



# Working Group on Tourism

# Roadmap Implementation Progress in 2008

## Tourism

- Visit IMT-GT Year 2008 launched successfully; 42 events during the year;
- Dialogue between private tour operators and low-cost airlines initiated;
- IMT-GT Joint Tourism Packages identified;



IMT-GT International Travel I  
11-13 January 2008  
JB Hotel, Hatyai, Songkhla, Thailand



# Directives of 4<sup>th</sup> IMT-GT Summit: Tourism

- To promote **IMT-GT Celebration Year 2009** as a sequel to the successful implementation of Visit IMT-GT Year 2008;
- Relevant government agencies to support, and work with, the tourism industry to ensure the success of the celebration;



# Deliverable Projects for 2009

## 1. Tourism Master Plan Study: An assessment Mission – Identification of Tourism Development Strategies

### **A Flagship project - Completed in 2008 (UNWTO)**

**Location**    Indonesia:    North Sumatra, Riau Island  
                         Malaysia:    Perlis, Langkawi Islands, Negri Sembilan  
                         Thailand:    Songkhla, Satun, Trang

### **Outcome**

- A report on a proposed tourism development strategy in terms of infra. & superstructure, potential activities, tourism products for development, and areas of tourism cooperation for short, medium & long term.
- Detailed issues such as the analysis of the economic importance of tourism in the Growth Triangle area; provide a brief inventory of tourism resources and an overall policy framework relating to development objectives and goals;
- Special attention has been paid to collaboration on tourism product development on a multi-country level.

**A further study by UNWTO is required. More potential areas in IMT-GT shall be covered (*to be discussed further in 3<sup>rd</sup> WGT*).**

# Deliverable Projects for 2009 (cont'd)

## 2. IMT-GT Celebration Year 2009

- A flagship project, the 4<sup>th</sup> IMT-GT Summit endorsed the project as a sequel to the successful implementation of Visit IMT-GT Year 2008
- The launching of IMT-GT Celebration Year 2009 in Medan, Indonesia on 23 March 2009
- Launching joint tourism packages

## 3. IMT-GT Tour Packages

- Ongoing, exptd completion in 2010
- The 3<sup>rd</sup> Workshop to develop tour packages in IMT-GT will be held in Medan, Indonesia from 22-24 March 2009. JBCs from 3 countries will finalize the packages and start with the promotion of the packages.
- Additional assistance by Gov't agencies is needed to ensure the completion of the project by 2010.

## 4. Medical Tourism

- A flagship project, on-going, started in 2008
- 2<sup>nd</sup> WGT agreed to change to 'Health Tourism'
- The 2<sup>nd</sup> Expert group discussion on Health Tourism is expected to be held in Thailand, back-to-back with the 3<sup>rd</sup> WGT.

# Deliverable Projects for 2009 (cont'd)

## 5. IMT-GT Tourism Website

- Under construction by CIMT and ADB to be used to cater tourism activities and information
- To be discussed in the 3<sup>rd</sup> WGT



## 6. Develop and pursue a joint tourism promotion and marketing programme focusing on IMT-GT as a single destination

- Starting 2009 and will be completed in 2010
- A taskforce will be set up to consider the need to brand the IMT-GT tour packages for promotional purposes.
- To be discussed in the 3<sup>rd</sup> WGT

## 7. Promotion of Three-Star Hotels in the IMT-GT Region

- Lists of 3-Star Hotels has been submitted to Thailand by Malaysia and Indonesia
- To be discussed in 27<sup>th</sup> JBC meeting and 3<sup>rd</sup> WGT

## 8. IMT-GT Privilege card

- Proposed by JBC in 15<sup>th</sup> SOM/MM in Palembang, Indonesia
- To be discussed further in 3<sup>rd</sup> WGT

# Deliverable Projects for 2009 (cont'd)

## 9. Creation of Network for Home-stay Programme in the IMT-GT

- Starting in 2009 and will be completed in 2010
- To be discussed in the 3<sup>rd</sup> WGT

## 10. Development of Home-stay Tourism

- Starting in 2009 and will be completed in 2010
- Linking to village tourism development in Indonesia
- To be discussed in the 3<sup>rd</sup> WGT

## 11. Promotion of Students' Exchange Programmes to Increase Regional Tourism, Particularly with Indonesia

- Starting in 2009 and will be completed in 2010
- To be discussed in the 3<sup>rd</sup> WGT

## 12. Feasibility Study of Halal Tourism and Hospitality

- Ongoing, started in 2008
- Currently still in the process and will revert to MOTOUR for approval of study
- To be discussed in the 3<sup>rd</sup> WGT

# Deliverable Projects for 2009 (cont'd)

## 13. Tourism Hospitality Training Programme in Aceh

- **Starting in 2009**
- **Currently still in the process and will revert to MOTOUR for approval of study**
- **To be discussed in the 3<sup>rd</sup> WGT**

# Projects to be linked with / transferred to Other WGs

<p><b>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</b></p>	<p><b>To be linked with WG on Infrastructure and Transport?</b></p>
<p><b>Compilation and dissemination of updated information covering tourism investment policies and regulations in the IMT-GT region</b></p>	<p><b>To be transferred to WG on Trade and Investment (under ITITD)?</b></p>

# Calendar of Events: Tourism

- **IMT-GT Celebration Year 2009 – Launching in Medan, Indonesia on 23 March 2009**
- **3<sup>rd</sup> WGT -- to be held in Thailand in May-June 2009 (to be confirmed)**
- **Sumatra International Travel Fair – Padang, Indonesia, 5-8 June 2009**
- **Thailand Travel Mart (TTM) – Bangkok, Thailand, 5-9 June 2009**