- Perkhidmatan penyediaan makanan & minuman: 36.6% (2023: 36.8%)
- Perkhidmatan khusus pelancongan negara: 10.7% (2023: 11.0%)

Sumber: Akaun Satelit Pelancongan Malaysia 2024
Jabatan Perangkaan Malaysia (DOSM)

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ASEAN MALAYSIA 2025 KEKUATAN DAN KEMAMPANAN | MALAYSIA MADANI kemampanan | ODIN 2024-2025 OPEN DATA INVENTORY MALAYSIA TEMPAT PERTAMA DI DUNIA | 20 Oktober | SUSTAINABLE DEVELOPMENT GOALS MALAYSIA 2016 - 2030

MINSITRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

TOURISM SATELLITE ACCOUNT 2024

Tourism industry contributed 15.1 per cent (2023: 14.9%) to GDP[1] in 2024

RM291.9 billion
2023: RM271.9 billion
GVATI[2]
7.4%
2023: 10.9%
15.1%
2023: 14.9%

RM120.3 billion
2023: RM97.0 billion
TDGDP[3]
24.0%
2023: 63.0%
6.2%
2023: 5.1%

Annual percentage change
Share to GDP

Main components of GVATI
(% share)

- Retail trade: 52.9% (2023: 53.6%)
- Food & beverage serving services: 16.3% (2023: 16.6%)
- Country-specific tourism services: 13.3% (2023: 13.0%)

[1] Gross Domestic Product
[2] Gross Value Added of Tourism Industries
[3] Tourism Direct Gross Domestic Product

Internal Tourism Consumption

Internal tourism consumption is dominated by inbound tourism expenditure of 52.1 per cent (2023: 49.1%) in 2024

Inbound Tourism Expenditure
Growth: ▲41.1% (2023: 124.3%)
RM107.0 billion
2023: RM75.8 billion
Share: 52.1% (2023: 49.1%)

Domestic Tourism Expenditure
Growth: ▲25.1% (2023: 32.9%)
RM98.4 billion
2023: RM78.7 billion
Share: 47.9% (2023: 50.9%)

Main components of inbound tourism expenditure
(% share)

- Shopping: 36.1% (2023: 33.5%)
- Passenger transport services: 19.1% (2023: 21.5%)
- Accommodation services: 18.5% (2023: 18.9%)

Main components of domestic tourism expenditure
(% share)

- Shopping: 40.5% (2023: 39.2%)
- Food & beverage serving services: 17.6% (2023: 17.5%)
- Retail sale of automotive fuel: 13.7% (2023: 14.3%)

Employment in Tourism Industries

21.6 per cent (2023: 21.4%) of employment engaged in the tourism industry in Malaysia

Total employment
16.37 million persons
2023: 15.81 million persons

Engaged in tourism industry
3.54 million persons
2023: 3.38 million persons

Employment in the tourism industry attributed by

- Retail trade: 37.9% (2023: 37.1%)
- Food & beverage serving services: 36.6% (2023: 36.8%)
- Country-specific tourism services: 10.7% (2023: 11.0%)

Source: Tourism Satellite Account Malaysia 2024
Department of Statistics Malaysia (DOSM)

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ASEAN MALAYSIA 2025 INCLUSIVITY AND SUSTAINABILITY
MALAYSIA MADANI kemampanan
ODIN 2024-2025 OPEN DATA INVENTORY MALAYSIA NUMBER ONE IN THE WORLD
20 October
SUSTAINABLE DEVELOPMENT GOALS MALAYSIA 2016 - 2030

RINGKASAN PENEMUAN

1. PENGENALAN

Akaun Satelit Pelancongan (ASP) Malaysia menyediakan statistik mengenai Nilai Ditambah Kasar Industri Pelancongan (NDKIP), Keluaran Dalam Negeri Kasar Pelancongan Langsung (KDNKPL), perbelanjaan pelancongan bagi *inbound*, domestik & *outbound*, penggunaan pelancongan *internal* dan guna tenaga dalam industri pelancongan. Statistik dipaparkan mengikut industri dan produk pelancongan. ASP adalah perluasan daripada *System of National Accounts* (SNA) *2008* dan penyusunan ini memaparkan maklumat mengenai penawaran dan permintaan bagi industri pelancongan.

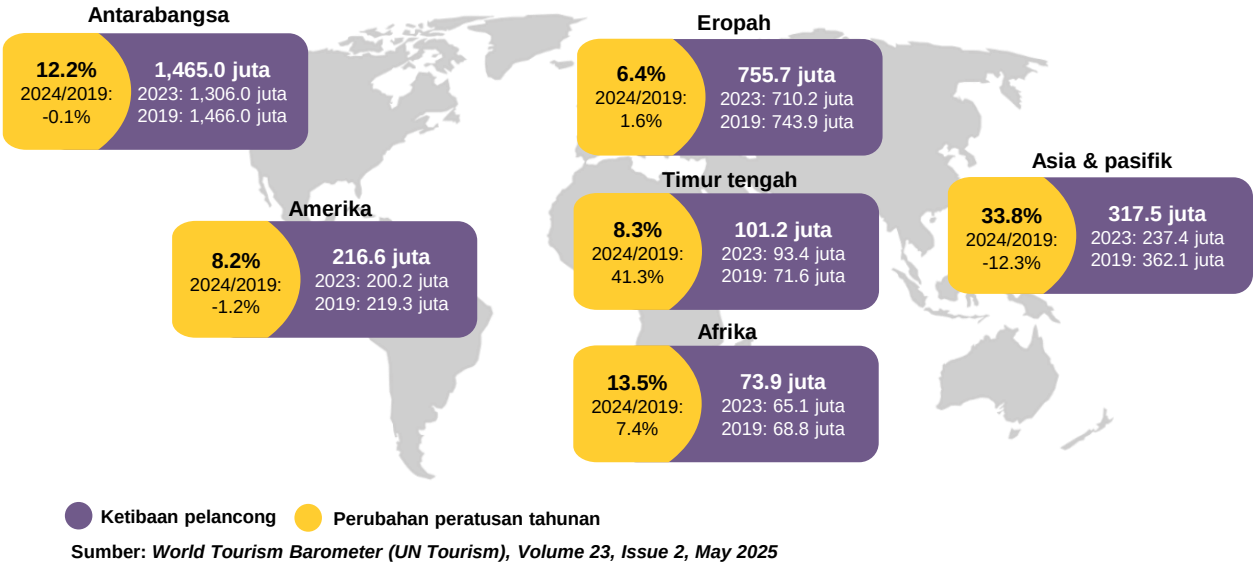
2. SENARIO PELANCONGAN GLOBAL

Berdasarkan laporan *World Tourism Barometer*, ketibaan pelancong antarabangsa telah mencecah 1,465.0 juta, meningkat sebanyak 12.2 peratus pada 2024 (**Paparan 1**). Walau bagaimanapun, jumlah ketibaan masih 0.1 peratus lebih rendah berbanding paras pra-pandemik pada 2019.

Eropah kekal sebagai destinasi utama yang menyumbang 51.6 peratus daripada jumlah ketibaan antarabangsa atau 755.7 juta pelancong dengan pertumbuhan 6.4 peratus pada 2024. Prestasi ketibaan pelancong di Timur Tengah terus menunjukkan momentum positif dengan 101.2 juta ketibaan atau bertumbuh 8.3 peratus berbanding 2023 dan melonjak 41.3 peratus berbanding 2019. Ini menjadikan Timur Tengah sebagai rantau dengan pertumbuhan paling kukuh sejak pra-pandemik. Sementara itu, Afrika merekodkan 73.9 juta ketibaan pada 2024, meningkat 13.5 peratus berbanding 2023.

Ketibaan pelancong di Asia & Pasifik meningkat sebanyak 33.8 peratus dan Amerika merekodkan pertumbuhan 8.2 peratus pada 2024. Namun begitu, kedua-dua rantau ini masih belum pulih sepenuhnya berbanding paras pra-pandemik pada 2019.

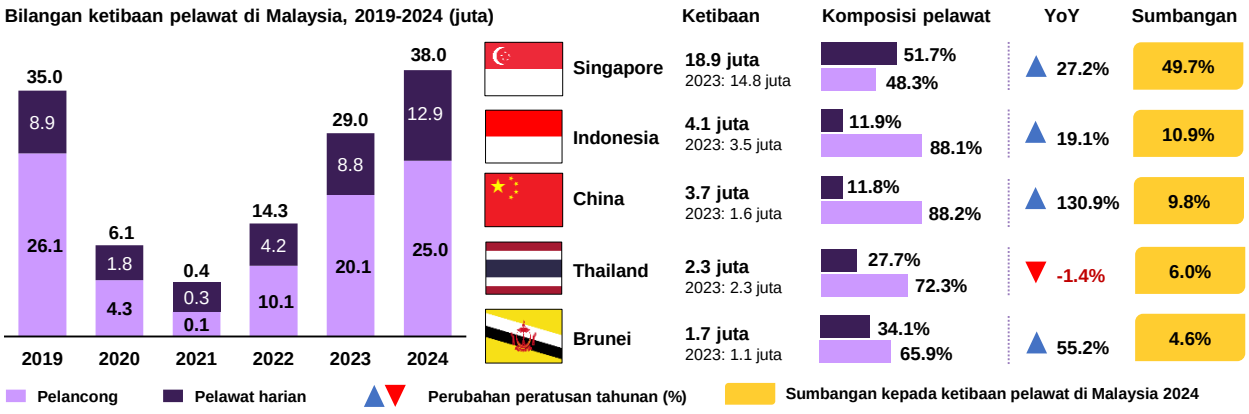
Paparan 1: Bilangan ketibaan pelancong di peringkat global pada 2024



Sumber: ***World Tourism Barometer (UN Tourism), Volume 23, Issue 2, May 2025***

3. SENARIO PELANCONGAN DI MALAYSIA

Paparan 2: Bilangan ketibaan pelawat di Malaysia, 2019–2024



	Ketibaan	Komposisi pelawat	YoY	Sumbangan
Singapore	18.9 juta 2023: 14.8 juta	51.7% 48.3%	▲ 27.2%	49.7%
Indonesia	4.1 juta 2023: 3.5 juta	11.9% 88.1%	▲ 19.1%	10.9%
China	3.7 juta 2023: 1.6 juta	11.8% 88.2%	▲ 130.9%	9.8%
Thailand	2.3 juta 2023: 2.3 juta	27.7% 72.3%	▼ -1.4%	6.0%
Brunei	1.7 juta 2023: 1.1 juta	34.1% 65.9%	▲ 55.2%	4.6%

Sumber: Tourism Malaysia

Ketibaan pelawat di Malaysia berjumlah 38.0 juta pelawat dengan mencatatkan peningkatan sebanyak 31.1 peratus pada 2024. Ketibaan pelawat ini telah melepasi paras pra-pandemik sebanyak 8.3 peratus (2019: 35.0 juta ketibaan), didorong oleh ketibaan pelawat harian sebanyak 12.9 juta berbanding 8.9 juta pada 2019. Ketibaan pelancong sebagai komponen utama dalam ketibaan pelawat merekodkan 25.0 juta ketibaan (2019: 26.1 juta) masih 4.2 peratus di bawah paras pra-pandemik.

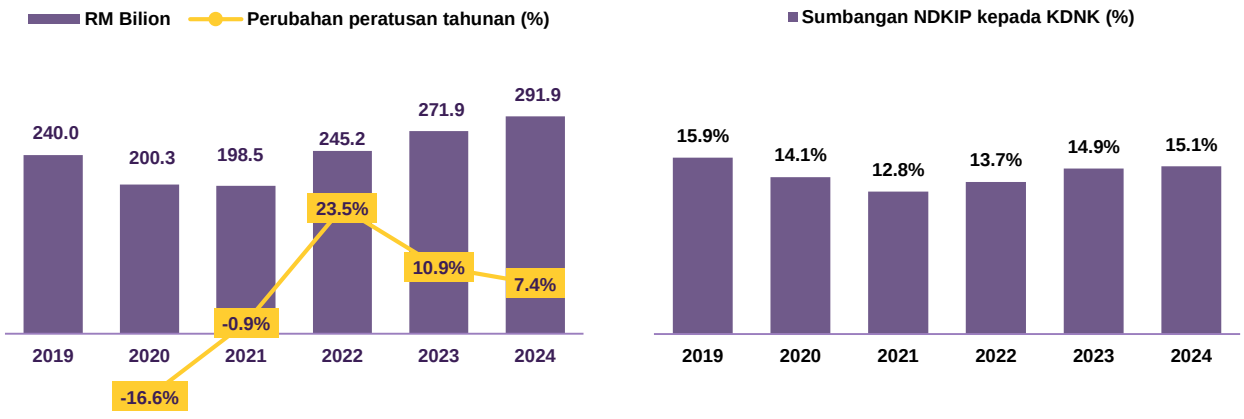
Dari segi ketibaan mengikut negara, Singapore menyumbang 49.7 peratus kepada jumlah ketibaan pelawat di Malaysia pada 2024 dan bertumbuh pada 27.2 peratus berbanding tahun sebelumnya. Ini diikuti oleh ketibaan dari Indonesia, China dan Thailand dengan sumbangan masing-masing 10.9 peratus, 9.8 peratus dan 6.0 peratus. Tambahan pula, ketibaan pelawat harian didominasi oleh Singapore dengan sumbangan sebanyak 75.4 peratus, diikuti oleh Thailand (4.9%), Brunei (4.6%) dan Indonesia (3.8%).

4. PRESTASI PELANCONGAN 2024

4.1 Nilai Ditambah Kasar Industri Pelancongan (NDKIP)

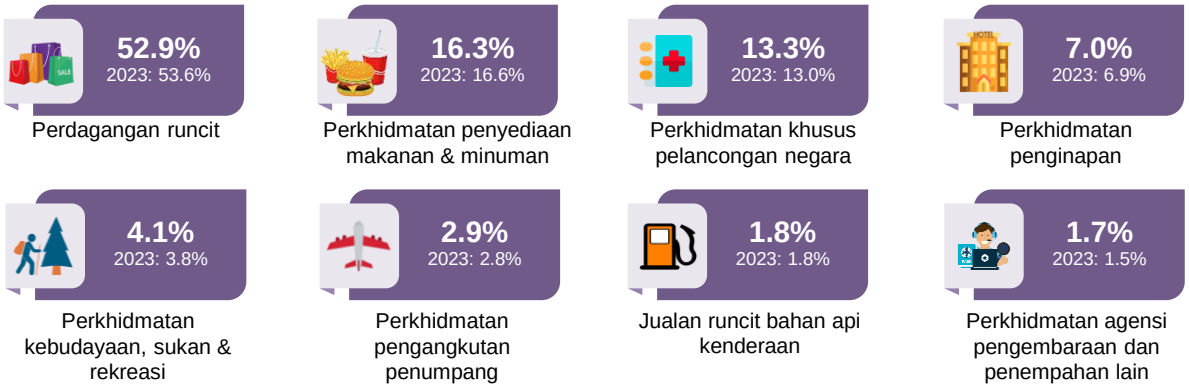
Industri pelancongan Malaysia terus mencatatkan perkembangan yang lebih baik pada tahun 2024. Sumbangan NDKIP kepada Keluaran Dalam Negeri Kasar (KDNK) meningkat 15.1 peratus pada 2024 berbanding 14.9 peratus pada tahun sebelumnya. NDKIP merekodkan nilai RM291.9 bilion yang bertumbuh sebanyak 7.4 peratus (2023: 10.9%) seperti di **Carta 1**.

Carta 1: NDKIP – Nilai, perubahan peratusan tahunan dan peratus sumbangan kepada KDNK, 2019–2024



Berdasarkan prestasi sub-sektor industri pelancongan, Perdagangan runcit kekal sebagai penyumbang utama dalam industri pelancongan dengan sumbangan sebanyak 52.9 peratus. Ini diikuti oleh Perkhidmatan penyediaan makanan & minuman (16.3%) dan Perkhidmatan khusus pelancongan negara (13.3%). Ketiga-tiga industri tersebut menyumbang 82.5 peratus kepada keseluruhan NDKIP (**Paparan 3**).

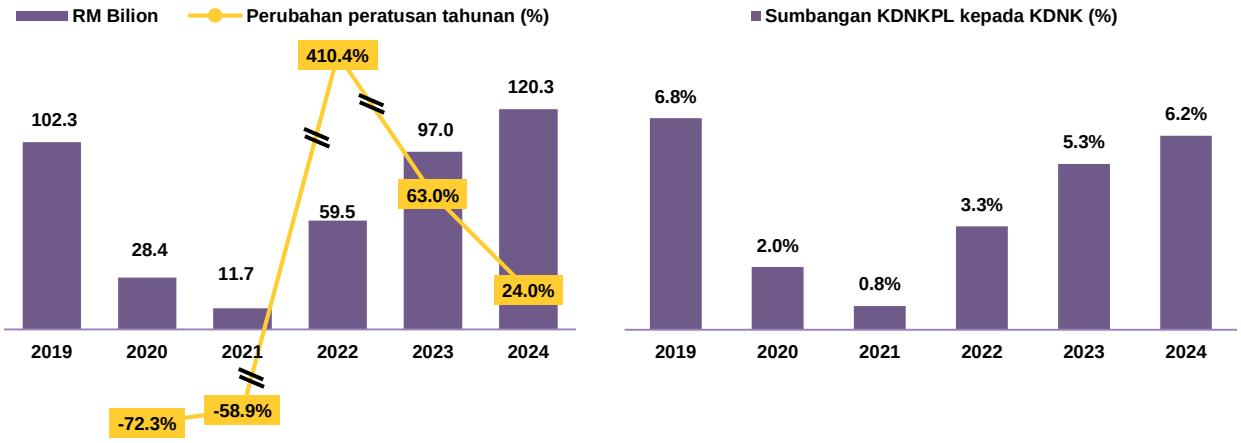
Paparan 3: NDKIP – Peratus sumbangan mengikut industri pelancongan, 2024



4.2 Keluaran Dalam Negeri Kasar Pelancongan Langsung (KDNKPL)

KDNKPL menyumbang 6.2 peratus kepada KDNK 2024 berjumlah RM120.3 bilion berbanding RM97.0 bilion pada 2023. KDNKPL bertumbuh pada 24.0 peratus seperti di **Carta 2**.

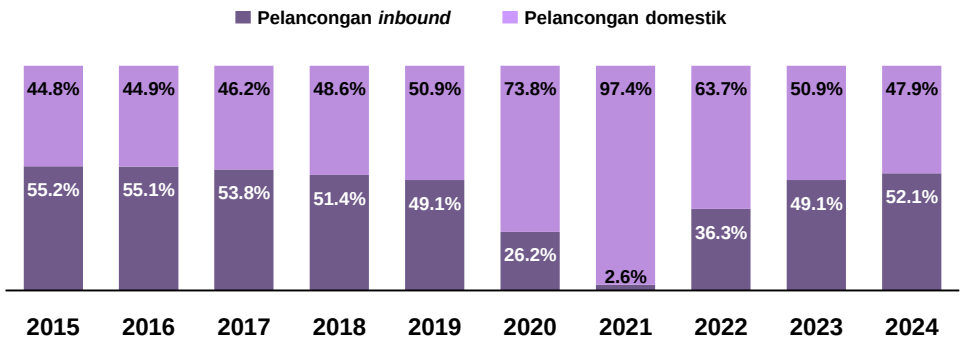
Carta 2: KDNKPL – Nilai, perubahan peratusan tahunan dan peratus sumbangan kepada KDNK, 2019–2024



4.3 Penggunaan Pelancongan *Internal*

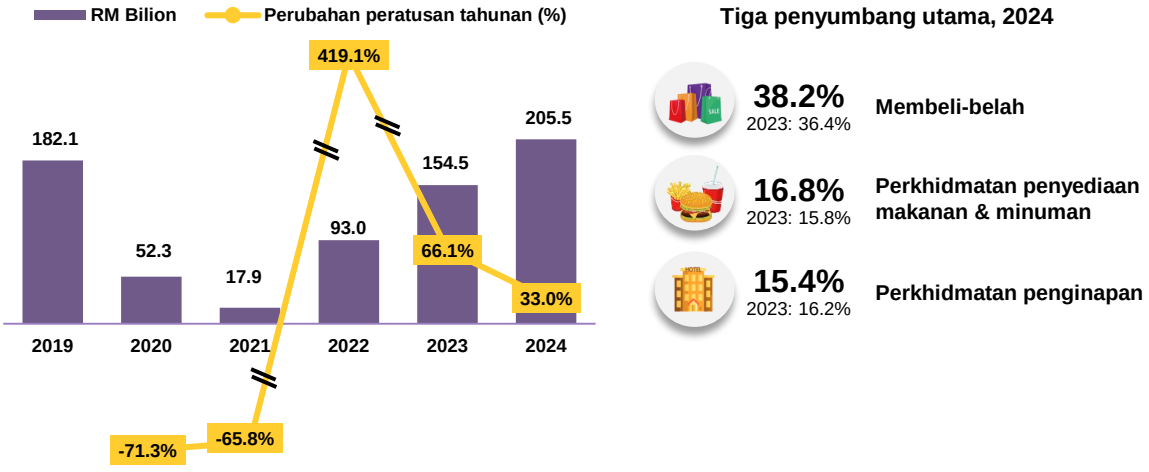
Penggunaan pelancongan *internal* adalah merangkumi perbelanjaan pelancongan *inbound* dan perbelanjaan pelancongan domestik. Perbelanjaan pelancongan *inbound* telah kembali mendominasi pada 2024 sebanyak 52.1 peratus (2023: 49.1%) daripada penggunaan pelancongan *internal* selepas lima tahun berturut-turut didominsasi oleh perbelanjaan pelancongan domestik seperti di **Carta 3**.

Carta 3: Komposisi penggunaan pelancongan *internal*, 2015–2024



Penggunaan pelancongan *internal* mencatatkan RM205.5 bilion dengan peningkatan 33.0 peratus berbanding RM154.5 bilion pada tahun 2023. Penggunaan pelancongan *internal* disumbangkan oleh aktiviti Membeli-belah (38.2%) diikuti oleh Perkhidmatan penyediaan makanan & minuman (16.8%) dan Perkhidmatan penginapan (15.4%) seperti di **Paparan 4.** Ketiga-tiga produk tersebut telah menyumbang 70.4 peratus kepada keseluruhan penggunaan pelancongan *internal* bagi tahun 2024.

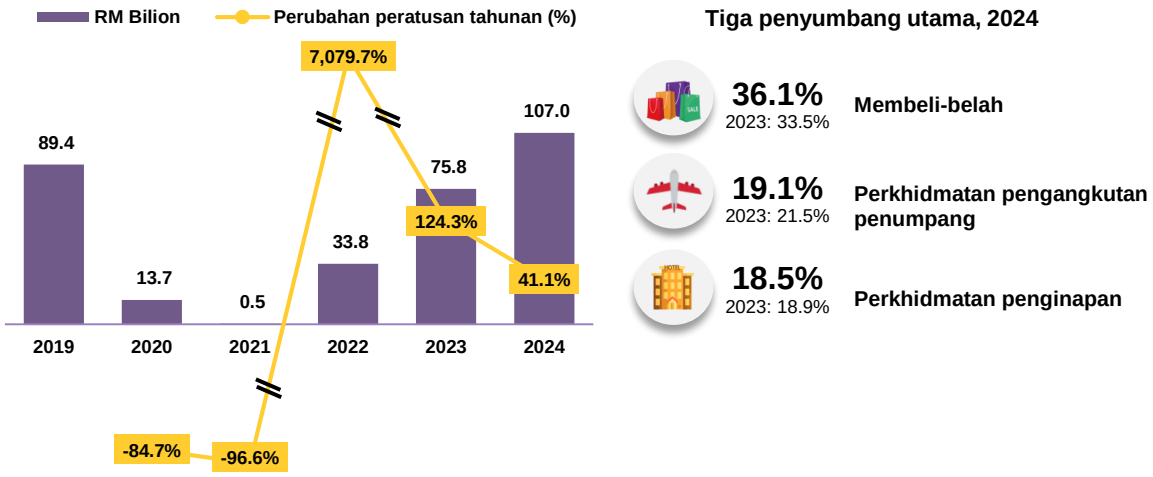
Paparan 4: Penggunaan pelancongan *internal* – Nilai, perubahan peratusan tahunan dan sumbangan utama kepada penggunaan pelancongan *internal*



4.4 Perbelanjaan Pelancongan *Inbound*

Perbelanjaan pelancongan *inbound* merekodkan pertumbuhan dua-digit 41.1 peratus atau RM107.0 bilion pada tahun 2024 (**Paparan 5**). Perbelanjaan pelancongan *inbound* telah melepasi 19.7 peratus daripada paras pra-pandemik tahun 2019. Dari segi komposisi pelawat, perbelanjaan pelancongan *inbound* disumbangkan terutamanya oleh pelancong sebanyak 96.1 peratus dan selebihnya adalah pelawat harian (3.9%).

Paparan 5: Perbelanjaan pelancongan *inbound* – Nilai, perubahan peratusan tahunan dan sumbangan utama kepada perbelanjaan pelancongan *inbound*

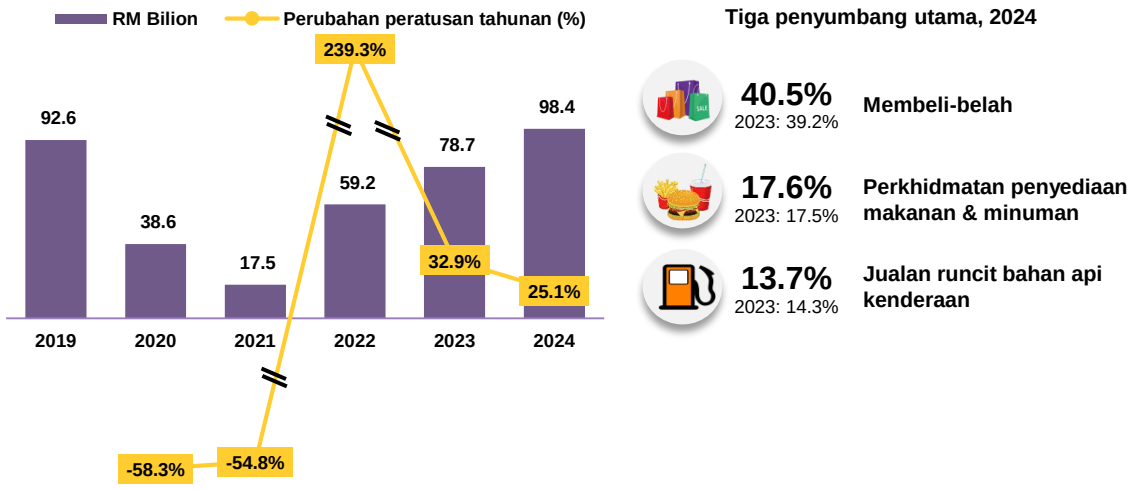


Perbelanjaan pelancongan *inbound* disumbangkan oleh aktiviti Membeli-belah dengan sumbangan 36.1 peratus diikuti oleh Perkhidmatan pengangkutan penumpang (19.1%) dan Perkhidmatan penginapan (18.5%) seperti di **Paparan 5.** Selain itu, hampir kesemua produk perbelanjaan pelancongan *inbound* telah melepasi paras pra-pandemik pada 2024 kecuali Perkhidmatan penginapan.

4.5 Perbelanjaan Pelancongan Domestik

Perbelanjaan pelancongan domestik bertumbuh 25.1 peratus (2023: 32.9%) kepada RM98.4 billion pada 2024 (**Paparan 6**). Perbelanjaan pelancongan domestik juga telah melepasi 6.3 peratus paras pra-pandemik tahun 2019. Dari segi komposisi pelawat domestik, pelancong mencatatkan 57.8 peratus manakala 42.2 peratus adalah pelawat harian.

Paparan 6: Perbelanjaan pelancongan domestik – Nilai, perubahan peratusan tahunan dan sumbangan utama kepada perbelanjaan pelancongan domestik

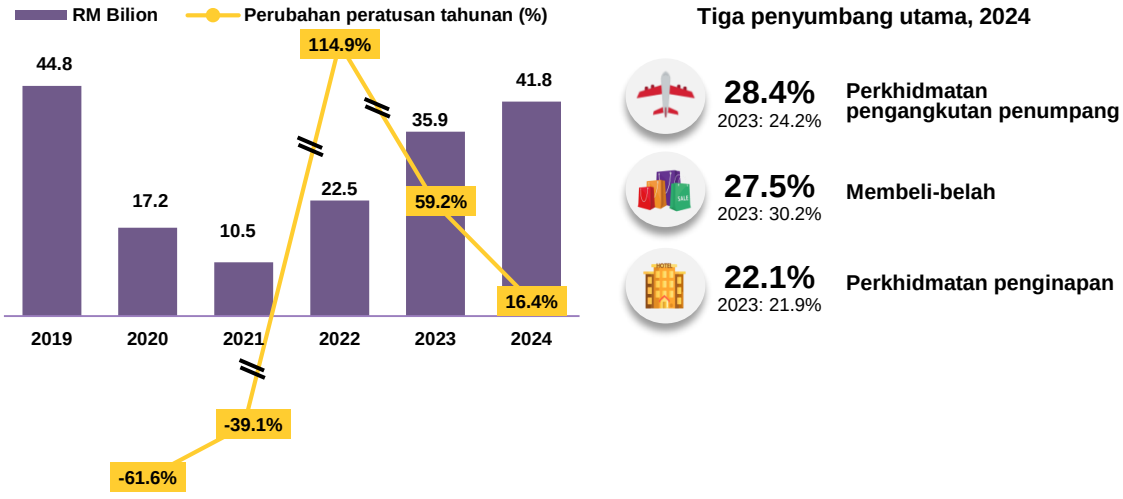


Perbelanjaan pelancongan domestik didorong oleh aktiviti Membeli-belah (40.5%), Perkhidmatan penyediaan makanan & minuman (17.6%) dan Jualan runcit bahan api kenderaan (13.7%) seperti di **Paparan 6**. Walau bagaimanapun, Jualan runcit bahan api kenderaan, Perkhidmatan khusus bercirikan pelancongan negara dan Perkhidmatan kebudayaan, sukan & rekreasi masih belum melepasi paras pra-pandemik tahun 2019.

4.6 Perbelanjaan Pelancongan *Outbound*

Perbelanjaan pelancongan *outbound* merujuk kepada perbelanjaan oleh residen Malaysia yang membuat perbelanjaan pelancongan ke luar negara. Perbelanjaan pelancongan *outbound* bertumbuh 16.4 peratus pada tahun 2024 berjumlah RM41.8 bilion berbanding RM35.9 bilion pada tahun sebelumnya. Walau bagaimanapun, pertumbuhan tersebut masih di bawah paras pra-pandemik tahun 2019. Perbelanjaan pelancongan *outbound* terutamanya disumbangkan oleh Perkhidmatan pengangkutan penumpang (28.4%), diikuti aktiviti Membeli-belah (27.5%) dan Perkhidmatan penginapan (22.1%) seperti di **Paparan 7**.

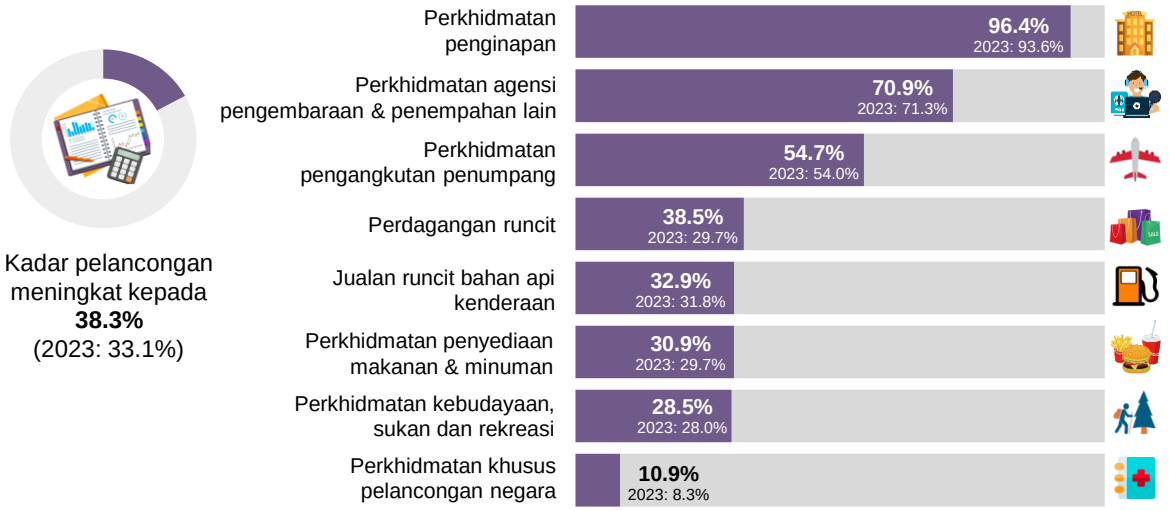
Paparan 7: Perbelanjaan pelancongan *outbound* – Nilai, perubahan peratusan tahunan dan sumbangan utama kepada perbelanjaan pelancongan *outbound*



4.7 Kadar Pelancongan

Kadar pelancongan merujuk kepada tahap penggunaan pelancongan *internal* terhadap penawaran domestik dalam industri pelancongan. Kadar pelancongan mencatatkan 38.3 peratus pada tahun 2024 berbanding 33.1 peratus pada tahun sebelumnya. Perkhidmatan penginapan mencatatkan kadar tertinggi sebanyak 96.4 peratus diikuti Perkhidmatan agensi pengembaraan & penempahan lain (70.9%) dan Perkhidmatan pengangkutan penumpang (54.7%) seperti di **Paparan 8**.

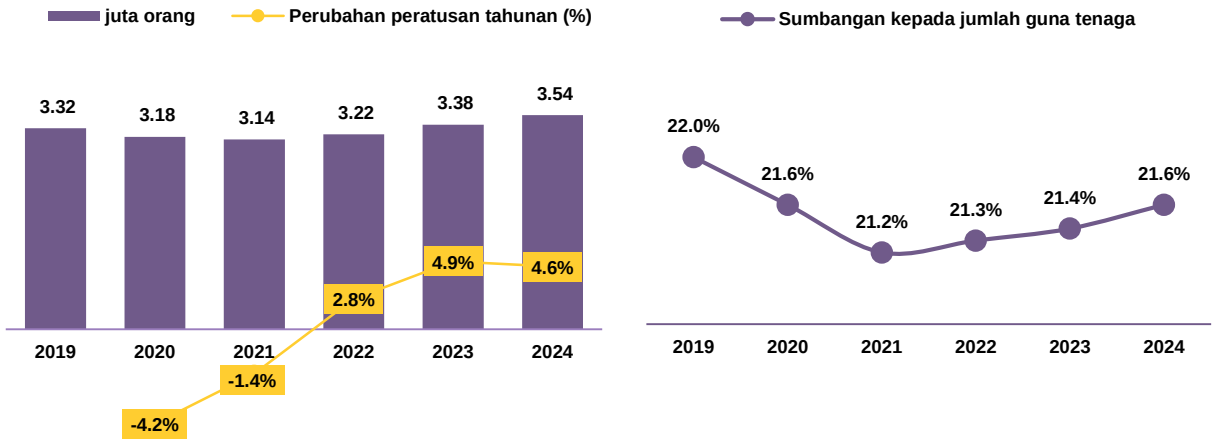
Paparan 8: Kadar pelancongan mengikut produk pelancongan, 2024



4.8 Guna Tenaga dalam Industri Pelancongan

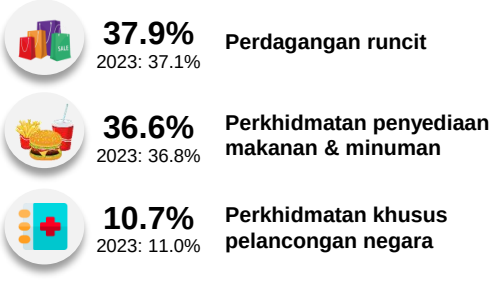
Guna tenaga industri pelancongan melibatkan 3.54 juta orang pada 2024 dan menyumbang sebanyak 21.6 peratus kepada keseluruhan guna tenaga di Malaysia. Guna tenaga industri pelancongan bertumbuh 4.6 peratus berbanding 4.9 peratus pada 2023.

Carta 4: Guna tenaga dalam industri pelancongan – Nilai, perubahan peratusan tahunan dan peratus sumbangan kepada jumlah guna tenaga, 2019–2024



Guna tenaga industri pelancongan didominasi oleh industri Perdagangan runcit dengan sumbangan 37.9 peratus dan diikuti Perkhidmatan penyediaan makanan & minuman dengan sumbangan 36.6 peratus seperti di **Paparan 9.** Tambahan pula, industri tersebut telah pulih dan melepasi paras pra-pandemik tahun 2019.

Paparan 9: Sumbangan utama guna tenaga dalam industri pelancongan, 2024



SUMMARY OF FINDINGS

1. INTRODUCTION

Tourism Satellite Account (TSA) of Malaysia provides statistics on the Gross Value Added of Tourism Industries (GVATI), Tourism Direct Gross Domestic Product (TDGDP), tourism expenditure for inbound, domestic & outbound, internal tourism consumption and employment in the tourism industry. The statistics is presented by industry and products of tourism. TSA is an extension of the System of National Accounts (SNA) 2008 and the compilation presents information on supply and demand of the tourism industry.

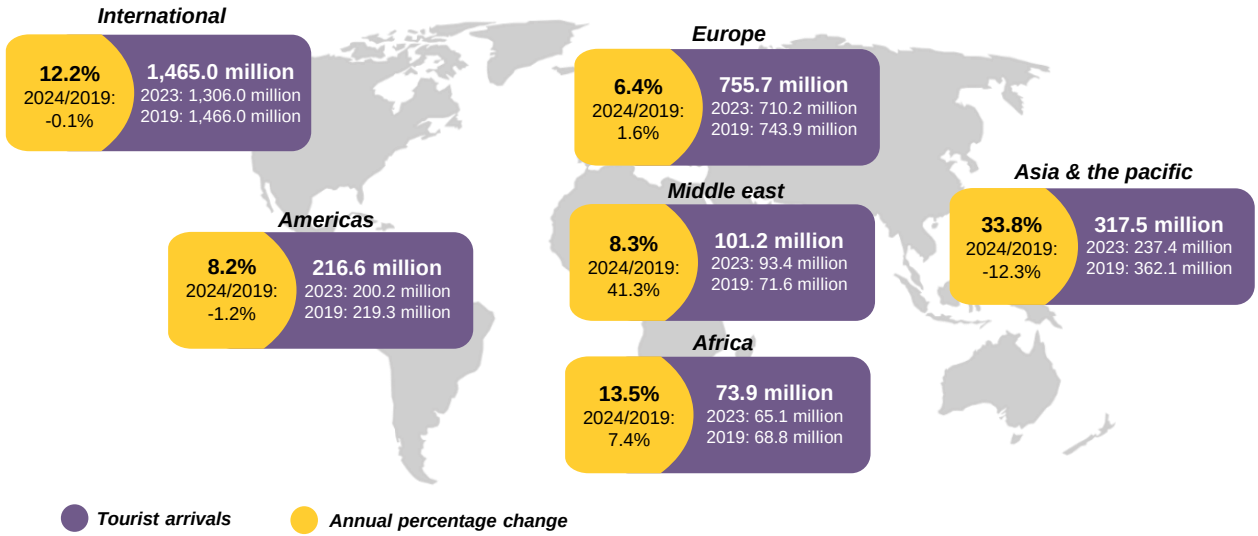
2. GLOBAL TOURISM SCENARIO

*According to the World Tourism Barometer, international tourist arrivals reached 1,465.0 million, an increase of 12.2 per cent in 2024 (**Exhibit 1**). Nevertheless, the numbers of arrivals was 0.1 per cent lower than the pre-pandemic levels in 2019.*

Europe remained the leading destination, accounting for 51.6 per cent of the total international arrivals or 755.7 million tourists, with a growth of 6.4 per cent in 2024. Tourist arrivals in the Middle East continued to show positive momentum with 101.2 million arrivals or grew at 8.3 per cent from 2023 and a sharp increased of 41.3 per cent as compared to 2019. This has positioned the Middle East as the region with the strongest growth since the pre-pandemic period. Meanwhile, Africa recorded 73.9 million arrivals in 2024 an increase of 13.5 per cent as compared to 2023.

Tourist arrivals in Asia & the Pacific rose to 33.8 per cent and the Americas recorded a growth of 8.2 per cent in 2024. However, both regions have yet to fully recovered to pre-pandemic levels of 2019.

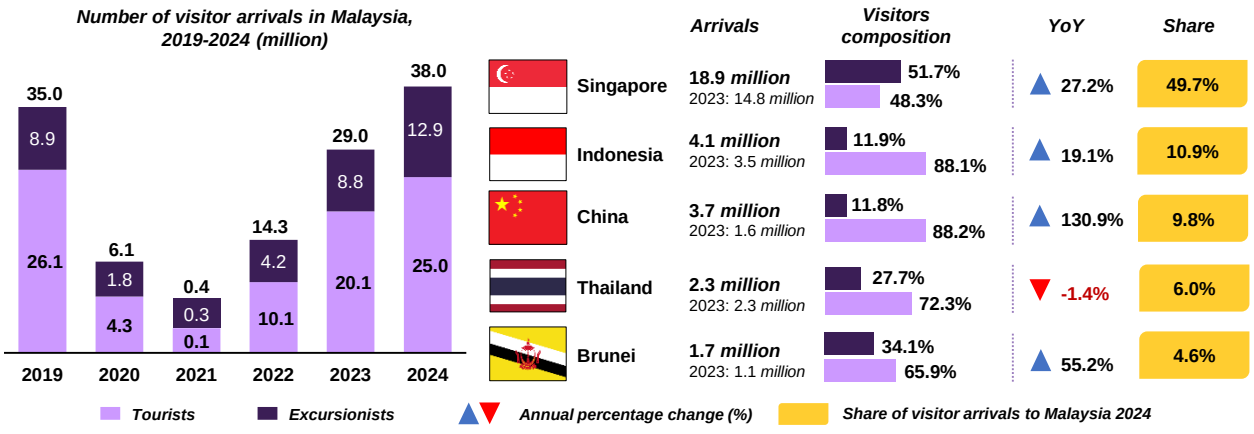
Exhibit 1: Number of global tourist arrivals in 2024



Source: World Tourism Barometer (UN Tourism), Volume 23, Issue 2, May 2025

3. TOURISM SCENARIO IN MALAYSIA

Exhibit 2: Number of visitor arrivals in Malaysia, 2019–2024



Source: Tourism Malaysia

Malaysia's visitor arrivals amounted to 38.0 million visitors, an increase of 31.1 per cent in 2024. The visitor arrivals surpassed the pre-pandemic levels by 8.3 per cent (2019: 35.0 million arrivals), driven by excursionist arrivals amounted to 12.9 million as compared to 8.9 million in 2019. The tourist arrivals recorded 25.0 million (2019: 26.1 million), which was 4.2 per cent below the pre-pandemic levels.

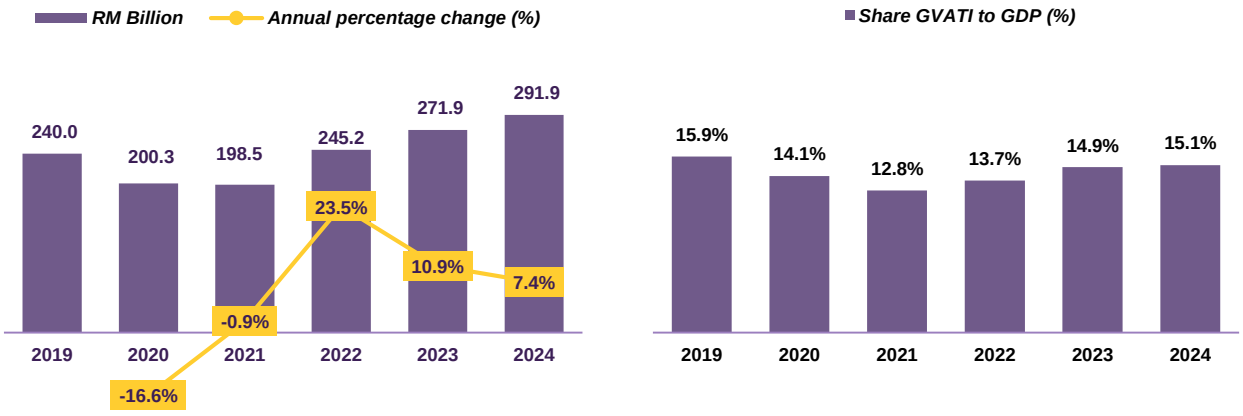
In terms of arrivals by country, Singapore contributed 49.7 per cent to the Malaysia's total visitor arrivals in 2024 and grew by 27.2 per cent as compared to the previous year. This was followed by arrivals from Indonesia, China and Thailand with the share of 10.9 per cent, 9.8 per cent and 6.0 per cent, respectively. In addition, excursionist arrivals were dominated by Singapore with a share of 75.4 per cent, followed by Thailand (4.9%), Brunei (4.6%) and Indonesia (3.8%).

4. TOURISM PERFORMANCE 2024

4.1 Gross Value Added of Tourism Industries (GVATI)

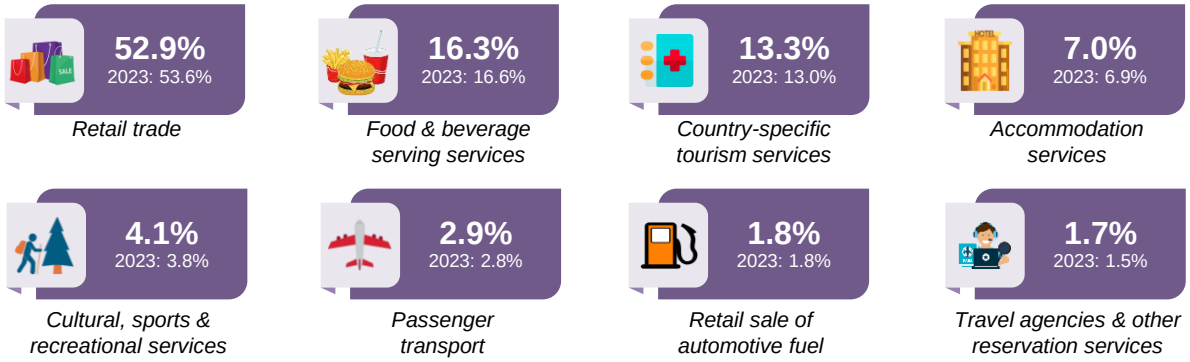
Malaysia's tourism industries continued to record a stronger growth in 2024. The contribution of GVATI to the Gross Domestic Product (GDP) increased to 15.1 per cent in 2024 compared to 14.9 per cent in the previous year. The GVATI registered a value of RM291.9 billion, expanded by 7.4 per cent (2023: 10.9%), as shown in ***Chart 1****.*

Chart 1: GVATI – Value, annual percentage change and percentage share to GDP, 2019–2024



*Based on the performance of the tourism industry sub-sectors, Retail trade remained the main contributor to the tourism industries with a share of 52.9 per cent. This was followed by Food & beverage serving services (16.3%) and the Country-specific tourism services (13.3%). Collectively, these three industries contributed 82.5 per cent to the total GVATI (****Exhibit 3****).*

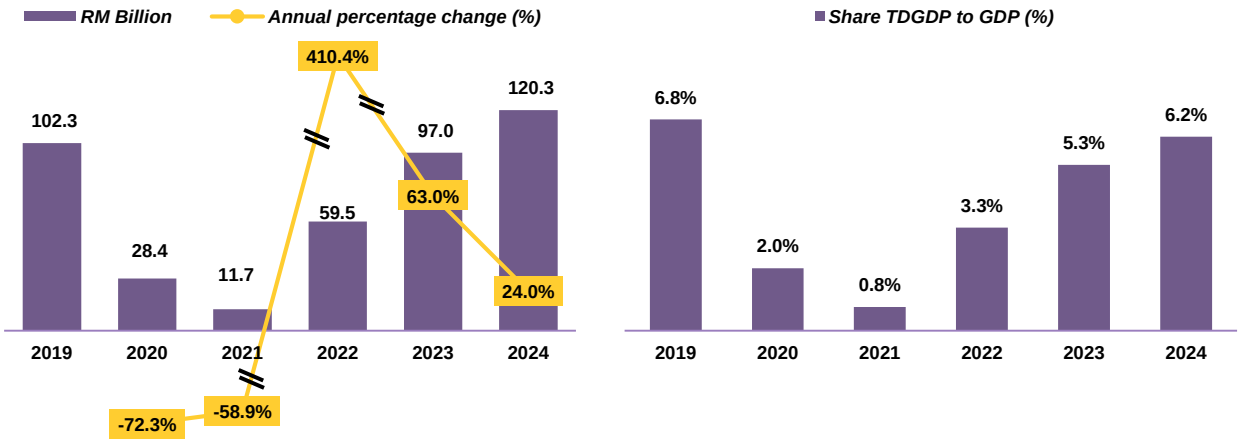
Exhibit 3: GVATI – Percentage share by tourism industries, 2024



4.2 Tourism Direct Gross Domestic Product (TDGDP)

TDGDP contributed 6.2 per cent to the GDP in 2024, amounted to RM120.3 billion compared to RM97.0 billion in 2023. TDGDP grew by 24.0 per cent, as shown in ***Chart 2****.*

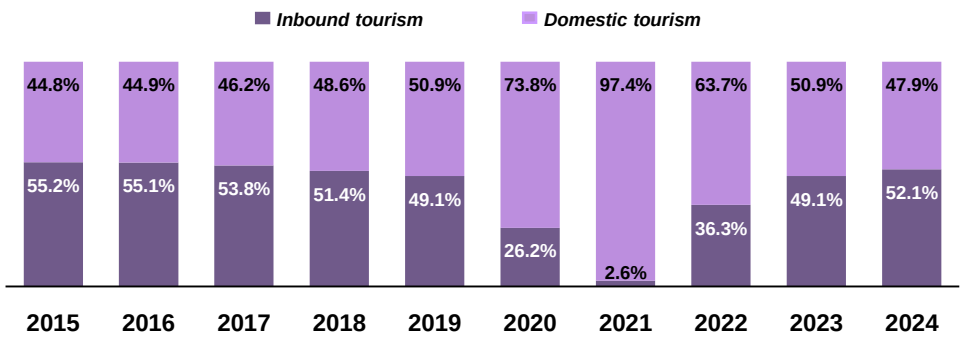
Chart 2: TDGDP – Value, annual percentage change and percentage share to GDP, 2019–2024



4.3 Internal Tourism Consumption

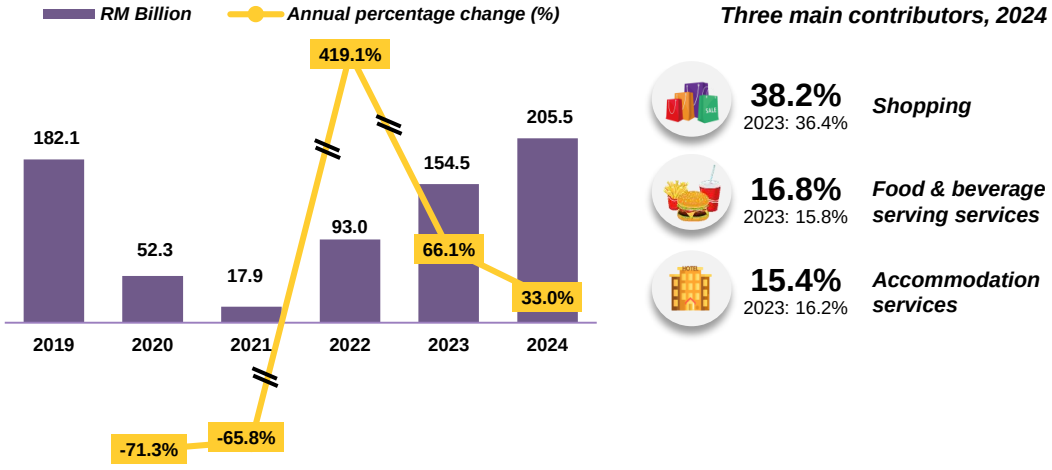
The internal tourism consumption comprises inbound tourism expenditure and domestic tourism expenditure. Inbound tourism expenditure regained dominance in 2024 at 52.1 per cent (2023: 49.1%) of internal tourism consumption after five consecutive years of being dominated by domestic tourism expenditure, as shown in ***Chart 3****.*

Chart 3: Composition of internal tourism consumption, 2015–2024



Internal tourism consumption posted RM205.5 billion, an increase of 33.0 per cent as compared to RM154.5 billion in 2023. Internal tourism consumption was contributed by Shopping activities (38.2%), followed by Food & beverage serving services (16.8%) and Accommodation services (15.4%), as shown in ***Exhibit 4****. These three products together contributed 70.4 per cent of overall internal tourism consumption in 2024.*

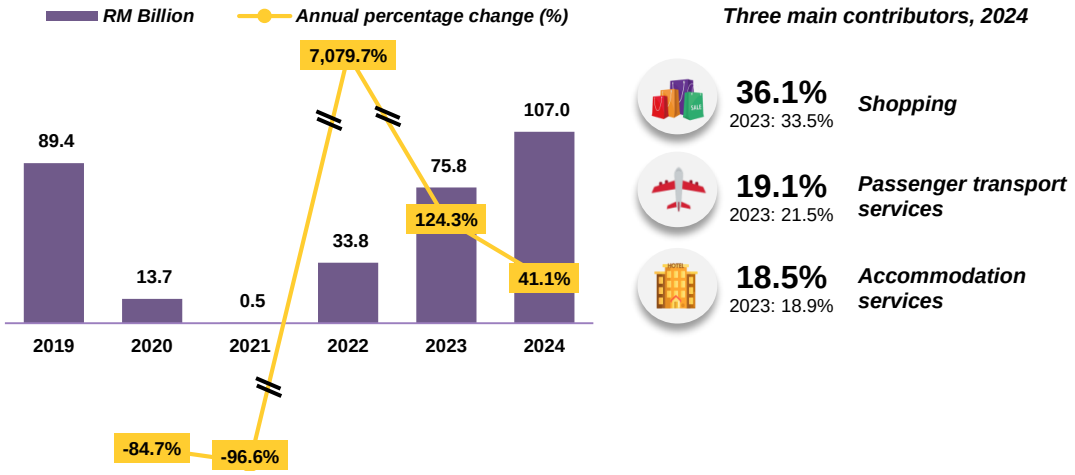
Exhibit 4: Internal tourism consumption – Value, annual percentage change and main contributor to internal tourism consumption



4.4 Inbound Tourism Expenditure

*Inbound tourism expenditure recorded a double-digit growth of 41.1 per cent or RM107.0 billion in 2024 (****Exhibit 5****). Inbound tourism expenditure has surpassed the pre-pandemic 2019 levels by 19.7 per cent. In terms of visitor composition, inbound tourism expenditure was mainly contributed by tourists at 96.1 per cent and the remaining share was excursionists (3.9%).*

Exhibit 5: Inbound tourism expenditure – Value, annual percentage change and main contributor to inbound tourism expenditure

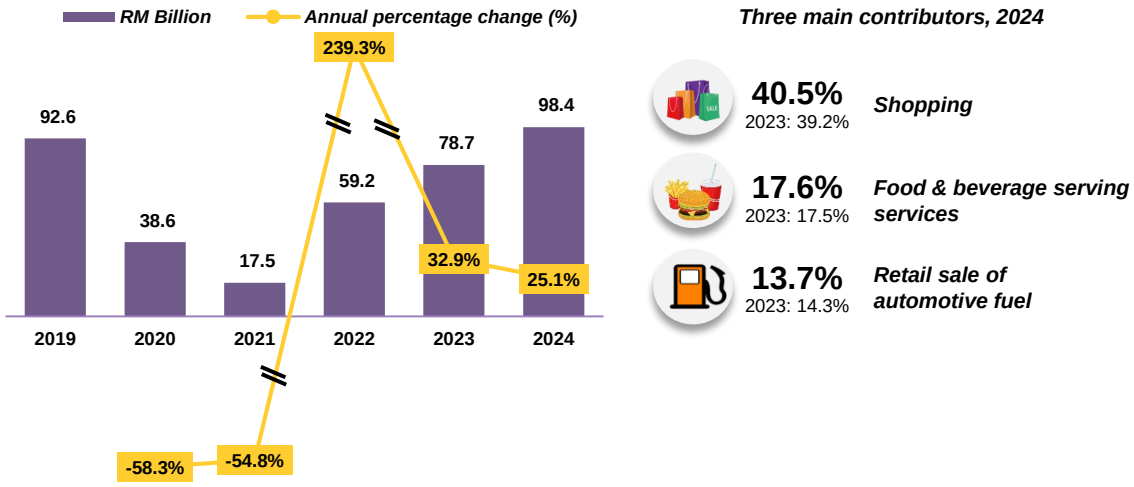


Inbound tourism expenditure was attributed by Shopping activities with a contribution of 36.1 per cent, followed by Passenger transport services (19.1%) and Accommodation services (18.5%), as shown in ***Exhibit 5.*** *Furthermore, almost all inbound tourism expenditure products has surpassed pre-pandemic levels in 2024 except for Accommodation services.*

4.5 Domestic Tourism Expenditure

*Domestic tourism expenditure grew at 25.1 per cent (2023: 32.9%) to RM98.4 billion in 2024 (****Exhibit 6****). Domestic tourism expenditure also surpassed the pre-pandemic 2019 levels by 6.3 per cent. With regard to domestic visitor composition, tourists accounted 57.8 per cent while excursionists represented 42.2 per cent.*

Exhibit 6: Domestic tourism expenditure – Value, annual percentage change and main contributor to domestic tourism expenditure

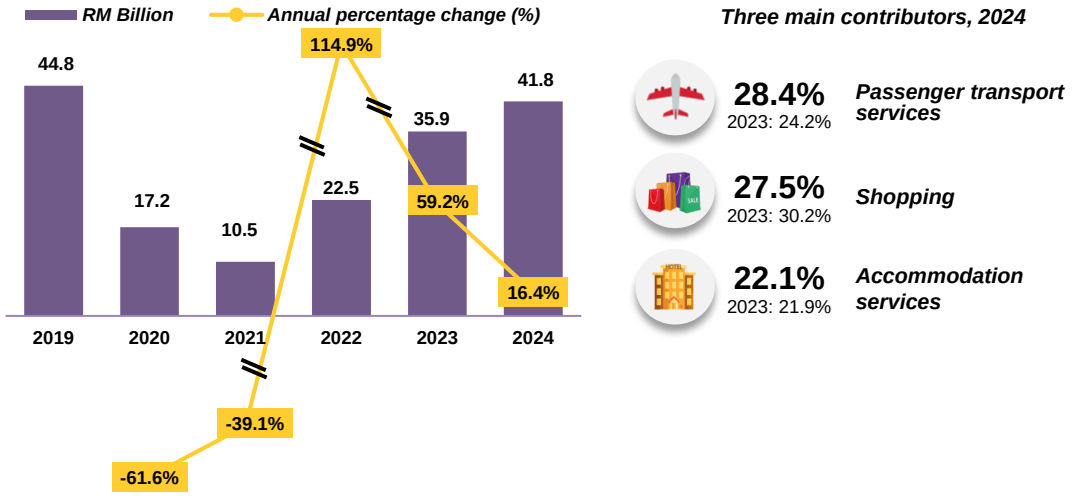


Domestic tourism expenditure was impelled by Shopping activities (40.5%), followed by Food & beverage serving services (17.6%) and Retail trade of automotive fuel (13.7%), as shown in ***Exhibit 6****. However, Retail trade of automotive fuel, Country-specific tourism characteristic services and Cultural, sports & recreational services have yet to surpass pre-pandemic levels of 2019.*

4.6 Outbound Tourism Expenditure

Outbound tourism expenditure refers to spending by Malaysian residents on tourism at abroad. Outbound tourism expenditure grew at 16.4 per cent in 2024, amounting to RM41.8 billion compared to RM35.9 billion in the previous year. However, the growth was below the pre-pandemic levels of 2019. Outbound tourism expenditure was mainly contributed by Passenger transport services (28.4%), followed by Shopping activities (27.5%) and Accommodation services (22.1%), as shown in ***Exhibit 7****.*

Exhibit 7: Outbound tourism expenditure – Value, annual percentage change and main contributor to outbound tourism expenditure



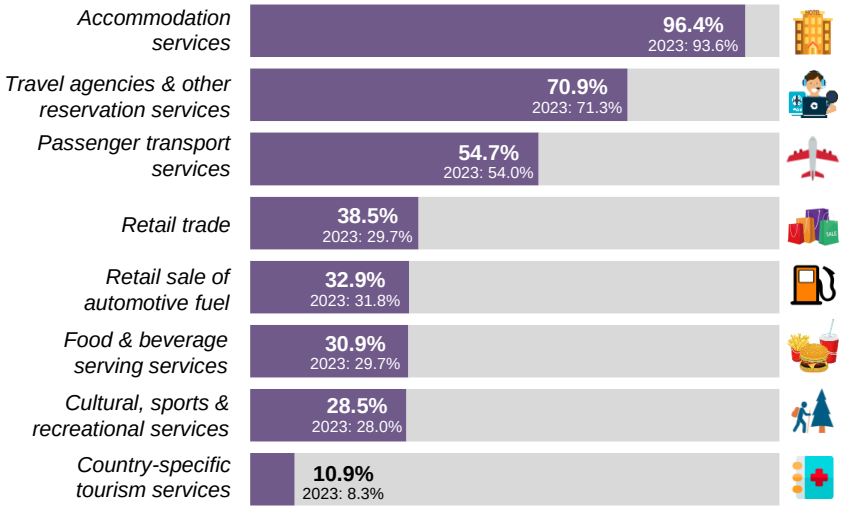
4.7 Tourism Ratio

The tourism ratio refers to the level of internal consumption relative to the domestic supply in the tourism industry. The tourism ratio recorded 38.3 per cent in 2024 compared to 33.1 per cent in the previous year. Accommodation services recorded the highest ratio at 96.4 per cent, followed by Travel agencies & other reservation services (70.9%) and Passenger transport services (54.7%), as shown in ***Exhibit 8****.*

Exhibit 8: Tourism ratio by tourism product, 2024



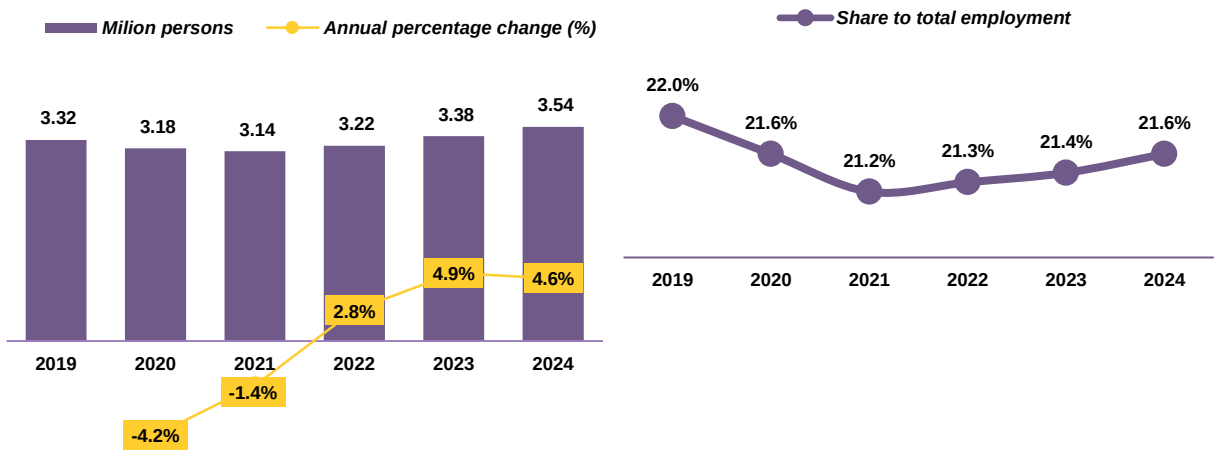
*Tourism ratio increase to **38.3%** (2023: 33.1%)*



4.8 Employment in Tourism Industry

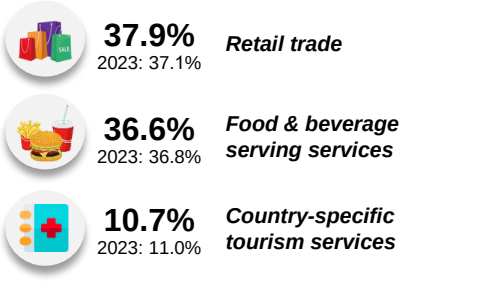
Tourism industry employed 3.54 million persons in 2024 and contributed 21.6 per cent to the total employment in Malaysia. Employment in tourism industry grew by 4.6 per cent as compared to 4.9 per cent in 2023.

Chart 4: Employment in tourism industries – Value, annual percentage change and percentage share to total employment, 2019–2024



*The employment of tourism industry was dominated by the Retail trade industry, with a contribution of 37.9 per cent, followed by Food & beverage serving services at 36.6 per cent, as shown in **Exhibit 9.** In addition, these industries have recovered and surpassed pre-pandemic levels of 2019.*

Exhibit 9: Main percentage share for employment in tourism industries, 2024



JADUAL STATISTIK

STATISTICAL TABLES





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Jadual Table 1

Perbelanjaan pelancongan *inbound* bagi pelawat mengikut produk
Inbound tourism expenditure of visitors by product

Produk *Products*	2020	2021	2022	2023	2024
			RM Juta *RM Million*		
Perkhidmatan penginapan *Accommodation services*	3,144.0	64.8	5,234.1	14,369.0	19,752.7
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	2,011.2	78.6	5,603.0	10,574.6	17,102.7
Perkhidmatan pengangkutan penumpang *Passenger transport services*	2,413.0	178.0	7,160.7	16,290.8	20,449.0
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	582.5	0.5	740.7	3,295.1	4,302.6
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	395.1	9.8	1,755.8	2,845.8	2,892.5
Jualan runcit bahan api kenderaan *Retail sale of automotive fuel*	24.0	0.1	325.9	748.9	1,075.6
Barang khusus bercirikan pelancongan negara *Country-specific tourism characteristic goods*	4,717.9	44.4	11,288.4	25,387.6	38,672.9
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	406.0	94.8	1,703.1	2,314.8	2,780.6
Jumlah *Total*	**13,693.7**	**470.9**	**33,811.7**	**75,826.5**	**107,028.5**
Perubahan peratusan tahunan (%) *Annual percentage change (%)*	**-84.7**	**-96.6**	**7,079.7**	**124.3**	**41.1**
			Peratus sumbangan (%) *Percentage share (%)*		
Perkhidmatan penginapan *Accommodation services*	23.0	13.8	15.5	18.9	18.5
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	14.7	16.7	16.6	13.9	16.0
Perkhidmatan pengangkutan penumpang *Passenger transport services*	17.6	37.8	21.2	21.5	19.1
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	4.3	0.1	2.2	4.3	4.0
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	2.9	2.1	5.2	3.8	2.7
Jualan runcit bahan api kenderaan *Retail sale of automotive fuel*	0.2	0.0	1.0	1.0	1.0
Barang khusus bercirikan pelancongan negara *Country-specific tourism characteristic goods*	34.5	9.4	33.4	33.5	36.1
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	3.0	20.1	5.0	3.1	2.6
Jumlah *Total*	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Sumber : **Jabatan Perangkaan Malaysia**
Lembaga Penggalakan Pelancongan Malaysia (Tourism Malaysia)

Sources : *Department of Statistics, Malaysia*
Malaysia Tourism Promotion Board (Tourism Malaysia)

Jadual Table 1A

Perbelanjaan pelancongan *inbound* bagi pelancong mengikut produk
Inbound tourism expenditure of tourists by product

Produk Products	2020	2021	2022	2023	2024
			RM Juta *RM Million*		
Perkhidmatan penginapan *Accommodation services*	3,144.0	64.8	5,234.1	14,369.0	19,752.7
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	1,907.2	49.7	5,338.2	10,069.0	16,255.2
Perkhidmatan pengangkutan penumpang *Passenger transport services*	2,297.3	168.4	6,834.3	15,616.7	19,547.4
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	552.4	0.4	705.7	3,137.6	4,089.4
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	374.7	7.8	1,672.8	2,709.7	2,749.1
Jualan runcit bahan api kenderaan *Retail sale of automotive fuel*	22.8	0.0	310.5	713.1	1,022.3
Barang khusus bercirikan pelancongan negara *Country-specific tourism characteristic goods*	4,473.9	10.8	10,755.0	24,173.6	36,756.4
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	385.0	87.8	1,622.7	2,204.1	2,642.8
Jumlah *Total*	**13,157.3**	**389.8**	**32,473.3**	**72,992.8**	**102,815.3**
Perubahan peratusan tahunan (%) *Annual percentage change (%)*	**-84.8**	**-97.0**	**8,229.9**	**124.8**	**40.9**
			Peratus sumbangan (%) *Percentage share (%)*		
Perkhidmatan penginapan *Accommodation services*	23.9	16.6	16.1	19.7	19.2
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	14.5	12.8	16.4	13.8	15.8
Perkhidmatan pengangkutan penumpang *Passenger transport services*	17.5	43.2	21.0	21.4	19.0
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	4.2	0.1	2.2	4.3	4.0
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	2.8	2.0	5.2	3.7	2.7
Jualan runcit bahan api kenderaan *Retail sale of automotive fuel*	0.2	0.0	1.0	1.0	1.0
Barang khusus bercirikan pelancongan negara *Country-specific tourism characteristic goods*	34.0	2.8	33.1	33.1	35.7
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	2.9	22.5	5.0	3.0	2.6
Jumlah *Total*	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Sumber : **Jabatan Perangkaan Malaysia**
Lembaga Penggalakan Pelancongan Malaysia (Tourism Malaysia)

Sources : *Department of Statistics, Malaysia*
Malaysia Tourism Promotion Board (Tourism Malaysia)

Jadual 1B Table

Perbelanjaan pelancongan *inbound* bagi pelawat harian mengikut produk
Inbound tourism expenditure of excursionists by product

Produk *Products*	2020	2021	2022	2023	2024
			RM Juta *RM Million*		
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	104.0	28.8	264.8	505.7	847.5
Perkhidmatan pengangkutan penumpang *Passenger transport services*	115.7	9.6	326.4	674.0	901.6
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	30.1	0.1	35.0	157.6	213.2
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	20.4	2.0	83.0	136.1	143.3
Jualan runcit bahan api kenderaan *Retail sale of automotive fuel*	1.2	0.0	15.4	35.8	53.3
Barang khusus bercirikan pelancongan negara *Country-specific tourism characteristic goods*	244.0	33.6	533.4	1,214.0	1,916.4
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	21.0	7.0	80.5	110.7	137.8
Jumlah *Total*	**536.5**	**81.1**	**1,338.4**	**2,833.8**	**4,213.2**
Perubahan peratusan tahunan (%) *Annual percentage change (%)*	**-80.2**	**-84.9**	**1,550.4**	**111.7**	**48.7**
			Peratus sumbangan (%) *Percentage share (%)*		
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	19.4	35.6	19.8	17.8	20.1
Perkhidmatan pengangkutan penumpang *Passenger transport services*	21.6	11.8	24.4	23.8	21.4
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	5.6	0.1	2.6	5.6	5.1
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	3.8	2.4	6.2	4.8	3.4
Jualan runcit bahan api kenderaan *Retail sale of automotive fuel*	0.2	0.1	1.2	1.3	1.3
Barang khusus bercirikan pelancongan negara *Country-specific tourism characteristic goods*	45.5	41.4	39.9	42.8	45.5
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	3.9	8.6	6.0	3.9	3.3
Jumlah *Total*	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

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

Jadual Table 2

Perbelanjaan pelancongan domestik bagi pelawat mengikut produk
Domestic tourism expenditure of visitors by product

Produk *Products*	2020	2021	2022	2023	2024
			RM Juta *RM Million*		
Perkhidmatan penginapan *Accommodation services*	2,087.9	1,087.4	5,956.5	10,653.5	11,914.4
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	7,497.4	2,783.2	9,725.2	13,802.8	17,342.5
Perkhidmatan pengangkutan penumpang *Passenger transport services*	2,506.3	888.9	4,816.7	5,691.1	7,187.2
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	94.6	21.1	774.5	1,050.2	1,270.9
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	569.1	457.0	2,022.4	2,269.5	2,965.4
Jualan runcit bahan api kenderaan *Retail sale of automotive fuel*	3,627.2	2,038.8	8,839.7	11,226.7	13,507.9
Barang khusus bercirikan pelancongan negara *Country-specific tourism characteristic goods*	21,267.4	9,263.9	24,939.2	30,842.7	39,910.5
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	984.9	910.8	2,142.9	3,139.9	4,347.5
Jumlah *Total*	**38,634.6**	**17,451.0**	**59,217.0**	**78,676.4**	**98,446.2**
Perubahan peratusan tahunan (%) *Annual percentage change (%)*	**-58.3**	**-54.8**	**239.3**	**32.9**	**25.1**
			Peratus sumbangan (%) *Percentage share (%)*		
Perkhidmatan penginapan *Accommodation services*	5.4	6.2	10.1	13.5	12.1
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	19.4	15.9	16.4	17.5	17.6
Perkhidmatan pengangkutan penumpang *Passenger transport services*	6.5	5.1	8.1	7.2	7.3
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	0.2	0.1	1.3	1.3	1.3
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	1.5	2.6	3.4	2.9	3.0
Jualan runcit bahan api kenderaan *Retail sale of automotive fuel*	9.4	11.7	14.9	14.3	13.7
Barang khusus bercirikan pelancongan negara *Country-specific tourism characteristic goods*	55.0	53.1	42.1	39.2	40.5
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	2.5	5.2	3.6	4.0	4.4
Jumlah *Total*	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

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

Jadual 2A / Table 2A

Perbelanjaan pelancongan domestik bagi pelancong mengikut produk
Domestic tourism expenditure of tourists by product

Produk *Products*	2020	2021	2022	2023	2024
			RM Juta *RM Million*		
Perkhidmatan penginapan *Accommodation services*	2,087.9	1,087.4	5,956.5	10,653.5	11,914.4
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	4,969.6	1,153.8	6,186.5	8,734.7	10,736.5
Perkhidmatan pengangkutan penumpang *Passenger transport services*	2,110.9	693.4	4,205.5	4,837.5	6,094.6
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	93.7	20.6	773.2	1,048.3	1,267.6
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	232.8	199.8	1,318.1	1,336.2	1,724.8
Jualan runcit bahan api kenderaan *Retail sale of automotive fuel*	2,109.9	889.3	5,078.8	6,891.0	8,221.8
Barang khusus bercirikan pelancongan negara *Country-specific tourism characteristic goods*	9,526.1	2,176.9	10,310.1	12,159.9	14,219.9
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	743.3	694.1	1,159.7	1,874.6	2,690.3
Jumlah *Total*	**21,874.2**	**6,915.3**	**34,988.5**	**47,535.7**	**56,870.0**
Perubahan peratusan tahunan (%) *Annual percentage change (%)*	**-62.7**	**-68.4**	**406.0**	**35.9**	**19.6**
			Peratus sumbangan (%) *Percentage share (%)*		
Perkhidmatan penginapan *Accommodation services*	9.5	15.7	17.0	22.4	21.0
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	22.7	16.7	17.7	18.4	18.9
Perkhidmatan pengangkutan penumpang *Passenger transport services*	9.7	10.0	12.0	10.2	10.7
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	0.4	0.3	2.2	2.2	2.2
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	1.1	2.9	3.8	2.8	3.0
Jualan runcit bahan api kenderaan *Retail sale of automotive fuel*	9.6	12.9	14.5	14.5	14.5
Barang khusus bercirikan pelancongan negara *Country-specific tourism characteristic goods*	43.5	31.5	29.5	25.6	25.0
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	3.4	10.0	3.3	3.9	4.7
Jumlah *Total*	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

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

Jadual 2B Table

Perbelanjaan pelancongan domestik bagi pelawat harian mengikut produk
Domestic tourism expenditure of excursionists by product

Produk *Products*	2020	2021	2022	2023	2024
			RM Juta *RM Million*		
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	2,527.7	1,629.4	3,538.6	5,068.1	6,606.0
Perkhidmatan pengangkutan penumpang *Passenger transport services*	395.3	195.5	611.2	853.5	1,092.6
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	0.8	0.5	1.3	1.9	3.2
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	336.3	257.2	704.3	933.2	1,240.6
Jualan runcit bahan api kenderaan *Retail sale of automotive fuel*	1,517.3	1,149.4	3,760.8	4,335.7	5,286.0
Barang khusus bercirikan pelancongan negara *Country-specific tourism characteristic goods*	11,741.3	7,087.0	14,629.1	18,682.8	25,690.6
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	241.6	216.7	983.1	1,265.3	1,657.2
Jumlah *Total*	**16,760.5**	**10,535.7**	**24,228.5**	**31,140.7**	**41,576.2**
Perubahan peratusan tahunan (%) *Annual percentage change (%)*	**-50.8**	**-37.1**	**130.0**	**28.5**	**33.5**
			Peratus sumbangan (%) *Percentage share (%)*		
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	15.1	15.5	14.6	16.3	15.9
Perkhidmatan pengangkutan penumpang *Passenger transport services*	2.4	1.9	2.5	2.7	2.6
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	0.0	0.0	0.0	0.0	0.0
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	2.0	2.4	2.9	3.0	3.0
Jualan runcit bahan api kenderaan *Retail sale of automotive fuel*	9.1	10.9	15.5	13.9	12.7
Barang khusus bercirikan pelancongan negara *Country-specific tourism characteristic goods*	70.1	67.3	60.4	60.0	61.8
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	1.4	2.1	4.1	4.1	4.0
Jumlah *Total*	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

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

Jadual 3 Table

Perbelanjaan pelancongan *outbound* bagi pelawat mengikut produk
Outbound tourism expenditure of visitors by product

Produk *Products*	2020	2021	2022	2023	2024
			RM Juta *RM Million*		
Perkhidmatan penginapan *Accommodation services*	3,747.6	3,133.1	4,800.7	7,859.5	9,229.8
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	2,213.4	2,107.6	3,763.9	5,670.3	6,014.0
Perkhidmatan pengangkutan penumpang *Passenger transport services*	5,927.5	2,822.7	6,986.9	8,685.0	11,860.9
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	575.8	104.9	788.8	1,292.0	1,545.3
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	592.3	94.4	473.3	717.8	835.3
Barang khusus bercirikan pelancongan negara *Country-specific tourism characteristic goods*	3,675.3	1,887.4	5,161.3	10,838.2	11,485.0
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	487.3	335.5	563.5	825.4	793.5
Jumlah *Total*	**17,219.2**	**10,485.6**	**22,538.4**	**35,888.2**	**41,763.7**
Perubahan peratusan tahunan (%) *Annual percentage change (%)*	**-61.6**	**-39.1**	**114.9**	**59.2**	**16.4**
			Peratus sumbangan (%) *Percentage share (%)*		
Perkhidmatan penginapan *Accommodation services*	21.8	29.9	21.3	21.9	22.1
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	12.9	20.1	16.7	15.8	14.4
Perkhidmatan pengangkutan penumpang *Passenger transport services*	34.4	26.9	31.0	24.2	28.4
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	3.3	1.0	3.5	3.6	3.7
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	3.4	0.9	2.1	2.0	2.0
Barang khusus bercirikan pelancongan negara *Country-specific tourism characteristic goods*	21.3	18.0	22.9	30.2	27.5
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	2.8	3.2	2.5	2.3	1.9
Jumlah *Total*	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

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

Jadual 4 Table

Penggunaan pelancongan *internal* bagi pelawat mengikut produk
Internal tourism consumption of visitors by product

Produk *Products*	2020	2021	2022	2023	2024
			RM Juta *RM Million*		
Perkhidmatan penginapan *Accommodation services*	5,231.9	1,152.2	11,190.6	25,022.5	31,667.1
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	9,508.6	2,861.7	15,328.1	24,377.4	34,445.2
Perkhidmatan pengangkutan penumpang *Passenger transport services*	4,919.3	1,066.9	11,977.4	21,981.8	27,636.2
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	677.1	21.6	1,515.2	4,345.4	5,573.4
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	964.2	466.8	3,778.2	5,115.3	5,857.8
Jualan runcit bahan api kenderaan *Retail sale of automotive fuel*	3,651.2	2,038.9	9,165.6	11,975.6	14,583.5
Barang khusus bercirikan pelancongan negara *Country-specific tourism characteristic goods*	25,985.2	9,308.3	36,227.6	56,230.3	78,583.3
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	1,390.9	1,005.5	3,846.0	5,454.7	7,128.0
Jumlah *Total*	**52,328.4**	**17,921.9**	**93,028.7**	**154,503.0**	**205,474.8**
Perubahan peratusan tahunan (%) *Annual percentage change (%)*	**-71.3**	**-65.8**	**419.1**	**66.1**	**33.0**
			Peratus sumbangan (%) *Percentage share (%)*		
Perkhidmatan penginapan *Accommodation services*	10.0	6.4	12.0	16.2	15.4
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	18.2	16.0	16.5	15.8	16.8
Perkhidmatan pengangkutan penumpang *Passenger transport services*	9.4	6.0	12.9	14.2	13.4
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	1.3	0.1	1.6	2.8	2.7
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	1.8	2.6	4.1	3.3	2.9
Jualan runcit bahan api kenderaan *Retail sale of automotive fuel*	7.0	11.4	9.9	7.8	7.1
Barang khusus bercirikan pelancongan negara *Country-specific tourism characteristic goods*	49.7	51.9	38.9	36.4	38.2
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	2.7	5.6	4.1	3.5	3.5
Jumlah *Total*	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Sumber : **Jabatan Perangkaan Malaysia**
Lembaga Penggalakan Pelancongan Malaysia (Tourism Malaysia)

Sources : *Department of Statistics, Malaysia*
Malaysia Tourism Promotion Board (Tourism Malaysia)

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

Jadual Table 5

Nilai Ditambah Kasar Industri Pelancongan pada harga semasa
Gross Value Added of Tourism Industries at current prices

Industri *Industry*	2020	2021	2022	2023[e]	2024[p]
			RM Juta *RM Million*		
Perkhidmatan penginapan *Accommodation services*	12,137.9	9,712.6	14,727.5	18,704.9	20,415.3
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	35,571.2	33,845.9	42,052.4	45,159.9	47,726.0
Perkhidmatan pengangkutan penumpang *Passenger transport services*	4,863.0	3,682.1	5,790.0	7,534.6	8,473.2
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	1,641.5	1,092.9	3,265.9	4,109.0	4,855.5
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	6,307.6	4,215.3	8,873.0	10,287.3	11,875.3
Jualan runcit bahan api kenderaan *Retail sale of automotive fuel*	4,181.6	4,361.6	4,300.8	4,892.7	5,162.2
Barang khusus bercirikan pelancongan negara *Country-specific tourism characteristic goods*	106,560.0	111,617.8	134,633.2	145,804.7	154,456.0
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	29,036.5	30,013.2	31,591.0	35,434.0	38,957.8
Jumlah Nilai Ditambah Kasar Industri Pelancongan *Total Gross Value Added of Tourism Industries*	**200,299.2**	**198,541.4**	**245,233.8**	**271,927.1**	**291,921.4**
Keluaran Dalam Negeri Kasar *Gross Domestic Product*	**1,418,490.9**	**1,548,700.8**	**1,794,893.1**	**1,824,018.5**	**1,932,291.5**
			Perubahan peratusan tahunan (%) *Annual percentage change (%)*		
Nilai Ditambah Kasar Industri Pelancongan *Gross Value Added of Tourism Industries*	**-16.6**	**-0.9**	**23.5**	**10.9**	**7.4**
Keluaran Dalam Negeri Kasar *Gross Domestic Product*	-6.2	9.2	15.9	1.6	5.9
			Peratus sumbangan (%) *Percentage share (%)*		
Perkhidmatan penginapan *Accommodation services*	6.1	4.9	6.0	6.9	7.0
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	17.8	17.0	17.1	16.6	16.3
Perkhidmatan pengangkutan penumpang *Passenger transport services*	2.4	1.9	2.4	2.8	2.9
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	0.8	0.6	1.3	1.5	1.7
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	3.1	2.1	3.6	3.8	4.1
Jualan runcit bahan api kenderaan *Retail sale of automotive fuel*	2.1	2.2	1.8	1.8	1.8
Barang khusus bercirikan pelancongan negara *Country-specific tourism characteristic goods*	53.2	56.2	54.9	53.6	52.9
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	14.5	15.1	12.9	13.0	13.3
Jumlah Nilai Ditambah Kasar Industri Pelancongan *Total Gross Value Added of Tourism Industries*	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
Nilai Ditambah Kasar Industri Pelancongan kepada KDNK *Gross Value Added of Tourism Industries to GDP*	**14.1**	**12.8**	**13.7**	**14.9**	**15.1**

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

Jadual Table 6

Jumlah penawaran domestik mengikut jenis produk pada harga pembeli
Total domestic supply by type of products at purchasers' prices

Produk *Products*	2020	2021	2022	2023[e]	2024[p]
	Penawaran mengikut industri (RM Juta) *Supply by industries (RM Million)*				
Perkhidmatan penginapan *Accommodation services*	18,490.3	5,612.1	21,437.2	26,742.3	32,844.6
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	75,318.3	24,541.9	75,812.7	82,072.1	111,553.9
Perkhidmatan pengangkutan penumpang *Passenger transport services*	31,300.1	27,113.3	31,708.8	40,690.1	50,518.5
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	3,943.1	226.5	3,825.7	6,094.5	7,863.7
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	13,993.9	9,718.9	16,746.2	18,290.8	20,576.5
Jualan runcit bahan api kenderaan *Retail sale of automotive fuel*	27,042.4	24,292.7	37,013.3	37,647.5	44,264.6
Perdagangan runcit *Retail trade*	153,134.5	159,968.0	175,561.3	189,568.9	204,219.5
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	53,316.3	47,675.9	53,283.9	65,482.4	65,206.7
Jumlah *Total*	**376,538.9**	**299,149.2**	**415,389.1**	**466,588.4**	**537,047.9**
	Kadar pelancongan *Tourism ratio*				
Perkhidmatan penginapan *Accommodation services*	0.283	0.205	0.522	0.936	0.964
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	0.126	0.117	0.202	0.297	0.309
Perkhidmatan pengangkutan penumpang *Passenger transport services*	0.157	0.039	0.378	0.540	0.547
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	0.172	0.096	0.396	0.713	0.709
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	0.069	0.048	0.226	0.280	0.285
Jualan runcit bahan api kenderaan *Retail sale of automotive fuel*	0.135	0.084	0.248	0.318	0.329
Barang khusus bercirikan pelancongan negara *Country-specific tourism characteristic goods*	0.170	0.058	0.206	0.297	0.385
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	0.026	0.021	0.072	0.083	0.109
Jumlah *Total*	**0.139**	**0.060**	**0.224**	**0.331**	**0.383**
	RM Juta *RM Million*				
Nilai Ditambah Kasar Pelancongan Langsung *Tourism Direct Gross Value Added*	28,314.8	11,656.6	54,921.4	90,044.1	114,361.7
Keluaran Dalam Negeri Kasar Pelancongan Langsung *Tourism Direct Gross Domestic Product*	28,350.8	11,660.1	59,516.3	97,035.2	120,306.7
	Perubahan peratusan tahunan (%) *Annual percentage change* (%)				
Nilai Ditambah Kasar Pelancongan Langsung *Tourism Direct Gross Value Added*	-72.3	-58.8	371.2	64.0	27.0
Keluaran Dalam Negeri Kasar Pelancongan Langsung *Tourism Direct Gross Domestic Product*	-72.3	-58.9	410.4	63.0	24.0
	Peratus sumbangan (%) *Percentage share* (%)				
Nilai Ditambah Kasar Pelancongan Langsung kepada NDK *Tourism Direct Gross Value Added to GVA*	2.0	0.8	3.1	5.0	6.0
KDNK Pelancongan Langsung kepada KDNK *Tourism Direct Gross Domestic Product to GDP*	2.0	0.8	3.3	5.3	6.2

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

Jadual 7 Table
Guna tenaga dalam industri pelancongan
Employment in the tourism industries

Industri *Industry*	2020	2021	2022	2023	2024
	Ribu orang *Thousand persons*				
Perkhidmatan penginapan *Accommodation services*	209.9	202.8	218.7	225.6	231.9
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	1,189.1	1,164.4	1,189.5	1,244.5	1,294.4
Perkhidmatan pengangkutan penumpang *Passenger transport services*	158.2	154.1	167.9	171.9	175.7
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	31.0	23.6	25.7	27.7	29.4
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	63.2	48.0	50.2	54.6	58.4
Jualan runcit bahan api kenderaan *Retail sale of automotive fuel*	31.0	29.5	29.7	30.4	31.4
Perdagangan runcit *Retail trade*	1,156.6	1,166.7	1,178.2	1,254.9	1,339.5
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	342.5	347.9	364.8	372.6	377.1
Jumlah *Total*	**3,181.5**	**3,137.0**	**3,224.7**	**3,382.2**	**3,537.8**
Perubahan peratusan tahunan (%) *Annual percentage change (%)*	**-4.2**	**-1.4**	**2.8**	**4.9**	**4.6**
	Peratus sumbangan (%) *Percentage share (%)*				
Perkhidmatan penginapan *Accommodation services*	6.6	6.5	6.8	6.7	6.6
Perkhidmatan penyediaan makanan dan minuman *Food and beverage serving services*	37.4	37.1	36.9	36.8	36.6
Perkhidmatan pengangkutan penumpang *Passenger transport services*	5.0	4.9	5.2	5.1	5.0
Perkhidmatan agensi pengembaraan dan penempahan lain *Travel agencies and other reservation services*	1.0	0.8	0.8	0.8	0.8
Perkhidmatan kebudayaan, sukan dan rekreasi *Cultural, sports and recreational services*	2.0	1.5	1.6	1.6	1.7
Jualan runcit bahan api kenderaan *Retail sale of automotive fuel*	1.0	0.9	0.9	0.9	0.9
Perdagangan runcit *Retail trade*	36.4	37.2	36.5	37.1	37.9
Perkhidmatan khusus bercirikan pelancongan negara *Country-specific tourism characteristic services*	10.8	11.1	11.3	11.0	10.7
Jumlah *Total*	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

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

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NOTA TEKNIKAL

TECHNICAL NOTES





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1. PENGENALAN

Penyediaan Akaun Satelit Pelancongan (ASP) Malaysia adalah berdasarkan *Tourism Satellite Account: Recommended Methodological Framework* (TSA: RMF) *2008* dan *International Recommendations for Tourism Statistics* (IRTS) yang diterbitkan oleh *United Nations World Tourism Organization* (UNWTO). Konsep dan definisi ASP yang digunakan telah diselaraskan mengikut keperluan Malaysia.

Bahagian ini akan menerangkan konsep dan definisi yang dipraktikkan oleh Malaysia dalam menyusun jadual-jadual ASP.

2. KONSEP DAN DEFINISI

2.1 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:

a. Perniagaan dan profesional;
b. Percutian, mengisi masa lapang dan rekreasi;
c. Melawat rakan dan saudara-mara;
d. Pendidikan dan latihan;
e. Kesihatan dan rawatan perubatan;
e. Hal-hal keagamaan/ menziarahi ke tempat suci keagamaan;
g. Membeli-belah; dan
h. 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:

i. Pelancong	-	Jika perjalanannya melibatkan tidur bermalam
ii. Pelawat harian	-	Jika perjalanannya mengambil masa kurang daripada 24 jam

2.2 Persekitaran biasa

Persekitaran biasa seseorang individu merupakan konsep utama dalam pelancongan yang merujuk kepada kawasan geografi (walaupun tidak semestinya mempunyai sempadan), yang mana seseorang individu menjalankan rutin kehidupan seharian.

Persekitaran biasa bagi seseorang individu itu termasuklah tempat tinggal biasa, tempat bekerja atau belajar dan tempat-tempat yang selalu dikunjungi walaupun tempat tersebut jauh dari tempat tinggal biasa atau berada di kawasan yang lain. Oleh itu, pelawat yang kerap berulang-alik di antara tempat tinggal biasa dan tempat bekerja, atau tempat belajar, atau tempat yang kerap dikunjungi di dalam rutin kehidupan semasa adalah tidak diliputi dalam penyusunan ASP. Walau bagaimanapun, konsep ini mungkin berbeza antara negara mengikut kepada ciri-ciri negara tersebut.

Di Malaysia, penentuan persekitaran biasa menjadi elemen penting terutamanya bagi pelancongan domestik. Oleh yang demikian, seperti yang dicadangkan oleh UNWTO, Malaysia telah menetapkan kriteria berikut bagi menentukan seseorang itu adalah pelawat:

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 memperuntukkan masa sekurang-kurangnya 4 jam di lokasi tersebut; dan

b. Mereka yang membuat perjalanan pergi dan balik kurang daripada 50 kilometer pula, masa yang digunakan hendaklah minimum 4 jam dan lebih serta menggunakan kemudahan pelancongan seperti kemudahan pengangkutan, penginapan, makanan & minuman dan rekreasi.

3. JENIS-JENIS PELANCONGAN

3.1 Pelancongan *inbound*

Terdiri daripada aktiviti pelawat bukan residen yang membuat perjalanan ke negara rujukan (Malaysia) bagi perjalanan *inbound*.

3.2 Pelancongan domestik

Terdiri daripada aktiviti pelawat residen yang membuat perjalanan dalam negara rujukan (Malaysia) sama ada sebahagian daripada perjalanan domestik atau sebahagian daripada perjalanan *outbound*.

3.3 Pelancongan *outbound*

Terdiri daripada aktiviti pelawat residen yang membuat perjalanan di luar negara rujukan (Malaysia) sama ada sebahagian daripada perjalanan *outbound* atau sebahagian daripada perjalanan domestik.

3.4 Pelancongan *internal*

Terdiri daripada pelancongan domestik dan pelancongan *inbound*, iaitu aktiviti pelawat residen dan bukan residen di dalam negara rujukan (Malaysia) sama ada sebahagian daripada perjalanan domestik atau antarabangsa.

3.5 Pelancongan nasional

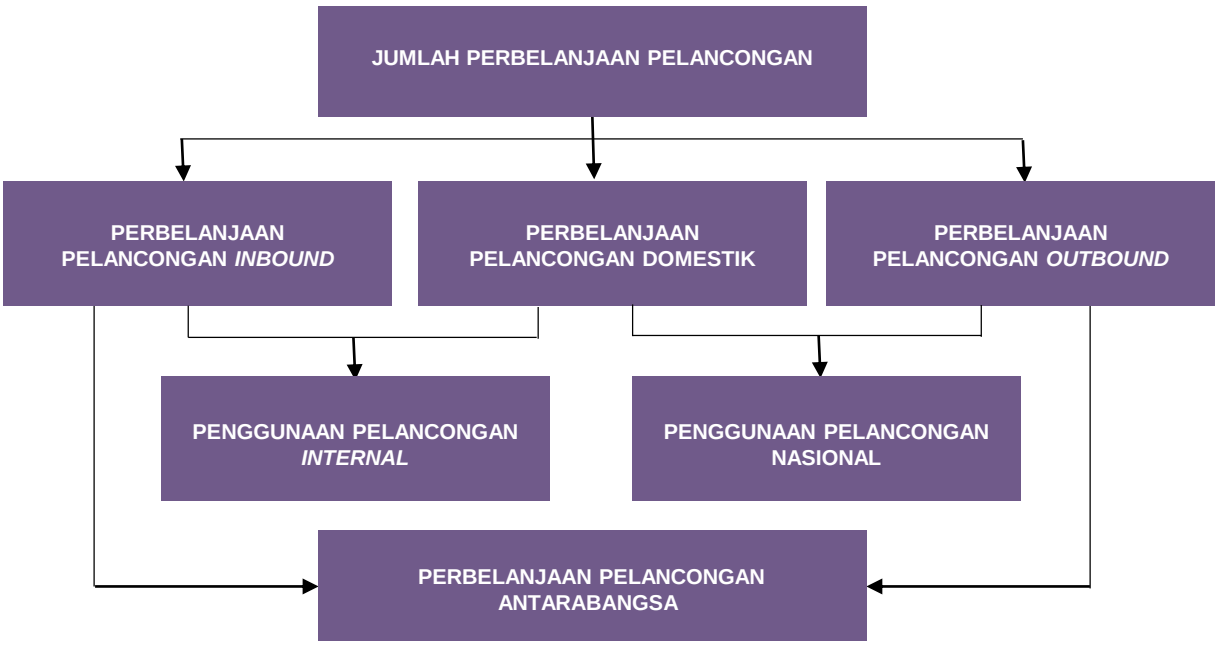
Terdiri daripada pelancongan domestik dan pelancongan *outbound*, iaitu aktiviti pelawat residen dalam dan luar negara rujukan (Malaysia) sama ada sebahagian daripada perjalanan domestik atau *outbound*.

3.6 Pelancongan antarabangsa

Terdiri daripada pelancongan *inbound* dan pelancongan *outbound*, iaitu aktiviti pelawat residen di luar negara rujukan (Malaysia) sama ada sebahagian daripada perjalanan domestik atau *outbound* dan aktiviti pelawat bukan residen dalam negara rujukan (Malaysia) bagi perjalanan *inbound*.

Rajah di bawah menunjukkan jenis-jenis perbelanjaan pelancongan:

Jenis-jenis perbelanjaan pelancongan



4. PERBELANJAAN PELANCONGAN

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

4.1 Perbelanjaan pelancongan *inbound*

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

4.2 Perbelanjaan pelancongan domestik

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

4.3 Perbelanjaan pelancongan *outbound*

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

4.4 Perbelanjaan pelancongan *internal*

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 *inbound*.

4.5 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 *outbound*.

4.6 Perbelanjaan pelancongan antarabangsa

Gabungan perbelanjaan pelancongan bagi pelawat bukan residen di dalam ekonomi rujukan (eksport perkhidmatan) dengan perbelanjaan pelancongan pelawat residen di luar ekonomi rujukan (import perkhidmatan). Ia adalah jumlah perbelanjaan pelancongan *inbound* dan perbelanjaan pelancongan *outbound*.

4.7 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 *inbound*, perbelanjaan pelancongan domestik dan perbelanjaan pelancongan *outbound*.

5. INDUSTRI PELANCONGAN

Industri pelancongan meliputi semua pertubuhan yang mana aktiviti utamanya adalah berkaitan dengan aktiviti bercirikan pelancongan sama ada pertubuhan tersebut menyediakan perkhidmatan secara terus kepada pelawat dan bukan pelawat. Pertubuhan dikelaskan mengikut aktiviti utama, yang mana ditentukan oleh aktiviti yang menghasilkan nilai ditambah yang paling tinggi.

6. PRODUK-PRODUK PELANCONGAN

Produk pelancongan dikelaskan kepada dua kumpulan utama iaitu produk penggunaan dan produk bukan penggunaan.

6.1 Produk Penggunaan

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, perkhidmatan penyewaan kenderaan, perkhidmatan agensi pengembaraan & penempahan lain, dan perkhidmatan kebudayaan, sukan & rekreasi.

b. Produk khusus bercirikan pelancongan negara

Di Malaysia, produk khusus bercirikan pelancongan negara terbahagi kepada dua kategori iaitu barang khusus bercirikan pelancongan negara dan perkhidmatan khusus bercirikan pelancongan negara.

Barang khusus bercirikan pelancongan negara adalah merujuk kepada aktiviti membeli-belah (produk bagi permintaan pelancongan) dan juga perdagangan runcit dalam industri pelancongan.

Manakala produk yang dikenal pasti di bawah ‘perkhidmatan khusus bercirikan pelancongan negara’ adalah perbelanjaan lain yang menunjukkan sumbangan yang signifikan dalam perbelanjaan pelancongan, contohnya kesihatan, pendidikan, spa dan MICE.

7. AKAUN PENGELUARAN

Berdasarkan *System of National Accounts 2008*, akaun pengeluaran merekodkan aktiviti pengeluaran barangan dan perkhidmatan. Akaun pengeluaran menunjukkan output sebagai sumber dan penggunaan perantaraan sebagai penggunaan dan nilai ditambah sebagai item pengimbang.

8. NILAI DITAMBAH

Nilai ditambah merupakan ‘nilai’ yang ditambah oleh pengeluar ke atas bahan mentah barangan dan perkhidmatan yang dibeli semasa proses pengeluaran. Ianya adalah nilai output yang ditolak dengan nilai penggunaan perantaraan.

8.1 NDKIP

Nilai Ditambah Kasar Industri Pelancongan 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 pengkhususan bagi proses pengeluaran.

8.2 NDKPL

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

8.3 KDNKPL

Keluaran Dalam Negeri Kasar Pelancongan Langsung adalah jumlah daripada sebahagian nilai ditambah kasar (pada harga asas) yang dijana oleh semua industri bagi memenuhi penggunaan pelancongan *internal*. Jumlah cukai bersih ke atas produk dan import diambil kira dalam nilai perbelanjaan pada harga pembeli.

Jadual menunjukkan perbandingan agregat penawaran:

Perbandingan agregat penawaran

Agregat	Nilai Ditambah Kasar Industri Pelancongan	Nilai Ditambah Kasar Pelancongan Langsung	Keluaran Dalam Negeri Kasar Pelancongan Langsung
NDK (pada harga asas) dijana daripada penawaran kepada pelawat oleh industri pelancongan	Ya	Ya	Ya
NDK (pada harga asas) dijana daripada penawaran kepada bukan pelawat oleh industri pelancongan	Ya	Tidak	Tidak
NDK (pada harga asas) dijana daripada penawaran kepada pelawat oleh industri lain	Tidak	Ya	Ya
NDK (pada harga asas) dijana daripada penawaran kepada bukan pelawat oleh industri lain	Tidak	Tidak	Tidak
Cukai bersih ke atas produk dan import termasuk nilai penggunaan pelancongan *internal* (pada harga pembeli)	Tidak	Tidak	Ya

9. KADAR PELANCONGAN

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

$$\text{Kadar pelancongan} = \frac{\text{Penggunaan pelancongan } \textit{internal}}{\text{Penawaran domestik}}$$

METODOLOGI & SUMBER DATA

1. Penyusunan akaun satelit

Penyusunan ASP adalah dihasilkan rentetan daripada pelaksanaan *System of National Accounts* di Malaysia. Terma “akaun satelit” digunakan bagi menggambarkan dengan jelas akaun yang dibangunkan. Ia merupakan “satelit” kepada set utama Akaun Negara yang mana ia memberikan maklumat tambahan di luar daripada maklumat sedia ada di dalam Akaun Negara.

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

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

2. Penyusunan ASP Malaysia

Tujuan ASP disusun adalah untuk menganalisis 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 ASP telah bermula pada tahun 2003 dan Survei Pelancongan Domestik (DTS) secara rasminya dilaksanakan pada tahun 2006.

3. Indikator pelancongan Malaysia

Penyusunan ASP turut memuatkan indikator bukan monetori seperti yang disarankan dalam manual TSA: RMF 2008. Indikator tersebut terdiri daripada:

a. Bilangan pelancong
- mengikut negara/ negeri;
- mod pengangkutan; dan

b. Statistik penginapan

Indikator tersebut diselaraskan dengan Jadual 10 seperti yang di dalam TSA: RMF 2008.

4. Jadual utama ASP Malaysia

Berdasarkan manual TSA: RMF 2008, ASP Malaysia mempunyai tujuh (7) jadual utama yang akan dijelaskan seperti berikut:

Jadual 1: Perbelanjaan pelancongan *inbound* mengikut produk dan pengkelasan pelawat

Jadual 1 terdiri daripada jumlah hasil terimaan dalam Ringgit Malaysia (RM) dan peratus agihan perbelanjaan pelancongan. Data perbelanjaan pelancongan *inbound* diperolehi daripada komponen perjalanan, Perangkaan Imbangan Pembayaran dan yang mengambil kira perbelanjaan penumpang antarabangsa bagi udara, laut dan pengangkutan lain. Selain itu, statistik ini turut mengguna pakai maklumat daripada dapatan *Departing Visitor Survey* (DVS) yang dijalankan oleh Tourism Malaysia (TM).

Jadual 2: Perbelanjaan pelancongan domestik mengikut produk dan pengkelasan pelawat

Jadual 2 diperoleh daripada Survei Pelancongan Domestik (DTS) yang dijalankan oleh DOSM. Survei 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. Jumlah perbelanjaan pelancongan domestik di Jadual 2 adalah berbeza dengan jumlah perbelanjaan pelancongan domestik yang diterbitkan di laporan Survei Pelancongan Domestik disebabkan oleh perbezaan konsep perbelanjaan bagi perkhidmatan penginapan dan perkhidmatan penyediaan makanan & minuman. Penyusunan ASP tidak mengambil kira perbelanjaan yang tidak dilakukan oleh pelawat seperti penginapan 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 diperoleh daripada data Perangkaan Imbangan Pembayaran bagi komponen perbelanjaan perjalanan ke luar negara melalui udara, menziarahi tempat keagamaan dan rawatan perubatan. Perbelanjaan penumpang antarabangsa bagi udara, laut dan pengangkutan lain juga turut diambil kira seperti saranan TSA: RMF 2008.

Jadual 4: Penggunaan pelancongan *internal* mengikut produk

Data bagi Jadual 4 diperoleh daripada perbelanjaan pelancongan *inbound* dan perbelanjaan pelancongan domestik. Gabungan kedua-dua jadual ini memberikan maklumat bagi penggunaan pelancongan *internal*.

Jadual 5: Nilai Ditambah Kasar Industri Pelancongan pada harga semasa

Jadual Penawaran dan Penggunaan (SUT) merupakan sumber data utama bagi penyusunan Jadual 5. Oleh itu, data pengeluaran industri pelancongan bagi tahun 2015 diperoleh dari Jadual SUT 2015. Bagi tahun-tahun seterusnya, data adalah berdasarkan KDNK Tahunan.

Jadual 6: Jumlah penawaran domestik mengikut jenis produk pada harga pembeli

Jadual 6 dijana daripada akaun pengeluaran industri pelancongan & industri lain di Jadual 5 dan penggunaan pelancongan *internal* di Jadual 4.

Jadual 7: Guna tenaga dalam industri pelancongan

Guna tenaga dalam industri pelancongan disusun berdasarkan sumber data dari Survei Tenaga Buruh (STB), Survei Ekonomi Tahunan, Survei Perkhidmatan Suku Tahunan dan Survei Perdagangan Borong & Runcit Bulanan yang diterbitkan oleh DOSM. Data telah dikemaskini berdasarkan ketersediaan data terperinci dan semakan semula data STB berteraskan Banci Penduduk dan Perumahan 2020.

SIMBOL

-	:	negatif
%	:	peratus
&	:	dan
e	:	anggaran
p	:	permulaan
n.a	:	tidak berkenaan

1. INTRODUCTION

The compilation on Tourism Satellite Account (TSA) of Malaysia are based on Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF) 2008 and International Recommendations for Tourism Statistics (IRTS) published by the United Nations World Tourism Organization (UNWTO). The concepts and definitions of TSA are adapted and according to Malaysia's need.

This section will present the concepts and definitions practiced by Malaysia in constructing TSA tables.

2. CONCEPTS AND DEFINITIONS

2.1 Visitor

A visitor refers to a traveller taking a trip to a main destination outside his/ her usual environment, not more 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:

a. Business and professional;
b. Holiday, leisure and recreation;
c. Visiting friends and relatives;
d. Education and training;
e. Health and medical care;
f. Religion/ pilgrimage;
g. Shopping; and
h. Transit.

In the context of Malaysia, scenario 'balik kampung' by residents during festive seasons is also defined as tourism. A visitor is classified into two categories:

i. Tourist - *If his/ her trip includes an overnight stay*

ii. Excursionist - *If his/ her trip takes less than 24 hours*

2.2 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, even the place is located far away from his/ her place of usual residence or in another locality. Hence, travellers who are commuting regularly between their place of usual residence and place of work or study, or frequently visiting places within their current life routine will be not covered in TSA compilation. However, the concept may be differs among countries 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 decided the following criteria to determine a visitor:

a. *Those who take a trip from their residence for tourism purposes at least 50 kilometers to and return, outside their usual environment and spend a minimum 4 hours at the location; and*

b. *Those who take a trip for a distance less than 50 kilometers to and return, the period should be a minimum of 4 hours and more and using tourism facilities such as transport, accommodation, food & beverage and recreation.*

3. TYPES OF TOURISM

3.1 Inbound tourism

Comprises the activities of a non-resident visitor within the country of reference (Malaysia) on an inbound trip.

3.2 Domestic tourism

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.

3.3 Outbound tourism

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.

3.4 Internal tourism

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.

3.5 National tourism

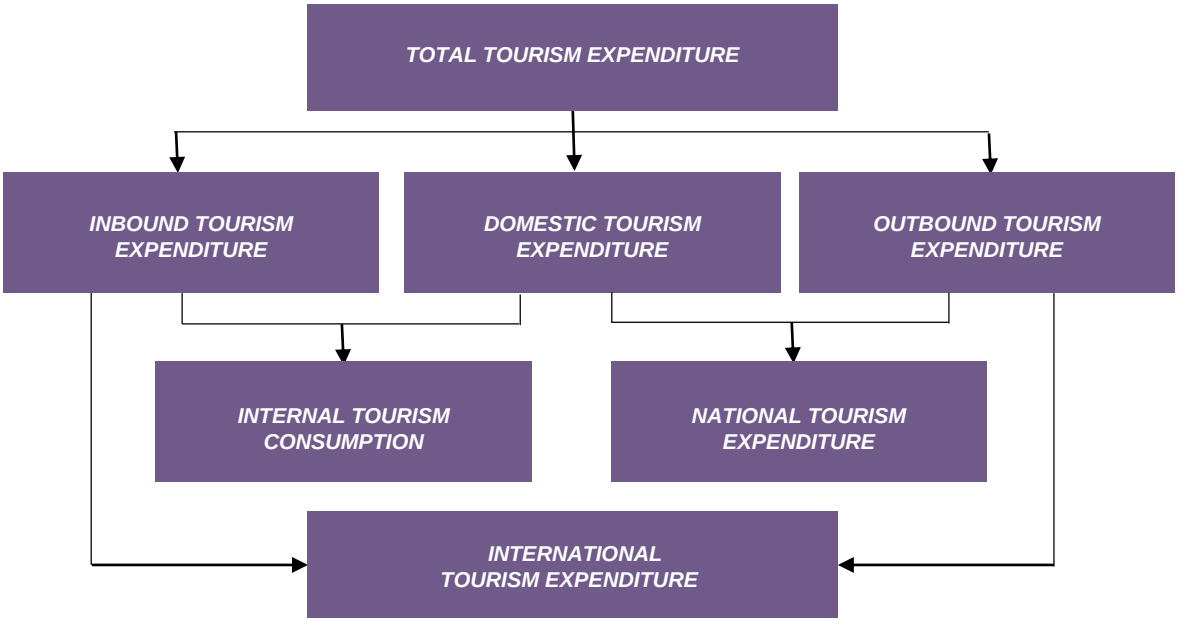
Comprises domestic tourism and outbound tourism, that is the activities of resident visitors within and outside the country of reference (Malaysia) either as part of domestic or outbound trip.

3.6 International tourism

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 trip and the activities of non-resident visitors within the country of reference (Malaysia) on inbound trip.

Types of tourism expenditure illustrated below:

Types of tourism expenditure



4. 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. vaccination, 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.) or brought along as gifts, should also be included.

4.1 Inbound tourism expenditure

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

4.2 Domestic tourism expenditure

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

4.3 Outbound tourism expenditure

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

4.4 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.

4.5 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.

4.6 International tourism expenditure

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

4.7 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.

5. TOURISM INDUSTRY

The tourism industry comprises all establishments for which the principal activity is a tourism characteristic activity whether the establishments serves directly to visitors as well as non-visitors. Establishments are classified according to their main activity, which in turn determined by the activity that generates the most value added.

6. TOURISM PRODUCTS

Tourism products are defined into two main subgroups namely consumption products and non-consumption products.

6.1 Consumption 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, passenger transport services, transport equipment rental services, travel agencies & other reservation services and cultural, sports & recreational services.

b. Country-specific tourism characteristic products

In Malaysia, country-specific tourism characteristic products are divided into two categories which are country-specific tourism characteristic goods and country-specific tourism characteristic services.

Country-specific tourism characteristic goods is referring to shopping activities (tourism-related goods) and retail trade in tourism industries.

Meanwhile, products identified under 'country-specific tourism characteristic services' are other expenses that represent a significant share of tourism expenditure i.e. health, education, spa and MICE.

7. PRODUCTION ACCOUNTS

The production account records the activity of producing goods and services as defined within the System of National Accounts 2008. The production account shows output as resources and intermediate consumption as uses and the balancing item is value added.

8. VALUE ADDED

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

8.1 GVATI

Gross Value Added of Tourism Industries is the total gross value added of all establishments in the tourism industry, regardless of whether all their output is provided to visitors and the specialisation of their production process.

8.2 TDGVA

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

8.3 TDGDP

Tourism Direct Gross Domestic Product is the sum of the part gross value added (at basic prices) generated by all industries in response to internal consumption. The amount of net taxes on products and imports are included within the value of this expenditure at purchasers' price.

Table shows the comparison of supply aggregates:

Comparison of supply aggregates

Aggregates	*Gross Value Added of Tourism Industries*	*Tourism Direct Gross Value Added*	*Tourism Direct Gross Domestic Product*
GVA (at basic prices) generated by the supply to visitors by the tourism industries	*Yes*	*Yes*	*Yes*
GVA (at basic prices) generated by the supply to non - visitors by the tourism industries	*Yes*	*No*	*No*
GVA (at basic prices) generated by the supply to visitors by other industries	*No*	*Yes*	*Yes*
GVA (at basic prices) generated by the supply to non - visitors by other industries	*No*	*No*	*No*
Net taxes on products and imports included in the value of internal tourism consumption (at purchaser's prices)	*No*	*No*	*Yes*

9. TOURISM RATIO

Tourism ratio is the proportion of the Internal tourism consumption consumed by visitors over domestic supply of purchasers' prices (which consists of output of domestic producers, imports, taxes less subsidies on products produced and imported as well as trade and transport margins).

$$Tourism\ ratio = \frac{Internal\ tourism\ consumption}{Domestic\ supply}$$

METHODOLOGY & DATA SOURCES

1. 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 that presents additional information which is outside from the available information provided in the National Accounts.

This satellite information focuses on a particular aspect of the economy i.e. tourism which allows the measurement to be implemented. 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 & beverage service activities, recreation, entertainment and travel agencies.

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.

2. Establishment of Malaysia's TSA

The purpose of 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. TSA initiated in 2003 and Domestic Tourism Survey (DTS) officially conducted in 2006.

3. Malaysia tourism indicators

This TSA publication had also includes the non-monetary indicators as per TSA: RMF 2018 manual guideline. Indicators are consists of:

a. No. of tourist arrivals

- *by country/ state;*
- *mode of transports; and*

b. Accommodation statistics

These indicators conform with Table 10 in the TSA: RMF 2008.

4. *Main tables Malaysia's TSA*

Based on the manual of TSA: RMF 2008, Malaysia's TSA comprises of seven (7) main tables which will be described as follows:

Table 1: Inbound tourism expenditure by product and classes of visitors

Table 1 consists of total inbound tourist receipts in Ringgit Malaysia (RM) and percentage distribution breakdown of tourism expenditure. Inbound tourism expenditure data obtain from travel component of Balance of Payment. Which include the international passenger expenses for air, sea and other transportation. Besides, it also use the findings from Departing Visitor Survey (DVS) that conducted by Tourism Malaysia (TM).

Table 2: Domestic tourism expenditure by product and classes of visitors

Table 2 is derived from the Domestic Tourism Survey (DTS) which is conducted by the DOSM. 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. Total expenditure on domestic tourism in Table 2 is different from the total domestic tourism expenditure published in Domestic Tourism Survey report due to conceptual difference in expenditures of accommodation services and food & beverage serving services. TSA compilation does not take into account the expenditures that are not paid by visitors such as accommodation services and food & beverage consumed at relatives' and friends' house.

Table 3: Outbound tourism expenditure by product and classes of visitors

Data for outbound tourism expenditure in Table 3 extracted from Balance of Payments statistics from the components such as travel abroad by air, pilgrimage to the holy places and medical treatment. International passenger expenses for air, sea and other transportation are also included as recommended in TSA: RMF 2008.

Table 4: Internal tourism consumption by product

Data for Table 4 derived from inbound tourism expenditure and domestic tourism expenditure. Combination of these two tables becomes internal tourism consumption.

Table 5: Gross Value Added of Tourism Industries at current prices

Supply and Use Table (SUT) is the main source of data for the compilation of Table 5. Thus, data on tourism industry production for 2015 are derived from SUT 2015. For the subsequent years, data is based on published Annual GDP.

Table 6: Total domestic supply by type of products at purchasers' prices

Table 6 is derived from production accounts of tourism industry & other industries in Table 5 and internal tourism consumption in Table 4.

Table 7: Employment in the tourism industries

Employment in the tourism industry is compiled based on data sources from the Labour Force Survey (LFS), Annual Economic Survey, Quarterly Services Survey and Monthly Wholesale & Retail Trade Survey published by DOSM. The data has been updated based on the availability of detailed data and revision of the LFS in line with 2020 Population and Housing Census.

SYMBOLS

-	:	*negative*
%	:	*per cent*
&	:	*and*
e	:	*estimate*
p	:	*preliminary*
n.a	:	*not available*

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KOD DAN KLASIFIKASI

CODE AND CLASSIFICATION





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Klasifikasi industri pelancongan adalah berdasarkan kepada Piawaian Klasifikasi Industri Malaysia 2008 Ver. 1.0 yang telah diselaraskan dengan *International Standard Industrial Classification of All Economic Activities (ISIC) Rev. 4*. Klasifikasi bagi produk pelancongan adalah berdasarkan *Malaysia Classification of Products by Activity (MCPA) 2009* yang juga telah diselaraskan dengan *Central Products Classifications (CPC) Ver. 2.*

INDUSTRI PELANCONGAN

Keterangan bagi ISIC Rev. 4			ISIC Rev. 4	MSIC 2008
1. Perkhidmatan penginapan				
1.1	Aktiviti penginapan jangka pendek		5510	55101, 55102, 55103, 55104, 55105, 55106, 55107, 55108, 55109
1.2	Tapak perkhemahan, taman kenderaan rekreasi dan taman treler		5520	55200
1.3	Penginapan lain		5590	55900
1.4	Aktiviti hartanah bagi harta milikan sendiri atau pajakan		6810	68101, 68102, 68103
1.5	Aktiviti hartanah berdasarkan bayaran atau kontrak		6820	68201
2. Perkhidmatan penyediaan makanan & minuman				
2.1	Restoran dan aktiviti perkhidmatan makanan bergerak		5610	56101, 56103, 56104, 56105, 56106, 56107
2.2	Aktiviti perkhidmatan makanan lain		5629	56290
2.3	Aktiviti perkhidmatan minuman		5630	56301, 56302, 56303, 56304, 56309
3. Perkhidmatan pengangkutan penumpang				
3.1	Perkhidmatan pengangkutan penumpang kereta api			
	3.1.1	Pengangkutan penumpang rel antara bandar	4911	49110
	3.1.2	Pengangkutan darat penumpang bandar dan pinggir bandar	4921	49212
3.2	Perkhidmatan pengangkutan penumpang darat			
	3.2.1	Pengangkutan darat penumpang bandar dan pinggir bandar	4921	49211
	3.2.2	Pengangkutan darat penumpang lain	4922	49221, 49224, 49225, 49229
3.3	Perkhidmatan pengangkutan penumpang laut			
	3.3.1	Pengangkutan penumpang laut dan pesisir pantai	5011	50111, 50112, 50113
	3.3.2	Pengangkutan penumpang air pedalaman	5021	50211, 50212

Keterangan bagi ISIC Rev. 4			ISIC Rev. 4	MSIC 2008
3.4	Perkhidmatan pengangkutan penumpang udara			
	3.4.1	Pengangkutan penumpang udara	5110	51101, 51102, 51103
3.5	Perkhidmatan penyewaan kelengkapan pengangkutan			
	3.5.1	Penyewaan dan pemajakan kenderaan bermotor	7710	77101, 77102
	3.5.2	Penyewaan dan pemajakan barang rekreasi dan sukan	7721	77219
	3.5.2	Penyewaan dan pajakan mesin, kelengkapan dan barang ketara lain	7730	77302, 77303, 77304
4. Perkhidmatan agensi pengembaraan dan penempahan lain				
4.1	Aktiviti agensi pengembaraan		7911	79110
4.2	Aktiviti operator pelancongan		7912	79120
4.3	Khidmat penempahan dan aktiviti berkaitan		7990	79900
5. Perkhidmatan kebudayaan				
5.1	Aktiviti penayangan wayang gambar		5914	59140
5.2	Aktiviti kesenian, hiburan dan kreatif		9000	90001, 90002, 90003, 90007, 90009
5.3	Aktiviti muzium dan operasi tapak dan bangunan bersejarah		9102	91021, 91022
5.4	Aktiviti taman botani dan zoologi dan rizab semula jadi		9103	91031, 91032
6. Perkhidmatan sukan dan rekreasi				
6.1	Penyewaan dan pemajakan barang rekreasi dan sukan		7721	77211, 77212, 77213
6.2	Aktiviti perjudian dan pertaruhan		9200	92000
6.3	Operasi bagi kemudahan acara sukan dalam dan luar bangunan		9311	93111, 93112, 93113, 93114, 93115, 93116, 93117, 93118, 93119
6.4	Aktiviti kelab sukan		9312	93120
6.5	Aktiviti sukan lain		9319	93191, 93192, 93193, 93199
6.6	Aktiviti taman hiburan dan taman tema		9321	93210
6.7	Aktiviti hiburan dan rekreasi lain t.t.t.l.		9329	93291, 93292, 93293, 93294, 93295, 93296, 93297, 93299
7. Jualan runcit bahan api kenderaan				
7.1	Jualan runcit di kedai khusus yang menjual bahan api kenderaan		4730	47300
8. Perdagangan runcit				
8.1	Perdagangan jual runcit, kecuali kenderaan bermotor dan motosikal		47	Semua termasuk kecuali 47300, 4791 dan 47991

Keterangan bagi ISIC Rev. 4		ISIC Rev. 4	MSIC 2008
9. Perkhidmatan khusus bercirikan pelancongan negara			
9.1	Pemberian kredit lain	6492	64922
9.2	Insurans am	6512	65121, 65122
9.3	Pembrokeran sekuriti dan kontrak komoditi	6612	66124 , 66125
9.4	Pendidikan menengah am	8521	85212
9.5	Pendidikan menengah teknik dan vokasional	8522	85222
9.6	Pendidikan tinggi	8530	85302
9.7	Pendidikan sukan dan rekreasi	8541	85411, 85412, 85419
9.8	Pendidikan kebudayaan	8542	85421, 85429
9.9	Pendidikan lain yang t.t.t.l.	8549	85499
9.10	Perkhidmatan sokongan pendidikan	8550	85500
9.11	Aktiviti hospital dan rumah bersalin	8610	86101
9.12	Aktiviti amalan perubatan dan pergigian	8620	86201, 86202, 86203
9.13	Aktiviti kesihatan kemanusiaan lain	8690	86902, 86903, 86904, 86905, 86909
9.14	Pengurusan konvensyen dan pameran perdagangan	8230	82301, 82302
9.15	Aktiviti perkhidmatan lain t.t.t.l	9609	96091
9.16	Aktiviti fotografi	7420	74200
9.17	Penyewaan dan pemajakan barang persendirian dan isi rumah lain	7729	77291, 77293, 77296, 77299
9.18	Aktiviti fotokopi, penyediaan dokumen dan lain-lain aktiviti sokongan pejabat khusus	8219	82199

PRODUK PELANCONGAN

Keterangan bagi CPC Ver. 2		CPC Ver. 2	MCPA 2009 (5 Digit)
1. Perkhidmatan penginapan			
1.1	Aktiviti penginapan jangka masa pendek	63111, 63112, 63113, 63114, 63120, 63130, 63290	55101, 55102, 55103, 55104, 55105, 55106, 55107, 55108, 55109, 55200, 55900
1.2	Aktiviti hartanah	72111, 72122, 72123, 72130, 72221, 72222, 72223, 72230, 72211, 72213	68101, 68102, 68103, 68201
2. Perkhidmatan penyediaan makanan & minuman			
2.1	Restoran dan aktiviti perkhidmatan makanan bergerak	63310, 63320, 63399, 63393	56101, 56102, 56103, 56104, 56105, 56106, 56107, 56290
2.2	Aktiviti perkhidmatan minuman	63400	56301, 56302, 56303, 56304, 56309
3. Perkhidmatan pengangkutan			
3.1	Pengangkutan penumpang keretapi	64131, 64210	49110
3.2	Pengangkutan penumpang darat	64114, 64115, 64116, 64117, 64118, 64119, 64132, 64221, 64222, 64223, 66011	49221, 49211, 49212, 49224, 49225, 49229
3.3	Pengangkutan penumpang air	64121, 64122, 64129, 64133, 64231, 64232, 64239	50111, 50112, 50113, 50211, 50212
3.4	Pengangkutan penumpang udara	64134, 64241, 64242, 64243, 64250, 64244	51101, 51102, 51103
3.5	Penyewaan dan pemajakan kenderaan darat, air dan udara serta peralatan rekreasi tanpa operator	73111, 73112, 73240, 73113, 73115	77101,77102, 77211, 77212, 77213,77219, 77302, 77303, 77304
4. Perkhidmatan agensi pengembaraan dan tempahan lain			
4.1	Aktiviti agensi pengembaraan	85511, 85512, 85513, 85514, 85519, 85521, 85523, 85524	79110
4.2	Aktiviti operator pelancongan	85540	79120
4.3	Khidmat penempahan dan aktiviti berkaitan dan peralatan untuk rekreasi	85539, 85550, 85562	79900

Keterangan bagi CPC Ver. 2		CPC Ver. 2	MCPA 2009 (5 Digit)
5. Perkhidmatan kebudayaan			
5.1	Perkhidmatan penerbit teater, penyanyi kumpulan pancaragam dan hiburan orkestra	96220, 96310	90001
5.2	Operasi dewan konsert dan teater serta kemudahan kesenian lain		
5.3	Operasi semua jenis muzium	96411	91021
5.4	Operasi tapak dan bangunan bersejarah	96412	91022
5.5	Operasi taman botani dan zoologi	96421	91031
5.6	Operasi rizab semula jadi, termasuk pemeliharaan hidupan liar	96422	91032
6. Perkhidmatan sukan dan rekreasi			
6.1	Aktiviti perjudian dan pertaruhan	96929	92000
6.2	Bola sepak, hoki, kriket, besbol, badminton, futsal, paintball	96520	93111
6.3	Litar perlumbaan untuk kenderaan bermotor		93112
6.4	Kelab ekuestrian		93113
6.5	Stadium dan kolam renang, arena luncur ais		93114
6.6	Padang stadium dan balapan		93115
6.7	Padang golf		93116
6.8	Pusat boling		93117
6.9	Pusat kesihatan		93118
6.10	Penganjuran dan operasi acara sukan dalam dan luar bangunan untuk profesional atau amatur oleh organisasi dengan kemudahan sukan sendiri		93119
6.11	Aktiviti penganjur atau promosi acara sukan, dengan atau tanpa kemudahan	96590	93191
6.12	Aktiviti taman hiburan dan taman tema	96910	93210
6.13	Sewaan peralatan riadah sebagai kelengkapan untuk kemudahan rekreasi	96930	93293

Keterangan bagi CPC Ver. 2		CPC Ver. 2	MCPA 2009 (5 Digit)
6.14	Aktiviti taman rekreasi dan pantai	96990	93291
6.15	Operasi pesta dan pertunjukan rekreasi semula jadi		93294
6.16	Operasi kelab malam dan lantai tari		93295
7. Jualan runcit bahan api kenderaan			
7.1	Jualan runcit bahan api kenderaan di kedai khusus	62291	47300
8. Barang khusus bercirikan pelancongan negara (membeli-belah)			
8.1	Perdagangan jual runcit kecuali kenderaan bermotor dan motorsikal	621, 622, 624	47
9. Perkhidmatan khusus bercirikan pelancongan negara			
9.1	Kewangan	71134, 71139, 71592	64922, 66124, 66125
9.2	Insurans/ takaful	71322, 71331, 71332, 71333, 71334, 71335, 71337, 71339	65121, 65122
9.3	Pendidikan	92310, 92320, 92330, 92410, 92420, 92510, 92520, 92911, 92912, 92919, 92920	85212, 85222, 85302, 85411, 85412, 85419, 85421, 85429, 85499, 85500
9.4	Kesihatan	93111, 93112, 93113, 93119, 93121, 93122, 93123, 93193, 93195, 93197, 93199	86101, 86201, 86202, 86203, 86902, 86903, 86904, 86905, 86909
9.5	Mesyuarat, insentif, konvensyen, pameran (MICE)	85531, 85961, 85962	82301, 82302
9.6	Aktiviti sauna, mandian stim, salon mengurut	97230	96091
9.7	Lain-lain	38941, 38942, 73250, 73260, 73290, 83811, 83812, 83813, 83814, 83815, 83819, 83820, 85954	74200, 77291, 77293, 77296, 77299, 82199

The classification of tourism industry based on Malaysia Standard Industrial Classification (MSIC) 2008 Ver 1.0 which is in concordance with International Standard Industrial Classification of All Economic Activities (ISIC) Rev. 4. The classification of tourism products based on Malaysia Classification of Products by Activity (MCPA) 2009 which conforms with Central Product Classification (CPC) Ver. 2.

TOURISM INDUSTRY

Description of ISIC Rev.4			ISIC Rev. 4	MSIC 2008
1. Accommodation services				
1.1	Short term accommodation activities		5510	55101, 55102, 55103, 55104, 55105, 55106, 55107, 55108, 55109
1.2	Camping grounds, recreational vehicle parks and trailer parks		5520	55200
1.3	Other accommodation		5590	55900
1.4	Real estate activities with own or leased property		6810	68101, 68102, 68103
1.5	Real estate activities on a fee or contract basis		6820	68201
2. Food & beverage serving services				
2.1	Restaurants and mobile food service activities		5610	56101, 56103, 56104, 56105, 56106, 56107
2.2	Other food service activities		5629	56290
2.3	Beverage serving activities		5630	56301, 56302, 56303, 56304, 56309
3. Passenger transport services				
3.1	Railway passenger transport			
	3.1.1	Passenger rail transport, interurban	4911	49110
	3.1.2	Urban and suburban passenger land transport	4921	49212
3.2	Road passenger transport			
	3.2.1	Urban and suburban passenger land transport	4921	49211
	3.2.2	Other passenger land transport	4922	49221, 49224, 49225, 49229
3.3	Water passenger transport			
	3.3.1	Sea and coastal passenger water transport	5011	50111, 50112, 50113
	3.3.2	Inland passenger water transport	5021	50211, 50212

Description of ISIC Rev.4			ISIC Rev. 4	MSIC 2008
3.4	Air passenger transport			
	3.4.1	Passenger air transport	5110	51101, 51102, 51103
3.5	Transport equipment rental			
	3.5.1	Renting and leasing of motor vehicles	7710	77101, 77102
	3.5.2	Renting and leasing of other machinery, equipment and tangible goods	7730	77302, 77303, 77304
4. Travel agencies and other reservation services				
4.1	Tourism agencies activities		7911	79110
4.2	Tour operator activities		7912	79120
4.3	Other reservation service and related activities		7990	79900
5. Cultural services				
5.1	Motion picture projection activities		5914	59140
5.2	Creative, arts and entertainment activities		9000	90001, 90002, 90003, 90007, 90009
5.3	Museums activities and operation of historical sites and buildings		9102	91021, 91022
5.4	Botanical and zoological gardens and nature reserves activities		9103	91031, 91032
6. Sports and recreational services				
6.1	Renting and leasing of recreational and sports goods		7721	77211, 77212, 77213, 77219
6.2	Gambling and betting activities		9200	92000
6.3	Operation of sports facilities for indoor or outdoor sports events		9311	93111, 93112, 93113, 93114, 93115, 93116, 93117, 93118, 93119
6.4	Activities of sports clubs		9312	93120
6.5	Other sports activities		9319	93191, 93192, 93193, 93199
6.6	Activities of amusement parks and theme parks		9321	93210
6.7	Other amusement and recreation activities n.e.c.		9329	93291, 93292, 93293, 93294, 93295, 93296, 93297, 93299
7. Retail sale of automotive fuel				
7.1	Retail sale of automotive fuel in specialized		4730	47300
8. Retail trade				
8.1	Retail trade, except of motor vehicles and motorcycles		47	All except for 47300 4791 and 47991

Description of ISIC Rev.4		ISIC Rev. 4	MSIC 2008
9. Country-specific tourism characteristic services			
9.1	*Other credit granting*	*6492*	*64922*
9.2	*General insurance*	*6512*	*65121, 65122*
9.3	*Security and commodity contracts brokerage*	*6612*	*66124, 66125*
9.4	*General secondary education*	*8521*	*85212*
9.5	*Technical and vocational secondary education*	*8522*	*85222*
9.6	*Higher education*	*8530*	*85302*
9.7	*Sports and recreation education*	*8541*	*85411, 85412, 85419*
9.8	*Cultural education*	*8542*	*85421, 85429*
9.9	*Other education n.e.c.*	*8549*	*85499*
9.10	*Educational support services*	*8550*	*85500*
9.11	*Hospital and maternity home activities*	*8610*	*86101*
9.12	*Medical and dental practice activities*	*8620*	*86201, 86202, 86203*
9.13	*Other human health activities*	*8690*	*86902, 86903, 86904, 86905, 86909*
9.14	*Organization of conventions and trade shows*	*8230*	*82301, 82302*
9.15	*Other service activities n.e.c.*	*9609*	*96091*
9.16	*Photographic activities*	*7420*	*74200*
9.17	*Renting and leasing of other personal and household goods*	*7729*	*77291, 77293, 77296, 77299*
9.18	*Photocopying, document preparation and other specialized office support activities*	*8219*	*82199*

TOURISM PRODUCTS

Description CPC Ver. 2		*CPC Ver. 2*	*MCPA 2009 (5 Digits)*
1. Accommodation services			
1.1	*Short term accommodation activities*	*63111, 63112, 63113, 63114, 63120, 63130, 63210, 63290*	*55101, 55102, 55103, 55104, 55105, 55106, 55107, 55108, 55109, 55200, 55900*
1.2	*Real-estate activities*	*72111, 72122, 72123, 72211, 72213, 72221, 72223, 72130*	*68101, 68201, 68102, 68103*
2. Food & beverage serving services			
2.1	*Restaurant and mobile food service activities*	*63310, 63320, 63399, 63393*	*56101, 56103, 56104, 56105,56106, 56107, 56290*
2.2	*Beverage service activities*	*63400*	*56301, 56302, 56303, 56304, 56309*
3. Transportation services			
3.1	*Railway passenger transport services*	*64131, 64210*	*49110*
3.2	*Road passenger transport services*	*64114, 64115, 64116, 64117, 64118, 64119, 64132, 64221, 64222, 64223*	*49221, 49211, 49212, 49224, 49225, 49229*
3.3	*Water passenger transport services*	*64133, 64121, 64122, 64129, 64231, 64232, 64239*	*50111, 50112, 50113, 50211, 50212*
3.4	*Air passenger transport services*	*64134, 64241, 64242, 64243, 64244, 64250*	*51101, 51102, 51103*
3.5	*Transport equipment rental services for land, water and air recreational equipment without operator*	73111, 73112, 73240, 73113, 73115	77101, 77102, 77211, 77212, 77213, 77219, 77302, 77303, 77304
4. Travel agencies and other reservation services			
4.1	*Travel agency activities*	*85511, 85512, 85513, 85514, 85519, 85521, 85523, 85524*	*79110*
4.2	*Tour operator activities*	*85540*	*79120*
4.3	*Other reservation service and related activities and recreational equipment*	*85539, 85550, 85562*	*79900*

Description CPC Ver. 2		CPC Ver. 2	MCPA 2009 (5 Digits)
5. Cultural services			
5.1	*Theatrical producer, singer group band and orchestra entertainment services*	*96220, 96310*	*90001*
5.2	*Operation of concert and theatre halls and other arts facilities*		
5.3	*Operation of museums of all kinds*	*96411*	*91021*
5.4	*Operation of historical sites and buildings*	*96412*	*91022*
5.5	*Operation of botanical and zoological gardens*	*96421*	*91031*
5.6	*Operation of nature reserves, including wildlife preservation*	*96422*	*91032*
6. Sports and recreational services			
6.1	*Gambling and betting activities*	*96929*	*92000*
6.2	*Football, hockey, cricket, baseball, badminton, futsal, paintball*	*96520*	*93111*
6.3	*Racetracks for auto*		*93112*
6.4	*Equestrian clubs*		*93113*
6.5	*Swimming pools and stadiums, ice-skating arenas*		*93114*
6.6	*Track and field stadium*		*93115*
6.7	*Golf courses*		*93116*
6.8	*Bowling centre*		*93117*
6.9	*Fitness centres*		*93118*
6.10	*Organization and operation of outdoor or indoor sports events for professionals or amateurs by organizations with own facilities*		*93119*
6.11	*Activities of producers or promoters of sports events, with or without facilities*	*96590*	*93191*
6.12	*Activities of amusement parks and theme parks*	*96910*	*93210*
6.13	*Renting of leisure and pleasure equipment as an integral part of recreational facilities*	*96930*	*93293*
6.14	*Activities of recreation parks and beaches*	*96990*	*93291*
6.15	*Operation of fairs and shows of a recreational nature*		*93294*
6.16	*Operation of discotheques and dance floors*		*93295*
7. Retail sale of automotive fuel			
7.1	*Retail sale of automotive fuel in specialized store*	*62291*	*47300*
8. Country-specific tourism characteristic goods (shopping)			
8.1	*Retail trade, except of motor vehicles and motorcycles*	*621, 622, 624*	*47*

Description CPC Ver. 2		CPC Ver. 2	MCPA 2009 (5 Digits)
9. Country-specific tourism characteristic services			
9.1	*Finance*	*71134, 71139, 71592*	*64922, 66124, 66125*
9.2	*Insurance/ takaful*	*71322, 71331, 71332, 71333, 71334, 71335, 71337, 71339*	*65121, 65122*
9.3	*Education*	*92310, 92320, 92330, 92410, 92420, 92510, 92520, 92911, 92912, 92919, 92920*	*85212, 85222, 85302, 85411, 85412, 85419, 85421, 85429, 85499, 85500*
9.4	*Health*	*93111, 93112, 93113, 93119, 93121, 93122, 93123, 93193, 93195, 93197, 93199*	*86101, 86201,86202, 86203, 86902, 86903, 86904, 86905, 86909*
9.5	*Meeting, incentive, convention, exhibition (MICE)*	*85961, 85962, 85531*	*82301, 82302*
9.6	*Activities of sauna, steam baths, massage salons*	*97230*	*96091*
9.7	*Others*	*38941, 38942, 73250, 73260, 73290, 83811, 83812, 83813, 83814, 83815, 83819, 83820, 85954*	*74200, 77291, 77293, 77296, 77299, 82199*