THE IMPACT OF TOURISTS EXPENDITURE PATTERN IN MALAYSIA
WITH SPECIAL REFERENCE TO MUSLIM COUNTRIES
(UPU (1)/G/2003)

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FINAL REPORT

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CHAPTER TWO: LITERATURE REVIEW

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ABSTRAK

ABSTRACT

The main objective of the study is to examine the profile and expenditure patterns of tourists from West Asia and its impacts on the Malaysian economy. The study analyses the expenditure patterns of West Asia tourists in Malaysia using secondary data and survey questionnaire. An input-output technique of tourist impact analysis was adopted to determine the multiplier effects of each Ringgit spent on output, income and employment. The results highlighted a number of effects on each of the sectoral output, income and employment and explain which sector can benefit from tourist expenditure through direct, indirect and induced income and employment generations. The findings indicated that hotel and restaurants sector has the highest total output multiplier followed by the entertainment sector. With respect to income multiplier, entertainment sector ranks first followed by wholesale and retail trade sector. Entertainment sector has the highest total employment multiplier followed by business services sector. Sectors that enjoy greater economic benefits from tourism are entertainment, hotel and restaurants, wholesale and retail trade and business services; as reflected by the size of the contribution in each total output and in generating greater income and employment. Survey questionnaires were also administered to the West Asian tourists during mid 2004. The survey findings supported the empirical evidence with regards to the tourists' expenditure patterns. In conclusion, this study proves that differences in expenditure profile among classes of tourists and the changing composition of tourist's arrivals in Malaysia have important policy recommendations on the economy. The tourism's policy, therefore, should provide more emphasis on the development of these strategic industries. The study also suggested some possible policy responses to promote Malaysia as an ideal destination for tourist from Islamic countries.
تهدف هذه الدراسة إلى البحث في وصف ومفهوم نفقات السياح القادمين من غرب آسيا إلى ماليزيا، وأثر ذلك على الاقتصاد الماليزي. كما تقدم الدراسة تحليلًا لنمط نفقات هؤلاء السياح باستخدام بيانات ثانية وأخرى جمعت بواسطة استبيانات محلية. واعتمدت هذه الدراسة على طريقة المدخلات-الخروجات لتحليل أثار السياحة، وذلك من أجل تحديد أثار المضاعفات على الإنتاج والدخل والعملة. حينما يحقق رتبة ماليزيا واحدة، وأظهرت النتائج عدداً من الأثار على قطاعات المختلفة فيما يتعلق بالإنتاج والدخل والعملة. كما توضح هذه النتائج، أي القطاعات يمكن أن تحقق مكافأة من نفقات السياح من خلال توليد الدخل أو فرص العمل. سواء كان ذلك بطريقة مباشرة أو غير مباشرة أو مستحثة. وتشير نتائج الدراسة إلى أن قطاع النانغ والتجارة أعلى مكافأة في توليد الدخل. وكذلك حقق قطاع النانغ أعلى مكافأة في العملة بليه قطاع الخدمات المالية. واستخدام بيانات الاستبان الإقتصادي الذي أجري في منتصف العام 2004، أكدت النتائج مجدداً ارتباط السياحة القادمين من ماليزيا من غرب آسيا. وفي الختام، فإن هذه الدراسة برزت على أن اختلاف توزيع نمط نفقات السياحة وتأثيرات مكونات نواتجها حسب تصنيفاتهم وفقاً لبلدانهم يعد من أهم تأثيرات صناعة السياحة على الاقتصاد الماليزي، وهذا ما يدفع إلى توصيات متعلقة بالسياسة الإقتصادية في هذا المجال. فأهم القطاعات التي تحقق مكافأة إقتصادية من السياحة هي قطاعات النانغ، والتجارة والخدمات المالية، وذلك من خلال حجم المساهمة الكبيرة لهذه القطاعات في الإنتاج و توليد الدخل وإنتاج فرص العمل. وعلى يجب أن تكون السياسة الاقتصادية في صناعة السياحة موجهة لتعزيز تنمية هذه القطاعات الإستراتيجية. كما تقترح الدراسة بعض السياسات الممكنة التي تستجيب لتوريج ماليزيا من أجل أن تصبح محطة سياحية للسياحة من الدول الإسلامية.
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CHAPTER ONE

INTRODUCTION

1.0 AN OVERVIEW

Tourism industry has various impacts on the economy. It contributes to sale, profits, employment, tax revenue and income. The most direct effects occur within certain sector such as hotels and restaurants, wholesale and retail trade, transport and business services, while indirect effects of tourism affects most of the economy's sector. Tourism receipts in Malaysia has contributed 48 percent to total services receipts in 2002, generating a surplus in the services account of the country's balance of payment. With revenue at RM20 billion, it is now the second largest foreign exchange earner for the country, after the manufacturing sector (Business Times, 2002).

The aim of the study is to analyse the impact of the shifting in the composition of the inbound tourists to Malaysia from the traditional ASEAN countries towards West Asia countries. An input-output technique of tourist impact analysis would be adopted to determine the multiplier effects of each Ringgit spent on output, income and employment. The present study attempts to prove that differences in expenditure profile among classes of tourists and the changing composition of tourists' arrival in Malaysia must have important policy recommendations on the economy.
The research will focus on change in output, income and employment in the economy resulting from tourism industry. The study uses multiplier effects to indicate that each Ringgit of direct expenditure generates another Ringgit in output, income and employment. To support the empirical findings, a short survey will also be administered to establish the West Asian tourists profile and expenditure patterns.

1.1 TOURISM IN MALAYSIA

Stable economic indicators of 3.2 percent unemployment rate and the targeted 4.5 percent inflation-adjusted growth make Malaysia a popular tourist destination in the region. The devaluation of the nation’s currency by 40 percent since the 1997 financial crisis (RM3.80 to US$1) has made Malaysia an affordable tourist destination. In 2002, 13.3 million tourists spent RM25.2 billion, contributing to eight percent of GDP. 21 percent of the total (RM5.39 billion) receipts came from shopping activities (S. Jayasankaran, 2003).

The global problems of Iraqi War and Severe Acute Respiratory Syndrome (SARS) slow down tourists arrivals during the first half of 2003. However, the visitors momentum gradually increases afterwards. Hotel occupancy rates in Kuala Lumpur averaged more than 75 percent in July 2003 (S. Jayasankaran, 2003). The average length of stay increased to 7.8 nights in 2002 compared to 4.8 nights in 1995. The average expenditure per day by the tourist was some RM310.80, up 6.3 percent from RM292.40 the year before (Malaysia Tourism Board, 2003).

Under the Eight Malaysia Plan (2001-2005), the tourism sector will assume a greater role in stimulating the growth of the economy. The government is promoting tourism through hosting international conventions and major sporting
events. The strong government support and strong growth in tourists’ arrivals and day-trippers, as well as higher spending per head contributed to the increases of 6.4 percent in tourism growth in 2002 (EIU NewsWire, 2003). Malaysia is opening up niche areas in eco-tourism and agro-tourism as well as venturing into the non-traditional markets of Eastern Europe, West Asia, India and China to attract more visitors.

Tourist arrivals are expected to rise at an average rate of 6.9 per cent a year to reach 14.3 million by 2005. On average, within the period of 1995-2002 (except 1997 and 1998), tourists arrival increased by 8.6 percent per year (Economic Review, 2003). The increasing trend of inbound tourists arrival in Malaysia is illustrated in Figure 1.1. The biggest number of tourists came from ASEAN countries, as shown in Table 1.1.

**Figure 1.1: Visitors Arrival in Malaysia, 1995 - 2003**

![Bar Chart showing visitors arrival in Malaysia, 1995-2003](chart.png)

*Source: Malaysia Tourism Promotion Board.*

3
Table 1.1: Tourists Arrival by Country to Malaysia, 1995-2003

<table>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ASEAN*</td>
<td>73.5</td>
<td>70.3</td>
<td>72.1</td>
<td>74.1</td>
<td>69.4</td>
</tr>
<tr>
<td>Japan</td>
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<td>4.5</td>
<td>3.1</td>
<td>2.7</td>
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<td>China</td>
<td>1.4</td>
<td>4.2</td>
<td>3.5</td>
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<td>4.7</td>
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<td>2.0</td>
<td>1.6</td>
<td>1.7</td>
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<td>0.7</td>
<td>1.1</td>
<td>0.9</td>
<td>0.7</td>
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<td>1.3</td>
<td>1.1</td>
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<td>Australia</td>
<td>1.8</td>
<td>2.3</td>
<td>1.7</td>
<td>1.5</td>
<td>1.4</td>
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<td>United Kingdom</td>
<td>2.2</td>
<td>2.3</td>
<td>2.1</td>
<td>1.8</td>
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<td>Others</td>
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<td>12.1</td>
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</table>

*Excluding Myanmar, Vietnam and Cambodia.
Source: Malaysian Tourism Promotion Board.

The tourism receipts increased by 15.9 percent per year during the period of 1995-2002. Travel receipts have been generating surpluses since 1998, helping Malaysia to reduce her deficit in the services account (Economic Review, 2003). Tourism receipts ranked fifth in 1994, third in 1995 and second in 1996. However, it dropped back to third placing in 1997 and 1998 (Business Times, 2002). Receipts are targeted to grow at an average annual rate of 9.5 per cent.

The breakdown of the tourists receipts to Malaysia according to the country of residence in 2003/2002 is available in Appendix 1. The growth rate in the average per capita of the visitors appeared to increase in most cases with the exception of a few. The growth rate in tourists’ arrivals, average length of stay, average per diem expenditure and tourist receipts varies among countries and regions.

Recently, the Arab visitors from the Middle Eastern countries are increasing in number, changing the composition of the tourists profile to Malaysia. Due to the
noticeable shift, Malaysia is making a major promotional push in the Arab countries. The number of visitors from Arab countries rose 115 percent in 2001. By 2002, the percentage increase was 14.8 percent, reporting tourist’s arrival of 131,779 from the West Asia (Sharif & Zakariah, 2004). The Arab tourists usually travel around June to the middle of September for summer family holidays, and the two Eid holidays following Ramadhan (British Tourist Authority, 2003). Middle Eastern tourists are the highest per capita spenders and they spend about RM 5,000 for a 10-day visit (Sharif & Zakariah, 2004). Table 1.2 shows the components of tourist’s expenditure by regional destinations in 2001.

Table 1.2: Components of Tourists Expenditure by Regional Destinations, 2001

<table>
<thead>
<tr>
<th>Country</th>
<th>ASEAN</th>
<th>East Asia</th>
<th>West Asia</th>
<th>Aus. &amp; NZ</th>
<th>USA &amp; Canada</th>
<th>Europe</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wholesale &amp; Retail Trade</td>
<td>3,265.9</td>
<td>562.6</td>
<td>107.2</td>
<td>111.5</td>
<td>67.8</td>
<td>221.3</td>
<td>10.8</td>
<td>4,347.1</td>
</tr>
<tr>
<td>Hotels &amp; Restaurants</td>
<td>7,631.3</td>
<td>1842.8</td>
<td>182.1</td>
<td>385.1</td>
<td>260.1</td>
<td>803.9</td>
<td>36.4</td>
<td>1,1141.7</td>
</tr>
<tr>
<td>Transport</td>
<td>1,235.4</td>
<td>487.2</td>
<td>40.3</td>
<td>90.3</td>
<td>54.6</td>
<td>195.1</td>
<td>8.5</td>
<td>2,111.3</td>
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<td>Business Services</td>
<td>1,149.8</td>
<td>321.3</td>
<td>21.4</td>
<td>30.6</td>
<td>19.4</td>
<td>84.7</td>
<td>6.6</td>
<td>1,623.7</td>
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<td>Entertainment</td>
<td>1,142.0</td>
<td>185.2</td>
<td>12.0</td>
<td>25.3</td>
<td>18.6</td>
<td>47.8</td>
<td>1.6</td>
<td>1,432.5</td>
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<td>Recreation</td>
<td>1,557</td>
<td>108.7</td>
<td>13.2</td>
<td>17.4</td>
<td>11.3</td>
<td>53.5</td>
<td>3.2</td>
<td>363.0</td>
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<td>Total Expenditure</td>
<td>14,580.1</td>
<td>3,507.7</td>
<td>376.3</td>
<td>660.2</td>
<td>431.7</td>
<td>1,406.3</td>
<td>67.1</td>
<td>2,1029.4</td>
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</tbody>
</table>

Source: Tourism Malaysia.2003. Figures are in RM million, in real terms.
Source: Malaysia Tourism Promotion Board.

The proportion fall of tourists from the traditional Western getaways might also be due to the global uncertainties and the economic recession in these regions. For the West Asia countries, the fixed exchange rate may appreciate their currency. As their purchasing power increases, West Asia tourists would prefer to venture into other continents, such as Malaysia, treating holidaying in Malaysia as a ‘normal good.” Furthermore, the number of visitors from West Asia may have proportionately increased due to the common cultural, heritage and religious pursuits.
1.2 THE SIGNIFICANCE OF TOURISM INDUSTRY IN MALAYSIA

One cannot understate the importance of tourism to a country. Using the Keynesian model, the tourist dollar act as an injection into the economy’s circular flow of income. It causes a multiple increase in income. Furthermore, tourism creates jobs, earns the country foreign exchange and necessitates investments. Therefore the country’s main economic objectives of a higher standard of living, full employment and diversification of the economy are achieved. The country has one more source of income and this leads to its economic stability.

Under the Eighth Malaysia Plan (2001-2005), the tourism sector will play a significant role in stimulating and sustaining the growth of the economy. It is now the second largest foreign exchange earner for the economy, after the manufacturing sector. Tourism receipts in Malaysia has contributed 48 percent to total services receipts in 2002; which is equivalent to eight percent of GDP.

1.3 OPERATIONAL DEFINITIONS

The term tourist is defined as those who come to visit Malaysia for the duration of one year or less. This definition is adopted from the definition used by Malaysia Tourism Board in its Malaysia Tourism Board Annual Report 2003.

Tourism activities would refer to the normal key areas as defined in the current literature. The key areas of tourism activities include cities, landscapes, heritage/history, famous people, 'ordinary' people, arts and food and drink (Hall, 2004). This study will focus on the eight items identified in the breakdown of the tourist expenditure as published by Malaysia Tourism (2004). The items, in descending order, are accommodation, shopping, food and beverages, local transportation, organised sightseeing, domestic airfares, entertainment and miscellaneous.
The components of tourist expenditure pattern as compiled by Malaysia Tourism Board (2001) will be categorized as wholesale and retail trade, hotels and restaurants, transports, business services, entertainment and recreation. The highest components of total expenditures by the tourists to Malaysia, according to the amount spend, were hotels and restaurants, wholesale and retail trade and transport, respectively in 2001. Figure 1.2 shows the pattern of the total components of tourists’ expenditure in Malaysia by regional destinations.

**Figure 1.2: The Component Of Tourist Expenditure In Malaysia By Regional Destination in 2001**

Source: *Tourism Malaysia, 2003.*

Some literature divided the tourists into four groups per market. In age terms, most markets are split into 22-39 years and 40-65 years. In Poland, China and Japan, the age split was 25 to 45 and 45 to 65 years. These classifications were further divided into younger and older 'successful idealists' and younger and older 'comfortable belongers' (Hall, 2004). According to Jonathan Hall, the consultant of 'location branding' in United Kingdom, 'Successful Idealists' are well off, internationally minded, influential, well traveled people who like to be seen as the pioneers. Comfortable belongers are not so well traveled, but have the money and means to travel - they can be viewed as the consuming masses.' For the purpose
of the analysis and categorizing the tourists, Hall's definition would be adopted throughout the study.

1.4 PROBLEM STATEMENT

The aim of the study is to analyse the impact of the shifting in the composition of the inbound tourists to Malaysia from the traditional ASEAN countries towards West Asia counties. An input-output technique of tourist impact analysis would be adopted to determine the multiplier effects of each Ringgit spent on output, income and employment. The present study attempts to prove that differences in expenditure profile among classes of tourists and the changing composition of tourists' arrival in Malaysia must have important policy recommendations on the economy.

1.5 RESEARCH OBJECTIVES

The main objective of the research is to identify the economic impacts of changing tourist profile in Malaysia. The research also aims to explore some of the possible policy responses of the tourism sector improvements and developments.

1.6 SPECIFIC OBJECTIVES

The specific objectives of the study are as follows:

1. To examine the profile and expenditure pattern of tourists from selected West Asia countries and its impacts on the Malaysian economy.
2. To elucidate the comparative regional impact of tourist expenditures of both Muslim and Non-Muslim countries.

3. To formulate an appropriate policy implications to promote Malaysia as an ideal destination for tourist from Islamic Countries.

1.7 RESEARCH QUESTIONS

The basic questions on economic impacts usually addresses are:

1. How much output, income and employment could be generated by tourism expenditures by selected destination?

2. What are the sectors in the economy that may benefit from tourism?

1.8 RESEARCH HYPOTHESIS

The research hypothesis for the study are listed below:

1. Which sub-sector (hotels and restaurants, whole and retail trade, domestic transport, entertainment services and financial sector industry) has the largest/lowest multiplier effect?

2. Which tourist profile expenditure generates direct and indirect contributions towards domestic economy?
1.9 THE SCOPE OF THE STUDY

The study will focus on the impact of tourists expenditure pattern in Malaysia with special reference to Muslim countries. Since the incident of September 11 attacked, the tourists profile in Malaysia has shifted. Prior to September 11, 30 percent of the tourists were from Singapore, Japan and China. After September 11 incident, Malaysia received a bigger number of Middle-Eastern tourists, therefore changing the composition of the inbound tourists arrival.

Both primary and secondary data from relevant sources would be gathered to support the research hypothesis. The research will use data from 1999 onwards to establish tourists expenditure pattern in Malaysia. For the survey, tourists from West Asia countries (Saudi Arabia, Turkey, UAE, Jordan, Kuwait, Lebanon, Syrian, Oman and others) whom are currently visiting Klang Valley area would be randomly selected to establish the profile of Muslim tourists.

1.10 CONCLUSION

The tourism industry has experienced rapid growth and gained in importance for the Malaysian economy during the last decade. Tourism is fast becoming Malaysia's second largest foreign exchange earner, after the manufacturing sector (Sharif & Zakariah, 2003). Malaysia will promote tourism as one of the most important pillars in the overall economic development of the country. Under the Eighth Malaysia Plan (2001-2005), the tourism sector will assume an even greater role in stimulating the growth of the economy.

This study aims to examine the profile and expenditure pattern of tourists from selected West Asia countries and its impacts on the Malaysian economy. It is
hoped that the findings will help formulate an appropriate policy implications to promote Malaysia as an ideal destination for tourists from Islamic countries.

This report is organized into five chapters. Chapter Two contains a review of the literature on tourism industry in Malaysia and in other regions. Chapter Three empirically investigates the economic impacts of changing tourist profile in Malaysia based on a standard open input-output technique (I-O Model). Chapter Four discusses the methodology and the findings of the survey questionnaire. Finally, Chapter Five concludes the discussion and offers some recommendations and policy implications.
CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter reviews the related research done on tourism industry in Malaysia. The literature review will include two areas: firstly, empirical studies on the profile and expenditure pattern of tourist in Malaysia. Secondly, importance of economic multipliers in order to formulate certain general policy guidelines for the development of the Malaysian tourism sector.

2.1 EMPIRICAL STUDIES

A number of economic studies have been conducted on Malaysian tourism including that of tourist travel and expenditure profile, which have not only provided the necessary information for policy making but established the guidelines to improve the industry.

Shahwahid et. al. (1991) investigated the travel and expenditure pattern on the Malaysian economy based on the survey information covering the period of 1990. They found that tourist arrivals tend to come from East Asian countries. Their study compared and contrasted the travel and spending behavior between the domestic, Singaporean and other
foreign tourists as well as between regions of the countries. Their results shown that there were some differences in the pattern of tourist expenditures according to geographical regions and as to local and import content of purchased items. The highest amount of expenditures on shopping by domestic tourists occurs in the central region whereas that by Singaporean and other foreign tourist occurs in the Southern and Northern regions respectively.

Detailed information on itemized tourist expenditure as well as their local imported content has also been highlighted. The travel and expenditure patterns by tourist have impacts on different economic sectors and regional distribution. Some of these impacts provided the necessary guidelines for government planning of the country’s resources.

The study shows that the main purpose of tourist visits is for leisure and vacation; although smaller percentages are on commercial business trips as well as business cum-vacation. The source of information from which tourists depend on in selecting Malaysia destination has been friends and relatives, magazines and newspapers and also travel agents. The travel and expenditure patterns of different tourist categories are discussed and compared. Traveling by road is the most popular form of travel in the country. It is also observed that other foreign tourists and Singaporean tend to stay longer and spend more than domestic tourists. Many of the shopping items purchased are locally made which consisted of mainly perfumery and jewellery and some machineries and equipments. In making Malaysia as their travel destination, tourists established expectations prior to their travel. Most tourists when asked for their assessment of their travel indicated that it was as expected and some even felt that it was better. A majority of tourist, particularly Singaporean and other foreigners has planned to make revisits to the country. Nevertheless, these tourists have pointed out some areas that needed improvement.

Their findings on tourist profile and travel decision with respect to travel and expenditure patterns further reiterate the need to attract more international tourists as well as to encourage greater spending in order to increase foreign exchange earnings. The study has
filled some gaps on tourist spending behavior and its resultant effect on the economy. Also it provided a very useful policy implications such as improvements in transportation system to provide for convenient and quick access to various domestic tourist destinations.

Zakariah and Shahwahid (1992) carried out an impact analysis study on tourism industry based on questionnaire method in 1991. They evaluated the impact of tourist expenditures on each of the gross output, employment and imports. Their results highlighted a number of tourism strategic sectors and at the same time focus on other sector, which benefit from tourist expenditure through indirect and induced income and employment generated.

They showed that the contribution of tourism to the economy was still small. It contributed less than five percent to each of the total value-added, employment and commodity taxes, reflecting the state of the industry, which was in the take-off stage of the development. However the industry was steady gaining prominence.

Zakariah and Sharif (2004) have used in their study a model of tourist impact analysis, which is based on a standard open input-output technique. The Input-Output model provides a powerful tool for estimating the impact of an industry activity on the whole economy in terms of the amount of gross output, value-added, tax revenue and competitive import generated.

They showed that foreign tourist expenditure represents an export item in a country external account. Apart from generating foreign exchange, such an autonomous expenditure also generates multiplier effect on output, tax revenue, import and employment. While the size of the sectoral multipliers is a function of the state of technology adopted by the economy, tourist expenditure profile does play an important role in determining the final multiplier effect of any expenditure. In general, foreign tourist spent a substantial proportion on hotel and restaurant but some of them do spend a
marked proportion on wholesale and retail trade. West Asian tourists, although their number is relatively small but increasing rapidly, spent relatively higher proportion on wholesale and retail trade than others. Expenditure multipliers on output of hotel and restaurant are the smallest while those of transportation and wholesale and retail trade are the largest. Tourism activity appears to be favorable not only to the external account, but also in generating local value-added and tax revenue.

They said that there was a limited measure that can be undertaken to influence the size of sectoral multiplier because it was technologically determined; some efforts can be carried out to achieve maximum gains from tourism industry. They provided some useful policy implication such as promoting tourists, especially ASEAN, East Asian, American and European tourists, to spend more of their money on shopping activity through Mega Sales campaign are timely and should be enhanced because this activity is found not only to have considerable multiplier effects on output and value-added but also generate less import. The present increasing trend of visitors from West Asia is encouraging because they exhibit an expenditure pattern which is favourable to the economy in terms of having a remarkable proportion of their expenditure on item which has a considerable multiplier effect on output and value-added and friendly to the external account.

This study offered original impact analysis compared to other studies. It provided a complete picture of understanding tourism sector practically in terms of its potential impact to the whole economy. All studies reviewed on the country’s tourism sector focused more on supply side. The first two studies were based on sample survey while the recent one written by Zakariah and Sharif (2004) tried to measure empirically the economic impact of tourists expenditure pattern by using well-known technique of input-output analysis.
2.2 ECONOMIC MULTIPLIERS

The production and consumption of products in any sector have close interrelations with other sectors. The change of any sector will inevitably affect the production and consumption of relevant sectors and even the whole economy. Therefore, it is very meaningful both in theory and practice to study the direct and indirect effects of sectors on national economy. Some pervious research on Malaysia’ tourism impact which were basically based on open input-output model, have calculated partial multiplier effects. The previous studies did not provide any complete multiplier which household is incorporated into the input-output table.

Multiplier analysis has become widely accepted as a quantitative method for regional impact assessment of tourism. Input-output models, partially, provide very detailed and relevant information on the consequences of tourist expenditure on regional economies. Also such multipliers serve as indicators for the performance of tourism from the perspective of the regional economy.

Recently researchers using tourist multiplier analysis have mainly focused on the economic impact of tourism. They stressed the usefulness of input-output in assessing whether tourism development is sustainable or not.

A multiplier value in general estimates the direct and indirect effects of an exogenous change on the equilibrium levels of each key economic variable. Consequently, multipliers play an important role in policy impact assessment studies in which a current situation is compared with the situation in which a specific policy is pursued.

When the tourist demand is treated as a separate final demand category, the IO model can assess the effect of a change in the level of tourists’ expenditure. In the IO model different groups of tourists can be distinguished by specific expenditure patterns. When
such distinct expenditure patterns are known, tourist may be classified according to their nationality.

Previous studies have estimated simple multiplier, which can be described as a partial multiplier. They have not presented complete multiplier that would be expected from the present research. Partial output multiplier is used for an open model analysis. It is used when the change in final demand is known and the total (direct and indirect) change in region wide output is desired. Then the complete multiplier is used for the closed model analysis. It is used when the change in final demand is known and the total direct, indirect and induced change in region wide output is desired. In this study, complete multipliers have been constructed and used to estimate employment and income effects.

2.3 CONCLUSION

By using IO technique we can say that every RM 1 final demand for the products of sector generates indirect as well as direct income effects on the economy as whole. The relationship between the initial spending and the total effects generated by the spending is known as the multiplier effect of the sector, or more generally as the impact of the sector on the economy as a whole. For this reason the study of multipliers has come to be called impact analysis. The main points emerging from the above discussion are that multiplier analysis can be a useful exercise if performed sensibly and with very careful considerations.
CHAPTER THREE

IMPACT ANALYSIS:
METHODOLOGY AND RESULTS

3.0 INTRODUCTION

This chapter reviews the analytical framework and the empirical results on the impact of tourist expenditure. It includes a discussion on output, employment and income multipliers for selected tourism sectors.

3.1 DEFINITION OF TERMS

 Input-Output Model: An input-output model (IO Model) is a representation of the flows of economic activity between sectors within a region. The model captures what each sector must purchase from every other sector in order to produce one Ringgit’s worth of goods or services. Using such a model, flows of economic activity associated with any change in spending may be traced either forwards or backwards.

 Final Demand: Final demand is the term used for sales to final consumers (households or government). Sales between industries are termed intermediate sales. Economic impact analysis generally estimates the regional economic impacts of final demand changes. Tourist spending is one type of final demand.
Direct effects: Direct effects are the changes in economic activity during the first round of spending. For tourism this involves the impacts on the tourism industries (businesses selling directly to tourists) themselves.

Indirect effects: Indirect effects are the changes in sales, income or employment within the region in backward-linked industries supplying goods and services to tourism businesses. For example, the increased sales in linen supply firms resulting from more hotel sales are an indirect effect of visitors spending.

Induced effects: Induced effects are the increased sales within the region from household spending of the income earned in tourism and supporting industries. Employees in tourism and supporting industries spend the income they earn from tourism on housing, utilities, groceries, and other consumer goods and services. This generates sales, income and employment throughout the region’s economy.

Total effects: Total effects are the sums of direct, indirect and induced effects.

Multipliers: Multipliers capture the size of the secondary effects in a given region, generally as a ratio of the total change in economic activity in the region relative to the direct change. Multipliers may be expressed as ratios of sales, income or employment, or as ratios of total income or employment changes relative to direct sales. Multipliers express the degree of interdependency between sectors in a region’s economy and therefore vary considerably across regions and sectors.

Complete multiplier: Complete multiplier includes household consumption vector and household income vectors in the matrices. The resulted augmented matrix can be used to derive complete multiplier.

3.2 METHODOLOGY
This research employs input-output analysis to measure the impact of tourism activity on the Malaysian economy. The empirical analysis is based on multiplier effects; which can be used to analyze the impact of tourism for each sector.

An analytical framework is the basic input-output model. The standard structural equations for an input-output model are as follows:

\[ Y_j = x_{ij} + x_{2j} + \ldots \ldots + F_j + M_j \]  

(1)

Where \( Y_j \) is gross Ringgit input for purchasing industry \( j \), \( x_{ij} \) is intermediate Ringgit sales from selling industry \( i \) to purchasing industry \( j \), \( F_j \) is final payment of purchasing sector \( j \), primarily payments to value-added components in the economy, and \( M \) represents purchases from imports.

The same model from sales, rather than purchases, point of view takes the following form:

\[ Y_j = x_{ij} + x_{2j} + \ldots \ldots D_i \]  

(2)

Where \( Y_j \) is gross Ringgit output for selling industry \( i \), \( x_{ij} \) is intermediate Ringgit sales from selling industry \( i \) to purchasing industry \( j \), \( D_i \) is sales of selling industry \( i \) to final uses (consumption, government, investment, and export spending).

The above equations represent alternate views of the transactions table of an input-output system which divides the economy into \( i = j \) sectors and traces the stages of production as a good and service moves toward its final sale. The transaction table is descriptive rather than analytical. To make the model analytical, a direct coefficient must be computed:

\[ a_{ij} = x_{ij} + D_i \]  

(3)

The coefficient is the percentage of gross output required by the purchasing industry
in the form of intermediate output from the selling industry. Thus, we can say that:

\[ Y_t = a_{ij} Y_i + D_i \]  

(4)

Putting the model in matrix form yields a column vector of outputs \( Y \), a matrix \( AY \) or \( X \) of \( x_{ij} \) coefficients written in terms of the definition for technical coefficients \( x_{ij} = a_{ij} Y_j \), and a column vector of final demand, or,

\[ Y = AY + D \]  

(5)

If we assume that the technical coefficients are constant, we can solve this set of linear equations. The result will be industrial demand multipliers based on each industry’s need to purchase intermediate outputs from the other industries in the region in order to produce a Ringgit’s worth of output in the reference industry. The solution is as follows:

\[ Y = (I-A)^{-1} D \]  

(6)

where:

- \( I \) = the identity matrix,
- \( Y \) = column vector of gross outputs,
- \( D \) = column vector of final demand
- \( A \) = matrix of technical coefficients
- \( (I-A)^{-1} \) = Leontief inverse

The Leontief inverse represents the direct and indirect requirements of intermediate inputs for one unit increase in final demand.

Input-output models are most widely used to trace the effects of changes in final demand through the economy. There are two commonly used versions of the input-output model including open and closed. The open IO model captures only the direct and indirect effects. A closed version incorporates household sector into the first quadrant of common IO table. By treating household income and expenditure as
endogenously determined, the model allows for getting induced effects as well as direct and indirect effects. In this research, closed input-output model with respect to household is used.

3.3 MULTIPLIER FORMULAS

The matrix formula used for calculating the output multipliers is given in equation (7) below. Similar equations apply to the other multipliers (for details see Miller and Blair, 1985). We assume that the national economy is subdivided into n sectors. While we consider the household sector as the n+1 one and add it to it the first quadrant, then closed IO model is constricted. According to closed input-output model where \( \alpha \) is used to denote a measure that is calculated from the Leontief inverse of the matrix with households endogenous \((I-A)^{-1}\), where augmented \( A^* \) matrix is conceptually similar to the \( A \) matrix, except that each round of economic reaction now incorporates both an addition to the income of households and an increase in output of the local sectors to satisfy the requirements caused by the local expenditure of this household income. Thus the inverse of the closed model is given as \( I+A^*+A^*+\ldots+A^*=(I-A^*)^{-1} \) which includes an income multiplier and a consumption effects. The formulas to calculate multiplier can be written as follows:

Output multiplier effects:

\[ (I-A^*)^{-1} \]  \hspace{1cm} (7)

Income multiplier effects:

\[ e(I-A^*)^{-1} \]  \hspace{1cm} (8)

Employment multiplier effects:

\[ e(I-A^*)^{-1} \]  \hspace{1cm} (9)
The multiplier coefficients demonstrate the ability of any given sector to generate output, income and employment from any given change in the demand for its output. The multiplier values can be used to show the impact on the national economy as a result of a given change in any of its final demands. These impacts can be subdivided into three categories:

1- Direct Effects

The direct effects are those effects brought about directly in those sectors that are subject to the change in final demand. Therefore, the textile industries that involved directly in the production of clothing products will directly feel a change in the level of activity of the cotton and fabric products industry.

2- Indirect Effects

When there is a change in final demand for a sector's output, the sector that produce that particular output will have input demands of its own. For instance, the transport industry may need to purchase additional lubrication services or other financial services from industries within their sector and supporting services related to, say energy services.

3- Induced Effects

Whenever a good or service is produced some income is accrued as wages, salaries, profit, rent or interest (or some combination of these). Therefore, during the direct and indirect effects income is accrued as a result of the initial change in final demand. When that income is re-spent it triggers another round of economic activity. This additional round of economic activity generates output, income, and employment. The economic effects that are the result of the re-spending of accrued income are know as the induced effects. The multiplier ratios allow the determination of the full effects resulting from any change in final demand. Depending upon the multiplier these full
effects may be the direct plus indirect effects, or the direct plus indirect plus induced effects.

The impacts of tourism or any economic activity can be categorized into three effects: direct, indirect, and induced. Direct effects are those arising from the initial tourism spending, such as money spent at a restaurant. The restaurant buys goods and services (inputs) from other businesses, thus generating indirect effects. Additionally, the restaurant employees spend part of their wages to buy various goods and services, thus generating induced effects. Figure 3.1 illustrates some of these impacts and leakages.

**Figure 3.1: Tourism Economic Impact Analysis**

![Diagram of tourism economic impact analysis]

By identifying the leakages, or conversely the linkages within the economy, the indirect and induced effects of tourism can be estimated. In addition, this information can be used to identify what goods are needed but are not being produced in the region, how much demand there is for such goods, and what are the likely benefits of the local production. This enables policy makers to determine priorities for
developing inputs for use by the tourism or other industries. These direct, indirect, and induced effects can be estimated by using input-output analysis.

3.5 TOTAL EXPENDITURE ON SECTORAL OUTPUT

In value terms, which explain the direct and indirect contributions of tourist expenditures to sectoral output, indicates that the service sectors derive the largest benefits from tourism activities. Apart from directly affected sectors such as hotel and restaurants, transports, wholesales and retail trade, and business services, food products, petroleum and petroleum products and textiles manufacturing sectors received considerable indirect benefits in terms of their output gains. Table 3.1 shows the total expenditure on sectoral output for selected regions.

Table 3.1: Total Expenditure on Sectoral Output for Selected Regions (RM Million)

<table>
<thead>
<tr>
<th>RO Code</th>
<th>Sector</th>
<th>ASEAN</th>
<th>West Asia</th>
<th>USA &amp; Canada</th>
<th>Europe</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Agriculture other</td>
<td>632.6</td>
<td>15.15</td>
<td>21.46</td>
<td>16.52</td>
<td>188.05</td>
</tr>
<tr>
<td>2</td>
<td>Rubber planting</td>
<td>5.7</td>
<td>0.15</td>
<td>0.2</td>
<td>0.65</td>
<td>1.94</td>
</tr>
<tr>
<td>3</td>
<td>Coconut</td>
<td>67</td>
<td>1.61</td>
<td>2.26</td>
<td>7.91</td>
<td>19.87</td>
</tr>
<tr>
<td>4</td>
<td>Tea estates</td>
<td>29.5</td>
<td>0.71</td>
<td>1</td>
<td>3.1</td>
<td>8.72</td>
</tr>
<tr>
<td>5</td>
<td>Oil palm estates</td>
<td>7</td>
<td>0.17</td>
<td>0.24</td>
<td>0.73</td>
<td>2.08</td>
</tr>
<tr>
<td>6</td>
<td>Livestock breeding etc.</td>
<td>393.7</td>
<td>9.43</td>
<td>13.35</td>
<td>11.39</td>
<td>116.98</td>
</tr>
<tr>
<td>7</td>
<td>Forestry &amp; logging</td>
<td>18.3</td>
<td>0.46</td>
<td>0.59</td>
<td>1.86</td>
<td>5.38</td>
</tr>
<tr>
<td>8</td>
<td>Fishing</td>
<td>492.1</td>
<td>11.78</td>
<td>16.69</td>
<td>51.74</td>
<td>146.21</td>
</tr>
<tr>
<td>9</td>
<td>Crude petro, natural gas &amp; coal</td>
<td>186.7</td>
<td>4.92</td>
<td>6.03</td>
<td>19.74</td>
<td>58.83</td>
</tr>
<tr>
<td>10</td>
<td>Metal ore mining</td>
<td>2.9</td>
<td>0.07</td>
<td>0.09</td>
<td>0.28</td>
<td>0.84</td>
</tr>
<tr>
<td>11</td>
<td>Stone, clay &amp; sand quarrying</td>
<td>9.3</td>
<td>0.24</td>
<td>0.29</td>
<td>0.92</td>
<td>2.78</td>
</tr>
<tr>
<td>12</td>
<td>Meat &amp; meat production</td>
<td>204.3</td>
<td>4.9</td>
<td>6.93</td>
<td>21.48</td>
<td>60.75</td>
</tr>
<tr>
<td>13</td>
<td>Dairy production</td>
<td>108.2</td>
<td>2.59</td>
<td>3.67</td>
<td>11.37</td>
<td>32.16</td>
</tr>
<tr>
<td>14</td>
<td>Pres. fruit &amp; vegetables</td>
<td>25.8</td>
<td>0.62</td>
<td>0.87</td>
<td>2.71</td>
<td>7.72</td>
</tr>
<tr>
<td>15</td>
<td>Pres. Seafood</td>
<td>10.8</td>
<td>0.26</td>
<td>0.37</td>
<td>1.14</td>
<td>3.3</td>
</tr>
<tr>
<td>16</td>
<td>Manufacture oils and fats</td>
<td>161.3</td>
<td>3.87</td>
<td>5.43</td>
<td>16.88</td>
<td>47.94</td>
</tr>
<tr>
<td>17</td>
<td>Grain mills</td>
<td>257.5</td>
<td>6.17</td>
<td>8.73</td>
<td>27.05</td>
<td>76.47</td>
</tr>
<tr>
<td>18</td>
<td>Bakeries</td>
<td>30.7</td>
<td>0.74</td>
<td>1.04</td>
<td>3.23</td>
<td>9.09</td>
</tr>
<tr>
<td>19</td>
<td>Manufacture confect.</td>
<td>2.1</td>
<td>0.05</td>
<td>0.07</td>
<td>0.22</td>
<td>0.62</td>
</tr>
<tr>
<td>20</td>
<td>Manufacture of ice</td>
<td>12.9</td>
<td>0.31</td>
<td>0.43</td>
<td>1.35</td>
<td>3.8</td>
</tr>
<tr>
<td>21</td>
<td>Manufacture other food</td>
<td>236.5</td>
<td>5.67</td>
<td>8.02</td>
<td>24.86</td>
<td>70.32</td>
</tr>
<tr>
<td>22</td>
<td>Manufacture animal feeds</td>
<td>149.1</td>
<td>3.58</td>
<td>5.05</td>
<td>15.66</td>
<td>44.3</td>
</tr>
<tr>
<td>23</td>
<td>Pkid wine and spirit</td>
<td>1.8</td>
<td>0.05</td>
<td>0.06</td>
<td>0.2</td>
<td>0.61</td>
</tr>
<tr>
<td>24</td>
<td>Prod. Beer, soft drinks</td>
<td>140.5</td>
<td>3.37</td>
<td>4.77</td>
<td>14.8</td>
<td>41.85</td>
</tr>
<tr>
<td>25</td>
<td>Manufacture tobacco</td>
<td>5.2</td>
<td>0.14</td>
<td>0.15</td>
<td>0.5</td>
<td>1.56</td>
</tr>
<tr>
<td>26</td>
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BIBLIOGRAPHY


APPENDIX 1
<table>
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<tr>
<th>COUNTRY OF RESIDENCE</th>
<th>TOURIST ARRIVALS</th>
<th>AVERAGE LENGTH OF STAY (NIGHTS)</th>
<th>AVERAGE PER DIEM EXPENDITURE (US$)</th>
<th>AVERAGE PER CAPITA (US$)</th>
<th>TOURIST RECEIPTS (US$)</th>
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</tbody>
</table>

Planning & Research Division
Tourism Malaysia
APPENDIX 2
TO WHOM IT MAY CONCERN

6 Rabiulawal 1425H/26 April 2004

Assalamualaikum w.b.t.

Dear Sir/Madam,

RESEARCH ENTITLED "THE IMPACT OF TOURISTS EXPENDITURE PATTERN IN MALAYSIA WITH SPECIAL REFERENCE TO MUSLIM COUNTRIES"

We are conducting a research study of foreign tourists impact on Malaysian economy. This research project is approved and funded by the Islamic University College of Malaysia. The objective of the research is to attempt to understand how much the tourists from Middle East contribute to the country.

We would appreciate your assistance in answering the questionnaire frankly and honestly. The information you provide will help us better understand the impact of tourist expenditure pattern in Malaysia.

The information collected will be dealt with in the strictest of confidence. Your help is greatly appreciated and your response will be one of the keys to the successful and timely completion of this research endeavour.

Thank you very much for your cooperation and assistance.

Wassalamualaikum w.b.t.

Sincerely,

Dr. Mohamed Sharif Bashir
Lecturer, Faculty of Economics and Muamalat
(Researcher)
Dear Respondent,
We are conducting a survey on the Profile of West Asia Tourists. Please take a few minutes to complete the survey questionnaire. Information collected would be treated as confidential. The research survey is approved and funded by Kolej Universiti Islam Malaysia. The title of the research is "THE IMPACT OF TOURISTS EXPENDITURE PATTERN IN MALAYSIA WITH SPECIAL REFERENCE TO MUSLIM COUNTRIES." Research Code: (UPU (1)/G/2003).
Thank you for your time and cooperation.

Researchers: Dr. Mohamed Sharif Bashir & Nursilah Ahmad

Instruction: Please answer all questions by ticking [✓] in the appropriate columns.

SECTION A: DEMOGRAPHIC PROFILE

1. Age Group
   [ ] < 20
   [ ] 20 - 30
   [ ] 31 - 40
   [ ] 41 - 50
   [ ] 51 and above

2. Gender
   [ ] Male
   [ ] Female

3. Marital Status
   [ ] Married
   [ ] Single

4. Country of Residence
   [ ] Saudi Arabia
   [ ] Kuwait
   [ ] Oman
   [ ] Syria
   [ ] UAE
   [ ] Lebanon
   [ ] Bahrain
   [ ] Jordan
   [ ] Qatar
   [ ] Iraq
   [ ] Yemen

5. Occupation
   [ ] Professional/Technical & Related
   [ ] Administrative & Management
   [ ] Student/Housewife/Retired
   [ ] Sales & Related
   [ ] Manual Workers
   [ ] Government
   [ ] Unemployed
   [ ] Others
SECTION B: TRAVELLING PATTERN

1. Have you been to Malaysia before?
   [ ] Yes       [ ] No

2. Your main purpose of visiting Malaysia is
   [ ] vacation
   [ ] business
   [ ] education
   [ ] convention/conference
   [ ] visit friends/relatives

3. Your travel arrangement to Malaysia is via
   [ ] tour package       [ ] independent arrangement

4. Whom are you traveling with?
   [ ] alone               [ ] with children only
   [ ] with friends        [ ] with family/relatives
   [ ] with spouse only    [ ] with business associates

5. Your duration of stay in Malaysia is
   [ ] < 1 week
   [ ] 1 week to < 2 weeks
   [ ] 2 weeks to 3 weeks
   [ ] 3 weeks to < 1 month
   [ ] 1 month to < 3 months
   [ ] 3 months to < 6 months
   [ ] 6 months to < 1 year
   [ ] > 1 year

6. Your mode of transportation while in Malaysia
   [ ] Air       [ ] Road
   [ ] Water     [ ] Railroad

7. Your type of accommodation while in Malaysia
   [ ] Hotel       [ ] Rental House
   [ ] Apartment   [ ] Staying with friends/relatives
   [ ] Economy Hotel   [ ] Others

8. Your main activities while in Malaysia is/are
   [ ] Shopping
   [ ] Golfing
   [ ] Sailing/Boating
   [ ] Visiting Beaches
   [ ] Sightseeing in Cities/Countryside
   [ ] Scuba/Diving/Snorkeling
   [ ] Walking/Hiking/Trekking
   [ ] Visiting Museums/Historical Sites
   [ ] Entertainment/Amusement Parks
   [ ] Seeking Traditional Medicine
   [ ] Attending/Participating in Cultural Events
9. You purchase the following items while in Malaysia
   [ ] Batik
   [ ] Handicrafts
   [ ] Leather Goods
   [ ] Clothes & Textiles
   [ ] Shoes/Sport shoes
   [ ] Pewter ware
   [ ] Gold/Jewelry
   [ ] Chocolate
   [ ] Silverware
   [ ] Watches
   [ ] Foodstuff & Household
   [ ] Item Camera/Photography
   [ ] Computer & Accessories
   [ ] Electronic Appliances
   [ ] Others

10. Please indicate your average Expenditure Pattern for the following items per RM100 (or the equivalent amount in any foreign currency)

<table>
<thead>
<tr>
<th>Item</th>
<th>Expenditure (per RM100)</th>
<th>Expenditure (Foreign Currency)</th>
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<tbody>
<tr>
<td>1. Accommodation</td>
<td></td>
<td></td>
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<tr>
<td>2. Food &amp; Beverages</td>
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<td></td>
</tr>
<tr>
<td>3. Sightseeing</td>
<td></td>
<td></td>
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<tr>
<td>4. Entertainment</td>
<td></td>
<td></td>
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<tr>
<td>5. Local Transport</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Shopping</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Domestic Airfares</td>
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<td></td>
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<tr>
<td>8. Miscellaneous</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>RM100</td>
</tr>
</tbody>
</table>

11. You have heard of Malaysia from
   [ ] Internet
   [ ] Airlines
   [ ] Travel Agent
   [ ] Travel Guides Book
   [ ] Tourism Malaysia Collateral
   [ ] Friends/Relatives Living in Malaysia
   [ ] Friends/Relatives who have Visited Malaysia
12. You choose to visit Malaysia because
   [ ] Safe Destination
   [ ] Shopping Facilities
   [ ] Easy Accessibility
   [ ] Friendly People
   [ ] Modern City
   [ ] Multi-Racial Country
   [ ] Good Value for Money
   [ ] Many Tourist Attractions
   [ ] Included in Package Tour
   [ ] Recommended by Friends/Relatives
   [ ] Like to Know More About Malaysia
   [ ] Others (please specify): __________________________

13. What do you think is the major attraction in Malaysia?
   [ ] Beaches
   [ ] Island/Hill Resorts
   [ ] Jungle Sports/Greenery/Countryside
   [ ] Multi-Racial Country
   [ ] Friendly People
   [ ] Safe Destination
   [ ] Shopping Facilities
   [ ] Variety of Goods
   [ ] Modern City

14. Have you visited any of the following country BEFORE coming to Malaysia?
   [ ] Southeast Asia
   [ ] Europe
   [ ] USA & Canada
   [ ] Australia
   [ ] Africa
   [ ] Other Country
   [ ] No Other Country

15. Will you visit the following country AFTER you have visited Malaysia?
   [ ] Southeast Asia
   [ ] Europe
   [ ] USA & Canada
   [ ] Australia
   [ ] Africa
   [ ] Other Country
   [ ] No Other Country

16. Will you recommend Malaysia as a tourist destination to others?
   [ ] Yes
   [ ] No (please indicate why) __________________________

-THANK YOU-
عذرًا الجميل/ عزيزي الجميلة

لهدف هذا الاستبيان إلى جمع بيانات حول الزوار السياح القادمين إلى ماليزيا من الدول العربية (غرب آسيا). الرجاء إكمال الإجابة عن أسئلة الاستبيان خلال دقائق معدودة. وستتعامل المعلومات التي تجمع من هذه الاستمارة بسرية تامة. تم تصميم وتمويل هذه الاستبيان ضمن المشروع البحثي من جامعة العلوم الإسلامية ماليزيا، وعنوان مشروع البحث: "آثار ونمط نفقات السياح الأجانب في الاقتصاد الماليزي: دراسة حالة الدول الإسلامية". (UPU (1)/G/2003).

شكرًا على إجاباتك وحسن تعاونكم.

الباحثان:

الدكتور/ محمد شريف بشير – كلية الاقتصاد والعلوم، جامعة العلوم الإسلامية، كوالالمبور.
السيدة/ نورسيا أحمد – كلية الاقتصاد والعلوم، جامعة العلوم الإسلامية، كوالالمبور.

الاستبيان:

يرجى الرجوع إلى إجابة عن جميع الأسئلة بوضع علامة (√) بين الفوتوغراف، أمام الإجابة المناسبة.

القسم (أ) المعلومات الشخصية:

1- المجموعة العمرية:
  - أقل من 20 سنة [ ]
  - 20 - 30 سنة [ ]
  - 30 - 40 سنة [ ]
  - 40 - 50 سنة [ ]
  - أكثر من 50 سنة [ ]

2- الجنس:
  - ذكر [ ]
  - أنثى [ ]

3- الحالة الاجتماعية:
  - عازب [ ]
  - متزوج [ ]
4- بلد الإقامة
[ ] السعودية
[ ] الكويت
[ ] اليمن
[ ] سلطنة عمان
[ ] العراق
[ ] الإمارات
[ ] البحرين
[ ] لبنان
[ ] سوريا

5- المهنة
[ ] مهني / في أي وظيفة متعلقة بذلك
[ ] إداري
[ ] طالب / ربة منزل / بعضاً
[ ] بائع ومهن المشاهاة
[ ] عامل يدوي
[ ] عامل عن العمل
[ ] موظف حكومي
[ ] مهن أخرى

القسم (ب) طريقة السفر

1- هل زرت ماليزيا من قبل؟
[ ] نعم
[ ] لا

2- الغرض الأساسي من زيارة ماليزيا هو:
[ ] العمل
[ ] التحارة
[ ] التعليم
[ ] مؤتمر أو رحلة علمية
[ ] زياره أصدقاء / أقارب
[ ] التعليم

3- ترتيبات السفر إلى ماليزيا كانت عبر:
[ ] عرض سفر جماعي
[ ] ترتيبات مستقلة وشخصية
4- من يشاركونك هذه الرحلة:
- حنت وحيداً
- مع الأصدقاء
- مع الزوارة فقط
- مع الأولاد فقط
- مع الأسرة/ الأقارب
- مع شركاء في التحاز

5- مدة الإقامة في ماليزيا:
- أقل من أسبوع
- من أسبوع إلى أسبوعين
- من 3 أسابيع إلى شهر
- من شهر إلى 3 أشهر
- من 3 أشهر إلى سنة أشهر
- من 6 أشهر إلى أقل من سنة
- أكثر من سنة

6- وسيلة السفر والنقل داخل ماليزيا:
- طائرات
- طرق بحرية
- وسائل نهرية وبحرية
- سكة حديد

7- موانع الإقامة في ماليزيا:
- هدق
- شقق مفروضة
- استراحة اقتصادية
- تأخير بيت
- الإقامة مع أصدقاء/ أقارب
- أخرى

8- أهم ما تقوم به من نشاط أثناء تواجدك في ماليزيا:
- التسوق
- ممارسة رياضة الجولف
- أنواع السلع التي تُشترَبَ خلال وجودك في ماليزيا:

- تحف تذكارية
- مشغولات يدوية
- أدوات مؤلفة
- آلات تصوير وكمامات
- أجهزة وقطع غيار كمبيوتر
- أجهزة كهربائية والكرونا
- سلع أخرى
- الذهب والمجوهرات
- الشسوكانته

- الرجاء الإشارة إلى متوسط إتفاقات وفقًا لنوع اللفقات التالية بمعدل إجمالي 100 رنغيت ماليزي (أو ما يعادل من الدولار الأمريكي أو العملات الأجنبية):

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<td>(نصيب نوع اللفقة من 100 رنغيت ماليزي)</td>
<td>100 رنغيت ماليزي</td>
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- الإقامة والسكن
- الأكل والمشروب
- زيارة ومشاهدة الاماكن الترفيهية
- الموانئ المحلية
- التسويق
- السفر بالطائرات المحلية
- مفرقات

إجمالي نوع اللفقات

-0 رنغيت ماليزي
11- سمحت عن ماليزيا من خلال:
[ ] شبكة الإنترنت
[ ] شركات حطوط الطيران
[ ] وكالات السفر والسياحة
[ ] مكاتب ترويج السياحة الماليزية
[ ] أصدقاء وأقارب مقيمين في ماليزيا
[ ] أصدقاء وأقارب زاروا ماليزيا من قبل

12- أحرت زياره ماليزيا للسبب التالي:
[ ] مكان آمن ومستقر
[ ] وجود تسهيلات تسوقية
[ ] سهولة الوصول إليها
[ ] طبيعة شعبيه وترحيبه
[ ] بلد متطور
[ ] بلد متعدد الأعراق
[ ] وجود قيمة حيده للفقدان
[ ] بلد حاذس للسياح من مناطق مختلفة
[ ] وجودها ضمن العرض السياحي المقدم
[ ] نوصية من جانب أصدقاء وأقارب
[ ] للعرف أكثر على ماليزيا
[ ] أسباب أخرى (الرجاء تحديدها)

13- ما أكثر الأشياء حاذية في ماليزيا:
[ ] الشواطئ
[ ] الجزر وال.flat السياحية
[ ] الاسبات الرياضية/الخضراء/المستديه في القطر
[ ] بلد متعدد الأعراق
[ ] طبيعة الشعب وترحيبه
[ ] مكان آمن ومستقر
[ ] وجود تسهيلات تسوقية
[ ] وجود سلع متنوعة
[ ] بلد متطور
14 - هل زرت أيًا من البلدان الآتية قبل عينتيك إلى ماليزيا؟
[ ] دول جنوب شرق آسيا
[ ] دول أوروبا
[ ] الولايات المتحدة الأمريكية وكندا
[ ] أستراليا
[ ] دول أفريقيا
[ ] دول أخرى
[ ] لم أزر أيّة دولة

15 - هل ستروع بعد ماليزيا أيًا من البلدان الآتية؟
[ ] دول جنوب شرق آسيا
[ ] دول أوروبا
[ ] الولايات المتحدة الأمريكية وكندا
[ ] أستراليا
[ ] دول أفريقيا

16 - هل توصي الآخرين بزيارة ماليزيا ك محطة سياحية
نعم [ ]
لا [ ]

إذا كانت الإجابة بلا، ذكر السبب:

شكرًا على حسن تعاونك