

WORKING GROUP ON TOURISM
Lead Country: Thailand

MEASURES/ PROGRAMMES / PROJECTS	STATUS	IMPLEMENTATION ISSUES	CONTACT PERSONS
<p>2.3.1 Develop a Tourism Master Plan for IMT-GT to serve as a basis for tourism development and joint promotion.</p>	<p>A FLAGSHIP PROJECT.</p> <p>Identified as a deliverable project for 2007 in the recent IMT-GT Planning Meeting for 2007. Project is in its initial preparation stage. Proposed Implementation schedule: 10-12 months.</p> <p>Member countries offered to shoulder international airfare and local accommodations of the project consultants.</p> <p>Undertaken by the United Nations World Tourism Organization (UNWTO).</p> <p>Assessment by UNWTO Expert will held on 9-24 April 2008 (Malaysia: 9-14 April, Indonesia: 14-19 April, Thailand: 19-24 April)</p> <p>UNWTO expert has submitted the initial assessment of the IMT-GT region. Member Countries were requested to study the Executive Summary and to send any comments directly to UNWTO expert.</p> <p>Thailand presented an Assessment Mission of IMT-GT - Identification of Tourism Development Strategies done by UNWTO during 3rd WGT in Hat Yai, Thailand.</p>	<p>Based on the presentation, the recommendations are as follows:</p> <ul style="list-style-type: none"> i. Need for a stronger leadership by private sector and local leadership; ii. A tourism development zone company should be entrusted to organize the development based upon joint public and private investments; iii. Development of new models aimed at 	

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		<p>improving the use of national parks in tourism development and, at the same time, use tourism to enhance the protection of resources;</p> <p>iv. More activities on product development, related marketing and promotion, and related training of guides and tourism staff;</p> <p>v. IMT-GT countries should focus on identification of a signature event which could give focus to the IMT-GT region in a very broad spectrum;</p> <p>vi. Planning of more activities that include health tourism since this type of tourism has a major potential for a strong increase in the coming years.</p>	
<ul style="list-style-type: none"> Feasibility Study of Halal Tourism and Hospitality 	<p>Malaysia has presented a research plan regarding the feasibility study of halal tourism and hospitality during the 26th JBC Meeting in Penang, Malaysia.</p> <p>Indonesia supported the idea from Malaysia of conducting studies about the potential of Muslim markets and proposed IMT-GT to approach ADB for funding. The studies will include style of living and places of interest which also have been proven to be attracting Europeans and Middle Eastern tourists.</p>	NIL	
<p>2.3.2 Develop and pursue a joint tourism promotion and marketing programme focusing on IMT-GT as a single destination.</p>	<p>Preparations for IMT-GT Tourism Ministerial Meeting, scheduled to be held in Bangkok, 21 January 2008 in conjunction with the ASEAN Tourism Forum 2008.</p> <p>MITTAS's present the proposal on the RM 200,000 funding to Thailand as the lead country for ASEAN tourism.</p>		

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	<p>Thailand will set up a task force to consider: The need to brand the IMT-GT tour packages for promotional purposes and to consider the possibility of using MITTAS's fund to set-up a booking engine to facilitate e-booking and production of promotional materials for the IMT-GT tour packages.</p> <p>The money allocated by all member countries is still in account of MITTAS Sdn. Bhd. In Penang, Malaysia.</p>	<p>The Meeting tasked all the Member Countries to check their internal financial requirements for further action by the Working Group to allocate fund to all member countries The Meeting suggested creating a form requesting to utilize this fund by proposing projects with clear objectives.</p>	

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<ul style="list-style-type: none"> IMT-GT Tour Packages 	<p>A 'Workshop to Develop Tour Packages for the IMT-GT Area' was held from 6-8 May 2008 at Melaka, Malaysia between the senior government officials and private sectors of IMT-GT area.</p> <p>Thailand hosted the follow-up workshop to develop tour packages for the IMT-GT Area in Hatyai on 22 May 2008.</p> <p>The meeting that should be taken place in Batam, Indonesia on October 2008 has been postponed and rescheduled to be held before the Summit Meeting in March 2009.</p> <p>There were 9 travel agents from Indonesia, 3 agents from Malaysia and 7 agents from Thailand working together to materialize the IMT-GT Tour Packages. JBC would cooperate under one package called "IMT-GT Spice Routes", which categorized into short haul, medium haul and long haul packages.</p>	<p>JBC will promote this packages using www.imtgtourism.com.</p> <p>Refer similar project same as IMT-GT website conducted by Creative Advanced Technology (CAT) presented at 1st BOF in conjunction with 16th SOM/MM 14 Oct 2009, Melaka. The website promote tourism package and encourage IMT-GT tourism players to connect with other tourism industries.</p>	
<ul style="list-style-type: none"> IMT-GT Privilege Card 	<p>The full design of the IMT-GT Privilege Card will be submitted for approval in March 2009 when Thailand hosts next IMT-GT meeting.</p>	<p>No progress</p>	
<ul style="list-style-type: none"> IMT-GT Logo and Theme 	<p>Timeframe target date 2007. IMT-GT Logo adopted at the 13th Ministerial Meeting in Selangor, September 2006.</p> <p>The theme "Dynamic Tourism Alliance" was chosen as the brand of IMT-GT tourism.</p> <p>Extensive use of the IMT-GT logo plus "Dynamic Tourism</p>	<p>NIL</p>	

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	Alliance” for Visit IMT-GT Year 2008 Marketing Initiatives.		
<ul style="list-style-type: none"> Medical Tourism 	<p>A FLAGSHIP PROJECT. Ongoing.</p> <p>In view of the IMT-GT region’s potential to promote wellness and rehabilitation, 2nd WG Meeting agreed to change the title ‘Medical Tourism’ to ‘Health Tourism’.</p> <p>Expert Group Discussion on Medical Tourism for IMT-GT Area’ was organized between the senior government officials and private sectors of the three countries from 10-11 May 2008 in Malaysia.</p> <p>Malaysia reported during 3rd WG Tourism Meeting that the Initial Expert Group Discussion on Medical Tourism for IMT-GT was held in Melaka in May 2008.</p>	<p>The discussion highlights were as follows: (i) Lack of cooperation between private hospitals and government in exchange ideas and information, (ii) Multiple entries for business visa, (iii) Quality of services in hospitals which needs one company to monitor this specific project in terms of medical tourism.</p>	
<ul style="list-style-type: none"> IMT-GT tourism website 	<p>Timeframe target date 2007-2011.</p> <p>IMTGTourism.com has been launched on 19 August 2009 by three JBC leaders (Chairman of JBC Malaysia, Dato’ Haji Faudzi Naim Hj Noh, Chairman of WG on Tourism Thailand, Mr Sumit Kanjama and Chairman of WG on Tourism Indonesia Mr Artur Batubara) in One World Hotel, PJ in conjunction with SOTA International Conference 2009.</p>	<p>In 1st BOF in conjunction with 16th SOM/MM, 14th Oct 2009. Creative Advanced Technology presented about the Standard Online Tourism Architecture (SOTA), www.imtgttourism.com as official website in IMT-GT Tourism. This online platform encompasses components such as travel packages, hotel and flight bookings, and other travel-related technology integral to the entire supply chain of the tourism industry. Creative Advanced Technology provides solution to this with the introduction of SOTA that enables mass distribution of information. In addition, SOTA provides an Industry Collaboration Platform, promotes cooperation and networking, instant distribution, market intelligence and as a platform</p>	

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		that others can build upon.	
<ul style="list-style-type: none"> Visit IMT-GT Year 2008 	<p>A FLAGSHIP PROJECT. Identified as a deliverable project for 2008.</p> <p>Agreement in the 1st WG on Tourism that Visit IMT-GT Year 2008 will be led by the private sector with support from the governments.</p> <p>Annual rotating workshops in three countries on various subjects.</p> <p>Programme of Activities drafted. The event was scheduled to be launched on 11-20 January 2008. Activities include the IMT-GT International Travel Fair and IMT-GT Trade Fair. The project was successfully implemented in 2008.</p>	NIL	
<ul style="list-style-type: none"> Visit IMT-GT Year 2009 	<p>IMT-GT Celebration Year will be extended until 2010.</p> <p>14 events will allocate for each country and the final list will be submitted to the Chairman.</p> <p>In the 2nd WG Meeting, Indonesia offered to host and organise the launching of IMT-GT Celebration Year 2009.</p> <p>IMT-GT Celebration Year 2009 was launched in Medan, Indonesia on 23 March 2009. It was endorsed during the 4th IMT-GT Summit to be a flagship project.</p>	<p>3rd IMT-GT Celebration Year 2010 will be launched soon. The celebration in 2010 will completed the cycle of the project.</p> <p>Due to succeed project of IMT-GT Celebration Year 2008, meeting agreed to extend IMT-GT Celebration Years from 2009 to 2015. (3rd WGT)</p>	

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<p>2.3.3 Develop and improve tourism facilities and related services</p> <ul style="list-style-type: none"> Promotion of Three-Star Hotels in the IMT-GT region. 	<p>A FLAGSHIP PROJECT.</p> <p>Timeframe target date 2007-2011.</p> <p>Indonesia has distributed list of 3-star hotels in Indonesia to Malaysia and Thailand.</p> <p>Every county to up-date the data of 3-Star hotels by April 2008 and will be tabled during the WG meeting.</p> <p>In addition, the respective countries will provide the list of budget hotels/homestays and then will be put in the website.</p> <p>Malaysia and Indonesia already submitted the list to Thailand and distributed the directory to member countries.</p> <p>Thailand informed the Meeting that the 3-star hotel directory was published by the Ministry of Tourism and Sports Thailand and would provide 500 copies free of charge to other IMT-GT countries.</p>	<p>Meeting proposed that for the 2010 directory, pictures of hotels and room could be added.</p>	

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<ul style="list-style-type: none"> Development of rest areas. 	<p>Timeframe target date 2007-2011.</p> <p>Indonesia proposed "The Dreamland," a tourism project in Pekanbaru that consists of a "Holiday Park" built on a 10 hectare land of the Government of Pekanbaru. Potential investors are invited to the project.</p> <p>PLUS Expressway Berhad presented their companies' experience in developing and maintaining rest areas along the express Highway in Peninsular Malaysia during 2nd WG on Tourism Meeting.</p> <p>During the 2nd WG Meeting, meeting noted that caravans, motor-homes as well as other car vehicles could be used to promote autoventure programmes in the respective IMT-GT areas.</p>	<p>No progress</p>	
<p>2.3.4 Promote investments to improve existing and develop new tourist destinations and facilities in the IMT-GT region (to be undertaken in conjunction with 1.3.3 above).</p> <ul style="list-style-type: none"> Compilation and dissemination of updated information covering tourism investment policies and regulations in the IMT-GT region. 	<p>2 directories were proposed:</p> <ul style="list-style-type: none"> Tourism directory of the IMT-GT region. Travel and Tour Operators Directory <p>Both directories will be funded by Mirara Corporate Sdn Bhd. Mirara is seeking JBC approval to source sponsorships to cover printing costs. Advertising revenue to be equally shared with JBC.</p> <p>3rd Tourism Outlook Conference in conjunction with the Global Event Congress II organised by Universiti Teknologi MARA on 16-18 July 2007, Renaissance Hotel, Kuala Lumpur Malaysia.</p>	<p>Each respective country will check if the information on investment policies which is being compiled in AEAN Tourism NTOs is applicable for IMT-GT areas. Thailand will compile the revised version and submit the three countries' position to CIMT.</p> <p>The main objective of the event is to bring together tourism and heritage researchers, academics, consultant, planners, associations and organization in the development of alliances and building network relationships for the benefit of tourism industry.</p> <p>The conference aims to explore the new concept in heritage, tourism, hospitality and even, to further strengthen the relationships and networking opportunities with educators, researchers and</p>	

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		industry colleagues locally and internationality	
2.3.5 Facilitate Intra and Inter IMT-GT Travel			
<ul style="list-style-type: none"> Promotion of regional and international air linkages with IMT-GT; opening up of 3 new air linkages and resumption of the KL-Hat Yai route 	<p>2nd WG Meeting noted the absence of air linkages between Sumatera and Southern Thailand and requested ASEAN Secretariat to bring this issue to be considered at the forthcoming ASEAN NTOs-STOM Consultations.</p> <p>To promote new air route: Medan – Phuket Medan – Hatyai KL – Hatyai</p> <p>The Existing Load Factor of the proposed routes to be determined.</p> <p>Further actions to be verified.</p>	NIL	
<ul style="list-style-type: none"> Waiving or reduction of travel tax for travel within IMT-GT region and providing visa exemption to nationals of selected countries outside of the IMT-GT region. 	<p>Timeframe target date 2007-2011.</p> <p>Fiscal tax going out from IMT-GT area in Indonesia (Sumatera) was abolished.</p> <p>The three countries agree to drop this agenda (?).</p>	NIL	

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<p>2.3.6 Undertake special programmes of visits to the IMT-GT region to promote people-to-people contact among people in the region</p> <ul style="list-style-type: none"> Creation of network for home stay program in the IMT-GT region 	<p>Continuing, 2007-2011</p> <p>ACTT and the Aceh Tourism Board agreed to collaborate on the development of a homestay programme at Kampung Lubok.</p> <p>Asmara Charter Tour & Travel (ACTT) proposed a programme called "Asmara Homestay and Treasure Hunt to be held from 3-4 March 2007 (Kampung Endah Homestay in Selangor).</p> <p>Homestay programme has been implemented. Idea will be extended to other states. Similar events will be carried throughout the country in the future.</p>	<p>NIL</p>	
<ul style="list-style-type: none"> Promotion of students' exchange programmes to increase regional tourism, particularly with Indonesia 	<p>Continuing, 2007-2011.</p> <p>In line with the Youth Tourism Student Summit in Bali, 26-27 September 2008, the IMT-GT member countries agree to include the region into the program and will organize one discussion for those from IMT-GT region.</p> <p>Malaysia had organized a Student Tourism Programme and informed that some activities could be extended to include students' participation from Indonesia and Thailand.</p>	<p>NIL</p>	
<p>2.3.7 Strengthen the system for the collection, compilation and dissemination of information on IMT-GT cross-border tourism.</p>	<p>The programme is to strengthen the system for the collection, compilation and dissemination of information on IMT-GT cross-border tourism.</p> <p>Status to be verified.</p>	<p>NIL</p>	

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<p>2.3.8 Prepare and undertake cooperative training programmes (formal and informal) for skills needed by the tourism industry, such as hotel and restaurant management.</p> <ul style="list-style-type: none"> • Tourism and Hospitality Training Program in Aceh 	<p>Malaysia proposed to establish Tourism and Hospitality Training Programme in Aceh.</p> <p>The funding will be supported by Manpower and Citizen Mobilization Board in Aceh. The project is in initial stage of discussion and hopefully will start in 2009.</p>	<p>NIL</p>	
<p>2.3.9 Development of Home Stay Tourism</p>	<p>A FLAGSHIP PROJECT.</p> <p>ASEAN Secretariat was requested to present a paper on Homestay Programmes Standards for the region.</p> <p>For this purpose, Indonesia organized the 'Sumatera International Travel Fair' from 30 May – 1 June 2008.</p> <p>JBC agreed to organize a familiarization trip for members of tourism working group from Thailand and Indonesia to experience homestay programme in Malaysia.</p> <p>Kembara Dunia Travels & Tours has developed a Homestay Packages at the price of RM1,800.00 per participant for 7 days 6 nights. The programme namely as JBC Homestay Familiarization Programme held on 8 – 14 October 2009. 69 participants attending the programme. The programme was promoting homestay in IMT-GT as a popular destination in the international market.</p>		

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2.3.10 ASEAN Tourism Cooperation	<p>ASEAN Secretariat updated the development of the ASEAN Tourism Cooperation since the inception of the ASEAN Tourism Agreement in 2002 during the 2nd WG Meeting on Tourism.</p> <p>ASEAN Tourism Development Corridor Workshop would be held in Phnom Penh, Cambodia on 21 July 2009. The objective of this workshop is to consider how to facilitate cross border travel among the 10 countries. The results of the workshop would hopefully be incorporated ASEAN Tourism Strategic Plan 2011-2015. IMT-GT would take note this event to incorporate whatever decision of this ASEAN Tourism Plan.</p>	NIL	
<ul style="list-style-type: none"> ASEAN and IMT-GT Family Rally 	<p>Ministry of Tourism and Sports, Thailand supported to hold this project during 1-3 March 2009 in surrounding area of Songkhla Lake Lagoon.</p> <p>10 cars will be provided by host country for each ASEAN member countries.</p>	NIL	