

APPENDIX I ROADMAP FOR INTEGRATION OF TOURISM SECTOR

I. OBJECTIVES

The objectives of this initiative are to:

- Achieve full integration of the Tourism sector across all ASEAN Member Countries in moving towards the realisation of an ASEAN Economic Community as directed by Leaders at the Bali Summit in October 2003
- Strengthen regional integration efforts through liberalisation, facilitation, and promotion measures to ensure full integration of the Tourism sector by 2010
- Enhance competitiveness of tourism sector within ASEAN in order to promote ASEAN as a single tourism destination
- Promote private sector participation and out-sourcing programme within ASEAN.

II. MEASURES

The integration measures include both common issues cutting across all sectors and specific issues to the tourism sector.

III. COVERAGE

The sub-sectors subject to services liberalisation appear as **Attachment 1**.

NO.	MEASURES	IMPLEMENTING BODY	TIMELINE
COMMON ISSUES			
I Liberalisation of Trade in Services			
1	<p>Member States shall accelerate the liberalisation of trade in services earlier than 2020. This could be achieved through:</p> <ul style="list-style-type: none"> - Setting clear targets and schedules of services liberalisation for each priority sector and each round towards achieving freer flow of trade in services by 2010; and - The application of the ASEAN-X formula 	Coordinating Committee on Services (CCS) and Coordinating Committee on Investment (CCI)	2010
2	Accelerating the development of Mutual Recognition Arrangements (MRAs);	CCS Tourism Manpower Task Force	31 December 2008
3	Promotion of joint ventures and cooperation, including in third country markets	CCS and CCI	Beginning 2007
II Facilitation of Travel to and within ASEAN			
4	Study the feasibility of developing some types of visa facilitation for non-ASEAN travelers traveling within ASEAN	DGICM	Beginning 2005
5	Facilitate the development of appropriate policies and plans to encourage travel by land, air and sea in ASEAN	ASEAN STOM and NTOs	Beginning 2006
6	Harmonise procedures for the issuance of visas to international travelers	Directors-General of Immigration Departments and Heads of Consular Affairs Division of the Ministries of Foreign Affairs (DGICM)	Ongoing
7	Provide visa exemption for intra-ASEAN travel by ASEAN nationals including the feasibility of developing an ASEAN Travel Card for business persons		Ongoing
III Trade and Investment Promotion			
8	Intensify intra and extra ASEAN joint promotion efforts regularly	CCI; ASEAN Chambers of	Ongoing

NO.	MEASURES	IMPLEMENTING BODY	TIMELINE
		Commerce and Industry (ASEAN-CCI); and relevant Industry Clubs/Associations	
9	Organise regular private sector initiatives to undertake: - undertaking more efficient joint ASEAN facilitation and promotion measures to promote FDI ASEAN selling-buying missions; and - promotional activities to assist CLMV countries	CCI; ASEAN Business Advisory Council (ASEAN-BAC); and ASEAN-CCI	Ongoing
10	Undertake more effective joint ASEAN facilitation in promotion measures and develop new sources of inward foreign direct investments, particularly from potential countries such as the People's Republic of China, Japan, India, US, EU and the Republic of Korea		Ongoing
IV	Human Resource Development		
11	Develop and upgrade skills and capacity building through joint trainings and workshops	Senior Labour Officials Meeting (SLOM)	Beginning December 2006 on-going
SPECIFIC ISSUES			
V	ASEAN Tourism Promotion and Marketing		
12	Encourage the private sector to engage in a joint promotion and marketing of ASEAN tourism activities such as the launching of the Visit ASEAN Pass and youth targeted packages	ASEAN Tourism Association (ASEANTA)	Beginning April 2004
13	Building up deeper knowledge on characteristics of markets of common interest such as China, Japan, Republic of Korea, India, US, EU and Russia	ASEAN NTOs/Task Force on ASEAN Tourism Marketing (TF Marketing)	Beginning 2005
14	Member countries collectively use Visit ASEAN Campaign Logo in exhibitions, promotional materials, media, ASEAN meetings and		Beginning 2004

NO.	MEASURES	IMPLEMENTING BODY	TIMELINE
	publication in their campaigns to promote ASEAN as a single tourism destination		
15	Collectively organise an ASEAN Tourism Area in international tourism fairs to continuously promote ASEAN as a single tourism destination		Beginning 2006
16	Work towards a common ASEAN Audio Visual presentation as a single destination for tourism and investment		December 2006
17	Promote the sites on the ASEAN Tourism Heritage list	NTOs/TF Marketing	Beginning 2005
18	Develop a region-wide ASEAN Tourism portal	NTOs/TF Marketing/ASEANTA	31 December 2007
19	Undertake the marketing of cruise as an attractive ASEAN tourism product	ASEAN Cruise Working Group (NTOs and STOM)	Beginning 2006
VI	Tourism Investment		
20	Provide incentives in the development of tourism infrastructure so as to encourage private investment into and intra ASEAN countries	NTOs/CCI	Beginning December 2006
21	Provide support and facilitate implementation for the tourism projects approved under the ASEAN Pioneer Project Scheme (APPS)	Focal Points / NTOs and ASEAN BAC	Beginning 2005
22	Undertake a study to identify tourism areas that can be attractive for investment and measures to be pursued to promote investment in tourism	NTOs and CCI	Completed 31 December 2005
23	Develop and implement eco-tourism project to promote investment in tourism	NTOs	Beginning 2005
24	To organise ASEAN Tourism Investment Forum highlighting tourism investment opportunities in the region on a regular basis	NTOs/Task Force on Tourism Investment (TF Investment)	Beginning 2005
VII	Tourism Standards		
25	Establish ASEAN tourism standards for tourism industries, by initially working on the development of hotel standards that would focus on	NTOs/Task Force on ASEAN Tourism Standards (TF Standards)	31 December 2010

NO.	MEASURES	IMPLEMENTING BODY	TIMELINE
	environmental management certification system of hotel		
VIII	Human Resource Development		
26	Establish ASEAN minimum common competency standards for tourism professionals	Task Force on Tourism Manpower Development (TF Manpower)	31 December 2007
27	Establish a Tourism Resource Management and Development Network		Beginning 2004
28	Strengthen HRD activities through the development of an intra-ASEAN curriculum covering exchange programme, cross-training, and cross-certification activities - To incorporate ASEAN Virtual Institute on Science and technology (AVIST) as one of the activities under this measure	NTOs/TF Manpower	December 2007
29	Establish and strengthen collaborative networks among all tourism-related stakeholders and to create ASEAN Tourism Research Databank to facilitate the growth of tourism	Thailand Research Fund (TRF)/TF Manpower	Beginning June 2005
30	Develop the capacity building of local tourist guide especially on language and characteristics of tourists	TF Manpower	Beginning 2006
IX	Crisis Communication		
31	Develop ASEAN Crisis Communication Framework and Action Plan	NTOs/ASEAN Crisis Communication Team (ACCT)	Beginning 2005

