ONLINE TRAINING COURSE ON TOURISM STATISTICS

INTRODUCTION ON TOURISM INDICATORS

18 January 2021

Malaysia Time : 15:30 – 17:00
Saudi Arabia Time : 10:30 – 12:00
OUTLINE

1. INTRODUCTION
2. THE IMPORTANCE OF TSA
3. HISTORICAL DEVELOPMENT OF TSA
4. CHRONOLOGY OF MALAYSIA’S TSA
5. WORKING COMMITTEE OF TSA
6. GENERAL FRAMEWORK
7. PROCESS OF TSA COMPILATION
8. PUBLICATION & MEDIA COVERAGE
9. TOURISM & SUSTAINABILITY
If you can **measure** it, you can **manage** and **improve** it!

“Statistics permeate modern life. They are the basis for many governmental, business and community decisions”

Ban Ki-Moon, UN Secretary-General, on World Statistics Day (2010)
INTRODUCTION

Measure the performance of an economy

i) Measure ordinary activity at industry level
ii) Incomprehensive information on products

Satellite Accounts
Supply & Use Table
Sequence of Accounts
WHAT IS SATELLITE ACCOUNTS?

Recommended in the System of National Accounts, United Nations

Allows for an expansion of the national accounts for selected areas of interest

Maintains links to the basic concepts and structures of the core national accounts
THE IMPORTANCE OF TSA

Comparable measures between countries, over time, and to other economic sectors

Credible measure of tourism’s economic contribution

Provides government and private sector with powerful advocacy tool

TSA is the conceptual framework for a comprehensive reconciliation of tourism data related with supply & demand
BENEFITS TO PRIVATE SECTORS

TSA is a powerful advocacy tool for National Tourism Administration

Advocacy (for the first time a measure of tourism’s economic importance is objective and credible), especially vis-à-vis other sectors

Opening new avenues of public-private sector cooperation and developing non-traditional partnerships

Identifying the composition of the sector (what industries provide goods and services to visitors and to what extent)

Mainstreaming tourism policy within general evidence-based economic policies

Identifies component industries’ dependence on tourism

Suggesting new approaches to destination marketing

Helps understand how the market is evolving (by providing consistent time series that reflect the composition of demand and supply)

Better understanding and monitoring of the sector from an “industrial” perspective

Helps understand how the market is evolving (by providing consistent time series that reflect the composition of demand and supply)

Facilitating closer inter-departmental liaison and cooperation

Provides input to analysis of the strengths, weaknesses, opportunities and threats, supporting better planning of tourism development
HISTORICAL DEVELOPMENT OF TSA

In 1980’s, increased awareness of the importance of tourism & its interdependence with other economic & social activities

UNWTO & UNSD initiated a process of revision -2 main directions:
1) modification to the definitions & classifications
2) Incorporation of tourism into the analytical framework of National Accounts

1983 – Fifth session of General Assembly, New Delhi

(Many countries refined their TSA in line with the recommendation of SNA 1993)

1997 – TSA for OECD countries

UNWTO intensified the promotion of the development of tourism statistics. Nine regional forums were organized

2006 - International Workshop on Tourism Statistics, was held in Madrid

2018 – Working Group of Experts on Measuring of the Sustainability of Tourism in Madrid, Spain
<table>
<thead>
<tr>
<th>What</th>
<th>Why</th>
<th>When</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td>i. A set of account on tourism industry</td>
<td>i. Contribute significantly to the economy</td>
<td>Since early 2003 with establishment of TWG and creation of TSA unit in DOSM</td>
<td>SNA 2008</td>
</tr>
<tr>
<td>ii. Linking the supply and demand of tourism goods and services</td>
<td>ii. Track the contribution of each tourism activities</td>
<td></td>
<td>TSA: RMF 2008</td>
</tr>
<tr>
<td></td>
<td>iii. For policy makers</td>
<td></td>
<td>IRTS 2008</td>
</tr>
</tbody>
</table>
**CHRONOLOGY OF TSA**

**2003-2004**
- IAPG Tourism meeting
- Establish TWG
- Create TSA unit in DOSM

**2005-2006**
- Participated in the International Workshop
- Study visit to Australia
- TSA compilation initiated
- Pilot Study of Domestic Tourism Survey (DTS)

**2007-2008**
- Published DTS 2007 with official tourism domestic figure for every states (Internal Circulation)

**2009-2010**
- Published DTS (Public): Reference year 2009
- Limited circulation:
  - Publication TSA 2000-2008
  - Publication TSA 2000-2009

**2012 Onwards**
- Endorsement to release TSA to the public
- Publications:
  - TSA 2000-2010
  - TSA 2000-2011
  - TSA 2005-2012
  - TSA 2005-2013
  - TSA 2010-2014
  - TSA 2010-2015
  - TSA 2016
  - TSA2017
  - TSA2018
  - TSA2019
Regional Tourism Satellite Account (RTSA) Sarawak

Mac – April 2017
- TSA briefing and MTAC Sarawak visit to DOSM
- TSA Sarawak Meeting at the Department Level
- Tourism Satellite Account Sarawak Technical Meeting

October 2017
- Briefing on the Tourism Satellite Account to Sarawak Tourism Industry Players

Jan - Mac 2018
- Steering and Technical Committee Meeting in Sarawak
- Sarawak TSA Technical Committee Meeting at the Department level
- Sarawak Tourism Statistics Management Steering Committee

Jun – Dec 2018
- 2nd Sarawak Tourism Statistics Technical
- Discussion between DOSM Sarawak dan MTAC
- Sarawak Tourism Statistic Steering Committee
- Official Visit of TSA Sarawak member of the Steering and Technical Committee
- Sarawak Tourism Statistic Steering Committee No.2/2018

2019
- Discussion session related to TSA Sarawak
- Technical Meetings TSA Sarawak No. 1/2019
- Compilation Technical Discussion RTSA
- Presentation of data and reports to DOSM Management
- Presentation of RTSA Sarawak 2018 findings to the Honorable Minister of MTAC Sarawak
- Launching ceremony of RTSA Sarawak report by the Honorable Minister of MTAC Sarawak on 10 December 2019

3 Regions in Malaysia
- Peninsular Malaysia
- Sarawak
- Sabah
TECHNICAL WORKING GROUP OF TSA IN MALAYSIA

TSA STEERING COMMITTEE

MOTAC (Chair)
DOSM (Co-Chair)

EPU  DOSM  BNM  MOF  MOTAC  TM  JIM

TSA TECHNICAL COMMITTEE

DOSM (Chair)

EPU  DOSM  BNM  MOF  MOTAC  TM  JIM
### Functions / Role of Other Agencies

1. **Department of Statistics (DOSM)**
   - National Accounts
   - Balance of Payments
   - TSA Compilation
   - Domestic Tourism Survey

2. **Ministry of Tourism & Cultural Malaysia (MOTAC)**
   - National Planning & Budget

3. **Central Bank of Malaysia (BNM)**
   - Secondary Data & relevant financial indicators

4. **Immigration Department of Malaysia (JIM)**
   - Tourist & Excursionist Arrival Data

5. **Economic Planning Unit (EPU)**
   - Preparation of the development plans, both the medium and long-term plans for the country

6. **Tourism Malaysia (TM)**
   - Departing Visitors Survey & Malaysia Outbound Survey

7. **Ministry of Finance (MOF)**
   - Annual fiscal budget and issue adequate regulations for its execution
GENERAL FRAMEWORK OF TOURISM SATELLITE ACCOUNT

TOURISM CHARACTERISTICS PRODUCTS

- Accommodation services
- Food and beverage serving services
- Passenger transport services
- Travel agencies and other reservation services
- Cultural, sports and recreational services
- Country-specific tourism characteristic goods
- Country-specific tourism characteristic services
PROCESS OF TSA COMPILATION

Definition, concept and classification
Framework
Data sources
Compilation
Steering and Technical Committees
Release to public
TSA DETERMINATION FACTORS

Feasible with well developed Tourism Statistics

Tourism Statistics, National Accounts & related systems should be well described in statistical terms

Allocation of resources: In terms of Human Resources & finance

Set up an Inter-institutional Platform

Accordance to international Standards (IRTS 2008 & TSA:RMF 2008)
MANUALS / GUIDELINES

RTS (Recommendations on Tourism Statistics) (1993)
Adoption of TSA (Tourism Satellite Accounts) (2000)

UNWTO INTERNATIONAL CONFERENCES

Bali Conference on Tourism: An Engine for Employment Creation (2009)

UNWTO GUIDELINES

What tourism managers need to know: A practical guide to the development and use of indicators of sustainable tourism (1996)
The Guidebook on Indicators of Sustainable Development for Tourism Destinations (2004)
UNWTO/INRouTe Sub-national Measurement and Analysis – Towards a Set of UNWTO Guidelines (2013)

Revised Guidebook on Indicators of Sustainable Development for Tourism Destinations
SEEA/Tourism “Linked tourism and environmental economic accounts (SEEA-TSA)“
UNWTO/INRouTe Handbook on sub-national measurement and analysis of tourism


Today

UNSTANDARDS

Today
Launching Ceremony Tourism Satellite Account 2000-2010

Launching Ceremony Regional Tourism Satellite Account of Sarawak 2019

Tourism Satellite Account 2019
TOURISM AND SUSTAINABILITY

Malaysia’s in the midst of implementation the Measuring the Sustainability of Tourism (MST) proposed by UNWTO

- The Sustainable Tourism Expert Working Group was established at the Sixth UNWTO International Conference on Tourism Statistics: Sustainable Tourism Measurement in Manila in June 2017.
- Malaysia has been invited to join a subcommittee on the MST Expert Working Group on matters related to the Sustainable Development Goals (SDGs) and the implementation of the MST in Madrid.
- The subgroup structure for the implementation of MST in Malaysia was formed on December 3rd, 2018

To measure progress towards these targets and goals

- SDG 8: Decent work & economic growth
- SDG 12: Responsible consumption & production
- SDG 14: Life below water

To achieve sustainable tourism as a continuous process
INDICATORS RELATED TO TOURISM STATISTICS

**Economic**
- Tourist arrivals
- Tourist arrivals to national park
- Value added
- Mode of transport
- Number of hotel, room and homestay
- Classification of hotel
- Number of hospital
- Tourist receipts
- Direct economic indicator
- Number of landing and departing

**Social**
- Number of employees
- Railways statistics
- Violent crime
- Broadband penetration rate
- Utility accessibility

**Environment**
- Dams and reservoirs
- Fauna species
- Gazetted protected area
- Forest, peat swamp forest and mangrove forest area
- Energy
- Water
- Air
- Pollution
- Environment conservation/rehabilitation
## DATA AVAILABILITY - ECONOMY

<table>
<thead>
<tr>
<th>No.</th>
<th>Table</th>
<th>Source (Data Provider)</th>
<th>Related to Recommended MST Table</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Tourist arrivals by country 2000-2018</td>
<td>Tourism Malaysia</td>
<td>Table 7.3: Combined Presentation – Demand Perspective</td>
</tr>
<tr>
<td>2.</td>
<td>Tourist arrivals by state 2015-2018</td>
<td>DOSM - TSA 2018</td>
<td>Table 7.3: Combined Presentation – Demand Perspective</td>
</tr>
<tr>
<td>3.</td>
<td>Tourist arrivals by continent 2015-2018</td>
<td>Tourism Malaysia</td>
<td>Table 7.3: Combined Presentation – Demand Perspective</td>
</tr>
<tr>
<td>4.</td>
<td>Visitor arrivals to national park by regional 2015-2018</td>
<td>Tourism Malaysia</td>
<td>Table 7.3: Combined Presentation – Demand Perspective</td>
</tr>
<tr>
<td>5.</td>
<td>Tourist Arrivals by mode of transport, Malaysia 2015-2018</td>
<td>Tourism Malaysia</td>
<td>Table 7.3: Combined Presentation – Demand Perspective</td>
</tr>
<tr>
<td>6.</td>
<td>Tourist Arrivals by mode of transport by state, 2017-2018</td>
<td>DOSM - DTS 2018</td>
<td>Table 7.3: Combined Presentation – Demand Perspective</td>
</tr>
<tr>
<td>7.</td>
<td>Average lengths of stay (ALOS)</td>
<td>Tourism Malaysia</td>
<td>Table 7.3: Combined Presentation – Demand Perspective</td>
</tr>
<tr>
<td>8.</td>
<td>Number of hotel supply, 2000-2018</td>
<td>Tourism Malaysia</td>
<td>Table 7.3: Combined Presentation – Demand Perspective</td>
</tr>
<tr>
<td>9.</td>
<td>Number of homestay &amp; rooms supply, 2016-2018</td>
<td>Tourism Malaysia</td>
<td>Table 7.3: Combined Presentation – Demand Perspective</td>
</tr>
<tr>
<td>10.</td>
<td>Number of hotel &amp; room by classification, 2016-2018</td>
<td>Tourism Malaysia</td>
<td>Table 7.3: Combined Presentation – Demand Perspective</td>
</tr>
</tbody>
</table>
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<table>
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</tr>
</thead>
<tbody>
<tr>
<td>11.</td>
<td>No. of hotel by classification and state, 2016-2018</td>
<td>Tourism Malaysia</td>
<td>Table 7.3: Combined Presentation – Demand Perspective</td>
</tr>
<tr>
<td>12.</td>
<td>Bilangan pendaratan dan berlepas mengikut negeri, 2018</td>
<td>Civil Aviation Authority of Malaysia Malaysia Airport Holding Berhad</td>
<td>Table 7.3: Combined Presentation – Demand Perspective</td>
</tr>
<tr>
<td>13.</td>
<td>Bilangan penumpang mengikut negeri, 2018</td>
<td>Civil Aviation Authority of Malaysia Malaysia Airport Holding Berhad</td>
<td>Table 7.3: Combined Presentation – Demand Perspective</td>
</tr>
<tr>
<td>14.</td>
<td>Bilangan ketibaan pelancong mengikut negara, 2016-2018</td>
<td>Tourism Malaysia</td>
<td>Table 7.3: Combined Presentation – Demand Perspective</td>
</tr>
<tr>
<td>15.</td>
<td>Average occupancy rate (AOR)</td>
<td>Tourism Malaysia</td>
<td>Table 7.3: Combined Presentation – Demand Perspective</td>
</tr>
<tr>
<td>16.</td>
<td>Number of hospital &amp; bed by state, 2018</td>
<td>Ministry of Health, Malaysia</td>
<td>Table 7.3: Combined Presentation – Demand Perspective</td>
</tr>
<tr>
<td>17.</td>
<td>Number of clinics by state, 2018</td>
<td>Ministry of Health, Malaysia</td>
<td>Table 7.3: Combined Presentation – Demand Perspective</td>
</tr>
<tr>
<td>18.</td>
<td>Total receipts of tourist</td>
<td>DOSM - TSA</td>
<td>Table 7.1: Combined Presentation – Economic Dimension for Tourism Industries</td>
</tr>
<tr>
<td>19.</td>
<td>Total receipts of visitor</td>
<td>DOSM - DTS 2018</td>
<td>Table 7.1: Combined Presentation – Economic Dimension for Tourism Industries</td>
</tr>
<tr>
<td>20.</td>
<td>Total receipts of health tourism, 2015-2018</td>
<td>Malaysia Health care Tourism Council (MHTC)</td>
<td>Table 7.1: Combined Presentation – Economic Dimension for Tourism Industries</td>
</tr>
<tr>
<td>No.</td>
<td>Table</td>
<td>Source (Data Provider)</td>
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</tr>
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<td>-----</td>
<td>-----------------------------------------------------------------------</td>
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</tr>
<tr>
<td>1.</td>
<td>Number of employees, 2005-2018</td>
<td>DOSM - TSA 2018</td>
<td>Table 7.1: Combined Presentation – Economic Dimension for Tourism Industries</td>
</tr>
<tr>
<td>3.</td>
<td>Broadband penetration rate per 100 inhabitants by state (%), Malaysia, 2018</td>
<td>Malaysian Communications and Multimedia Commission</td>
<td>Table 7.1: Combined Presentation – Economic Dimension for Tourism Industries</td>
</tr>
<tr>
<td>4.</td>
<td>Number of passengers for Rail Services, KTM Commuter, Electric Train Services (ETS) and Light Rail Transit (LRT) Services, Malaysia, 2018</td>
<td>RAPID and Malayan Railways Limited</td>
<td>Table 7.3: Combined Presentation – Demand Perspective</td>
</tr>
<tr>
<td>5.</td>
<td>Percentage of households by type of water supply, state and strata, Malaysia, 2016</td>
<td>DOSM - Household Income Survey</td>
<td>Table 1: Tourism Industries Water Flow Account</td>
</tr>
<tr>
<td>6.</td>
<td>Percentage of households by accessibility to electricity supply, state and strata, Malaysia, 2016</td>
<td>DOSM - Household Income Survey</td>
<td>Table 2: Tourism Industries Energy Flow Account</td>
</tr>
<tr>
<td>No.</td>
<td>Table</td>
<td>Source (Data Provider)</td>
<td>Related to Recommended MST Table</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Department of Irrigation and Drainage</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Number of known fauna species by category, Peninsular Malaysia, 2014-2018</td>
<td>Department of Wildlife and National Parks Peninsular Malaysia and National Parks</td>
<td>Table 6: Tourism Land Account</td>
</tr>
<tr>
<td>3.</td>
<td>Endemic fauna species by class, Peninsular Malaysia, 2014-2018</td>
<td>Department of Wildlife and National Parks Peninsular Malaysia and National Parks</td>
<td>Table 6: Tourism Land Account</td>
</tr>
<tr>
<td>4.</td>
<td>Gazetted protected area, Peninsular Malaysia, 2013</td>
<td>DOSM – Conpendium of Environment Statistics</td>
<td>Table 6: Tourism Land Account</td>
</tr>
<tr>
<td>5.</td>
<td>Gazetted protected area, Sabah, 201</td>
<td>DOSM – Conpendium of Environment Statistics</td>
<td>Table 6: Tourism Land Account</td>
</tr>
<tr>
<td>6.</td>
<td>Totally protected area, Sarawak, 2013</td>
<td>DOSM – Conpendium of Environment Statistics</td>
<td>Table 6: Tourism Land Account</td>
</tr>
<tr>
<td>7.</td>
<td>Gazetted protected area of marine park, Malaysia, 2013</td>
<td>DOSM – Conpendium of Environment Statistics</td>
<td>Table 6: Tourism Land Account</td>
</tr>
<tr>
<td>8.</td>
<td>Forested and non-forested areas, Malaysia, 2014</td>
<td>Ministry of Water, Land and Natural Resources</td>
<td>Table 6: Tourism Land Account</td>
</tr>
<tr>
<td>9.</td>
<td>Area of permanent reserved forest, Malaysia, 2014</td>
<td>Ministry of Water, Land and Natural Resources</td>
<td>Table 6: Tourism Land Account</td>
</tr>
<tr>
<td>10.</td>
<td>Area of peat swamp forest by state, Malaysia, 2014</td>
<td>Ministry of Water, Land and Natural Resources</td>
<td>Table 6: Tourism Land Account</td>
</tr>
</tbody>
</table>
## DATA AVAILABILITY - ENVIRONMENT

<table>
<thead>
<tr>
<th>No.</th>
<th>Table</th>
<th>Source (Data Provider)</th>
<th>Related to Recommended MST Table</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.</td>
<td>Area of mangrove forest by state, Malaysia, 2014</td>
<td>Ministry of Water, Land and Natural Resources</td>
<td>Table 6: Tourism Land Account</td>
</tr>
<tr>
<td>12.</td>
<td>Forest area licensed for harvesting by state, Malaysia, 2014</td>
<td>Ministry of Water, Land and Natural Resources</td>
<td>Table 6: Tourism Land Account</td>
</tr>
<tr>
<td>13.</td>
<td>Monthly minimum and maximum API, Malaysia, 2018</td>
<td>Department of Environment</td>
<td>Table 2: Tourism Industries Energy Flow Account</td>
</tr>
<tr>
<td>14.</td>
<td>Total primary energy supply by fuel type, Malaysia, 2013-2017</td>
<td>Department of Environment</td>
<td>Table 2: Tourism Industries Energy Flow Account</td>
</tr>
<tr>
<td>15.</td>
<td>Final energy consumption by fuel type, Malaysia, 2013-2017</td>
<td>Department of Environment</td>
<td>Table 2: Tourism Industries Energy Flow Account</td>
</tr>
<tr>
<td>16.</td>
<td>Final energy consumption by sector, Malaysia, 2013-2017</td>
<td>Department of Environment</td>
<td>Table 2: Tourism Industries Energy Flow Account</td>
</tr>
<tr>
<td>17.</td>
<td>Renewable energy percentage, Malaysia, 2013-2017</td>
<td>Department of Environment</td>
<td>Table 2: Tourism Industries Energy Flow Account</td>
</tr>
<tr>
<td>19.</td>
<td>Supply of raw water extracted directly from rivers by state, Malaysia, 2014-2018</td>
<td>Ministry of Water, Land and Natural Resources and National Water Service Commissions</td>
<td>Table 1: Tourism Industries Water Flow Account</td>
</tr>
<tr>
<td>No.</td>
<td>Table</td>
<td>Source (Data Provider)</td>
<td>Related to Recommended MST Table</td>
</tr>
<tr>
<td>-----</td>
<td>----------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------</td>
</tr>
<tr>
<td>20.</td>
<td>Supply of raw water from storage dams by state, Malaysia, 2014-2018</td>
<td>Ministry of Water, Land and Natural Resources and National Water Service Commissions</td>
<td>Table 1: Tourism Industries Water Flow Account</td>
</tr>
<tr>
<td>22.</td>
<td>Metered water consumption by sector and state, Malaysia, 2014-2018</td>
<td>Ministry of Water, Land and Natural Resources and National Water Service Commissions</td>
<td>Table 1: Tourism Industries Water Flow Account</td>
</tr>
<tr>
<td>23.</td>
<td>Population with treated piped water by state and strata, Malaysia, 2015-2018</td>
<td>National Water Service Commissions</td>
<td>Table 1: Tourism Industries Water Flow Account</td>
</tr>
<tr>
<td>24.</td>
<td>Percentage of households access with electricity supply by state and strata, Malaysia, 2016</td>
<td>Ministry of Water, Land and Natural Resources and National Water Service Commissions</td>
<td>Table 2: Tourism Industries Energy Flow Account</td>
</tr>
<tr>
<td>No.</td>
<td>Table</td>
<td>Source (Data Provider)</td>
<td>Related to Recommended MST Table</td>
</tr>
<tr>
<td>-----</td>
<td>----------------------------------------------------------------------</td>
<td>----------------------------------------</td>
<td>---------------------------------------------------------------</td>
</tr>
<tr>
<td>27.</td>
<td>Air quality status by station, 2018</td>
<td>Department of Environment</td>
<td>Table 3: Tourism Industries GHG Emissions Account</td>
</tr>
<tr>
<td>28.</td>
<td>Monthly average concentration of Ground Level Ozone in the air, Malaysia, 2018</td>
<td>Department of Environment</td>
<td>Table 3: Tourism Industries GHG Emissions Account</td>
</tr>
<tr>
<td>29.</td>
<td>Number of fire incidents by states, Malaysia, 2014-2018</td>
<td>Ministry of Housing and Local Government</td>
<td>Table 3: Tourism Industries GHG Emissions Account</td>
</tr>
<tr>
<td>30.</td>
<td>Number of flood incident reported by state, Malaysia, 2014-2018</td>
<td>Department of Irrigation and Drainage</td>
<td>Table 4: Tourism Industries Solid Waste Account</td>
</tr>
<tr>
<td>31.</td>
<td>Oil spill incidents at sea, Malaysia, 2014-2018</td>
<td>Department of Environment</td>
<td>Table 4: Tourism Industries Solid Waste Account</td>
</tr>
<tr>
<td>32.</td>
<td>Distribution of coastal erosion areas in Malaysia, 2018</td>
<td>Department of Irrigation and Drainage</td>
<td>Table 4: Tourism Industries Solid Waste Account</td>
</tr>
<tr>
<td>33.</td>
<td>Forest resource development and environmental conservation/rehabilitation, Peninsular Malaysia, 2014</td>
<td>Ministry of Water, Land and Natural Resources</td>
<td>Table 6: Tourism Land Account</td>
</tr>
<tr>
<td>34.</td>
<td>Forest resource development, Sabah, 2014</td>
<td>Ministry of Water, Land and Natural Resources</td>
<td>Table 6: Tourism Land Account</td>
</tr>
<tr>
<td>35.</td>
<td>Forest resource development, Sarawak, 2014</td>
<td>Department of Environment</td>
<td>Table 6: Tourism Land Account</td>
</tr>
<tr>
<td>36.</td>
<td>Compliance on enforcement of black smoke emission by type of vehicles, Malaysia, 2014-2018</td>
<td>Department of Environment</td>
<td>Table 4: Tourism Industries Solid Waste Account</td>
</tr>
</tbody>
</table>
THANK YOU

BANCI MALAYSIA

7.7.2020 – 21.12.2020 (e-Census)  
20.1.2021 – 6.2.2021 (Face To Face)