



ASEAN TOURISM

“Promoting Nature Conservation & Developing Sustainable Tourism”

TRAN DONG PHUONG
ASEAN Secretariat

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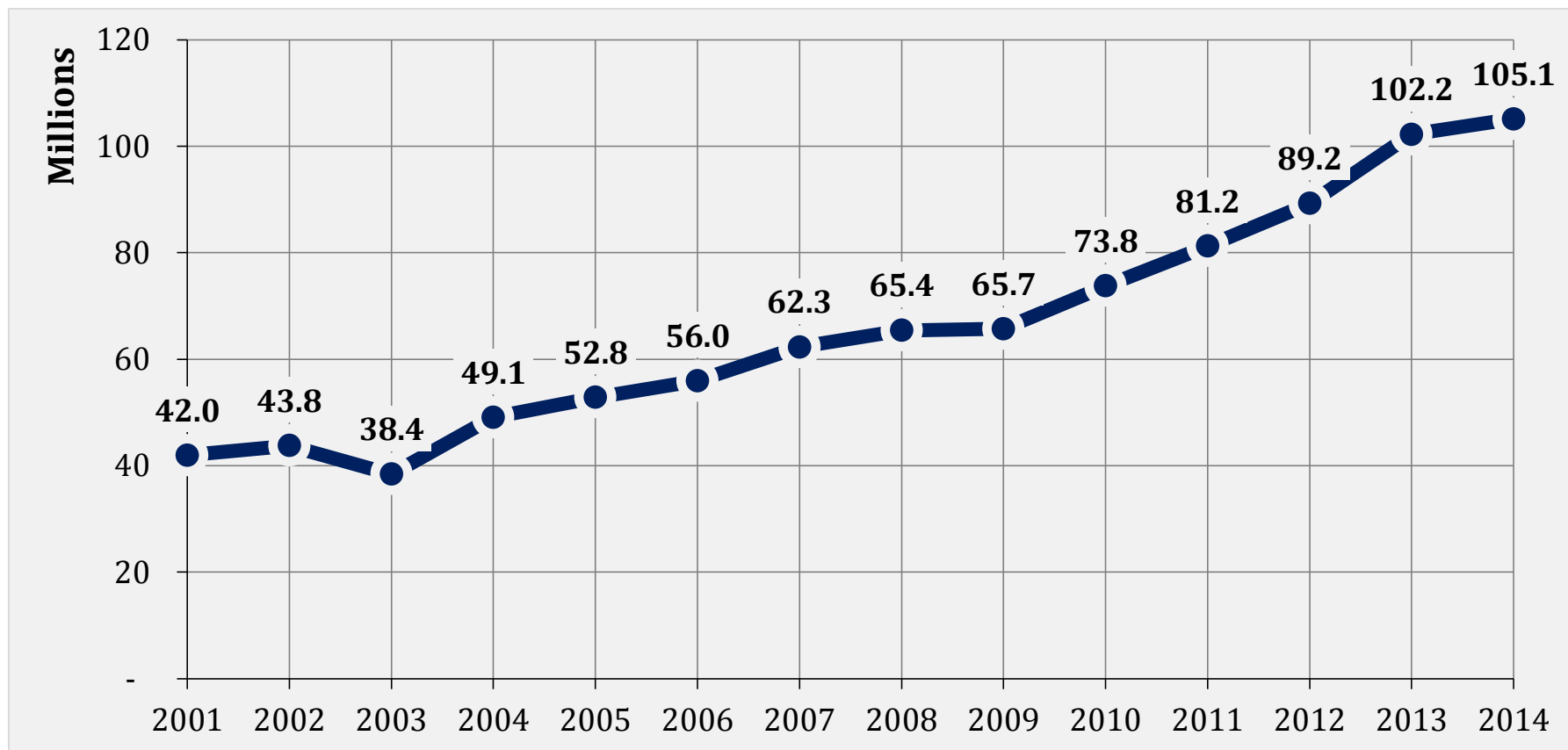
Outline

- Overview of ASEAN Tourism
- ASEAN Ecotourism Strategic Plan Phase-1
- Tourism and Climate Change Monitoring System and Work Plan
- ASEAN Tourism Standards

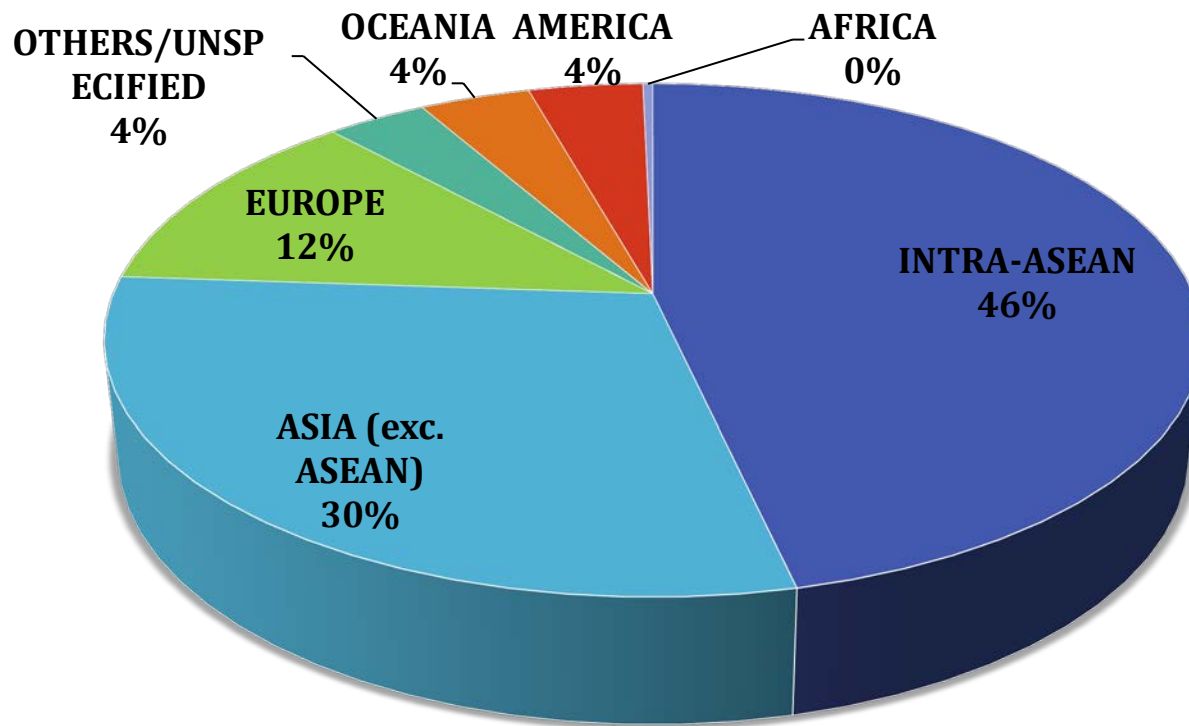


OVERVIEW OF ASEAN TOURISM

ASEAN International Visitor Arrivals 2001-2014



Share of International Visitor Arrivals to ASEAN 2014 (Preliminary)





ASEAN ECOTOURISM STRATEGIC PLAN PHASE-1

ASEAN Ecotourism Strategic Plan Phase-1

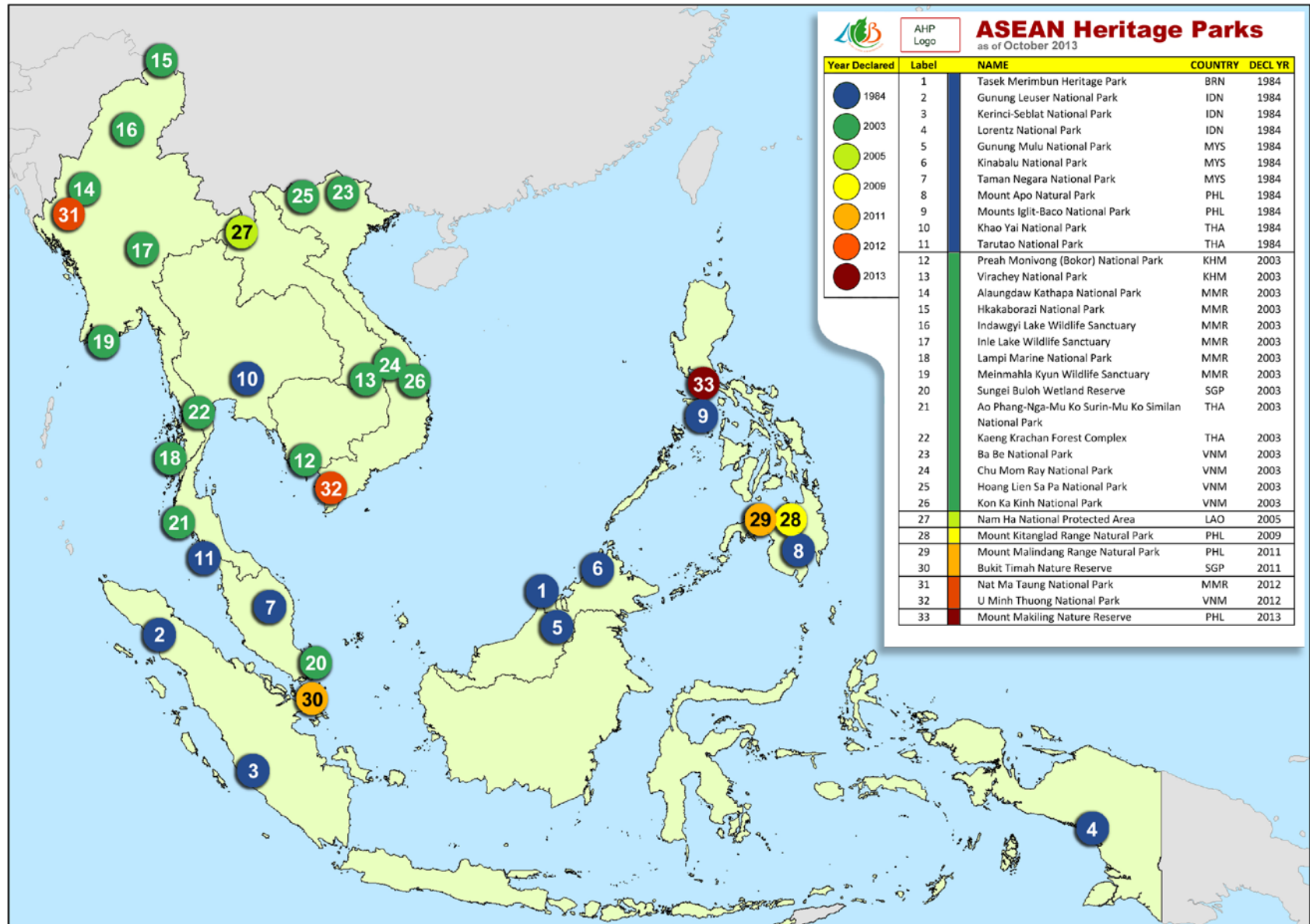
- GOAL
 - Develop an effective regional tool for conservation of natural and cultural heritages within the overall ASEAN's sustainable development agenda
- OBJECTIVES
 - 1) Review and assess the institutional framework of management and promotion of national parks and ecotourism destinations
 - 2) Audit the development, management and promotion of ecotourism sites and prioritise sites according to their iconic value, level of attractiveness and quality of tourist experience
- COUNTRY COORDINATOR: MALAYSIA

ASEAN Ecotourism Strategic Plan Phase-1

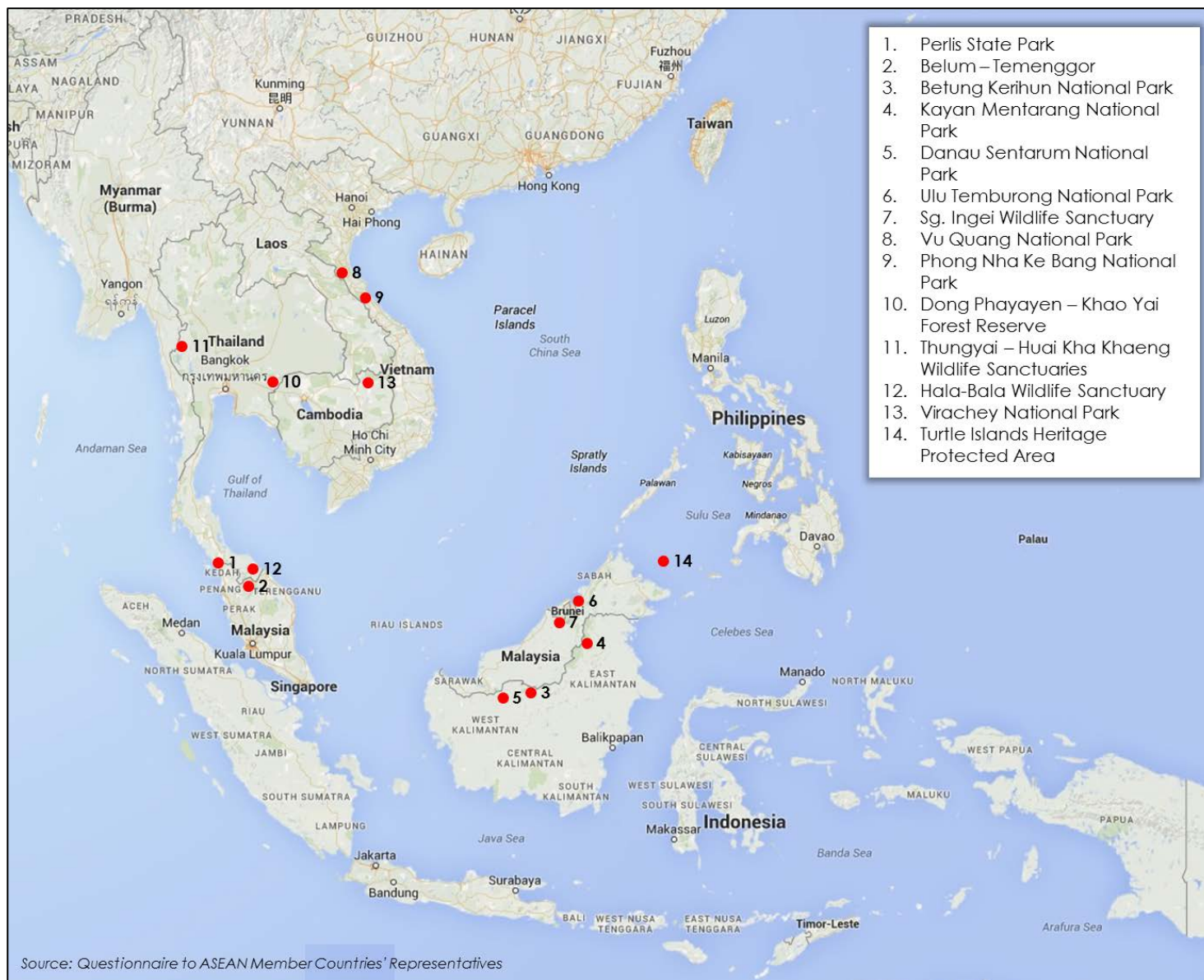
- ISSUES & PROSPECTS IN ASEAN ECOTOURISM

- | | |
|-------------------------------------|---------------------------------------|
| 1) Growing importance of ecotourism | 7) Regional ecotourism branding |
| 2) Trans-boundary ecotourism | 8) Promotion and information |
| 3) ASEAN Ecotourism Standard | 9) ASEAN MRA on Tourism Professionals |
| 4) ASEAN Open Skies | 10) Brain drain |
| 5) Cross-border investments | 11) Safety and security |
| 6) Environmental degradation | 12) Sub-regional groupings |

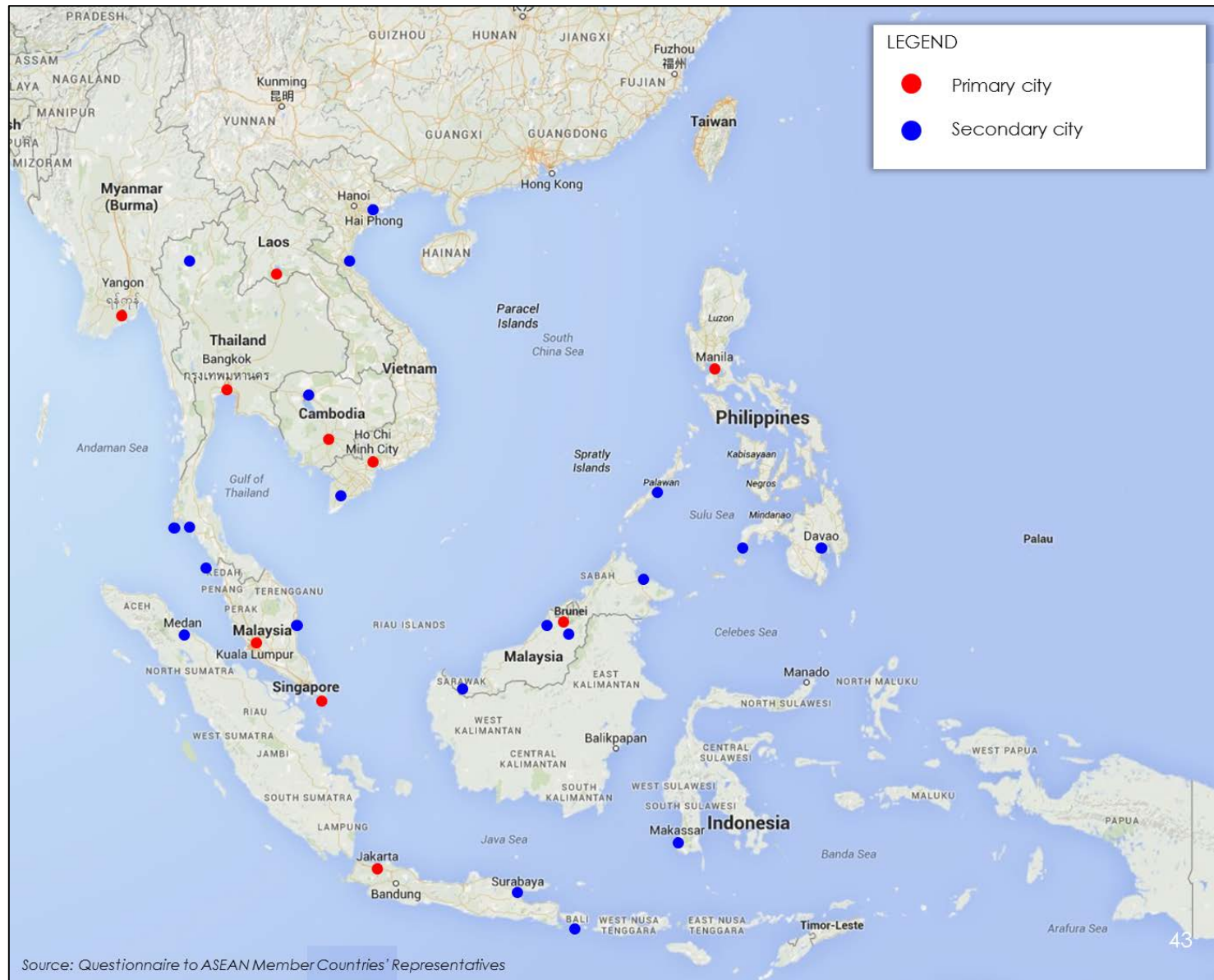
Prospect of ASEAN Heritage Parks



Potential Trans-boundary National Parks



Key Secondary Cities (ASEAN Open Skies 2015)



Source: Questionnaire to ASEAN Member Countries' Representatives



ASEAN Ecotourism Strategic Plan Phase-1

- PRELIMINARY STRATEGIES
 - Product Development
 - Marketing and Promotion
 - Human Resource Development
 - Enablers
- NEXT STEP: COMBINED PHASE-2 AND PHASE-3



TOURISM AND CLIMATE CHANGE MONITORING SYSTEM AND WORK PLAN



Tourism and Climate Change Monitoring System and Work Plan

- 2 IMPORTANT INSTRUMENTS
 - Framework, Approaches, Parameters and Measures for Climate Change and Tourism in ASEAN
 - Work Plan on Monitoring and Reporting Mechanism for Tourism and Climate Change in ASEAN
- COUNTRY COORDINATOR: PHILIPPINES

Framework, Approaches, Parameters and Measures for Climate Change and Tourism in ASEAN

- CONTENTS

- 1) ASEAN, Climate Change and Tourism
- 2) Examples of climate change mitigation and adaptation in ASEAN countries' target market segments
- 3) Framework of Mainstreaming Climate Change Mitigation and Adaptation in ASEAN's Measures for Travel and Tourism Competitiveness
- 4) Possible Climate change-related Approaches and Measures in Tourism

- The Framework is available at ASEAN Secretariat Website:

www.asean.org

Work Plan on Monitoring and Reporting for Tourism and Climate Change in ASEAN

- OBJECTIVES

- 1) Mainstream and implement adaptation and mitigation measures for climate change
- 2) Build and enhance capacity of tourism industry
- 3) Raise awareness of the tourism stakeholders
- 4) Monitor and evaluate the impacts, implementation and best practices

- COMPONENTS OF THE WORK PLAN

- | | |
|---------------|-----------------------------|
| 1) Policy | 4) Capacity Building |
| 2) Adaptation | 5) Communication |
| 3) Mitigation | 6) Monitoring and Reporting |

Monitoring and Reporting Mechanism for Tourism and Climate Change in ASEAN

- OBJECTIVES OF MONITORING AND REPORTING MECHANISM
 - 1) Determine progress of implementation of the Action Plan
 - 2) Monitoring best practices in Tourism and Climate Change
 - 3) Future planning for necessary support and in developing marketing programs
- COMPONENTS OF MONITORING AND REPORTING MECHANISM
 - 1) Establishment of Database
 - 2) Methods of Database Collection
 - 3) Monitoring and Evaluation of Actions Implementation
 - 4) Outcome/Impact Monitoring



ASEAN TOURISM STANDARDS



ASEAN Tourism Standards

- ASEAN Green Hotel Standard
 - ASEAN Homestay Standard
 - ASEAN Public Toilet Standard
 - ASEAN Spa Services Standard
 - ASEAN Community-Based Tourism Standard
 - ASEAN Clean Tourist City Standard
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- The Standards are available at ASEAN Secretariat Website

www.asean.org



ASEAN Green Hotel Standard

- DEFINITION OF GREEN HOTEL
 - A hotel which is environmentally-friendly and adopts energy conservation measures.
- OBJECTIVE
 - To increase the environmentally friendly and energy conservation in the ASEAN accommodation industry
- COUNTRY COORDINATOR: THAILAND



ASEAN Green Hotel Standard

- MAJOR CRITERIA

- 1) Environmental Policy and Actions for Hotel Operation
- 2) Use of Green Products
- 3) Collaboration with the Community Local Organizations
- 4) Human Resource Development
- 5) Solid Waste Management
- 6) Energy Efficiency
- 7) Water Efficiency and Water Quality
- 8) Air Quality Management (Indoor and Outdoor)
- 9) Noise Pollution Control
- 10) Waste Water Treatment and Management
- 11) Toxic and Chemical Substance Disposal Management



ASEAN Homestay Standard

- DEFINITION OF HOMESTAY
 - An alternative tourism where tourists will stay with the host's family in the same house and will experience the everyday way of life of the family and the local community.
- OBJECTIVE
 - To create quality visitor experience by showcasing rural resources in a presentable, safe, and attractive manner
- COUNTRY COORDINATOR: MALAYSIA



ASEAN Homestay Standard

- MAJOR CRITERIA
 - 1) Host
 - 2) Accommodation
 - 3) Activities
 - 4) Management
 - 5) Location
 - 6) Hygiene & Cleanliness
 - 7) Safety & Security
 - 8) Marketing
 - 9) Sustainability Principles



ASEAN Public Toilet Standard

- DEFINITION OF PUBLIC TOILET
 - A room or booth shared by all people for urination and defecation consisting of at least a bowl fitted with or without a seat (seating or squatting) and connected to a waste pipe and a flushing apparatus.
- OBJECTIVE
 - To ensure the quality, comfort, safety and proper waste management of public toilets in general at touristic destinations within the ASEAN Region
- COUNTRY COORDINATOR: BRUNEI DARUSSALAM



ASEAN Public Toilet Standard

- MAJOR CRITERIA
 - 1) Design and Environmental Management System
 - 2) Amenities and Facilities
 - 3) Cleanliness
 - 4) Safety



ASEAN Spa Services Standard

- DEFINITION OF SPA

- An establishment that provides massage treatment(s) and at least two water applications as defined by the standard. May also include sauna, scrubs and wraps, energy treatments, exercise, nutritional programmes, dietary programmes, yoga, meditation, herbal treatment or other professional services provided for the well-being of the client.

- OBJECTIVE

- To increase quality of human resources, services, and facilities in the ASEAN spa industry

- COUNTRY COORDINATOR: THAILAND



ASEAN Spa Services Standard

- MAJOR CRITERIA

- 1) Place
- 2) Service
- 3) People
- 4) Product
- 5) Equipment
- 6) Management
- 7) Environment

ASEAN Community-Based Tourism Standard

- DEFINITION OF COMMUNITY-BASED TOURISM
 - Tourism activity, community owned and operated, and managed or coordinated at the community level that contributes to the well-being of communities through supporting sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources.
- OBJECTIVE
 - To create quality visitor experiences by showcasing community livelihoods and natural and cultural assets in a presentable, safe, and attractive manner.
- COUNTRY COORDINATOR: CAMBODIA

ASEAN Community-Based Tourism Standard

- MAJOR CRITERIA

- 1) Community Ownership and Management
- 2) Contribution to Social Well-Being
- 3) Conserving and Improving the Environment
- 4) Encouraging Interaction between the Local Community and Guests
- 5) Quality Tour and Guiding Services
- 6) Ensuring Quality Food and Beverage Services
- 7) Ensuring Quality Accommodations
- 8) Ensuring the Performance of (In-Bound) CBT Friendly Tour Operators (FTO)



ASEAN Clean Tourist City Standard

- DEFINITION OF TOURIST CITY
 - Cities where there is flow of visitors and where there are cultural, natural and/or man-made attractions.
- OBJECTIVE
 - To improve the quality of tourism in the cities, increase their marketing competitiveness but also improve the situation of local residents and their livelihood by alleviating poverty.
- COUNTRY COORDINATOR: CAMBODIA



ASEAN Clean Tourist City Standard

- MAJOR CRITERIA
 - 1) Environmental Management
 - 2) Cleanliness
 - 3) Waste Management
 - 4) Awareness-building about Environmental Protection and Cleanliness
 - 5) Green Spaces
 - 6) Health Safety and Urban Safety and Security
 - 7) Tourism Infrastructure and Facilities



Thank you