THE CONTRIBUTION OF ASEAN TOURISM FORUM
ON THE DEVELOPMENT OF INDONESIA’S
TOURISM DESTINATION 2011 – 2015

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A Thesis presented to the
Faculty of Humanities President University in partial
fulfillment of the requirements of Bachelor’s Degree in
International Relations Concentration in Diplomacy Studies

2018
THESIS ADVISER RECOMMENDATION LETTER

This thesis entitled “THE CONTRIBUTION OF ASEAN TOURISM FORUM ON THE DEVELOPMENT OF INDONESIA’S TOURISM DESTINATION 2011 – 2015” prepared and submitted by Ayumi Zahwa in partial fulfillment of the requirements for the degree of Bachelor of International Relations in the School of Humanities has been reviewed and found to have satisfied the requirements for a thesis fit to be examined. I therefore recommend this thesis for Oral Defense.

Cikarang, Indonesia, March 2018

Dr. Endi Haryono, M.Si
DECLARATION OF ORIGINALITY

I declare that this thesis, entitled "THE CONTRIBUTION OF ASEAN TOURISM FORUM ON THE DEVELOPMENT OF INDONESIA'S TOURISM DESTINATION 2011 – 2015", to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, March 2018

Ayumi Zahwa
PANEL OF EXAMINER APPROVAL SHEET

The Panel of Examiners declare that the thesis entitled "THE CONTRIBUTION OF ASEAN TOURISM FORUM ON THE DEVELOPMENT OF INDONESIA'S TOURISM DESTINATION 2011 – 2015" that was submitted by Ayumi Zahwa majoring in International Relations from the School of Humanities was assessed and approved to have passed the Oral Examination on 29th March 2018.

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Examiner

Dr. Endi Haryono, M.Si
Thesis Adviser
Nowadays, tourism power has become a tool for development and change that reach a wide range of social, cultural and economic goals of a country. This has been well recognized by ASEAN since the establishment of ASEAN Tourism Forum which aims to develop the regional tourism and promote it as a single destination. Tourism cooperation is certainly a golden opportunity for Indonesia that has abundant of natural resources. By using the perspective of Neoliberal Institutionalism and Complex Interdependence, the writer analyzed the contribution given by ASEAN Tourism Forum towards Indonesia within 2011 – 2015, as well as to see how well does Indonesia adopted the strategic plan from the forum. This research used qualitative method which includes observation from reliable sources such as official documents, books and academic journals. As a result, the implementation of the strategic plan turns out to be very useful for Indonesia in terms of promoting and setting out solutions as well as enhancing Indonesia’s tourism growth. This progress is indicated by the rapid development of Indonesia tourism during the implementation of the plan. Thus, this strategic plan is considered successful and in accordance with what is needed for Indonesia.

Keyword: Indonesia’s Tourism, ASEAN Tourism Forum, ASEAN Tourism Strategic Plan.
ABSTRAK

Ayumi Zahwa, Hubungan Internasional 2014, President University.


Kata Kunci: Pariwisata Indonesia, ASEAN Tourism Forum, ASEAN Tourism Strategic Plan.
ACKNOWLEDGEMENTS

Al-ḥamdu li-llāhi rabbil-ʿālamīn, I have come to the last step of my university life by this point. Through hard work, sweats and tears this incredible journey must come to an end, by writing this I closed the chapter on a very significant part of my life. A chapter I had never imagined or even dreamt of having written so beautifully. When I left my hometown, I thought I knew what I was going to become. Little did I know I was forged to be something a lot more. In which I couldn’t have possibly went through it alone. So to those who took part in this bittersweet journey, this page is for you.

My first and greatest gratitude goes to Allah SWT, by His divine presence and only through His blessings I made it this far. There is no greatness I can make if it weren’t by His grace. I am weak as I am powerless, but Allah made it possible.

For my family, I spent every waking moment wishing I was with you, all the things I did right, it was all for you. My Bunda, the only hero in my universe. My brother, the only one I look up to. My little sister, my only best friend in the world. My Ayah, if I could turn back time and choose my father it would still be you. My Pi, the light at the end of the tunnel, we didn’t share blood but we share love.

To my thesis advisor, Mr. Endi Haryono, your kindness inspired me every day. I hope I make you proud. To all of my incredible lecturers, I wish I can thank you all one by one.

To the friends I made in the last three and a half years of my life. For a brief, wonderful experience we’re all shared together, I thank you, every single one of you. I am a collection of every piece of you, we went through hell and we had fun even then. Honorary mention to the one that sticks with me from start to finish, Hanna Uli. I used to a black and white kind of person, but you painted it with the colors I didn’t even knew existed. You blurred the lines and make me questioned everything I ever knew. Above all, you helped me grow.
While I wrestled with life over here, there was people back home waiting. To share life stories that we were not able to have experience it together, The Lunch Club (Ivon, Mbak Din, Sulek) that I named after the breakfast club, you found me and taught me how to laugh again. I cried the first time at the airport, fear clouded my thoughts, but it was you that I felt sad leaving behind.

There was also Desman and Hanum. People with big minds and hearts as wide as the ocean itself. All my life I’ve been putting up walls to push others away, but you knocked them down and showed me that the view is worth the risks. You always have been my solid reminder to live boldly, to be a force of nature, and most importantly to remind me that I can be just me and that will always be enough. You surprised me, not that many people understand the complexity of my being, but you do. It is good to be loved, but it is profound to be understood.

I would like to dedicate this last paragraph to everyone I ever encountered, those who I’d die to say hello to but never could. I wish we had more time. Life, for reasons that will continue to reveal itself to me, made me the person I am today. It is something that I still don’t quite understand, but whatever it is I know this particular part of my life is as remarkable as it was straightforwardly exceptional.

So thank you.
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<tr>
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<th>Description</th>
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<tbody>
<tr>
<td>ACC</td>
<td>ASEAN – China Center</td>
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<tr>
<td>ACCC</td>
<td>ASEAN Connectivity Coordinating Committee</td>
</tr>
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<td>AJC</td>
<td>ASEAN – Japan Center</td>
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<td>AKC</td>
<td>ASEAN – Korea Center</td>
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<tr>
<td>ASEAN</td>
<td>Association of Southeast Asia Nations</td>
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<tr>
<td>ASEANTA</td>
<td>ASEAN Tourism Association</td>
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<tr>
<td>ATF</td>
<td>ASEAN Tourism Forum</td>
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<tr>
<td>ATSP</td>
<td>ASEAN Tourism Strategic Plan</td>
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<tr>
<td>CBT</td>
<td>Community Based Tourism</td>
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<tr>
<td>CHBT</td>
<td>Cultural and Heritage Based Tourism</td>
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<tr>
<td>CRBT</td>
<td>Cruise and River Based Tourism</td>
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<tr>
<td>CSO</td>
<td>Civil Society Organizations</td>
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<td>DMO</td>
<td>Destination Management Organizations</td>
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<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
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<tr>
<td>ICT</td>
<td>Information and Communication Technology</td>
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<td>ILO</td>
<td>International Labor Organization</td>
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<tr>
<td>M-ATM</td>
<td>Meeting of ASEAN Tourism Ministers</td>
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<td>MoU</td>
<td>Memorandum of Understanding</td>
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<td>MPAC</td>
<td>Masterplan on ASEAN Connectivity</td>
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<td>MRA</td>
<td>Mutual Recognition Agreement</td>
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<tr>
<td>Abbreviation</td>
<td>Full Form</td>
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<tr>
<td>NBT</td>
<td>Nature Based Tourism</td>
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<td>NTO</td>
<td>National Tourism Organization</td>
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<td>UNWTO</td>
<td>United Nations World Tourism Organization</td>
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<tr>
<td>UNESCO</td>
<td>United Nations Educational, Scientific and Cultural Organization</td>
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<td>RITS</td>
<td>Roadmap for Integration of Tourism Sector</td>
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<td>RP</td>
<td>Rupiah</td>
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<td>TAC</td>
<td>Treaty of Amity and Cooperation</td>
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<td>TNC</td>
<td>Transnational Corporations</td>
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<td>TRAVEX</td>
<td>Travel Exchange</td>
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<td>UN</td>
<td>United Nations</td>
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<tr>
<td>USD</td>
<td>United States Dollar</td>
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<td>WTTC</td>
<td>World Travel and Tourism Council</td>
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CHAPTER I

INTRODUCTION

I.1 Background of Study

In the globalization era, tourism has become such an important sector that highly contributes to the economic growth of its regions. Tourism in this matter, is not limited only to the activities related to accommodation, hospitality, or entertainment sectors which attracts the visitors, but tourism and its management are closely attached to all major functions, procedures and processes that are practiced in several areas related to tourism as a system. The people who traveled between countries either for business purposes or leisure purposes has contributed to the growth of the visited area directly or indirectly.¹

Specialized agency of the United Nation World Tourism Organization (UNWTO) described tourism as today’s world largest industry and one of the faster-growing, which accounted for over one-third of the total value of worldwide services trade. Also high on labor-intensive which makes tourism a major source of employment generation, especially in rural or remote areas. Tourism consist of significant number of services sector which means the full economic impact often cannot be clearly defined within national statistics. Tourism also touches things like infrastructure, transportation, immigration, visas and small business as well.²

The explanation above indicates how complex and big the world of tourism is. Thus, the tourism industry, like common industry, also covering several sectors such as accommodation, attractions, tour operations, carriers, promotion, distribution, coordination agencies and retail services support. According to The Law of the Republic of Indonesia number 10 of 2009 on Tourism, tourism is defined as a multi-dimensional and multidisciplinary tourism-related activity that

emerges as a manifestation of the needs of every person and country as well as the interaction between tourists and the local community, fellow travelers, the central and local government, and also entrepreneurs.3

The high advancement on people’s welfare has made tourism a part of a lifestyle which then became a place of cultural exchange. The tourism sector offers a lot of economic opportunities, its presence enables the regional development through supply of goods and services for the tourists. In the bigger picture tourism contribute in the foreign exchange of a country, in the cultural perspective tourism promote, conserve and strengthen the culture and norms of the region.4 Apart from that tourism serves to:5

a. Introduce, utilize, preserve, and improve the quality of tourism objects and attractions;

b. Fostering the love of the homeland and promoting friendship among nations;

c. Expanding and leveling opportunities for employment and employment;

d. Increase national income in order to improve the welfare and prosperity of the people;

e. Encouraging the utilization of national production.

Based on the observation of some experts and tourism institutions, the growth of tourism since 1950 has shown a convincing progress. Therefore, the growth in the future will tend to increase. This is due to several factors that support it, especially technological progress, high economic growth, social and cultural relations among independent nations.6 With such tendency, it is necessary to consider the policies that need to be taken to develop the sector in the right way and overcome the challenges that comes along with it.

4 Zaei (2013), op. cit, p. 2
In recent years, tourism has proven to be a major economy player especially in developing countries. According to UNWTO, international tourism arrivals in developing countries amounted to over 459 million people in 2011 and in some small island states tourism can account up to 25% of their GDP.\(^7\)

In Southeast Asia, Indonesia has many points that make it stands out in terms of tourism. Indonesia as the biggest archipelagic country has more than 17,500 islands.\(^8\) With the fourth largest population in the world and hundreds of tribes and customs, Indonesia becomes a country of diverse languages, religions and cultures. Based on those facts, Indonesia became one of the most potential country in Southeast Asia. According to United Nations Educational, Scientific and Cultural Organization (UNESCO), Indonesia has eight official world heritage which is the highest number in Southeast Asia.\(^9\)

Tourism itself becomes a strategic market for Indonesia since oil and gas prices declined back in 2015, the Central Bureau of Statistics announced that Indonesia's exports were recorded at USD 11.41 billion in July 2015, the number fell by 15.53 percent compared to the previous month's exports. The Ministry of Tourism of Indonesia took this opportunity by ambitiously set a target of total of 20 million foreign tourists come to Indonesia with foreign exchange revenue target reaching RP 260 trillion by 2020. It was not without reasons, the ministry is very optimistic due to the fact that in 2014, the tourism sector generated US$ 10.69 million of foreign exchange equivalent to RP 136 trillion.\(^10\)

A trend of regional cooperation that also took place in Southeast Asia called the Association of Southeast Asia Nations (ASEAN) which was established on 8

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August 1967 in Bangkok, Thailand, aims to promote ASEAN economic growth, regional peace and stability, mutual assistance and beneficial cooperation, has become the place for Indonesia to emphasize its existence in the international eyes. ASEAN upholds six fundamental principles:

“Mutual respect for the independence, sovereignty, equality, territorial integrity, and national identity of all nations; The right of every State to lead its national existence free from external interference, subversion or coercion; Non-interference in the internal affairs of one another; Settlement of differences or disputes by peaceful manner; Renunciation of the threat or use of force; and Effective cooperation among themselves.”

As one of the founding fathers of ASEAN, Indonesia also took part on using this platform to cooperate in order to improve the economic sector generated by its tourism industry and income through ASEAN Tourism Forum (ATF) since its establishment in 1981. ATF claimed to has played an important role in the development of regional tourism in Southeast Asia. ASEAN Tourism Forum is a strategic regional cooperation to promote ASEAN as single destination. ASEAN Tourism Forum is held annually in rotation within the ten member countries; Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam. Involving all sectors of tourism industry of each countries, from government, private sectors, media and the tourism exhibitors and the people.

In this forum, the ten member countries work together to develop each tourism industry, covering each other’s flaws and benefiting each other. ATF as regional cooperation strives to focus in the collective interests of the ASEAN region. Whilst the host country has the advantage or privilege in terms of product exposure and promotion, ATF claimed as to still ensuring that the other countries get the same opportunities as well.

With that being said, the presence of ASEAN Tourism Forum is considered as a really beneficial place for Indonesia. At the 9th annual meeting of ATF in Phnom

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Penh in 2009, the ASEAN Tourism Integration planned a new set of goals called ASEAN Tourism Strategic Plan (ATSP) for the period of time of 2011 – 2015 in order to achieve the overall goals of ASEAN Community 2015. The plan was developed within a full year period to ensure the right analysis and further steps are taken wisely.\(^\text{13}\)

ATSP aims to get these ten countries work hand in hand to embody ASEAN as a single destination. More than 30 years of establishment, ASEAN Tourism Forum has tried to tackle most of the problems concerning tourism within ASEAN member countries. Indonesia as a country with the biggest potential within this region somehow still did not make it as the number one in term of the best destination and tourism system among ASEAN nations, the position is still leaded by Thailand, Singapore and Malaysia.\(^\text{14}\)

The fast and always changing dynamic of the international world acquired countries to set a relatively high standard that have to be achieved in order for countries to run together at the same speed. Here comes the challenge for ATF on how to develop the tourism sector to be more profitable for member countries. It is important to highlight that tourism progress cannot only be measure by the number of foreign tourist but also based on assessments that include several factors: country policies and regulations, environmental preservation, safety and security, health and hygiene, tourism priorities, technology infrastructure, price competitiveness, human resources, natural resources and cultural power.\(^\text{15}\)

On those matters the thesis writer intends to analyze the contribution given by the ASEAN Tourism Forum for Indonesia and to see how well Indonesia use this platform to enhance its tourism growth. And hopefully by the end of this research


the thesis writer could completely identified how Indonesia adopted the plan to its own policies and use it to improve the condition of its tourism industry.

I.2 Identification of the Problem

The strategic plan set three strategic directions which cover things such as the marketing and investment strategies, quality of human resources and services, and connectivity and visa. Looking at the condition of Indonesia itself, these plans could be really challenging. Some of the negativity brought by tourism as explained by the Ministry of Tourism include the rise of product prices in the most frequent visited area, the tourism leakage which cause the revenue generated will be lost to other countries for things like imported goods, environmental pollution, and collision in terms of socio-cultural aspects.16

These obstacles surely became an issue when ASEAN Tourism Strategic Plan came into place, within the period of 2011 – 2015 Indonesia had to work with double and even more efforts to successfully implement the strategic directions. These challenges could become either two things, a good opportunity for Indonesia to go hand in hand with ASEAN and improve its tourism industry or holding this country back and failed during its process.

During this period of time as well, Indonesia actually showed improvement in terms of the number of tourist arrivals and the tourism system itself. This is interesting to be discussed to see if ASEAN Tourism Forum was actually the reason behind this improvement and to see how well Indonesia implemented the ATSP standards. Therefore, this thesis aims to analyze the contribution of ASEAN Tourism Forum towards Indonesia tourism industry during the implementation of the ASEAN Tourism Strategic Plan 2011 – 2015. This research is entitled “THE CONTRIBUTION OF ASEAN TOURISM FORUM ON THE DEVELOPMENT OF INDONESIA’S TOURISM DESTINATION 2011 – 2015.”

I.3 Statement of the Problem

This thesis aims to analyze the contribution of ASEAN Tourism Forum toward Indonesia’s tourism development within 2011 – 2015 to see what kind of contribution has been given by ASEAN in terms of improving its regional tourism sector, especially in Indonesia.

**Question:** How did ASEAN Tourism Forum contribute on the development of Indonesia’s tourism destination from 2011 – 2015?

I.4 Research Objectives

Based on the statement of the problem above, the objectives of the research are as follows:

- To examine the contribution of ASEAN Tourism Forum towards Indonesia’s tourism from 2011 – 2015
- To analyze the implementation of ASEAN Tourism Strategic Plan 2011 – 2015 in Indonesia

I.5 Significance of the Study

This thesis is particularly fulfilled as a requirement to complete the undergraduate study of international relations. The significance of the research as general is to increase analysis and reasoning ability, as well as to improve knowledge on theory gained during studying in college. Specifically, this research is expected to be an additional literature for the development of the study of international relations, particularly in the issues of ASEAN tourism. The thesis writer expects that the discussion in this thesis would be able to provide an update to the readers regarding the development of Indonesia’s tourism and factors contributed to the development within 2011 – 2015, also to enrich the literature of international relations in the field of international cooperation on the issue of tourism that take place in Southeast Asia, which is ASEAN Tourism Forum.
I.6 Theoretical Framework

I.6.1 Neoliberal Institutionalism

Neoliberal institutionalism exists during the decades long debate between neoliberalism vs neorealism. Kenneth Waltz argue that neorealist sees the world as an anarchy system that needs to worry on security measures and are pessimistic toward international cooperation which could trigger conflict.\textsuperscript{17} On the other hand, neoliberal institutionalist believe in overall gain by cooperation. According to Keohane and Nye, one of the most important feature within the international system is economic interdependency, globalization which enabled the world to be interconnected and inseparable has influenced a behavioural patterns that changes the way states cooperate.”\textsuperscript{18}

Neoliberals tend to argue that absolute gain can be achieve through agreements, due to its own nature neoliberal institutionalist agree that every states has its own national interests on their agenda but along with that they also optimistic about cooperation. Neoliberal institutionalism agrees with neorealism that international politics is essentially anarchic, but the country's rational behavior will make even the most egocentric countries feel the need to work together in functional sectors such as transportation, communication, commerce, technology, health and so on.\textsuperscript{19}

The world witness the rise of international organizations like United Nations, World Intellectual Property Organization, UN Women and so on, then comes the form of regional cooperation which marked the rise of regionalism like European Union, ASEAN, Arab League, Organization of African Union, Asia Pacific Economic Cooperation and many more. These shows an increasing spirit of international cooperation through international organization and regional cooperation. This phenomenon gives empirical justification for the emergence of

Neoliberal Institutionalism perspective which reapplied the idea of classical liberalism in the context of international and regional organizations. In this context also the Liberal Institutionalist suggests models of cooperation between states.

Neoliberal institutionalism emphasized on the importance of the role of institutions in order to overcome the uncertainty of working alone. The role of institutions will also guarantee a more secure cooperation on the basis of mutual interest. Neoliberal institutionalism is relevant with ASEAN and its purpose to guarantee a collective gain for Southeast Asia region, established as one community that promote economic growth, peace and stability and mutual assistance, ASEAN believe that through cooperation and binding agreements these ten countries could gain much bigger benefits and guarantee the security and stability by reducing threats among them.

This theory is suitable to explain how neoliberal institutionalism recognize the needs of cooperation among states, ASEAN Tourism Forum (ATF) was built based on mutual interest on pursuing tourism prosperity and promote ASEAN as a single destination. ATF provide a place for ASEAN member countries to come together, analyze the problems and set up solutions. It has played the role to be the bridge of communication to develop the tourism industry of ASEAN countries. As neoliberal institutionalist also put higher attention on economic growth and argue that economic interdependency is one important feature, this thing can be seen by the fact that one of the ATF purpose is to maximize the profits by working hand in hand because each of the ASEAN member countries has their own weaknesses that needs to be covered up by another country. With the existence of such dependence, countries will tend to cooperate especially those in the same region.

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20 *Ibid*, p. 95
I.6.2 Complex Interdependence

The model of ‘Complex Interdependence’ was developed by Robert O. Keohane and Joseph S. Nye in the late 1970s. Through collaborative work titled Power and Interdependence (1977), they explained

“complex interdependence was a major challenge to fundamental assumptions of traditional and classical realism which focused on military and economic capabilities to explain state behavior. Focuses on the rise of international regimes and institutions that compensated traditional military capabilities and the new importance of welfare and trade in foreign policy matters compared to status and security issues. Complex Interdependence actually became a central component of the neoliberal perspective and has been widely used in the analyses of international politics making an attempt to understand willingness of states to enter into cooperative alliances with one another under conditions of anarchy and dependence”.\(^{22}\)

Nowadays, the situation of international politics is dominated by interdependence perspective and institutionalism as a way to achieve mutual interest, which marked by the rampant regional economic cooperation. Robert O. Keohane and Joseph S. Nye (1989) stated that the inclusion of non-state actors in international politics has created a new dimension in international relations, a complex interdependence relationship which contain three characteristics:\(^{23}\)

a) Multiple Channels; international relations are characterized by formal relations between heads of state, formal relation between transnational corporations (TNCs), informal relation among civil society organization (CSOs), informal relation among professionals, and informal relation between individuals. In this situation the state is no longer the only actor in international relations.

b) Multiple issues; a situation that mixes high politics issues concerning political, strategic and security issues with low politics issues covering issues of trade cooperation, investment, development assistance, technology transfer, cultural exchange,


education, research and so on. It appears that the idea of international relations is not dominated by the high politics agenda that characterizes the perspective of realism. Under such circumstances, there is a need for good arrangements and coordination to smooth the current flow of cross-border relations.

c) Military forces are no longer the main instrument used by states. In the complex interdependence situation, the state is interconnected through dialogue and cooperation mechanisms in various fields in many bilateral and multilateral forums both at the regional and international levels. In these situations, international relations actors have been required to develop specific knowledge and negotiation skills in international forums. Although military force is still needed for defense and security, it should be regarded as a last resort if other instruments fail to resolve disputes and protection of citizens.

The example of complex interdependency can be seen in ASEAN, when ASEAN was first established the main goal was to promote economy and stability, time after time the relations among member countries develop in many other sectors as the international world started to realize the benefits of cooperation especially within the same region. Now we can see the ASEAN Tourism Forum as another product of interdependency, not only states actor but also non-state actors. Picture the ASEAN tourism as one big system where government cannot be separated with other institutions or non-governmental organizations, entrepreneurs from global and domestic, and the society itself. Tourism touches every single aspect of a country including the people, which play such a huge role as well. Therefore, this theory is suitable to explain how ASEAN Tourism Strategic Plan was born out of the interdependency of each members, in other words all of these actors are interdependent with one another as one cannot exist without the other.

All things considered, to answer the research question on how ASEAN Tourism Forum contributed to the development of Indonesia’s tourism industry
from 2011 – 2015, the writer employs neoliberal institutionalism and complex interdependence theory as follows.

**NEOLIBERAL INSTITUTIONALISM**
- International Interdependence
- Cooperation
- Concerns on Low Politics (Economic Interdependency)

**COMPLEX INTERDEPENDENCE**
- Cooperative Alliances
  (Government, IO, NGO, etc.)

ASEAN TOURISM FORUM

*Figure 1.1 Theoretical Framework*

From the chart, the writer is showing the theory and the elements which used to explain the research topic. It explained how the establishment of ASEAN itself came from the mind that upholds the Neoliberal Institutionalism, which believe that collective interest is much easier pursued together rather than working alone. Neoliberal Institutionalist understood that each nation had their own agenda, but put a high faith on cooperation at the same time. ASEAN Tourism Forum that involves both states and non-states actors proved the existence of complex interdependence that’s happening in today’s world. This theory is used to explain the needs of cooperation in Southeast Asia, and the overall purpose of ASEAN Tourism Forum.

**I.7 Scope and Limitations of the Study**

To identify the contribution of ASEAN Tourism Forum for Indonesia, the thesis writer will focus on the implementation of ASEAN Tourism Strategic Plan
along with its strategic directions. This research limits the time framework from 2011 until 2015 during the implementation of ASEAN Tourism Strategic Plan itself. Due to the wide aspect of tourism, the discussion of this thesis will be focusing only to the aspect touches by the ASEAN Tourism Strategic Plan 2011 – 2015, such as marketing and investment, service and human resources, and visa and connectivity. This time period is chosen also because it will give the thesis writer time gap after the plan was executed to see the overall results and analyze the impact to see if there is any improvement with Indonesia tourism.

I.8 Literature Review

In order to conduct this research properly, the writer has collected some reliable sources which contain findings and information regarding the topic that can be used as reference for this study, the writer attempts to give a broader knowledge through this literature review.

In order to give further understanding about what is Neoliberal Institutionalism, one important notion of neoliberal institutionalism lies in Kenneth Oye's Cooperation Under Anarchy (1989)\textsuperscript{24} book, often referred to as a work that bridges the gap between realism and liberalism: on the one hand agree with the argument of realism that international politics operates in anarchy situations characterized by the absence of world authority making the state tend to do as they please in order to achieve their own national interests, and on the other hand agree with the argument of liberalism that cooperation between countries is unavoidable because the state must interact with one of the most egoistic partners.

This book also discusses what and how the strategy of the state in engaging in cooperation. For Oye, collaboration involving multiple actors will form a “payoff structure” model that contains several characters: the human tendency to honestly cheat will cultivate harmony or betrayal, provide the right incentives or sanctions to enhance mutual cooperation and avoid mutual betrayal situations and reciprocity or interrelationships between actors. The discussion of Oye's work as

one of the first works of Neoliberal Institutional thinkers shows us how the model in the study of international relations can provide a very convincing rational explanation but failed to present the substance of the issue under discussion. The work is more about "payoff structure" in cooperation between nations rather than elaborating the lack of independence in the economic, energy and technology needs that experienced by all countries in the world so that cooperation became absolutely necessary so as to encourage countries to willingly cooperate in anarchic situations.

In term of tourism being the number one sector to generate national income, a journal by Zaei and Zaei (2013) titled The Impact of Tourism Industry on Host Community had explained how big the impact brought by tourism to its region, they argue that tourism in this matter has wider meaning as to see tourism as a system. They found that tourism as an industry covered all kind of functions and procedures related to accommodation, attractions, tour operators, carriers, promotion & distribution, and retail services support are classified as elements of tourism industry. Tourism has now become one of the most dynamic economic activity that creates changes in socio-economic. This show how important it is for countries to develop their tourism in order to stimulate the economic growth.

They also found that tourism impact is not only hit the social and cultural aspect of a country, but also hardly emphasized the impact on economic and environmental. Thus, according to Zaei and Zaei (2013) the society, economy and environment are inseparably linked, one could not exist without the other. Even with some problematic issue that comes along with it, tourism is still considered one of most concrete and qualified service sector that provides the opportunity to trade for all countries regardless of their level of development. This journal emphasized on the importance of developing tourism industry as one major national income.

Followed by the phenomenon above, the writer found an interesting finding that shows the exact growth that tourism brought as a contribution to its region.

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Scowsill (2015)’s Travel and Tourism Economic Impact\textsuperscript{26} from the world travel and tourism council in his journal stated that the failing of oil prices will bring a significant impact, which resulting in a much stronger rate of travel and tourism sector. Scowsill believe that this will open new opportunities and investment possibility especially in the developing world where tourism sector emerges continuously. Travel & Tourism generated US$7.6 trillion (10\% of global GDP) and 277 million jobs (1 in 11 jobs) for the global economy in 2014, proving the growth and increased travel and tourism at a faster rate than both the wider economy and other significant sectors such as automotive, financial services and health care.

However, in Southeast Asia the growth of tourism sector is considered high among other competitors such as Europe and America, but the distribution of gross domestic product (GDP) within ASEAN is still uneven. It is showed that the contribution of GDP generated from travel and tourism in Southeast Asia was leaded by Cambodia and Thailand with 20 – 30\%, meanwhile Indonesia was left behind in the bottom three with only 10\%. With that being said the report also emphasized that Indonesia’s travel and tourism infrastructure ranks more in line with the global average (and therefore lower than Singapore), and tourism demand is forecast to grow faster than in Singapore. But with strong prediction travel and tourism investment spending and tourism being identified as a high priority sector by the Indonesia government, Indonesia is well placed to become one of the region’s big improvers in terms of both infrastructure and tourism activity.

It is interesting to be discussed due to the fact that Indonesia is consisting of 17,500 islands which creates significant infrastructure challenges and costs. This report also contains a lot of useful data regarding the growth of tourism in Southeast Asia that can be the right source to analyze in this thesis.

In line with the data above, Judisseno (2017)'s *Aktivitas dan Kompleksitas Kepariwisataan* explained about how to see tourism as a system with its activity and complexity. Judisseno uses the Gunn's model and Leiper's model as an approach to explaining the tourism system because both have similarities. Gunn (1972) emphasized the indivisible linkage between the demand and the supply side of tourism, while Leiper (1979) saw it in terms of "tourist generating regions" which connected to "tourist destination regions". However, the tourism does not stop there but rather consist of many interrelated aspects and have the tendency of "complimentary not competition” between one entity to another.

One of the highlighted chapter of the book is the government’s direct involvement and emphasized the government as tourism entrepreneurs and regulator, for instance in transportation, accommodation, human resource development, promotion, and destination growth. Judisseno also analyzed the concept from Plog (1974) and Butler (1980) to explain the government involvement at every level of tourism development. And on the other hand highlighting the Cohen’s concept about tourism typology as the based to develop the concept of Tourism Based on Typology Tourism which against the concept of continuum of tourism development where the tourism development does not always have to undergo a long evolution as proposed by Plog and Butler.

There are some dimensions to the objectives in the case of Indonesia regarding growing a sustainable and resilient tourism sector. To see more of it, a book by Hall and Page (2017) titled *The Routledge Handbook of Tourism in Asia* explained in their book that those dimensions are first, environmental hazard, Indonesia has a remarkable reports among countries worldwide in term of the total death due to earthquake, flood, tsunami, and drought. This vulnerability reflects on the social drivers that will influence the stability of both domestic and international tourism. In terms of human resources in tourism, Indonesia has a

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growing skill gap and a shortage of experienced-skilled labors despite the growing number of hotel and tourism school across Indonesia, the rising demand still outpacing the number of trained staffs.

ILO (2012) stated that “Indonesia’s lack of skilled human resources in tourism and hospitality threatens to undermine national development goals and weaken the country’s competitiveness.” Indonesia has a large and significant informal tourism sector such as beach vendor, mobile stalls, unlicensed guide and etc that remains off the government’s radar that caused the potential of economic growth remain constrained. Although such challenges affected tourist perception and resulted in short-term fluctuation, the overall demand for tourism still appear to be rising in Indonesia despite the complexities associated with the dynamic of the country itself.

It is proven looking at the ambitious and optimistic goals of the Ministry of Tourism of Indonesia and data that shows the growing number of tourist flow in the last five years so it is fair to say that the outlook for Indonesia tourism is still reasonably bright and this makes it even more interesting to be discussed to see the factors that boost the development of tourism despite the challenges mentioned above.

Tourism cooperative efforts like ASEAN Tourism Forum is the best way to achieve tourism planning that are efficient and integrative. As explained by Chon (2000) in Tourism in Southeast Asia: A New Direction29, the trend of tourism planning on transnational and cross border subnational level has been recognized in order to develop a more sustainable tourism forms of tourism industry which promotes principles such as efficiency, equity, ecological integrity, balance and harmony. ASEAN has been increasing and widen its role, presently one of ASEAN’s main goals is close to economic cooperation instead of security. Tourism emerged as one economic focus since the tourism sector in this region has grown rapidly. In fact, Southeast Asia is one of the fastest growing tourism

region globally. This book has some great data regarding the growth of ASEAN tourism that elaborated one by one and also present its weaknesses.

Chon also stated that the condition of individual ASEAN member countries are competitive rather than complementary, and one of the most significant barrier to the actualization of ASEAN economic has been the lack of political commitment. This is important to highlight that the presence of ASEAN Tourism Strategic Plan that came into place in 2011 binds the ten member countries on several key points that must be adopted to each country’s national planning on tourism, which hoped to reduce the lack of commitment between ASEAN member countries.

A journal by Suska and Effendi (2012) titled Memanfaatkan Kerjasama Pariwisata ASEAN Untuk Mendorong Industri Pariwisata Indonesia\textsuperscript{30}, shows the synergic cooperation between ASEAN Tourism Forum and Indonesia. As Suska and Effendi elaborate and analyze the Strategic Plan from ASEAN, they also provide the\textit{Rencana Strategis (Renstra)} by the Ministry of Tourism of Indonesia that came into place in 2012. In here we can see that the ATSP plays its role as how Indonesia and other countries in ASEAN should work together to develop tourism with its plan and actions, and\textit{Rencana Strategis} Indonesia is the plan on how Indonesia should work internally.

They also stated that ASEAN cooperation in the field of tourism would be a means to encourage tourism in Indonesia. This can be done by adjusting the strategic plan of Indonesian tourism sector with ASEAN tourism strategy. Basically the\textit{Renstra} owned by the Ministry of Culture and Tourism already includes points that are mentioned in the ASEAN tourism strategy but there is one point that has not received attention that is connectivity between ASEAN countries and non-ASEAN countries, in this case the transportation sector.

As a sector that supports the smooth flow of tourists from overseas to Indonesia, the transport sector, especially air transport, needs to get attention in the framework of improving the performance of tourism. Coordination between various government agencies is needed to create a transportation sector that can support tourism. The first step that can be done by encouraging the opening of flights between ASEAN countries and increased transportation infrastructure such as airports to be more adequate in accommodating the increase in the number of passengers.

**I.9 Research Methodology**

The method of research is the procedure and the way in the collection and analysis so that the conclusions drawn meet the requirements of systematic thinking to provide convenience in conducting research, the writer uses the Descriptive methods in order to describe, clarify, examine, and analyze the existing phenomenon is based on observations from some of the events in the matter that are actual in the midst of existing realities to describe in detail a particular social phenomenon, as well as trying to solve problems in practice is not merely the collection and compilation of data, but also includes analysis of the interpretation of these data. The purpose of descriptive method is to provide facts and information, the writer will explain the roles of ASEAN Tourism Forum toward the development of Indonesia tourism industry as well as opportunities and challenges.

This research also uses the Qualitative method of research, which includes analyzing observations on the state of affairs. This thesis use library research which means analyzing the historical records and documents available. The process of collecting these documents will require a substantial and critical process of prioritizing what to include and what to exclude. The steps undertaken by the writer in performing data collection as an analysis and in the framework of this thesis discussion is using secondary data which includes textbooks, academic journals, documents, news magazines, newspapers, official reports, governmental
In this research, the writer uses published documents from the official website of ASEAN Secretariat which includes the press releases and joint media statements that related to the ASEAN Tourism Forum. The writer also uses the data given from the ICT and Tourism Division of ASEAN Secretariat Jakarta and several documents from the Ministry of Tourism of Republic of Indonesia. The main flow of this research will be based on the documents from ASEAN Secretariat and Ministry of Tourism, and also supported by data taken from the internet and other related media like books, journals, reports, and news.

I.10 Definition of Terms

ASEAN: Stands for Association of Southeast Asia Nations. A regional organization in Southeast Asia, consist of 10 member states, which are Indonesia, Singapore, Malaysia, Thailand, Brunei Darussalam, Cambodia, Lao PDR, Myanmar and Vietnam.

ASEAN Tourism Forum: A strategic regional cooperation that concern on promoting ASEAN tourism. Held annually at the beginning of each year in alphabetical rotation within ASEAN member countries.

ASEAN Tourism Strategic Plan: A set of plan to improve the quality of ASEAN regional tourism and promote ASEAN as a single destination.
Tourism: Any tourism-related activities such as accommodation, hospitality, attraction and entertainment that are multi-dimensional and multi-disciplinary, as well as the interaction between tourists and the local community, fellow travelers, central and local government, and also entrepreneurs.

Tourism Destination: A physical space with or without administrative and/or analytical boundaries in which a visitor can spend an overnight. It is the cluster (co-location) of products and services, and of activities and experiences along the tourism value chain and a basic unit of analysis of tourism. A destination incorporates various stakeholders and can network to form larger destinations. It is also intangible with its image and identity which may influence its market competitiveness.

I.11 Thesis Structure

I.11.1 Chapter 1 – Introduction

This chapter will provide the basic idea and phenomenon that intrigued the writer in starting this study. This chapter will elaborate the essential information of the study such as background of the study, the problems identification, statement of the problem, the research objectives, significance of the study, the
theoretical framework, literature review and research methodology. This chapter will give comprehensive basis of the study to be introduced to the readers so that the readers can get an overview about the issue and the research. In this chapter, the literature review is included to explain the findings and opinions from reliable sources that will be used throughout this thesis and research methodology contain the information about the research method, framework, time and place, and instruments to give the understanding regarding the research’s variables.

I.10.2 Chapter II – Overview of ASEAN Tourism Forum

This chapter will introduce the overall idea of ASEAN and focuses on the ASEAN Tourism Forum, this chapter will elaborate the basic information and knowledge regarding ASEAN Tourism Forum purposes and roles in the development of tourism in Southeast Asia region. The writer will provide the comprehensive explanation on the ASEAN Tourism Strategic Plan that came into place in 2011, which will be one of subjects on the deeper analysis part of this thesis.


This chapter aims to provide the full information regarding the program and action plan that approved by the ASEAN Tourism Forum which is the ASEAN Tourism Strategic Plan 2011 – 2015.

I.11.4 Chapter V – The Implementation of the ASEAN Tourism Strategic Plan 2011 – 2015 in Indonesia

This chapter will elaborate in a deeper analysis on the topic, combining the phenomenon of Indonesia tourism and the presence of ASEAN Tourism Forum through ASEAN Tourism Strategic Plan that took place during 2011 – 2015. This
chapter aims to examine each of the strategic actions within the strategic plan to see how Indonesia adopted the plan and how well the implementation was, to get to the final purpose of this research which is to find how much contribution does the ASEAN Tourism Forum gave to Indonesia and the development of tourism. Hopefully by the end of this chapter the research question will answered and provide a comprehensive study regarding the topic.

I.11.5 Conclusion

This chapter will provide the conclusion of the research based on the previous chapters and give a concluding statement so that the overall research can be described clearly. And lastly, an appropriate recommendation will also be included in this chapter.
CHAPTER II

OVERVIEW OF THE ASEAN TOURISM FORUM

II.1 Association of Southeast Asia Nations (ASEAN)

II.1.1 History of ASEAN

Association of South East Asia Nations (ASEAN) is a regional organization of Southeast Asia which has the motto "One Vision, One Identity, One Community". Founded on 8 August 1967 in Bangkok by five countries, namely Indonesia, Malaysia, Philippines, Singapore and Thailand through the signing of a declaration often referred to as the Bangkok Declaration. The Foreign Ministers of Indonesia, Malaysia, the Philippines, Singapore and Thailand by then stood as the Founding Fathers of probably the most successful inter-governmental organization in the developing world today.\(^{31}\)

After the establishment of ASEAN by the five founding countries, the rest of the region started participating, Brunei Darussalam joined on January 8 1984, Vietnam joined on 28 July 1995, Laos and Myanmar on 23 July 1997 and Cambodia on 30 April 1999, the current number of ASEAN member countries reaches ten countries. The goal of ASEAN, then, is to create, not to destroy. Building a new society that will be responsive to the needs of the time and efficiently equipped to bring about, for the enjoyment and the material as well as spiritual advancement of the peoples, conditions of stability and progress.\(^{32}\)

The original ASEAN-owned logo represented five brown sheaves of rice stalks, one for each founding member. Beneath the sheaves is the legend “ASEAN” in blue. These are set on a field of yellow encircled by a blue border. Brown stands for strength and stability, yellow for prosperity and blue for the spirit of cordiality in which ASEAN affairs are conducted. When ASEAN celebrated its anniversary in 1997, the sheaves on the logo had increased to ten –


representing all ten countries of Southeast Asia and reflecting the colors of the flags of all of them. In a very real sense, ASEAN and Southeast Asia would then be one and the same, just as the Founding Fathers had envisioned.\textsuperscript{33}

**II.1.2 ASEAN Aims and Purposes**

As stated in the ASEAN Declaration, the purpose and objective of the establishment of ASEAN is to accelerate economic growth, social progress and cultural development in the region through joint efforts in the spirit of equality and partnership in order to strengthen the foundation for a prosperous society and peace of the Southeast Asian Nations.\textsuperscript{34} Therefore, the seven points stated out in ASEAN Declaration as listed below:\textsuperscript{35}

1) To accelerate the economic growth, social progress and cultural development in Southeast Asia through joint efforts in the spirit of equality and partnership in order to strengthen the foundation for a prosperous and peaceful community of ASEAN;

2) To provide assistance for each other in terms of training and research facilities in the professional, educational, technical and administrative field;

3) To promote active collaboration and mutual assistance on matters of common interest such as in the economic, social, cultural, technical, scientific and administrative fields;

4) To promote regional peace and stability through aternal respect for justice and the rule of law in the relationship among nations of the region and adherence to the principles of the United Nations Charter;

\begin{footnotes}
\footnote{34 Wong, E., Mstitis, N., & Dwyer, L. (2016). A MODEL OF ASEAN COLLABORATION IN TOURISM. University of New South Wales, Australia. Retrieved from https://pdfs.semanticscholar.org/05ec/063041500efa324ed601503b788a8d89ca1.pdf}
\end{footnotes}
5) To maintain close and beneficial cooperation with existing international and regional organisations with similar aims and purposes, and explore all avenues for even closer cooperation among themselves;
6) To collaborate more effectively for the greater utilisation of their agriculture and industries, the expansion of their trade, including the study of the problems of international commodity trade, the improvement of their transportation and communications facilities and the raising of the living standards of their peoples;
7) To promote Southeast Asian studies.

**II.1.3 ASEAN Fundamental Principles**

In cooperation, ASEAN members have adopted the following basic principles, as set forth in the 1976 Southeast Asia Treaty of Amity and Cooperation (TAC):\(^{36}\)

1) Mutual respect for the independence, sovereignty, equality, territorial integrity, and national identity of all nations;
2) The right of every State to lead its national existence free from external interference, subversion or coercion;
3) Non-interference in the internal affairs of one another;
4) Settlement of differences or disputes by peaceful manner;
5) Renunciation of the threat or use of force; and
6) Effective cooperation among themselves.

**II.2 ASEAN Tourism Forum (ATF)**

The ASEAN Tourism Forum (ATF) is the largest annual tourism event in Southeast Asia. ATF participants include the highest policy makers, practitioners and suppliers of tourism products and services originating from the ASEAN region. ATF provides opportunities and dialogue forums between government agencies of tourism and private sector organizations as well as Travel Exchange\(^{36}\)

\(^{36}\) *Ibid*
(TRAVEX) among sellers from ASEAN and international buyers of major tourism markets. ASEAN Tourism Forum (ATF) is a regional cooperation that seeks to promote the ASEAN as a single destination.\(^{37}\)

ATF as regional cooperation strives to focus on the collective interests of the ASEAN region. While the host country of ATF has the advantage (privilege) in terms of product exposure and promotional impact, ATF will ensure that other ASEAN member countries get the same opportunity as ATF is handled by the government and the private sector in the tourism industry.

ATF utilizes the resources of both the National Tourism Organization (NTO) and private sector organizations for the more dynamic and profitable tourism industry. Each ATF is organized through joint efforts by both government and private sector, both at national and regional levels. All industry sectors (travel agents, tour operators, accommodation, airlines etc.) collectively play an active and important role in the ATF organization.

**II.2.1 History of ASEAN Tourism Forum**

Southeast Asia is a charming tropical paradise packed as 10 in 1. Foreign tourists visiting the Southeast Asian region can enjoy a unique experience due to the identity of ASEAN member countries that has been formed from a mixture of cultures seen from the thirteenth to fifteenth centuries. These cultures include Buddhism, Hinduism, Islam and Christianity to the influence of Portuguese, Dutch, English, French to American cultures.\(^{38}\)

ASEAN is a symbol of "unity in diversity" and this is an essential proof of tourism, as one of the key drivers of the economy for ASEAN member countries, established in 1981, the ATF has been a key driving force in developing tourism

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in the ASEAN region. Over the past three decades, the government and the private sector are gathering annually in the ATF to discuss, analyze and strategize to continue promoting ASEAN as the world's most popular tourist destination.\textsuperscript{39}

ATF was first held in Genting highlands, Malaysia. ATF is an indication of the will of ASEAN countries to work together for the common good of each member country. Since then, ASEAN has grown significantly in terms of economy and has gained international recognition for ASEAN cultural diversity and quality as an unforgettable tourist destination. This resulted in a huge number of tourists in the region, not only from countries outside ASEAN, but also from neighboring ASEAN countries. The initial movement produced by ATF include the promotion of Visit ASEAN Year 1992 and Visit ASEAN Campaign 2002.\textsuperscript{40}

All ASEAN member countries had been working hand-in-hand with the public and private sector, which caused a significant developments taking place in the growth of the sustainable tourism industry in the region. Through the enhancement of beneficial cooperation, each member country of ASEAN benefits by sharing the culture aspect of each member of ASEAN that are unique and diverse to the world as a key selling-point of ASEAN tourism.

\textbf{II.2.2 ASEAN Tourism Forum Purposes}

The establishment of ASEAN Tourism Forumis aims to achieve certain goals, the main objectives of the ASEAN Tourism Forum (ATF) are Promoting ASEAN as an attractive and multi-faceted destination; Create and raise awareness that ASEAN is a competitive tourist destination in Asia Pacific; Create and raise awareness that ASEAN is a competitive tourist destination in Asia Pacific; Attract more domestic tourists to each ASEAN member country or a combination of


countries; Promote ASEAN internal tourist travel; and Strengthen cooperation among sectors within the ASEAN tourism industry.\textsuperscript{41}

The specific objectives of the ASEAN Tourism Forum (ATF) are Provide annual ASEAN tourism industry conventions aimed at exchange ideas, reviews of industrial development and jointly formulate specific recommendations to accelerate ASEAN tourism growth; and Provide a container in selling and buying tourism products of ASEAN member countries both individually and regionally.\textsuperscript{42}

\section*{II.2.3 ASEAN Tourism Forum Official Meetings}

During the ASEAN Tourism Forum, there are two main meetings, namely ASEAN National Tourism Organizations Meeting (ASEAN NTOs) and the Meeting of ASEAN Tourism Ministerial (M-ATM). In the ASEAN NTOs meeting, ASEAN Tourism Strategic Plan (ATSP) was produced at the 11th ATF in Brunei Darussalam and this strategy will be updated every 5 years or 1 period of ATSP. While M-ATM is a meeting of tourism ministers of ASEAN that discussed on the agreement and implementation of what has been produced within ASEAN NTOs and also the tourism ministers meeting of ASEAN member countries with tourism ministers of ASEAN partner countries such as China, Japan, South Korea and India which called the Meeting of ASEAN and Other Countries Tourism Minister.\textsuperscript{43}

\subsection*{II.2.3.1 ASEAN National Tourism Organization (NTO)}

Coordinating Committee or Working Groups is a technical meeting at the level of echelon 2 or echelon 3 officials in the respective agencies of each

\begin{flushright}
\textsuperscript{42} Ibid
\end{flushright}
ASEAN member country. ASEAN NTOs, first held in Bandung, Indonesia, on January 13, 1992, at the same time with the 9th ASEAN Summit. In article 3 of the Ministerial Understanding on ASEAN Cooperation in Tourism, signed in the Philippines on January 10, 1998, ASEAN NTOs is an extension of the ASEAN Tourism Ministers Meeting / M-ATM. Meeting of ASEAN National Tourism Organizations must be held at least 2 times a year. ASEAN NTOs are tasked with:

1) Building, coordinating and implementing work plans / programs in enhancing tourism cooperation, including agreement on necessary program cooperation, activities and projects;
2) Provide mechanisms for promoting private and business-sector participation and non-governmental organizations; and
3) When required, establish a working group with clear reference terms and specific time spans, in assisting with the creation and implementation and work program plan. Expert teams from regional and international organizations in the tourism sector can be invited to these needs.

II.2.3.2 Meeting of ASEAN Tourism Ministers (M-ATM)

M-ATM is a meeting of ASEAN tourism ministers. The First Meeting of ASEAN Tourism Ministers was held on 10 January 1998 in Mactan, Cebu, Philippines and was preceded by the Seventh Meeting of ASEAN National Tourism Organisations (ASEAN NTOS) held on 9 – 10 January 1998. Some of the major achievements of tourism cooperation is the signing of Mutual Recognition Arrangement (MRA) in the field of tourism profession in 2009. In addition, the ASEAN Tourism Strategic Plan (ATSP) is also agreed upon to

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formulate the ASEAN Tourism Strategic Plan (ATSP) which is a strategic tourism plan ASEAN 2011 - 2015.\textsuperscript{45}

M-ATM meetings are held annually to discuss issues and development of common interests and prepare policy directions within the industry sector. In particular, M-ATM considers, reviews and approves the program policies or work plans as endorsed by ASEAN NTOs. M-ATM was first formally established on January 10, 1998, coincided with the 7th ASEAN NTOs meeting, which was also in the 1998 ASEAN Tourism Forum (ATF) series, in the Philippines. The main results of M-ATM are contained in Ministerial Understanding on ASEAN Cooperation in Tourism and Plan of Action on ASEAN Cooperation in Tourism.\textsuperscript{46}

In celebrating the 50\textsuperscript{th} Anniversary of ASEAN in 2017, \textit{Visit ASEAN@50 Golden Celebration Campaign} was launched by the ASEAN Tourism Ministers to jointly display the ASEAN’s rich diversity and promote ASEAN as a single tourism destination. Visit ASEAN@50 campaign will provide ASEAN travel deals and multi-country packages ranging from 2 to 26 nights created by leading tour operators and cruise lines in Southeast Asia to entice travellers to visit the region. A Visit ASEAN@50 microsite (www.visitasean50.com) was launched in early November 2016. Several international partners have also pledged support for the Campaign, including, among others, the ASEAN-China Centre (ACC), ASEAN-Japan Centre (AJC), ASEAN-Korea Centre (AKC), ASEANTA, AirAsia, Mastercard, TTG, and GoASEAN.\textsuperscript{47}


II.3 Meeting of ASEAN and Other Countries Tourism Ministers

The three Southeast Asian neighbors: China, Japan and South Korea, have a substantial share of ASEAN tourism relations. Based on data, in 2007, the three countries accounted for more than 10 million tourists to the Southeast Asian region. On the other hand, ASEAN has also sent around 4.8 million tourists to the China, Japan and Southeast Asia. In the field of tourism, ASEAN +3 will pursue promotions, develop tourism quality and engage in cultural and eco-tourism, yacht tourism, youth exchange, labor development, joint tourism marketing and promotion, and quality assurance, as well as security measures for tourists which also establish cooperation bodies such as AJC (ASEAN Japan Center), AKC (ASEAN Korea Center), and ACC (ASEAN China Center).48

II.3.1 ASEAN + 3 (APT) (ASEAN, China, Japan, Republic of Korea)

The ASEAN Plus Three Meeting was first held in Yogyakarta, Indonesia, on 25 January 2002 which coincided with the ASEAN Royal Tourism Forum 2002. The meeting was led by I Gede Ardika who was then Minister of Tourism and Culture of Indonesia. During the meeting the ministers agreed that ASEAN +3 cooperation in the tourism sector would cover several aspects:49

1) Facilitate travel including removal of travel obstacles;
2) Promotion of tourism among tourist destinations in ASEAN, China, Japan and Republic of South Korea;
3) Enhance cooperation in the private sector;
4) Joint program in human resource development, as well as research and information technology; and
5) Investment Promotion.

II.3.2 ASEAN – India

India became ASEAN's full speech partner at the 5th ASEAN Summit in Bangkok, Thailand, 14-15 December 1995 having previously been a sectoral Speaker Partner since 1992. ASEAN-India cooperation is one of cooperation that has enormous potential in terms of population, the area and the strategic location of both parties. The ASEAN Leaders agreed in view of India as one of the important trading partners for ASEAN.

Related to that, the ASEAN-India Leaders stressed that the enhancement of ASEAN-India cooperation in the field of economy and trade will further strengthen the ASEAN-India cooperation relationship in the future. At the 10th ASEAN-India Summit, ASEAN leaders expressed appreciation for India's support for the Master Plan on ASEAN Connectivity and highlighted the importance of linkage between ASEAN and the South Asian region.  

ASEAN-India welcomes the launch of the Regional Comprehensive Economic Partnership (RCEP) negotiations on the sidelines of the 21st ASEAN Summit, in an effort to strengthen the economy and minimize development gaps in the region. In 2006, ATF 2006 Leader, Mr. Joseph H. Durano, Secretary, Department of Tourism, Philippines received a call from Mr. Rajeev Talwar, Additional Director General, Ministry of Tourism, India, on January 16, 2006, in Davao, Philippines. Mr. Ong Keng Yong, the ASEAN Secretary General also attended the invitation. At that time India invited ASEAN to follow the third ASEAN-India Summit and strengthen ASEAN-India cooperation with the initial step is cooperation in the field of tourism.

ASEAN-India cooperation to promote tourism cooperation, including in the field of joint marketing, crisis communication, tourism investment and quality


tourism activities. At the third meeting, the purpose of ASEAN-India cooperation is increasingly clear and embodied in the MoU signed in Manado, Indonesia, during the ongoing ATF, which is on 12 January 2012.52

**II.4 Travel Exchange (TRAVEX)**

As part of the ATF, TRAVEX is organized as a venue for ASEAN tourism entities to market their tourism products and services to foreign buyers. ATF TRAVEX (Travel Exchange) is ASEAN's longest annual trade event of travel, featuring the largest contingent of ASEAN sellers which is an important component of the ATF program. ATF TRAVEX was created providing an opportunity for ASEAN tourism product suppliers to meet eligible buyers from around the world. It is also an ideal forum for buyers and international media to gather up-to-date information on ASEAN tourism products and services, establish new business contacts and learn about tourism trade in the Southeast Asian region.53

Each year, ATF TRAVEX welcomes more than 1,450 delegates covering over 800 ASEAN exhibitors, 400 international buyers, 150 international and local media as well as 100 visitors of tourism trade.54 In 2017, Indonesia participated in the ATF TRAVEX B2B event with a full delegation from the Ministry of Tourism and 40 businesses from across the country. The 40 tourism businesses that occupy the Indonesian Pavilion at TRAVEX including tour agents/operators,


hotels and resorts, Destination Management Organizations (DMOs), and many more.55

II.5 ASEAN Tourism Forum 2011 – 2015

II.5.1 ASEAN Tourism Forum 2011

ASEAN Tourism Forum 2011 was held on January 17 2011, taking place at the Diamond Island Convention & Exhibition Center in the Cambodian capital, Phnom Penh. Totally, there were 518 stalls from 434 exhibiting companies, covering an area of 8,430 square metres. The total number of international buyers reached 442, with an additional 148 media representatives from 32 countries. ASEAN Tourism Forum welcomed 1,600 delegates including ministers from 10 member countries of ASEAN. Cambodia chose the tagline *Kingdom of Wonders* for its presentation.56

As one of the priority sectors for ASEAN, the tourism sector grew by 11% in 2010 reaching the total of 73 million international arrivals. Meanwhile, intra-ASEAN still a major source of tourism in the ASEAN region, reaching for 47% in 2010 for domestic tourist arrivals.57 As the successor of the Roadmap for Integration of Tourism Sector (RITS), completed in 2010, ASEAN Tourism Strategic Plan (ATSP) 2011-2015 was adopted in the 14th meeting of ASEAN Tourism Minister. This ATSP contributed to the overall goal of the ASEAN Community 2015 through the promotion of growth, integration and competition from the tourism sector. At the same time, ATSP will deepen social and cultural understanding among ASEAN member countries while also promoting the region as a single destination for international world.


In line with the ASEAN Tourism Agreement in 2002, a new ASEAN tourism marketing strategy has been developed to strengthen the activities of the ASEAN Visit campaign. In implementing the ASEAN Mutual Recognition Agreement (MRA) on Tourism Professionals within ASEAN, which aims to enhance the equality of human resources in tourism and to facilitate the flow of tourism professionals within the region, ASEAN has implemented the MRA work plan to develop preparedness of ASEAN member countries in implementing MRA requirements in each home countries.  

As the first activity, the toolbox for maintenance division was prepared in 2011. To promote ASEAN as a world-class tourism destination, the ASEAN Green Hotel Awards were held in 2008 and 2010 to provide recognition of hotels that have met ASEAN Green Hotel Standards. In line with ATSP, ASEAN member countries reassess the criteria, needs, and certification process of ASEAN Green Hotel Standards. The general work plan on ASEAN's comprehensive tourism standards with certification processes for home stay, public toilets and spa services was also in development.

Overall, ASEAN Tourism Forum 2011 was to be called a success. It has served its purpose to strengthen the bond between many countries involved during the event both intra-ASEAN and outside the region. It was highlighted that the ATF agreed upon the motion that border crossing cooperation should be simplified, and has set focus on Europe as the tourist generator for years to come. There was also a substantial development regarding Cambodia’s infrastructure in order to welcome this event, and also gave place for other ASEAN countries to shine through several programs.

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II.5.2 ASEAN Tourism Forum 2012

ASEAN Tourism Forum 2012 was held in Manado, Indonesia. The ATF 2012 meeting was consisting of ASEAN NTO's Meeting (8-10 January), Ministerial Meeting (11-12 January), and Travel Exchange (13-15 January) followed by buyers and sellers from all ASEAN member countries with a target of 1400 participants which consists of 400 buyers and 900 sellers and 100 international media.  

The 31st ATF 2012 came with the theme *Tourism for a Global Community of Nations*, in which the role of tourism was no longer covers only the level of the ASEAN region but also extends to the East Asian region, therefore the role of ASEAN partner countries such as India, Russia, China, Japan and Korea in term of dialogue partners is to be further enhance in order to make ASEAN a world class tourist destination. Some of the highlighted moment of ATF 2012 was the signing of MOU document on ASEAN-India Tourism Cooperation, the agreement on Tourism Marketing Strategy (ATMS) 2011-2015, and at the same time introducing Indonesian tourism destinations, especially North Sulawesi.

Acting as chairman at this meeting was Mr. Wardiyatmo, the Secretary General of the Ministry of Tourism and Creative Economy of the Republic of Indonesia, and accompanied by co-chair of Laos, Mr. Soukaseum Bodhisane, Advisor to the Minister of Information, Culture and Tourism of Lao PDR. This meeting was attended by delegates from ASEAN member countries, also attended by representatives from ASEANTA (ASEAN Travel Agents Association), SEATGA (Southeast Asia Tourist Guide Association), AJC (ASEAN Japan Center), AKC (ASEAN Korea Center), and ACC (ASEAN China Center).  

Most of the agenda was discussing the report of each Working Group (WG) and Committee based on the results of Working Group meeting in Brunei.

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Darussalam on 2-6 October 2011. There were 3 Working Group and 2 Committees, namely Marketing and Communication WG (chaired by Thailand), Product WG (chaired by Malaysia), Quality WG (chaired by the Philippines), Tourism Budget and Integration Committee (chaired by Brunei), and ASEAN Tourism Professional Monitoring Committee (chaired by Indonesia).

According to the ASEAN Annual Report 2012, tourism industry in ASEAN grew strongly at 10.14% in 2011 despite the fact that the region was hit by global economic slowdown. The ASEAN Tourism Marketing Strategy was introduced as direction for each member to develop products and regional attraction package, a team specialized on ASEAN marketing strategy was established to handle the analysis on current tourism trend and situation in order to strengthen further decisions. 2012 marked the year where ASEAN finalized the three-year product plan, one of them is cruise tourism. The three main corridor for cruise development was focused on the Malaka straits, Kalimata straits – Java sea – Flores sea, and South China Sea-Gulf to actively promote the sector as an international cruise tourism. ASEAN also developing a priority division on labor to enhance the quality of human resources of the region.63

II.5.3 ASEAN Tourism Forum 2013

ASEAN Tourism Forum 2013 was held on 17 - 24 January 2013 in Vientiane, the capital city of Lao PDR. at the Lao International Trade Exhibition and Convention Centre (Lao ITECC), one of the most prestigious shopping and recreational centres in Vientiane. Located on the Mekong River, Vientiane is the economic centre of Lao. ATF 2013 welcomed for over 2,000 delegates, consist of 400 heads of ASEAN National Tourist Organizations (NTOs) and tourism ministers, and close to 1,600 TRAVEX delegates from across the world, including suppliers from ASEAN countries, international buyers, media, and other tourism professionals.

The 32\textsuperscript{nd} ATF was much bigger than previous year, held in an exhibition of 9,000 square meters, featured around 490 booths from 354 exhibiting companies from the ten ASEAN countries. Thailand and Indonesia were the 2 largest national contingents with 125 and 75 exhibition booths. Involving even more varied countries from around the world such as Argentina, Slovenia, Chinese Taipei, Austria, Israel, Bangladesh, Pakistan, Ireland, Nepal and Sri Lanka. With a theme “\textit{Road Map for ASEAN: Fostering Sustainable Growth, Promoting Eco Tourism.”}\textsuperscript{64}

In 2013, the progress of ASEAN tourism has shown a significant progress. According to the ASEAN Annual Report 2013, tourist arrivals in ASEAN has reached the number of 89 million, which accounted for about 8.9\% of the region’s growth. Along with that, ASEAN Tourism Strategic Plan also moving into a more convincing direction. It has been recorded that in 2013, 27 measures point for 2011 – 2012 has been completed.\textsuperscript{65} The MRA Professionals has been implemented in order to improve the quality of human resources in tourism across ASEAN, a new ASEAN tourism website also made (www.aseantourism.travel) to promote ASEAN as a single destination, which launched during the ATF 2013 as well.

The development of tourism sector throughout 2013 is quite encouraging amid the uncertainty and slowing global economic growth. the contribution of the tourism sector to the economy (GDP) of ASEAN countries, including Indonesia, reaches about 8.9\%. Meanwhile, in terms of employment, the tourism sector absorbed 8.53 million workers or about 7.72\% of the national employment. There were 90.2 million regional and international tourist visits to ASEAN. This figure represents a 12\% increase compared to the number of tourist arrivals to ASEAN in 2012. The tourism sector reportedly contributed foreign exchange to ASEAN


\textsuperscript{65} ASEAN Annual Report 2012 - 2013: On Track to ASEAN Community 2015. (2013). Jakarta: The ASEAN Secretariat.
countries amounting to US $ 9.07 billion in 2012, up 6.03% over the previous year.66

II.5.4 ASEAN Tourism Forum 2014

ASEAN Tourism Forum 2014 was held in Kuching, Sarawak, Malaysia from the 16th - 23rd of January. The specialized agency of United Nations World Tourism Organization (UNWTO) also attended the event presented by the Secretary General Mr. Taleb Rifai accompanied by the Director of the Regional Programme for Asia and the Pacific, Mr. Xu Jing. With a theme “ASEAN – Advancing Tourism Together”, which focuses on the development of sustainable tourism.67

The 2014 Tourism Forum in Sarawak, Malaysia, became the right platform for thinking and acting on the implementation of innovative and sustainable energy initiatives that will ensure the sustainability of natural environment for future generations. The contribution of the tourism sector to direct and indirect economic contributions to ASEAN countries, including Indonesia, ranges from 8-9% of GDP and creates 1 of 11 jobs. According to UNWTO, the highest growth experienced per region is the highest for ASEAN, where the growth of foreign tourists to Southeast Asia is 8.3% over the period 2005-2012 compared to 3.6% global growth and in 2013 is 12% and reached 90.2 million compared to 5% of global growth. Currently Southeast Asia accounts for 7.3% of total global tourists and with an upbeat growth outlook expected to reach 10.3% by 2030.68

The 33rd ATF in Malaysia was also a huge success on the long run of ATF, with over 1,600 delegates including 100 foreign and local travel trade media. This give Malaysia such an excellent opportunity to showcase its diverse tourism

products, especially those in Sarawak and Sabah. The Travel Exchange (TRAVEX) was another important component of the ATF. The 3-day business event attracted a total of 450 booths set up by 353 exhibitors, 879 sellers to market regional individual tourism products from ASEAN member countries to 462 international buyers.69

It is also important to highlight that in 2014, ASEAN has fulfilled 75% of ASEAN Tourism Strategic Plan 2011 – 2015. The meeting agreed to increase efforts to reach 100% by the end of 2015. Much progress has been made in the integration of the tourism services sector and the mobility of professionals in tourism through the implementation of the Mutual Recognition Agreement (MRA) on Tourism Professionals. In this case, it has been agreed that 32 standards for the profession in the field of hotel and restaurant and travel, and Indonesia has been appointed as Regional Secretariat which will facilitate the implementation of the MRA. Indonesia alone has certified 58,627 tourism workers by 2013, exceeding the previous target of only 50,000 jobs by 2014.70

In the ATF 2014, Indonesia emphasized the importance of acceleration of implementation of Master Plan of ASEAN Connectivity and ASEAN Tourism Strategic Plan in the framework of achieving ASEAN Economic Community 2015. In addition, Indonesia also emphasized the importance of paying attention to 3 main issues, which are:71

1) Increased construction of airport infrastructure facilities and from airports to major tourist sites;
2) Improved coordination across sectors to prioritize tourism development, the importance of some economic regulation related to low cost carriers, gradual open skies and taxes; and

71 Ibid
3) The importance of sustainable tourism development related to environmental issues and global climate change.

II.5.5 ASEAN Tourism Forum 2015

The 34th ASEAN Tourism Forum 2015 was held in Nay Pyi Taw, Myanmar, at the 8,000 square metres of Myanmar International Convention Centre from 22nd – 29th January 2015. With over 350 TRAVEX (travel exchange) booths and attended by 300 buyers and 905 sellers with 527 booths as well as 67 international and 57 local media. With a theme “ASEAN – Tourism Towards Peace, Prosperity and Partnership.” ATF 2015 started on good notes, as it was recorded that in 2014 ASEAN received about 105,2 million of international tourist arrivals, increased 5,4 % from the previous year and showed a stable growth within the last five years.72

Hotel and Tourism Minister of the Republic of Myanmar U Htay Aung, in his speech published on the official website of ATF 2015 said, ready to welcome and share Myanmar's wealth in culture and biodiversity; charm and friendliness of multi-ethnic people with all its delegates and visitors. And convinced that ATF 2015 will be a special tourism milestone providing interaction of new ideas, knowledge and experience and sharing of products and services to local tourism actors to showcase their products and services to the global market.73

Myanmar's tourism industry enjoys steady growth. With the coming into force of the ASEAN Economic Community (AEC / MEA), the government issued many policies to stimulate inbound tourism to Myanmar. In 2013, the country receives about 2 million tourists or up 93% from the previous year. The government of Myanmar aims to increase the number of tourists to 3.1 million by 2014.

Myanmar aims to attract tourists from outside of Asia, such as from European countries including France, Germany, Britain and the United States. In addition, the number of direct flights to Yangon from strategic cities in Singapore, Japan, China, South Korea, Kuala Lumpur, and Bangkok has increased.74

According to the ASEAN Annual Report 2014 – 2015, the ASEAN Tourism Strategic Plan 2011 – 2015 has been 82.5% completed in 2014. Due to the expiring date of ATSP itself, ATF 2015 introduced a new tourism plan called ASEAN Tourism Strategic Plan 2016 – 2025, even longer than the previous plan which deserves to be called quite a success. The new ATSP came into place with a vision: By 2025, ASEAN will be a quality tourism destination offering a unique, diverse ASEAN experience, and will be committed to responsible, sustainable, balanced and inclusive tourism development, so as to contribute significantly to the socioeconomic wellbeing of ASEAN people.75

The implementation of MRA on Tourism Professionals, trainings for Master Trainers (MTs) and Master Assessors (MAs) for Food Production, Front Office, and Food and Beverage (F&B) Services Divisions also has been concluded in 2014. The finalization of the Agreement on the Establishment of the Regional Secretariat for the Implementation of MRA on Tourism Professionals had been signed in Jakarta 2015. During this time as well, the ASEAN Tourism Standards and certification process for green hotel and other tourism facilities and community-based tourism standard have been adopted and ASEAN also launched the ASEAN Tourism Security and Safety Guideline Center website (www.aseantssrc.org). Other development that also took place was the cruise tourism product, which launched a monthly online cruise newsletter “ASEAN Cruise News” including the study on River-Based Tourism Development that was supported by UNWTO.76

CHAPTER III

The Program and Action Plan of ASEAN Tourism Forum: ASEAN Tourism Strategic Plan 2011 – 2015

Basically, ASEAN has numerous tourism potentials. However, there are similarities regarding the tourism aspect within ASEAN countries. That matter influenced by the geographical proximity which cause most of the ASEAN countries offer a quite similar tourism that has a focus on diverse cultures, landscapes, and spiritual experiences. Therefore, these potentials strongly needed the right directions so that each uniqueness could stand out without overlapping the others. With the realization of ASEAN Tourism Strategic Plan, ASEAN became a body that established directions for the development of tourism internationally and will bring up the role of each central government to be able to ensure the development of tourism internally, where balance can be formed from it.

At the 9th annual meeting of ATF in Phnom Penh in 2009, the ASEAN Tourism Integration planned a new set of goals called ASEAN Tourism Strategic Plan (ATSP) for the period of time of 2011 – 2015 in order to achieve the overall goals of ASEAN Community 2015. The plan was developed within a full year period to ensure the right analysis and further steps are taken wisely in order to achieve the full potentials of ASEAN tourism.77

ATSP aims to get these ten countries work hand in hand to embody ASEAN as a single destination. After a long complex planning and analysis, ATSP came into place in 2011 with the vision,

“By 2015, ASEAN will provide an increasing number of visitors to the region with authentic and diverse products, enhanced connectivity, a safe and secure environment, increased quality of services, while at the same time ensuring an increased quality of life and opportunities for residents

through responsible and sustainable tourism development by working effectively with a wide range of stakeholders.”

ASEAN tourism strategy encourages synergistic cooperation in marketing both products and investment in tourism. This strategy also encourages improving the quality of tourism services and improving existing human resources by setting standards and certifications that apply to all ASEAN member countries. In addition, ATSP 2011 - 2015 emphasizes the importance of ongoing efforts to enhance the ease of travel to and within ASEAN countries including the implementation of Single Visa plans for the ASEAN region.

ATSP was born out of the awareness that in today’s world tourism held a high power as a tool for development and change. As stated at the announcement of the approval of ATSP back in 2011, tourism is an industry of industries. Meaning that tourism with its own complexity touches many kind of parties from government to private sectors and has a wide range of connection among people and environment. Developing tourism is the act of developing social, cultural and economic goals all at the same time.

The ATSP was organized around three different sets of strategic directions:

- The development of experiential and innovative regional products and creative marketing and investment strategies;
- Increasing the quality of human resources, services and facilities in the region; and
- Enhancing and accelerating travel facilitation and ASEAN connectivity.

Each of the strategic directions were followed by their own strategic actions which contained the details of efforts needs to be done in order to achieve the ASEAN Economic Community by 2015. The presence of the ATSP has proven to

make the work on ASEAN tourism a lot more effective and well-directed. Tourism is a too important activity not to receive sufficient attention and funding to help achieve the overall goals of ASEAN development. It is a realistic economic booster and the existence of such plans will help the acceleration of each individual country’s development.

ASEAN Tourism Strategic Plan 2011 – 2015 has the overall objectives that is to develop a blueprint, defines policies, programs and projects from ASEAN NTOs in terms of marketing, quality standards, product development, human resources development, and communications. While the specific objectives are as follows:\(^\text{81}\)

1. Review the ASEAN Leaders and the Minister of Declaration in connection with the establishment of the ASEAN Community and the integration of the tourism sector within ASEAN Framework Agreement on Services (AFAS), Vientiane Action Plan, ASEAN Tourism Agreement, and Roadmap for Integration tourism sector, among others;

2. Conduct consultations and interviews with NTOs and the ASEAN Chair of the Working Group and Working Group as well as the private sector, including ASEANTA and NTO officials from dialogue partners to gain their input, ideas, opinions and recommendations on the vision, goals and objectives for ASEAN Tourism by 2015;

3. Assessing the work and projects undertaken by the NTOs, Task Force and Working Group on marketing, products development, standards, workforce development, investment, cruise tourism and crisis management and other relevant committees;

4. Identify new areas as well as programs and activities that NTOs, Task Forces and Working Groups and other ASEAN forums must be involved and take action in achieving the vision and goals for ASEAN Tourism by 2015; and

5) Prepare a new roadmap for ASEAN Tourism identifying programs and activities, timelines and coordination / responsible units.

Broadly, the ASEAN Tourism Strategic Plan 2011 – 2015 has three strategic directions followed by each strategic actions as can be seen in the table below:

<table>
<thead>
<tr>
<th>STRATEGIC DIRECTIONS</th>
<th>STRATEGIC ACTIONS</th>
<th>STRATEGIC ACTIONS</th>
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<tbody>
<tr>
<td>Develop experiential regional products &amp; creative marketing &amp; investment strategies.</td>
<td>Develop and implement tourism marketing strategy for the ASEAN.</td>
<td>Strategically increase the quality of services and human resources in the region.</td>
</tr>
<tr>
<td>Strategically increase the quality of services and human resources in the region.</td>
<td>Develop an experiential and creative regional circuits and packages together with investments strategies.</td>
<td>Implement the MRA on ASEAN Tourism Professionals and its requirements.</td>
</tr>
<tr>
<td>Enhance and accelerate travel facilitation and ASEAN connectivity.</td>
<td>Enhance the external relations policies and procedures of ASEAN tourism.</td>
<td>Provide opportunities for increase knowledge and skill development.</td>
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III.1 Strategic Direction I: Develop Experiential Regional Products and Creative Marketing and Investment Strategies

A. Develop and implement tourism marketing strategy for the ASEAN, the activities are:
   1. Creating ASEAN tourism marketing strategy that will create brand, market target, communication strategy, distribution approach and implementation.
   2. Creating market research groups to provide analytical information on trends and tourism situation on regular basis.

B. Develop an experiential and creative regional circuits and packages together with investments strategies, the activities are:
   1. Creating packages for regional corridors, environments, and aggregations for nature-based tourism.
   2. Creating packages for regional corridors, environments, and aggregations for heritage and cultural tourism.
   3. Creating packages for regional corridors, environments, and collections for community-based tourism.
   4. Creating packages for regional and environmental corridors for cruise tours and river tours.
   5. Working with CCI and CCS in reducing barriers and promoting investment in product development.

C. Enhance the external relations policies and procedures of ASEAN tourism, the activities are:
   1. Creating and developing a public relations policies and programs in order to promote the objectives and activities of ASEAN NTOs.
   2. Developing procedures and policies for cooperating with dialogue partners to support the realization of ATSP.

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3. Developing and creating procedures and policies for cooperating with international organizations to support the implementation of ATSP.

4. Develop communication system and procedures for essential private sector stakeholders.

One of the main responsibility of ASEAN NTOs is to make sure that the number of visitors keep increasing in ASEAN region and visiting more than just one specific country. Therefore, private sectors will be much involved in terms of market and products development process. Strategic Direction I is the responsibility of the Marketing and Communication Working Group and the Product Development Working Group.

III.2 Strategic Direction II: Strategically Increase the Quality of Services and Human Resources in the Region

A. Develop a set of ASEAN tourism standards with a certification process, the activities are:
   1. Create and revise the ASEAN green hotel standard with certification process,
   2. Create and revise the standard of ASEAN homestay by certification process.
   3. Create and revise the standard of public toilets with certification process.
   4. Develop ASEAN spa service standard with certification process.
   5. Develop ASEAN security and safety directives.
   6. Improving the ability of Asian tourism to be aware of climate change issues.

B. Implement the MRA on ASEAN Tourism Professionals and its requirements, the activities are:

1. Establish facilities and implement human resource development programs for housekeeping divisions.

2. Establish facilities and implement human resource development programs for front office, food and beverage service, food production, travel agent, and tourism operation division.

3. Establish tools to monitor the situation of tourism market labor in each ASEAN member country that will support the implementation of MRA on Tourism Professionals.

C. Provide opportunities for increase knowledge and skills development, the activities are:
   1. Creating rules and procedures for building capacity building programs development.
   2. Establish an annual human resource development plan based on regional priorities.

Establishing standards is a crucial part of the plan, as it is required a full commitment and significant amount of time to obtain approval from all ten ASEAN countries. This part of ATSP needs a cooperative government from each country, private sectors and of course the NTOs. It was such a complex activity that involving a wide range of groups, not only tourism as one industry but also other aspects.

It needs to be highlighted that in order to achieve this strategic action, many professional assistance is required. As stated in the MRA on Tourism Professionals, human resources in classes such as labors started from the front office of hotels, the chefs, until the cleaning services will have a specific standard to be met. Some positions will require a university degree or specific training, in other words this will have impact on education and training providers.

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III.3 Strategic Directions III: Enhance and Accelerate Travel Facilitation and ASEAN Connectivity

A. Advocate for a single visa for the ASEAN region, the activities are:
   1. Continuing to work towards a single visa for ASEAN region by identifying the opportunities and obstacles and working with relevant groups.
   2. Defining the case and advocate the e-visa implementation.
   3. Exploring the possibility for innovative visa arrangement (e.g. sub-regional visa)

B. Work with other ASEAN bodies to expand connectivity through air, water, rail and ground transportation, the activities are:
   1. Consistently identify and define air, land-based and maritime obstacles and opportunities to enhance connectivity into and within ASEAN region.
   2. Working closely with the relevant ASEAN bodies to ensure the implementation and adoption of NTO priority activities.

One of the major concern in tourism whether for industries or visitors is the difficulty on obtaining an approved visa, this has to do with information and regulations needed to be met in order to get a visa. Therefore, when ATSP came into place, one of the highly discussed point was accessibility. There have been issues regarding the lack of airplane route and seats, and in some areas the lack of airports, roads, and ports.

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CHAPTER IV

THE IMPLEMENTATION OF ASEAN TOURISM
STRATEGIC PLAN 2011 – 2015 IN INDONESIA

ASEAN Tourism Strategic Plan (ATSP) came into place in 2011 after 13 months of work by the ASEAN NTOs and together with dialogue partners that consist of private sectors and consultants from universities. This strategic plan has been designed to emphasize the importance of tourism sector within the realization of ASEAN Community. As recognized by the United Nations World Tourism Organization as well that tourism has become a tool of change and development, which indeed need high attention and proper planning.

In Indonesia, the tourism sector is handled by the Ministry of Tourism of Indonesia that continuously working to develop the tourism industry as it is becoming one of the top 5 priorities of industry in this country. As a part of ASEAN, the release of ASEAN Tourism Strategic Plan becomes a mandatory program for Indonesia to follow and adopt.

IV.1 Strategic Direction I

Strategic Direction I revolves around marketing and investment for ASEAN Tourism, which is to develop experiential regional products & creative marketing & investment strategies. The strategic actions are:

1. Develop and implement tourism marketing strategy for the ASEAN region.

This activity is realized in the ASEAN Tourism Marketing Strategic (ATMS). ASEAN Tourism Marketing Strategic is one of the strategy developed by ASEAN to market its region, including Indonesia. Through the ATMS strategy, each country members will be responsible for developing their own areas by creating
tour packages, slogans and partnerships with other countries. The implementation in Indonesia can be seen through the making of taglines and online marketing as follows.

A. Tagline

This marketing strategy begins by introducing ASEAN branding, "Southeast Asia Feel the Warmth" as a symbol of ASEAN Single Destination, which then added by sub tagline of each member country that represents the characteristics of each tourism.

![Southeast Asia Logo](http://aseantourism.travel/documents/asean-tourism-logo)

Picture 4.1 ASEAN Tourism Logo  
(Source: http://aseantourism.travel/documents/asean-tourism-logo)

Slogan / tagline for Indonesia’s tourism is Wonderful Indonesia. Wonderful Indonesia has been the slogan of Indonesia tourism since January 2011 as an international marketing campaign directed by the Ministry of Culture and Tourism of Indonesia. This campaign replaces the previous Visit Indonesia campaign that has been used since 1991. The concept of Wonderful Indonesia highlights the natural beauty of Indonesia, the culture, the people, and the values that exist in Indonesian society.

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Tourism branding "Wonderful Indonesia" and "Pesona Indonesia" also refers to 3 main messages, namely: culture, nature, and creative (man-made). All three give meaning that Indonesia’s nature is the most beautiful in the world start from under the sea, beach, mountains, forest, and biodiversity from Sabang to Merauke from Mianggas to Rote. Indonesia also clearly has the largest and heterogeneous culture, tribes, languages, traditions and customs. While creative work (man-made) represents the human creativity of Indonesia that is able to create a variety of works and attractions that will captivate the citizens of the world.87

B. Online Marketing (website)

To introduce each of its member countries' tourism products, ASEAN has set a preliminary list of 20 travel operators offering a multinational travel in ASEAN with a new look at the site to introduce each of its member's tourism products. www.aseantourism.travel is the official website of ASEAN tourism that includes information regarding the ASEAN tourism, news, ASEAN tour program, etc. And this main website also put on links that leads directly to each country’s official tourism website.

The official website of ASEAN tourism becomes the information center of the region as well as the place that connects to each tourism official websites from all ASEAN member countries. This will make it easier for potential visitors to find and browse the right place that they wanted to visit and are exposed to many tour programs offered in the website.

Meanwhile, Indonesia also have an official website which connected to Indonesia’s page on the main website of ASEAN tourism. This website contains a
more detailed exploration of Indonesia tourism which includes tour packages where visitors could also select based on their own budgets and types of travel that they desire, latest updates, reviews and many more.

![Indonesia's Spotlight](http://www.indonesia.travel/gb/en/home)

2. Creating creative regional environments and packages along with investment strategies.

This activity is realized through the promotion of multi-country packages to sell out the ASEAN tourism. ASEAN is home to an incredibly diverse cultures, with each distinct charms and beauty. This program is expected to benefit the countries significantly that not only increase the number of international visitors but also push more investment on local tourism industry.

This packages comes with four themes that focuses on the collective strength of ASEAN countries, these packages offer many kind of travels based on the visitor preferences as well as arrangement for hotels, airlines and attractions. In addition, this program is also expected to improve and widen the environmental programs. The themes are Community Based Tourism (CBT), Nature Based Tourism (NBT), Cultural and Heritage Based Tourism (CHBT) and Cruise and
River Based Tourism (CRBT). All four themes are a mixed of ASEAN countries tourism which highlight the importance of each theme. CBT offers over 25 landmark sites throughout the ten countries which starts in Cambodia, NBT has over 30 destinations starting in Malaysia, CHBT will have 34 destinations that begin in Indonesia and CRBT also have 34 destination which start in Singapore. It is one of the ways ASEAN promote its region as a single destination.

A more detailed information of the packages are provided in the ASEAN official tourism website (www.aseantourism.travel) that people can choose from variety of types such as cruises tourism, luxury travel, UNESCO world heritage tour, and many more. People can also have options to select any countries that they want and the website provide a full summary of each countries tourism with articles and pictures that are easily accessed in the website. The existence of such packages that connecting each countries is also the way to narrow the development gap within ASEAN countries, while also promoting the region to the international world and help spreading the revenues more widely.

In its realization in Indonesia, multi-country packages are adopted by the Ministry of Tourism and Creative Economy by developing leading tourism packages in the region, through the making of travel patterns to encourage the competitiveness of Indonesian tourism and as the result the areas that are considered eligible for travel pattern can be submitted to multi-country destination package. Travel pattern program implemented by Ministry of Tourism and Creative Economy in 2012 was firstly focused on three major cities, which are Jakarta, Bali and West Java. Over the year, the travel pattern spread into more

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De-concentration is the delegation of authority from the central government to the Governor as a representative of the local government and/or to a vertical institution in a particular region. This travel pattern includes several elements and general information such as geography, climate, weather, language, and local culture; information on public facilities such as police stations, banks, hospitals, immigration offices, and shopping centers; information of natural attractions like flora and fauna; identification of cultural attractions such as exotic cultures, traditions, historical/cultural attractions, historical sites or places, and events; identification of accommodation facilities such as hotel classification, room capacity, facilities and services and accessibility; identification of restaurant facilities such as menu, opening hours, and accessibility; as well as identification of tourist supporting infrastructure such as transportation modes, road carrying capacity, and airport and terminal ports.\textsuperscript{92}

For the tourism sector, the Ministry of Tourism provides support related de-concentration and co-administration activities to accelerate the development of tourist attraction in the region. In its implementation, de-concentration and co-administration activities do not always work well in some areas. Site selection to the form of facilities to be developed needs to be identified in advance before the activities are carried out.

As stated by the Deputy Director of Planning and Law Directorate General of Tourism Destination Development, Frans Teguh at Tourism Workshop and Creative Economy, in Jakarta (4/1/2012) that the development of local tourism encountered problems due to lack of independence from some villages and cities.


\textsuperscript{92} Himpunan Peraturan Menteri Pariwisata dan Ekonomi Kreatif. (2012). Jakarta: JARINGAN DOKUMENTASI DAN INFORMASI HUKUM BIRO HUKUM DAN KEPEGAWAIAN SEKRETARIAT JENDERAL KEMENTERIAN PARIWISATA DAN EKONOMI KREATIF.
which causes delays in the application of travel patterns. Therefore, government participation is needed to support the development of tourist attraction, so that the implementation of de-concentration and co-administration activities can run well and in accordance with the needs in the region and in line with the national tourism development strategy.

The role of Indonesia continues on, Indonesia was also entrusted to host the implementation of professional training activities for tourism industry actors in developing, promoting, or managing tour packages or cultural and historical travel patterns. The workshop is entitled "Professional Development Training on Guideline for ASEAN Cultural and Heritage Tourism Travel Pattern."

Indonesia in tourism cooperation at ASEAN level has prepared academic report about cultural heritage tour pattern and has been used as reference for ASEAN Cultural Heritage Sub-working group. As a continuation of the academic report, the training activities are conducted in the ASEAN Workshop of Culture Heritage Travel Pattern as a practical guide in introducing cultural and historical tourism which took place in Bali in August 2015, followed by ASEAN Workshop: Professional Development Training on Guideline for ASEAN Cultural and Heritage Tourism Travel Pattern at Museum Bank Indonesia.

3. Enhance the external relations policies and procedures of ASEAN tourism.

In addition to strengthening tourism strategy within the region, ASEAN also strengthens cooperation with partner countries, such as the People's Republic of China, Japan and South Korea, otherwise known as ASEAN Plus Three (ASEAN+3) and India. ASEAN also signed a memorandum of understanding on tourism with these countries to legalize the cooperation. In particular, India and


China become important markets for ASEAN due to the huge population in these countries.

ASEAN and China agrees to deepen the ties and support the establishment of ASEAN Community 2015 through the Plan of Action to Implement the Joint Declaration on ASEAN-China Strategic Partnership for Peace and Prosperity 2011-2015. The Plan of Action, among others, is recommending to strengthen dialogue and cooperation through the implementation of ASEAN-China tourism minister meetings, encourage joint programs of tourism product development of ASEAN and China, encourage each party to participate in ASEAN Tourism Forum activities and China’s International Tourism Fair, and strengthen cooperation in order to implement ASEAN Tourism Strategic Plan 2011 – 2015 through joint programs in investment, marketing, human resources, study and research for Chinese tourist market, also encourage cooperation during emergency crisis situation or circumstances on tourism.\(^{95}\)

Japan also takes its role in developing tourism ties, at the 14th ASEAN – Japan Summit in Bali, Japan and ASEAN adopted the Joint Declaration for Enhancing ASEAN-Japan Strategic Partnership for Prospering Together, in which includes enhancing ASEAN-Japan connectivity, intensifying cooperation in order to achieve ASEAN community, strengthening regional political and security cooperation, creating together a more disaster-resilient society, and addressing both global and regional challenges together. The joint declaration also emphasized the importance of promoting investment on tourism, and enhance cooperation in the framework of ASEAN-Japan Center in narrowing the development gap.\(^{96}\)


Meanwhile, Korea through the Plan of Action to Implement the Joint Declaration on ASEAN - Korea Strategic Partnership for Peace and Prosperity 2011 - 2015, which agreed to strengthen cooperation network between government and private sector through the exchange of information to improve the tourism industry, promote the ASEAN tourism industry by leveraging ASEAN’s cultural heritage such as the creation of the Cultural Map of ASEAN, organizing a Korean language course for tourism workers in ASEAN, and continuing cooperation in tourism and cultural exchange between ASEAN and Korea with the ASEAN Korea Center as the focal point.97

IV.2 Strategic Direction II

Strategic Direction II revolves around human resources and services quality, which is strategically increase the quality of human resources and services in the ASEAN region. The strategic actions are:

1. Develop a set of ASEAN tourism standards with certification process through ASEAN Tourism Standards.

In order to minimize the negative impact of the growth of tourism, ASEAN adopted the ASEAN Green Hotel Standard to promote the sustainable and environmental friendly tourism across ASEAN countries. As stated in the ASEAN Tourism Strategic Plan 2011 – 2015 on measure 2.1.1: “Revise an ASEAN Green Hotel Standard with a certification process”,98 the establishment of this standard is to fulfill the ATSP vision.

The objective of this standard itself to develop a Green Hotel Standard with a certification process which approved by the ten member countries in order to increase the environmental friendly and energy conservation in the ASEAN accommodation industry. ASEAN Green Hotel Standard is one of the six ASEAN

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Tourism Standards that includes spa services, homestay, clean tourist city, public toilet and tourism security and safety guideline.

As a step towards improving the facilities and services of international standard hotels, ASEAN Green Hotel Standard covers the aspects of environmental management, energy and water usage efficiency, use of green products, chemical and solid waste disposal management, impact on the community at the hotel site, and the use of raw materials and supply from domestic and the local area.  

To make this standard more competitive and interesting, ASEAN is organizing the ASEAN Green Hotel Award, a prestigious event to honor the efforts of hotels that adopt and go beyond the conventional practices to implement the ASEAN Green Hotel Standard measures. ASEAN Green Hotel Award is held every two years starting from Thailand in 2008, Brunei Darussalam in 2010, Indonesia in 2012 and Malaysia in 2014.

Indonesia reap the achievements by winning the event in 2012, with total of ten hotels won the ASEAN Green Hotel Recognition Award for applying the green hotel standard by ASEAN and proven to be environmental friendly. Those hotels are listed below:

1. Matahari Beach Resort & Spa (Bali)
2. Melia Benoa (Bali)
3. The St. Regis Bali Resort (Bali)
4. Discovery Kartika Plaza Hotel (Bali)
5. Melia Bali Villa & Spa Resort (Bali)
6. Hotel Grand Melia (Jakarta)
7. The Dharmawangsa (Jakarta)
8. Angsana Hotel (Bintan)

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9. Holiday Inn Resort (Batam)
10. Losari Spa Retreat & Coffee Plantation (Magelang)

As part of its commitment to advance the domestic tourism standard, Indonesia also applied the same award system for domestic level. The Ministry of Tourism held the National Green Hotel Award as a reward program for the hospitality industry in the country that has implemented environmentally friendly standards and criteria, in order to encourage hotel managers to enhance its hotel standard, fostering the environment, and improving sustainable and environmentally sound management.102

The biennial event that begins in 2009 will reward the hotel industry that is considered to have implemented eco-friendly principles. From the business side, the application of environmentally friendly concept will also increase the competitiveness of the hotel and increase the selling value. In addition, the management of eco-friendly hotels provide options for tourists because of the “green lifestyle” has become a trend that attracted many international tourists. Therefore, it is expected that Green Hotel Award will be able to increase the awareness of hotel business actors towards the involvement of the community and the efforts of nature conservation and the surrounding environment.103

The Green Hotel Award activity assessment process begins by sending a questionnaire about Green Hotel Award criteria to all 4 and 5 star hotels in Indonesia. Furthermore, after being filled by the green team of each hotel, the judges will conduct the evaluation, then the judges will evaluate each result of the review and assessment directly to determine the ten nominations based on the value minimum. Winner of the Green Hotel Award will receive the award plaque


from the Minister of Tourism of the Republic of Indonesia and will be eligible to be presented in the ASEAN Green Hotel Award.\footnote{Green Hotel Award Perkuat Konsep Pariwisata | Republika Online. (2017). Retrieved from http://www.republika.co.id/berita/gaya-hidup/pesona-indonesia/17/09/06/ovuf7I423-green-hotel-award-perkuat-konsep-pariwisata}

The assessment includes 14 criteria, which are green team policies and organizations, environmentally friendly tread management, use of raw materials and environmentally friendly products, as well as the absorption of local content. Conservation and energy efficiency management, conservation and water efficiency management, indoor and outdoor air quality management, building space, solid and water waste management, surrounding land management, and noise pollution control.\footnote{Ibid} This program in the future will strive to develop all the initiatives that have been formed into a strategic plan and action, as well as national reports in the hospitality industry which then can be transmitted to other sector industries into a positive mass movement that is environmentally sustainable.

2. Implement the MRA on ASEAN Tourism Professionals and its requirements.

Realization of this activity through Mutual Recognition Agreement (MRA) on ASEAN Tourism Professionals. This MRA became an absolute undertaking to support the liberalization of the services sector based on fairness. In this connection, there are several essences of the MRA, which are:\footnote{Keliat, M., Virgianita, A., Choiruzzad, S., & Putro, A. (2013). Penelitian Pekerja Terampil Indonesia dan Liberalisasi Jasa ASEAN. Retrieved from https://www.kemlu.go.id/Document/Penelitian%20BPPK%202014/Laporan%20Akhir%20Liberalisasi%20Jasa.pdf}

1) The destination country recognizes the professional qualifications and training content obtained from the home country of skilled labor

2) The origin country is given the authority to certify qualifications and training by granting a diploma or certificate
3) Recognition is not automatic. There is a process for setting standards and other requirements applied both in the receiving country and in the origin country.

In other words, MRA does not directly give the right to practice a profession. Recognition does not guarantee that there will be a market access, which this gives an indication of problems at the regional level. But the MRA is an important first step to promote the transfer of skilled labor, the competence of tourism labor in ASEAN standard is mostly already applied in Indonesia, Indonesia is also appointed as a Regional Secretariat which will facilitate the implementation of Mutual Recognition Arrangement (MRA) of tourism professionals.\footnote{Ibid}

The implementation of the facilitation of competency certification is mandated by Law no. 10 of 2009 on Tourism and has been poured in the strategic plan of the Ministry of Tourism and Creative Economy in 2012. The competency standard is performed through competency certification conducted by Professional Certification Institution that has been granted license according to the laws and regulations. This includes competency tests for operational levels in various areas of the tourism industry, such as front office, housekeeping, food and beverages service, kitchen, administration and finance, customer service, sales and marketing, tour and travel agencies, MICE and tourism guide.

In 2012, the Ministry of Tourism and Creative Economy gave competency certification to over 21,500 workers including hotel and restaurant, spa, tour guide, MICE, dive guide, ecotourism guide, rafting tour guide and museum guide. Of these, the most certification is given to the hotel and restaurant workers for about 9,590 people, while the smallest is the museum guide with the number of 300 people.\footnote{SIARAN PERS: Sertifikasi Meningkatkan Daya Saing Pariwisata Indonesia. (2012). Retrieved from http://www.kemenpar.go.id/asp/detil.asp?c=16&id=2020} Certification and competency standards are important to improve the quality of tourism resources and support the competitiveness of Indonesian tourism. With ASEAN Economic Community coming into place in 2015, labor mobility including in the tourism sector will be more competitive. Therefore, the
human resources of Indonesia should be able to compete and have recognized standards and competencies. Until 2017, the Ministry of Tourism has targeted 65,000 human resources certification.109

3. Provide opportunities for increase knowledge and skill development.

Implementation of this knowledge and skills development in Indonesia is done by providing training and education by ASEAN to Ministry of Tourism and Creative Economy and then the government will provide training to the regional tourism office, especially areas that are still left behind but has great tourism potential. Real participation that can be taken is to educate the community to be able to polish the tourism areas to appeal.

Tourism colleges play a vital role to take part as an effort to increase the number of tourist visits. Tourism colleges are required in order to prepare professionals workers to develop the tourism industry in Indonesia. Higher education in the field of tourism in Indonesia is considered to have developed quite rapidly because many educational institutions are started to open tourism courses. The development of tourism education was accompanied by a strong push for the realization of ASEAN Economic Community 2015, because the community's ability to interact and socialize also needs to be equipped with technical, operational and managerial capability in providing tourism goods and services.110

IV.3 Strategic Direction III
Strategic Direction III of the ATSP 2011 – 2015 revolves around visa policy and connectivity, which is to enhance and accelerate travel facilitation and ASEAN connectivity. The strategic actions are:

1. Advocate for a single visa for the ASEAN region.

It is an incredible opportunity for ASEAN to furtherly promote its region, as everyone might know that today’s society desire seamless experience when it comes to travelling to other countries. They are no longer willing to wait in line in ten different embassies to get ten different visas, this little detail will have such a strong impact if one single visa for ASEAN really to be implemented. It will save a lot of times for the potential tourist, while at the same opening the door to even more international tourist to explore the region.

A research conducted by World Tourism and Travel Council and the World Tourism Organization stated that ASEAN could have between 6 – 10 million additional international tourist arrivals as a result of improved travel facilitation. The income could amount to as much as $12 billion and the number of jobs created could range between 333,000 and 654,000. The implications are clear: with one common visa ASEAN would be more connected and tourism will definitely grow. And in turns would create jobs, enable growth and reduce poverty.111

One of the major concern in tourism whether for industries or visitors is the difficulty on obtaining an approved visa, this has to do with information and regulations needed to be met in order to get a visa. Therefore, when ATSP came into place, one of the highly discussed point was accessibility. There have been issues regarding the lack of airplane routes and seats, and in some areas the lack of airports, roads, and ports.

However, due to its complexity most of this activity was not within the reach of ASEAN NTOs, but belongs to other government departments of each ASEAN member countries. Thus, the existence of this plan was to identify strategic actions and activities in order to help giving a strong problems definition and advocacy role. A single visa is a long-term goal that might be something that will be achieved even long after 2015 when ATSP expired. Nonetheless, the Integration

and Budget Committee of ASEAN NTOs is still continuously working to ensure the adoption of single visa policy.

ASEAN Common Visa has been in the making since 2006 on ASEAN Framework Agreement on Visa Exemption, however until the ASEAN Tourism Strategic Plan 2011 expired, this plan still has not been realized. According to U Sein Oo, the General Director of Visa Department at the Myanmar’s Ministry of Foreign Affairs, the proposal of ASEAN common visa was postponed in 2015 due to some resistance from intra-ASEAN countries, such as Malaysia.112

As in for Indonesia, the leniency in visa policy is increasingly widespread with the enactment of Presidential Regulation No. 69 of 2015 since June 10, 2015. 100 days later, exactly on September 18, 2015, Presidential Regulation No. 104 of 2015 was issued. The number of countries granted visa-free facility of visits to Indonesia increases to 90 new countries. International visitors receiving Visa-Free visits may engage in activities for tourism, family visit, social, artistic and cultural visits, government assignments, giving lectures or attending seminars, following international exhibitions, following meetings held in the headquarters or representatives in Indonesia, and to continue traveling abroad. This regulation applies to visits up to 30 days. This facility is expected to provide more benefits in the improvement of the economy in general and the increase in the number of foreign tourists visiting Indonesia.113

2. Work with other ASEAN bodies to expand connectivity through air, water, rail and ground transportation.

Enhancing intra-ASEAN connectivity would benefit all of ASEAN member countries in terms of trade, tourism, investment, people to people exchange and lead to the efforts of the realization of ASEAN Community 2015. Obviously,

connectivity plays such a crucial part in this plan to promote ASEAN as a single destination, at the end everything will come down to whether ASEAN could provide a strong connectivity within the region.

In Ha Noi, Viet Nam, on 28 October 2010, ASEAN adopted the Master Plan on ASEAN Connectivity (MPAC) which aims to realizing the ASEAN Community that are well-connected, resilient, enhance economic growth, accelerate its integration, and narrow the development gaps within ASEAN. The Master Plan is both a strategic document for achieving overall ASEAN Connectivity and a plan of action for immediate implementation for the period 2011-2015 to connect ASEAN through enhanced physical infrastructure development (physical connectivity), effective institutions, mechanisms and processes (institutional connectivity) and empowered people (people-to-people connectivity).\textsuperscript{114}

ASEAN Master Plan on Connectivity and ASEAN Tourism Strategic Plan is two different plan but interconnected to each other as it served quite similar purpose because connectivity is also mentioned in the ATSP strategic directions. According to the Master Plan on ASEAN Connectivity 2025, it is stated that since the adoption of MPAC 2010, significant progress has been made. 39 out of 91 initiatives has been completed in 2016, 18 completed initiatives are physical connectivity related, 15 others to institutional connectivity, and 6 to people to people connectivity.\textsuperscript{115} There are a lot of these plan that does not going as well as planned, but being continue to be pursued in the next MPAC 2025.

\textbf{IV.4 The Obstacles in the Implementation of ASEAN Tourism Strategic Plan 2011 – 2015 in Indonesia}

Although the progress of ATSP is quite good and stable, there are still some obstacles in the implementation of ATSP in Indonesia. The condition of tourism destination and tourism industry based on Ministerial Regulation No: PM.35 /

\textsuperscript{114} \textit{ASEAN Master Plan on ASEAN Connectivity 2011 - 2015}. (2011). The ASEAN Secretariat.  
\textsuperscript{115} \textit{ASEAN Master Plan on Connectivity 2016 - 2025}. (2016). The ASEAN Secretariat.
Um.001 / MPEK / 2012 on Strategic Plan of Ministry of Tourism and Creative Economy Year 2012-2014 in the development of tourist destinations, there are several main problems that must be faced, which are climate change and natural disasters, unpreparedness of the people in the areas that become tourist destinations, the low community empowerment in Indonesia’s destination areas, lack of facilities, infrastructure availability and connectivity, and the low value and growth of investment, as well as the unfavorable business climate.  

Obstacles concerning the implementation of ATSP in Indonesia can be started from the strategic direction I. The problem lies in the non-optimal information provided in the website, even in the most highlighted destination’s page the description is too simplistic and there is no additional link that supposed to be connected to the local’s destination website, which means the local government did not have the capability to provide an adequate information and this shows a lack of ICT development in most of the areas in Indonesia.

The eastern part of Indonesia is still become the key selling point of Indonesian tourism, but other than Bali the rest seem to be under developed. This caused problems with the realization of travel pattern program by the Ministry of Tourism. Arif Yahya, the Minister of Tourism stated that the management of regional tourism is still very low and also affected by undirected allocation of funding, this indicates the weakness of human resources in the regional level.

Another problem occurred in the implementation of Green Hotel Standard. Green hotel has a long-term investment value that can create loyalty of tourists, establishing a good management reputation, operational cost savings, building relationships with local communities and able to create a healthy management. However, based on observation by Sinangjoyo, he found that there are still managers of star hotels that has not fully understood the real concept of Green Hotel and just assuming that green hotel means only by planting trees around the

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The green hotel standard itself is such a long and complex list of standardization and certification process that needs to be gradually socialize to prevent the occurrence of debate among tourists even on the management of the hotel itself, which the government seem to be lacking at this point.

One of the highlighted issues with ATSP was visa regulation, ASEAN single visa is one thing that cannot be achieved after the ATSP 2011 – 2015 expired. The application of the common visa itself reaps a lot of pros and cons, although it is considered to facilitate the arrival of international tourists but the losses to be bear by the states is also very large, not to mention the greater the probability of trans national crime that is not accompanied by the increase of national security. In Indonesia itself, many have refused the visa-free access which is considered more disadvantageous.

Last point is connectivity, while remaining the most important feature of tourism, the development of domestic connectivity is still uneven. ASEAN connectivity is an ongoing goal by ASEAN that passed through the Masterplan on ASEAN Connectivity (MPAC), which has a special committee that handles all forms of implementation of the agreement within MPAC. The ASEAN Connectivity Coordinating Committee (ACCC) also places emphasis on regional collaboration between domestic connectivity. Related to this, ACCC has cooperated with National Coordinator as decided in ACCC Modality. The task of the National Coordinator is to monitor the implementation of the commitments contained in the MPAC at the national level. The current head of the National Coordinator of Indonesia is Lukita Dinarsyah Tuwo, Deputy Minister of National Development Planning.

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However, Indonesia’s domestic connectivity is still under developed even in the highlighted tourist destinations that promoted by the Ministry of Tourism. For instance, in Raja Ampat the main focus of activity is to do nature diving, snorkeling, and hiking. However, up to 2015 the accessibility to Raja Ampat from Sorong should be done through the town of Waisai which still has limited access to ferry boat. Same with the access from the city of Waisai to the karst island that is also very limited, and there are no scheduled ferry and no particular routes available. The only choice was a local speed boat rental, consequently the cost becomes very expensive with incomplete and inadequate safety equipment.\(^\text{121}\)

**IV.5 The Development of Indonesia’s Tourism Industry 2011 – 2015**

The strategic role of the tourism sector has been a major concern of the government in various development policies. The government has placed the tourism sector as priority for the economic development of work cabinet programs by Jokowij – JK after agriculture, fisheries and marine, energy and industry.\(^\text{122}\) Various programs have been implemented by the government in order to develop the tourism sector such as arrangement of destination and development of tourism products, tourism promotion, tourism industry development, and institutional arrangement as aspects in the development of tourism in Indonesia in order to develop the tourism sector.

The magnitude of the role of tourism in Indonesia can be seen from the determination of the tourism sector as a priority sector, as well as the Ministry of Tourism formally established on October 27, 2014 based on Presidential Decree No. 121/P 2014 on the Establishment of Ministries and Appointments Minister


Working Cabinet Period 2014 – 2019, previously named Ministry of Tourism and Creative Economy under Susilo Bambang Yudhoyono’s administration. Since the election of Joko Widodo as the 7th President of RI, several priorities for the development of the Work Cabinet era have always been echoed, one of them is related to tourism. The increase of economic growth, foreign exchange earnings, and employment is a long-term goal to be achieved through tourism development.\footnote{Ministry of Tourism. (2015). \textit{Laporan Akuntabilitas Kinerja Kementerian Pariwisata Tahun 2015}. Retrieved from BIRO PERENCANAAN DAN KEUANGAN SEKRETARIAT KEMENTERIAN KEMENTERIAN PARIWISATA website: http://www.kemenpar.go.id/userfiles/file/test/LAKIP-KEMENPAR%25202015.pdf}

Based on publication data from World Travel and Tourism Council (WTTC) in the Travel and Tourism Economic Impact 2015 Indonesia, the total contribution of tourism sector to the national GDP for 2014 amounted to 9.3\% of total GDP or Rp946.1 trillion. This shows an upward trend compared to the previous year of 9.2\% of total GDP or amounted to 886.7 trillion. By 2015, the tourism sector contributes 1,012.7 trillion to the total GDP, grows by 7\%. Labor absorbed from the tourism sector also experienced a significant increase. According to WTTC, the total contribution of the tourism sector to employment in 2014 amounts to 9.8 million workers or 8.4\% of total workforce and increased by 3.3\% in 2015 or 10.1 million workers absorbed in the tourism sector.\footnote{DIREKTORAT JENDERAL ANGGARAN. (2016). \textit{Efektivitas Alokasi Anggaran Kementerian Pariwisata Terhadap Kunjungan Wisatawan Mancanegara dan Wisatawan Nusantara}. Retrieved from http://www.anggaran.depkeu.go.id/content/Publikasi/Kajian\%20dan\%20artikel/2017\%20Kajian\%20Efektivitas\%20Alokasi\%20Anggaran\%20Kementerian\%20Pariwisata\%20Terhadap\%20Kunjungan\%20Wisatawan\%20Mancanegara\%20dan\%20Wisatawan\%20Nusantara1.pdf} The contribution still has great potential to be improved by considering the competitiveness of tourism destination factors such as natural tourism resources, culture, history, and price.
The increasing number of tourist coming to Indonesia for the period of time 2011 – 2015 can be seen in the table below:

<table>
<thead>
<tr>
<th>Month</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>548.821</td>
<td>652.692</td>
<td>614.328</td>
<td>753.079</td>
<td>785.973</td>
</tr>
<tr>
<td>February</td>
<td>568.057</td>
<td>592.502</td>
<td>678.415</td>
<td>702.666</td>
<td>843.928</td>
</tr>
<tr>
<td>March</td>
<td>598.068</td>
<td>658.602</td>
<td>725.316</td>
<td>765.607</td>
<td>841.071</td>
</tr>
<tr>
<td>April</td>
<td>608.093</td>
<td>626.100</td>
<td>646.117</td>
<td>726.332</td>
<td>801.873</td>
</tr>
<tr>
<td>May</td>
<td>600.191</td>
<td>650.883</td>
<td>700.708</td>
<td>752.363</td>
<td>852.388</td>
</tr>
<tr>
<td>June</td>
<td>674.402</td>
<td>695.531</td>
<td>789.594</td>
<td>851.475</td>
<td>872.385</td>
</tr>
<tr>
<td>July</td>
<td>745.451</td>
<td>701.200</td>
<td>717.784</td>
<td>777.210</td>
<td>877.584</td>
</tr>
<tr>
<td>August</td>
<td>621.084</td>
<td>634.194</td>
<td>771.009</td>
<td>826.821</td>
<td>911.704</td>
</tr>
<tr>
<td>September</td>
<td>650.071</td>
<td>683.584</td>
<td>770.878</td>
<td>791.296</td>
<td>920.128</td>
</tr>
<tr>
<td>October</td>
<td>656.006</td>
<td>688.341</td>
<td>719.903</td>
<td>808.767</td>
<td>877.798</td>
</tr>
<tr>
<td>November</td>
<td>654.948</td>
<td>693.867</td>
<td>807.422</td>
<td>764.461</td>
<td>835.408</td>
</tr>
<tr>
<td>December</td>
<td>724.539</td>
<td>766.966</td>
<td>860.655</td>
<td>915.334</td>
<td>986.519</td>
</tr>
<tr>
<td>Total</td>
<td><strong>7,649,731</strong></td>
<td><strong>8,044,462</strong></td>
<td><strong>8,802,129</strong></td>
<td><strong>9,435,411</strong></td>
<td><strong>10,406,759</strong></td>
</tr>
</tbody>
</table>

*Table 4.1 Number of Tourist Arrival in Indonesia*
(Source: Stats Arrival Ministry of Tourism of Indonesia)

The data from Ministry of Tourism of Indonesia shows a stable growth in the number of tourist arrival in Indonesia within 2011 – 2015, with the main entrance through Soekarno Hatta International Airport (Banten, Jakarta), Ngrurah Rai International Airport (Bali), Kualanamu International Airport (Medan), Hang Nadim International Airport (Batam) and Juanda International Airport (East Java). Continuous support from the government in making the tourism sector a pillar of the strategic economy has shown positive results. Tourism development performance targets include contribution to GDP, contribution to foreign exchange, employment absorption, number of foreign tourist arrivals, and number

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of tourists visiting the archipelago can be achieved in accordance with the target set.

The government improves the competitiveness of Indonesian tourism through various work programs and strategies. The tourism development program focuses on the four pillars of tourism development program: tourism destination, tourism industry development, tourism marketing development and tourism institutional development (Law Number 10 Year 2009 on Tourism). Strategy framework developed in order to formulate policy direction and tourism development strategy. These programs are implemented through activities derived from government expenditures (APBN). The budget allocation for tourism development in the Ministry of Tourism is based on the four pillar programs and strategies.\textsuperscript{126}

As a response to the ASEAN Tourism Strategic Plan 2011, the government of Indonesia adopted its own \textit{Rencana Strategis (Renstra)}, the \textit{Renstra} of the Ministry of Culture and Tourism is arranged through the Minister of Culture and Tourism Regulation No. PM.105 / UM.001 / MKP / 2010 on First Amendment of the Strategic Plan of the Ministry of Culture and Tourism Year 2010-2014. \textit{Renstra} 2010 - 2014 contains eight policy directions, namely:\textsuperscript{127}

1) Increasing awareness and understanding of national identity and character
2) Increasing public appreciation of the diversity and creativity of cultural values, art and film
3) Increasing the quality of management protection, development, and utilization of cultural heritage
4) Development of cultural resources
5) Development of a competitive tourism industry
6) Development of sustainable tourism destinations
7) Development of responsible tourism marketing (responsible marketing)
8) The development of a strong tourism institution.

\textsuperscript{126} \textit{Laporan Akuntabilitas Kinerja Instansi Pemerintah (LAKIP) Kementerian Kebudayaan dan Pariwisata}. (2010). Jakarta: Ministry of Culture and Tourism.

\textsuperscript{127} \textit{Laporan Akuntabilitas Kinerja Instansi Pemerintah (LAKIP) Kementerian Kebudayaan dan Pariwisata}. (2010). Jakarta: Ministry of Culture and Tourism.
This *Renstra* was created to guide the development process internally while the ATSP will be the guide on working internationally. The new visa policy also plays a significant role in this because the policy changes are made to attract more foreign visitors. Although opening more visa-free access to Indonesia causing the country to lose an estimated US $ 11.3 million per year (as currently costing 35 US dollars for an 'entry visa'), this action is expected to attract an additional 450,000 foreign tourists per year. Given that each tourist spends an average of between $ 1,100 and $ 1,200 per person each time they visit Indonesia. Therefore, the country will earn approximately $ 500 million in additional foreign exchange earnings annually.\(^{128}\)

Globally, according to The Travel & Tourism Competitiveness Index 2015 ranking, Indonesia managed to climb to the 50\(^{th}\) place after previously being in 70\(^{th}\) in 2013. The most recent ranking in 2017 shows Indonesia rise again to number 42\(^{nd}\).\(^{129}\) This great number is the result of a balanced cooperation between the Indonesia government and ASEAN that continuously working to develop the world of tourism in the region, seeing the stability of Indonesia’s tourism growth there is no doubt that Indonesia has a bright future for tourism and will become the star in Southeast Asia.


CHAPTER V

CONCLUSION

Indonesia as the largest country in Southeast Asia that has abundant natural resources potential takes the opportunity of ASEAN Tourism Forum to improve its tourism industry by working hand in hand with other ASEAN countries. Tourism has become Indonesia’s main sector for economic income and in fact has been growing rapidly within 2011 – 2015.

After analyzing the implementation of ATSP in Indonesia, it can be seen clearly that ASEAN Tourism Forum has contributed to the development of Indonesia’s tourism industry by implementing the ASEAN Tourism Strategic Plan, in which contains set of standards and guidance that every member countries including Indonesia have to follow and adopt. Indonesia shows its commitment to the strategic plan by implementing and following each of the strategic directions provided in the ATSP and encouraging the cooperation in tourism world by developing its own Rencana Strategis that would go together as the booster for the domestic tourism industry, whilst ATSP serves as the booster for international tourism.

Tourism in Southeast Asia has a quite similar type of tourism which is why they cannot work on it alone, with the presence of ATF that promote ASEAN as a single destination, the tourism outlook would be better and the income can be maximized. Through this forum as well, ASEAN countries come up with many tourism ideas and has actually enhanced the tourism quality through the implementation of the ATSP. According to ASEAN annual report, by the time ATSP expired in 2015 around 82.5% of the plan was completed. Even though obstacles still can be found with visas and connectivity, the ATSP deserve to be called a quite success.

The tourism in Indonesia is showing a stable growth and has contributed a lot to the economic income and employment. Therefore, the Indonesian government through the Ministry of Tourism is very optimistic regarding the
growth of tourism as they continuously open up new opportunities for international cooperation.

Overall, it can be concluded that this growth cannot be separated with the contribution of ASEAN Tourism Forum which enables these ten countries to work together and make tourism a priority in their agenda. The ATF marked a very significant contribution for Indonesia through the implementation of the ASEAN Tourism Strategic Plan that has been a guideline and the key to the development of Indonesia’s tourism industry. As tourism itself is such a complex industry, “an industry of industries”, which involves many interrelated aspects and should be complementary rather than competition between one entity to another.
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APPENDICES

Statement by Minister of Tourism of Cambodia:
Announcement of the Approval of the ASEAN Tourism Strategic Plan for 2011-2015

It is with great pleasure that we announce the adoption of the ASEAN Tourism Strategic Plan for the period 2011-2015. The plan development process which has encompassed 13 months of work by the ASEAN NTOs, dialogue partners as well as the private sector together with the consultants from the College of Innovation at Thammasat University has been a very open, innovative and effective process of analysis and decision-making. We wish to acknowledge the very generous support of USAID in the development of the strategic plan. The development of any strategic plan as we all know is a significant endeavor. When it involves 10 NTOs together with the private sector it has to be seen as a major achievement for the national tourism organizations.

The ASEAN Member States are about to enter a very exciting period of development in the ongoing evolution of the ASEAN Community. It is recognized that there are a wide range of issues to be considered within the Community. This strategic plan has been designed to complement these priorities while emphasizing tourism as an important element of the Community.

There is now increased awareness of the power of tourism as a tool for development and change. Poorly planned and managed tourism can have negative impacts on the host communities and their environment. However, with the increased sophistication of the Member States there is now every possibility that tourism can in fact help deal with many poverty and social issues as well as act as a strong supporter of heritage and natural conservation. In some cases tourism must be seen as transformative in its ability to bring about change and to achieve a wide range of social, cultural and economic goals. This has been well recognized by the United Nations World Tourism Organization as well as others. It is important therefore that this plan be seen not simply as a document concerned
with increasing international arrivals into the region but one that seeks to meet a number of societal goals. Within the document there has been an analysis of the plan’s contribution to various dimensions of the community.

The ASEAN National Tourism Organizations (NTOs) have done a great deal of commendable work and this plan builds on that successful record.

Tourism unlike some other areas of activity is an industry of industries embracing very large multinational corporations and small locally owned businesses in a wide range of activities. Public-sector tourism planning and development requires the cooperation and input of international organizations, national governments with their many partners impacting tourism right down to the local government level. It also has a ripple effect in a wide number of areas of human endeavor many of them within the informal sector. The plan has attempted to incorporate all of these concerns.

Throughout the planning process a wide number of recommendations were initially identified. Using a consensual process of decision-making priorities were carefully examined and determined. This plan therefore contains but a small part of a larger set of activities and actions that were proposed. Throughout the process the emphasis has been on identifying realistic initiatives that have a high possibility for success. The document has also been written in such a way that it is intended to be user-friendly and hopefully to be used as a guide for action over the five years of the plan. Throughout the process several documents have been prepared and then summarized into this final document.

Given the rapidly changing global environment and especially that of tourism this strategic plan must be seen as a living document. Recent history has shown that any plan must be able to adapt quickly to changing circumstances and driving forces. The ASEAN NTOs recognize that they will have to carefully monitor the plan’s progress and regularly updated in order to ensure that it stays relevant as a tool for guiding actions and investment.
The plan provides a balanced set of actions and activities based on a vision that is felt to provide the right level of guidance and direction to the ongoing activities of the ASEAN NTOs. The vision put forward in the strategic plan is as follows:

“By 2015, ASEAN will provide an increasing number of visitors to the region with authentic and diverse products, enhanced connectivity, a safe and secure environment, increased quality of services, while at the same time ensuring an increased quality of life and opportunities for residents through responsible and sustainable tourism development by working effectively with a wide range of stakeholders.”

The plan is organized around three different sets of strategic directions:

• The development of experiential and innovative regional products and creative marketing and investment strategies.

• Increasing the quality of human resources, services and facilities in the region

• Enhancing and accelerating travel facilitation and ASEAN connectivity.

Each of these strategic directions has a series of actions and activities. There are recommendations for realigning and restructuring the way that the ASEAN tourism cooperation functions in order to achieve economies of scale and to make best use of scarce resources. It is hoped that this realignment will enable the ASEAN tourism cooperation to become ever more effective in guiding tourism in the region.

Tourism is too important an activity not to receive sufficient funding to help achieve the region’s goals and objectives. As stated earlier the specific actions and activities have been carefully chosen in light of their probability of success and obtaining the necessary resources to implement them. The NTOs clearly recognize that one of the first tasks is to continue to identify funding from various sources to ensure the success of the plan. Creative means of obtaining resources is clearly an essential goal and one which is recognized by all of the Member States.
We therefore embark upon a new phase of tourism development in the region with a strong strategic plan and equally strong commitment on the part of the NTOs to ensure its success and that tourism plays its rightful role in ensuring that the social, political, cultural and social goals of the regional economy are met.

The plan is realistic, action oriented, attuned to the global realities and designed to ensure that the ASEAN region can continue to be a successful tourism destination. The strategic plan when implemented will allow Southeast Asia to be a strong competitor within the global tourism environment.

Joint Media Statement of the Fifteenth Meeting of ASEAN Tourism Ministers (15th M-ATM) Manado, Indonesia, 11 January 2012

1. The Fifteenth Meeting of ASEAN Tourism Ministers (15th M-ATM) was held on 11 January 2012 in Manado, Indonesia in conjunction with the ASEAN Tourism Forum 2012 (ATF 2012). The Meeting was preceded by the Thirty-Fifth Meeting of ASEAN National Organisations (NTOs) and other ASEAN NTOs meetings with Dialogue Partners. The Meeting was chaired by H.E. Dr. Mari Elka Pangestu, Minister of Tourism and Creative Economy of Indonesia, with H.E. Prof. Dr. Bosengkham Vongdara, Minister of Information, Culture and Tourism of Lao PDR, as Vice Chairman.

2. Based on the preliminary figure, the Ministers were pleased to acknowledge the significant growth of international visitor arrivals into ASEAN in 2011. ASEAN attracted more than 79 million visitors last year, posting a healthy 7.4 per cent growth. Intra-ASEAN travel maintained its position as the major share of tourists, making up 43 per cent of total international arrivals. Progressing the ASEAN Tourism Integration

3. The Ministers were pleased to note the progress achieved in the implementation of the ASEAN Tourism Strategic Plan (ATSP) 2011-2015, where all ASEAN tourism working groups and committees had identified the detailed measures for
the implementation of the ATSP 2011-2015 and lead coordinators of the measures. In further supporting the implementation of ATSP, the Ministers agreed to welcome the minimum annual contribution to the ASEAN NTOs Fund and, at the same time, to increase Member States’ addition in-kind contributions to support the implementation of ASEAN tourism initiatives. Enhanced ASEAN Connectivity

4. The Ministers acknowledged the advancement of the Master Plan on ASEAN Connectivity (MPAC) measures that would bring about complementary progress in various sectors in ASEAN, mainly tourism, transportation and telecommunication. The Ministers reaffirmed their commitment to continue their support and facilitate the process of developing ASEAN Connectivity.

5. The Ministers welcomed the entry into force of the ASEAN Multilateral Agreement on the Full Liberalisation of Passenger Air Services (MAFLPAS) and its Protocols. The MAFLPAS would further facilitate and enhance air services connectivity within the region, and thus support the development of tourism in the region. With the current state of ASEAN Open Skies, designated airlines of a Member State could provide international air services with full third (3rd), fourth (4th), and fifth (5th) freedom traffic rights within the region.

6. The Ministers were also pleased to note the entry into force of the ASEAN-China Air Transport Agreement and its Protocol 1, as it would significantly enhance air accessibility between ASEAN Member States and China, a major source market for ASEAN tourism.

7. The Ministers were pleased to note ASEAN Member States’ commitment to continue and accelerate the easing of visa requirements for ASEAN nationals through the full implementation of the 2006 ASEAN Framework Agreement for Visa Exemption, which was reaffirmed by the ASEAN Leaders at the 19th ASEAN Summit. The Ministers also welcomed the initiative to develop an ASEAN common visa for non-ASEAN nationals in the future that would contribute to the ASEAN Community building process, as well as to ASEAN’s...
greater integration and contribution to the global community. The Ministers pledged their strong support for this initiative, and tasked their senior officials to actively take part in the conduct of the comprehensive study that will accelerate the necessary time line towards the establishment of an ASEAN common visa for submission to the 23rd ASEAN Summit. Improving Human Resources Capacity in Tourism.

8. The Ministers were pleased with the progress achieved by ASEAN Member States in establishing the necessary requirements under the Mutual Recognition Arrangement (MRA) on Tourism Professionals such as Tourism Professional Certification Board (TPCB) and National Tourism Professional Board (NTPB), including the convening of Workshop on the Achievement of ASEAN Member States in Implementing MRA on Tourism Professionals held in 14-15 June 2011 in Palembang, Indonesia. The Ministers emphasised the importance to support the implementation of MRA and supported the regular convening of regional gathering to enhance its awareness by relevant stakeholders.

9. In further developing regional infrastructure to support the implementation of MRA, the Ministers welcomed the conduct of following projects to further enhance preparation of ASEAN Member States in implementing the MRA Work Plan funded by the ASEAN-Australia Development Cooperation Programme (AADCP) Phase II: (a) Toolbox Development for Priority Tourism Labour Division; (b) Training of ASEAN Master Trainers and Master Assessors for Housekeeping Division. (c) Toolbox Development for Front Office, Food and Beverage Services, and Food Production. (d) Gap Analysis on Implementation of MRA on Tourism Professional. (e) Feasibility Study for the Establishment of Regional Secretariat for ASEAN Tourism Professionals.

10. The Ministers expressed their appreciation to the Government of Australia for the technical assistance provided in implementing the above projects through the ASEAN-Australia Development Cooperation Programme (AADCP).
11. The Ministers noted the outcomes of the ASEAN Tourist Guide Contest 2011 held on 24-28 September 2011 in Yogyakarta, Indonesia and encouraged the Southeast Asia Tourist Guides Association to sustain the convening of this competition in the future.

12. The Ministers noted the convening of the “ASEAN Workshop on Cultural Heritage Tourism” held on 28 September-2 October 2011 in Bandung, Indonesia; and the Workshop on Cultural Heritage Tourism held on 17-19 June 2010 in Solo, Indonesia as part of the activities of ASEAN Tourism Resource Management and Development Network of Heritage. Ensuring Quality of Tourism Services.

13. The Ministers welcomed the presentation of the ASEAN Green Hotel Award held on 11 January 2012 in Manado to provide recognition to hotels in respective ASEAN Member States that have fulfilled the ASEAN Green Hotel Standards. In further improving the quality of hotels in the region, the Ministers noted the progress of the development of comprehensive ASEAN Green Hotel Standards, including the finalisation of criteria and requirements and the activities to identify its performance indicators and certification process. The Ministers were pleased to note the finalisation of criteria and requirement including the Work Plans for development of ASEAN Homestay and Spa Standards.

14. The Ministers supported the development of ASEAN Clean Tourist City Standard that would create a tool to improve the quality of tourism in main destinations, to increase marketing competitiveness, to improve participation of local residents and their livelihood by alleviating poverty including to protect the environment thus responding to the impacts of climate change and contributing to ASEAN tourism sustainable development.

15. The Ministers noted the development of an ASEAN Tourism Security and Safety Guidelines that focus on hotel and resort facilities. The guidelines would equip the ASEAN tourism sector in its endeavor to create and maintain a secure and safe environment as a basis for sustainable tourism development. ASEAN Tourism Marketing Strategy.
16. The Ministers endorsed the ASEAN Tourism Marketing Strategy 2012-2015 developed based on the implementation of the Visit ASEAN Campaign and previous ASEAN tourism marketing activities. This strategy is designed to support and build a worldwide recognition of ASEAN as a tourism destination, in part by coordinating and leveraging the power and influence of the ASEAN NTOs. Through this Strategy, individual Member States would be responsible to develop products and attractions by creating packages, circuits and clusters using the product and experience development efforts of the individual Member States. The outcomes of this exercise are expected to strengthen and renew activities of the Visit ASEAN Campaign activities in line with the ASEAN Tourism Agreement signed by the ASEAN Leaders in 2002.

17. The Ministers supported the establishment of the ASEAN Tourism Market Research Group (ATMRG) that would carry out analysis of marketing trends, situation and future of ASEAN tourism. The result of this exercise would also utilise as reference in carrying out the ASEAN joint marketing activities in the future.

18. The Ministers noted the convening of ASEAN Golf Tourism Forum held on 2-5 November 2011 in Pattaya, Thailand. As a collaborative effort to promote and market golfing attractions in ASEAN Member States, the Ministers encouraged the Marketing and Communication Working Group to organise this Forum regularly.

19. The Ministers acknowledged joint tourism promotional activities to create brand awareness and promote ASEAN as a region carried out by the ASEAN Promotional Chapter for Tourism (APCT) in Sydney in 2011 through participation in major tourism consumer shows in Australia. The Ministers were pleased with the impending establishment of APCT in Mumbai that would have important role as an ASEAN tourism marketing and promotional arm in India. ASEAN Tourism Product Development.
20. In line with the ATSP 2011-2015, the Ministers were pleased with the progress of joint collaboration in further developing four main ASEAN tourism products, namely: nature, cultural and heritage, community, and cruise and river-based tourism. The three-year work plans for these main ASEAN tourism products have been finalised.

21. The Ministers noted the efforts of ASEAN NTOs to collaborate and collectively promote ASEAN Cruise Tourism through joint participation at the Cruise Shipping Miami 2011 from 14-17 March 2011 and the ASEAN Cruise Working Group Study Mission to North Asia conducted from 30 May to 4 June 2011 to Busan, Fukuoka, Nagasaki and Kagoshima. The Ministers agreed to further develop the cruise potential of the region by further developing three cruise corridors namely Malacca Straits, Karimata Strait/ Java Sea/ Flores Sea and South China Sea/ Gulf of Thailand through opening new itineraries/routes, joint marketing and data collation in collaboration with the other ASEAN bodies and private sector.

22. Recognising tremendous opportunities and potential multi-faceted impact of cruise tourism on the development of ASEAN tourism, the Ministers agreed to develop concerted measures and initiatives to promote the growth of this promising travel segment. As a first step, a Workshop on cruise tourism will be organised in the next few months, involving all key players in the cruise value chain, such as the transport, maritime and immigration agencies, cruise lines and cruise associations, to identify pertinent steps to accelerate cruise development in ASEAN. ASEAN with Dialogue Partners.

23. The Ministers welcomed the establishment of ASEAN-China Centre that would promote ASEAN tourism to the Chinese market through organising tourism fairs, food festivals, and exhibitions in China.

24. The Ministers expressed appreciation to the ASEAN-Japan Centre and ASEAN-Korea Centre for their efforts in providing continuous support and technical assistance to the development of ASEAN tourism sector, including
promoting ASEAN tourism to Japanese and Korean markets and strengthening product development.

25. The Ministers are pleased to note Russia’s proposal on holding a Russian Language Course for ASEAN Tour Operators in Russia as a continuation of successful program in Jakarta 2010. This program will enhance ASEAN tour operators ability in mastering Russian language and cross cultural communication skills as well as promoting ASEAN-Russia people-to people contact. ASEAN Tourism Forum 2012.

26. The ASEAN Tourism Forum (ATF) held on 8-15 January 2012 in Manado with the theme: “ASEAN Tourism for a Global Community of Nations” was attended by more than 390 international buyers and more than 920 sellers with 438 booths in ASEAN. The Ministers acknowledged the partnership with CNN International and CNBC as the Official Sponsor for ATF 2012.

27. The ATF 2013 will be convened in Vientiane, Lao PDR on 17-24 January 2013 with “ASEAN: Hand in Hand, Conquering Our Future” as the theme. Malaysia confirmed to be the host of ATF 2014.

28. The Ministers expressed their sincere appreciation to the Government and People of Indonesia for the warm hospitality accorded to the delegations and the excellent arrangements made for the Meetings.
### Number of Tourist Arrival from 2010 – 2014 (Ministry of Tourism)

**PERKEMBANGAN BULANAN WISATAWAN MANCANEGERA, 2010 – 2014**

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**PERKEMBANGAN WISATAWAN MANCANEGERA MENURUT PINTU MASUK, 2010 – 2014**

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**TOTAL:** 7,802,944

**Rata-rata:** 7,649,731

**Sumber:** Pusat Data Kemensospar & BPS