

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

**Attachment I
Coverage of Tourism and Travel Related Services Sector**

	Central Product Classification Codes
A. Hotels and restaurants (incl. catering)	641-643
B. Travel agencies and tour operators services	7471
C. Tourist guides services	7472
D. Other	

641 HOTEL AND OTHER LODGING SERVICES

Lodging accommodations provided to transients.

Exclusions: Food and beverage serving services are classified in groups 642 and 643, respectively. Residential lodging services are classified in division 82 (Real estate service).

6411 64110 Hotel lodging services

Lodging and related services typically provided by hotels. Related services comprise services normally furnished with and included in the lodging price and include room service, desk service, mail service and bellboy service.

Hotels also generally make available other services such as parking, food, beverages, entertainment, swimming pools, banquet, convention and meeting facilities. Resort hotels may provide extensive recreational facilities. These various services are included here, if provided as a part of the price of lodging. If they are priced separately, they are classified according to the service provided.

The services rendered by hotel are generally more complete than those offered by motels and other lodging places.

6412 64120 Motel lodging services

Lodging and related services typically provided by motels, including all services normally included in the price of lodging. Motels are typically located along highways or thoroughfares and cater specifically to the needs of people

traveling by car. Parking is thus generally included. The services rendered are generally less complete than full hotel service.

6419 Other lodging services

64191 Children's holiday camp services

Lodging and related services provided by children's holiday camps. Included are all other services provided by such camps in connection with the provision of lodging.

64192 Holiday centre and holiday home services

Lodging and related services provided by adult or family holiday camps, vacation bungalows and similar holiday homes. Included are all other services provided by such establishments in connection with the provision of lodging.

64193 Letting services of furnished accommodation

Lodging and related services provided by rooming houses, boarding houses, cabins, private apartments and homes and similar lodging facilities. Most of these units provide only lodging, although some may include food serving services.

Exclusions: Hotel and motel lodging services are classified in subclass 64110 and 64120, respectively.

64194 Youth hostel and mountain shelter services

Lodging and related services provided by school dormitories, residence halls, youth hostels, mountain shelters and similar facilities. These services are distinguished from full hotel service by the lesser extent of service provided and by the specific group of the population to whom such services are rendered.

64195 Camping and caravanning site services

Lodging and related services provided by trailer and recreational vehicle parks, campsites and similar facilities. Such services include provision of the site only or of the site and the tent or trailer situated thereon.

Exclusions: Rental services of residential mobile home sites are classified in subclass 82101 (Renting or leasing services involving own or leased residential property).

Rental service of caravans and trailers for use off-site are classified in subclass 83105 (Leasing or rental services concerning other land transport equipment without operator).

64196 *Sleeping car services and sleeping services in other transport media*

Sleeping-car services and similar services in other transport media, e.g. aboard ferry boats.

64199 *Other lodging services n.e.c.*

Lodging and related services of a type not elsewhere classified.

642 FOOD SERVING SERVICES

6421 64210 Meal serving services with full restaurant service

Food preparation and serving services and related beverage serving services furnished by restaurants, cafes and similar eating facilities providing full service consisting of waiter service to individual customers seated at tables (including counter booths), with or without entertainment. Included are such services provided by restaurants, bars, nightclubs and similar facilities, operated in hotels or other lodging places or in transport facilities, e.g. in trains or aboard ships.

Exclusion: Serving services of beverages without prepared food are classified in subclass 64310, if without entertainment, and in 64320, if with entertainment.

6422 64220 Meal serving services in self-service facilities

Food preparation and serving services and related beverage serving services furnished by eating facilities that provide a range of pre-cooked foods from which the customer makes individual selections and is billed accordingly. These facilities provide seating but no individual waiter service; they are often known as cafeterias.

6423 64230 Caterer services, providing meals to outside

Food preparation and serving services provided by caterers to groups, on the premises or elsewhere. Included are related beverage serving services.

6429 64290 Other food serving services

Other food preparation and serving services and related beverage services furnished, e.g. by refreshment stands.

643 BEVERAGE SERVING SERVICES FOR CONSUMPTION ON THE PREMISES

6431 64310 Beverage serving services without entertainment

Beverage serving services, mostly alcoholic beverages, delivered by bars and similar facilities, without entertainment. Included are such services provided by bars operated in hotels or other lodging places or in transport facilities, e.g. in trains or aboard ships.

Exclusion: Serving services for food and beverages are classified in subclass 64210 (Meal serving services with full restaurant service).

6432 64320 Beverage serving services with entertainment

Beverage serving services, mostly alcoholic beverages, delivered by bars, nightclubs and similar facilities, with entertainment.

Exclusion: Serving services for food and related beverages are classified in subclass 64210 (Meal serving services with full restaurant service).

747 TRAVEL AGENCY, TOUR OPERATOR AND TOURIST GUIDE SERVICES

7471 74710 Travel agency and tour operator services

Services rendered for passenger travel by travel agencies tour operators, and similar services; travel information, advice and planning services; services related to arrangement of tours, accommodation, passenger and baggage transportation; ticket issuance services. These services are provided on a fee or contract basis.

7472 74720 Tourist guide services

Tourist guide services by tourist guide agencies and own-account tourist guides.

Exclusions: Services by own-account hunting guides are included in subclass 96419 (Other sporting services)

Personal escort services are included in subclass 97090 (Other services n.e.c.)

⌘