ASEAN SECTORAL INTEGRATION PROTOCOL FOR TOURISM

The Governments of Brunei Darussalam, the Kingdom of Cambodia, the Republic of Indonesia, the Lao People's Democratic Republic (hereinafter referred to as "Lao PDR"), Malaysia, the Union of Myanmar, the Republic of the Philippines, the Republic of Singapore, the Kingdom of Thailand and the Socialist Republic of Viet Nam, Member States of the Association of South East Asian Nations (hereinafter collectively referred to as "ASEAN" or "Member States" or singularly as "Member State");

RECALLING the Declaration of ASEAN Concord II (Bali Concord II) issued in Bali, Indonesia on 7 October 2003, pursuant to which ASEAN is committed to deepen and broaden its internal economic integration and linkages with the world economy to realise an ASEAN Economic Community;

DESIRING that the ASEAN Economic Community will result in ASEAN becoming a single market and production base, turning the diversity that characterises the region into opportunities and business complementation to make ASEAN a more dynamic and stronger segment of the global supply chain;

NOTING that as a first step towards the realisation of the ASEAN Economic Community, the Leaders have signed the ASEAN Framework Agreement for the Integration of Priority Sectors on 30th November 2004 in Vientiane, Lao PDR (hereinafter referred to as the "Framework Agreement");

HAVING carried out an initial round of negotiations and concluded the roadmap for the full integration of the tourism sector in ASEAN,

HAVE AGREED AS FOLLOWS:

ARTICLE 1
OBJECTIVE

The objective of this Protocol is to spell out measures as in the Roadmap referred to in Article 2 to be taken by Member States on a priority basis so as to enable the progressive, expeditious and systematic integration of the tourism sector.

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ARTICLE 2
MEASURES

1. The integration measures to be pursued are grouped into two broad categories, taking into account existing agreements or earlier relevant committed measures, namely:

   (a) Common measures which cut across all priority sectors; and

   (b) Specific measures that are of direct relevance to the tourism sector.

2. All categories of measures shall be pursued in parallel.

3. SEOM may conduct additional negotiations, as and when necessary, to consider new integration measures for the sector.

ARTICLE 3
APPENDICES

1. The Roadmap for Integration of Tourism Sector shall be Appendix I to this Protocol and shall form an integral part of it.

2. Additional measures other than those identified in the Appendix I may be introduced, as and when deemed necessary through an amendment pursuant to paragraph 2 of Article 4 of this Protocol.

ARTICLE 4
FINAL PROVISIONS

1. Member States shall undertake the appropriate measures to fulfill the agreed obligations arising from this Protocol.

2. The provisions of this Protocol may be modified through amendments mutually agreed upon in writing by all Member States.

3. This Protocol shall enter into force on 31 August 2005. Notwithstanding the specified date of entry into force, Member States undertake to carry out the obligations which arise prior to the date of entry into force of this Protocol in accordance with the timelines indicated in the Framework Agreement for the Integration of Priority Sectors and the Roadmap for Integration of Tourism Sector attached to this Protocol.

4. This Protocol shall be deposited with the Secretary-General of ASEAN, who shall furnish a certified copy to each Member State.



IN WITNESS WHEREOF, the undersigned, being duly authorised thereto by their respective Governments, have signed the ASEAN Sectoral Integration Protocol for Tourism.

DONE at Vientiane, Lao PDR on 29 November 2004, in a single copy in the English language.



For the Government of
Brunei Darussalam

ABDUL RAHMAN TAIB
Minister of Industry and
Primary Resources

For the Government of
the Kingdom of Cambodia

CHAM PRASIDH
Senior Minister
Minister of Commerce

For the Government of
the Republic of Indonesia

MARI ELKA PANGESTU
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SOULIVONG DARAVONG
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For the Government of
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RAFIDAH AZIZ
Minister of International Trade
and Industry

For the Government of
the Union of Myanmar

SOE THA
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For the Government of
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CESAR V. PURISIMA
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WATANA MUANGSOOK
Minister of Commerce

For the Government of
the Socialist Republic of Vietnam

TRUONG DINH TUYEN
Minister of Trade

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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 end-goal 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.

III. 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	Member States shall accelerate the liberalisation of trade in services earlier than 2020. This could be achieved through: - 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)	on-going
2	Accelerating the development of Mutual Recognition Arrangements (MRAs);	CCS	before 2008
3	Promotion of joint ventures and cooperation, including in third country markets	CCS and CCI	on-going
II	**Facilitation of Travel in ASEAN**		
4	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)	31 December 2004
5	Provide visa exemption for intra-ASEAN travel by ASEAN nationals		2005
III	**Trade and Investment Promotion**		
6	Intensify intra- and extra-ASEAN joint promotion efforts regularly	CCI; ASEAN Chambers of Commerce and Industry (ASEAN-CCI); and relevant Industry Clubs/ Associations	on-going
7	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	on-going

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NO.	MEASURES	IMPLEMENTING BODY	TIMELINE
8	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, India and the Republic of Korea		on-going
IV	**Human Resource Development**		
9	Develop and upgrade skills and capacity building through joint trainings and workshops	Senior Labour Officials Meeting (SLOM)	on-going
	SPECIFIC ISSUES		
V	**Acceleration of the liberalisation of tourism sector**		
10	Eliminate the limitations on market access and national treatment to achieve freer flow of trade in tourism sector	CCS	31 December 2010
VI	**ASEAN Tourism Promotion and Marketing**		
11	Encourage the private sector to engage in a joint promotion and marketing of ASEAN tourism activities such as the launching of the ASEAN Hip Hop Pass	ASEAN Tourism Association (ASEANTA)	beginning April 2004
12	Provide diverse ASEAN tourist attractions by promoting a collective tourism package to include, among others, the main markets of China, Japan, Republic of Korea and India	Task Force on ASEAN Tourism Marketing	by 2005
13	Member countries collectively use Visit ASEAN Campaign Logo in exhibitions, media, and publication in their campaigns to promote ASEAN as a single tourism destination		by 2004
14	Collectively organise an ASEAN Tourism Area in international tourism fairs to continuously promote ASEAN as a single tourism destination		31 December 2005
15	Work towards the televised promotion of ASEAN by Leaders as a single destination for tourism and investment.		regularly

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NO.	MEASURES	IMPLEMENTING BODY	TIMELINE
16	Set up criteria for an ASEAN Tourism Heritage site and procedures for an ASEAN Heritage Award	National Tourism Organisation (NTO) of Thailand	before ATF 2005
VII	**Tourism Investment**		
17	Provide incentives in the development of tourism infrastructure so as to encourage private investment to ASEAN countries	ASEAN NTOs	beginning December 2004
18	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
19	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	by 2005
20	Develop and implement eco-tourism project to promote investment in tourism	NTO Thailand	beginning 2005
VIII	**Tourism Standards**		
21	Establish ASEAN tourism standards, by initially working on the development of hotel standards that would focus on environmental management certification system of hotel	ASEAN NTOs	by 2005
IX	**Human Resource Development**		
22	Establish ASEAN minimum competency standards for tourism professionals	Task Force on Tourism Manpower Development	31 December 2005
23	Establish a Tourism Resource Management and Development Network		31 December 2004
24	Strengthen HRD activities through the development of an intra-ASEAN curriculum covering exchange programme, cross-training, and cross-certification activities	ASEAN NTOs	beginning 2004

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NO.	MEASURES	IMPLEMENTING BODY	TIMELINE
25	Initiate a study to establish and strengthen collaborative networks among all tourism-related stakeholders and to create ASEAN Databank to facilitate the growth of tourism	Asian Development Research Forum (ADRF) and Thailand Research Fund (TRF)	30 June 2005
X	**Facilitation of Travel in ASEAN**		
26	Study the feasibility of developing some types of visa facilitation for non-ASEAN travelers traveling within ASEAN	DGICM	beginning 2005

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