



ASEAN TOURISM STRATEGIC PLAN 2011 - 2015

พาวินี ศุภาลักษณ์
วิทยาลัยนวัตกรรม





ASEAN National Tourism Organizations (ASEAN NTOs)



USAID
FROM THE AMERICAN PEOPLE



COLLEGE OF
INNOVATION
THAMMASAT UNIVERSITY

หัวหน้าโครงการ : Prof. Dr. Walter Jamieson

ผู้อำนวยการหลักสูตรนวัตกรรมบริการ (Service Innovation Program)

อาเซียนรวมตัวเป็นประชาคมเดียวกันภายในปี 2558

ASEAN Political-Security Community

- ASEAN Ministerial Meeting (AMM)
- ASEAN Regional Forum (ARF)
- Defence
- Law
- Transnational Crime

ASEAN Political-Security Community Blueprint

ASEAN Economic Community

- ASEAN Economic Ministers (AEM)
- ASEAN Free Trade Area (AFTA)
- Energy
- Food, Agriculture & Forestry
- Finance
- Investment
- Minerals
- Mekong Basin Development Cooperation
- Transport
- Telecommunication & IT
- Tourism
- Sectoral Bodies under the Purview of ASEAN Economic Ministers

ASEAN Economic Community Blueprint

ASEAN Socio-Cultural Community

- Culture & Arts
- Disaster Management
- Education
- Environment
- Haze
- Health
- Information
- Labour
- Rural Development & Poverty Eradication
- Science & Technology
- Social Welfare & Development
- Women
- Youth

ASEAN Socio-Cultural Community Blueprint

Presented at the ASEAN Tourism Task Force Meetings, Philippines, November 2009

Objective & Situation Analysis

กระบวนการ

Presented at the ASEAN Tourism Forum, Brunei, January 2010

Define Problems

พัฒนาแผน

Stakeholder Meetings in ASEAN Countries

Define Vision

Presented at the ASEAN Tourism Task Force, Singapore, April 2010

Draft Strategies

Presented at the ASEAN NTO Meetings, Lombok Indonesia, July 2010

Draft Plan & Action Plan

Presented at The ASEAN Tourism Special Working Group Meeting, Solo, Indonesia, August 2010

Presented at the ASEAN Tourism Task Force, Thailand, October 2010

Draft Final ATSP

Presented at the ATF, Cambodia January 2011

Final ATSP

Driving Forces

• Social

- Desire for Authenticity
- Changing Population Demographics
- Changing Social Demographics
- Growing Concern for the Environmental
- Demand for Experiential Tourism.

• Technological

- Advances in Travel & Fuel Technology
- Advances in Communication Technology
- Advances in Building Technology
- Advent of Space Tourism

• Environmental

- Climate Change
- Global Pandemics
- Greening

• Economic

- Continued Economic Growth in Asia
- Growing Asian Middle Class
- Evolving Energy Landscape

• Political

- Shift in Global Balance of Power
- Rising Security Concerns

VISION

“By 2015, ASEAN will provide an increasing number of visitors to the region with authentic and diverse products, enhanced connectivity, a safe and secure environment, increased quality of services, while at the same time ensuring an increased quality of life and opportunities for residents through responsible and sustainable tourism development by working effectively with a wide range of stakeholders.”

STRATEGIC DIRECTIONS

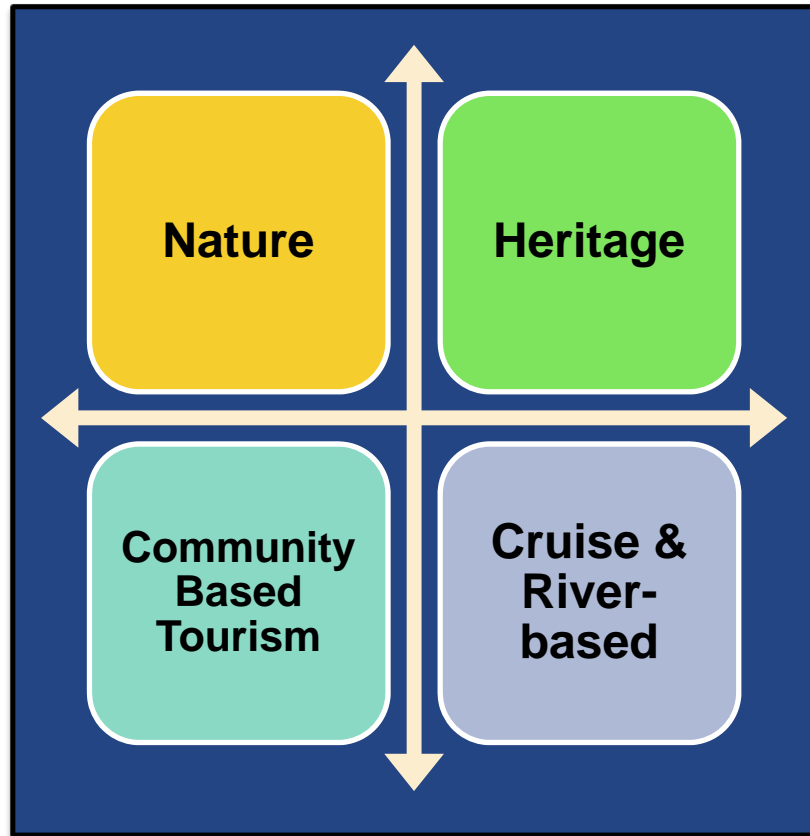
Direction #1

**Develop
Experiential
Regional Products
& Creative
Marketing &
Investment
Strategies**

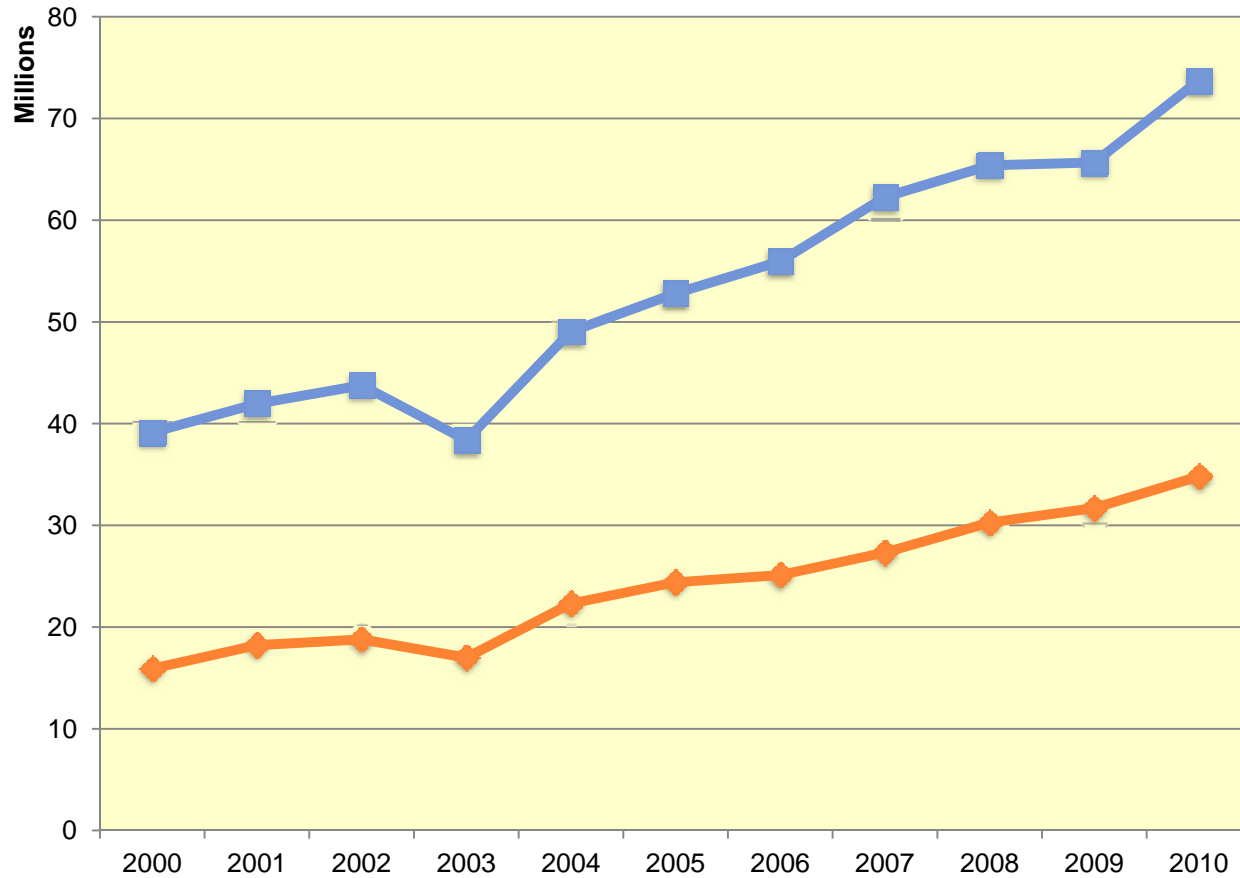
Direction #2

Direction #3

Regional Product & Creative Marketing



สัดส่วนของนักท่องเที่ยวสัญชาติอาเซียน



—◆— Intra-ASEAN Visitor Arrival
—■— Total International Visitor Arrivals to ASEAN

(ASEAN Secretariat, 2012)

Regional Product & Creative Marketing



STRATEGIC DIRECTIONS

Direction #1

**Develop
Experiential
Regional Products
& Creative
Marketing &
Investment
Strategies**

Direction #2

**Strategically
Increase the
Quality of
Services and
Human Resources
in the Region**

Direction #3

Service Quality & HR Development



**Develop a set of ASEAN
tourism standards with a
certification process**

ASEAN Green Hotel Standard
ASEAN Homestay Standard
ASEAN Public Toilet Standard
ASEAN Spa Service Standard
**ASEAN Tourism Security and
Safety Guidelines**



**Implement the MRA on
ASEAN Tourism Professionals
and its requirements**

Front Office
Housekeeping
Food Production
Food and Beverage Service
Travel Agencies
Tour Operation

มาตรฐานสมรรถนะพื้นฐานของบุคลากรวิชาชีพท่องเที่ยวแห่งอาเซียน

ASEAN Common Competency Standard for Tourism Professionals (ACCSTP)

Six Labour Divisions

Six Labour Divisions

HOTEL SERVICES

TRAVEL SERVICES

Front Office

Housekeeping

Food Production

Food and Beverage Service

Travel Agencies

Tour Operation

1. Front Office Manager

6. Executive Housekeeper

12. Executive Chef

19. F & B Director

24. General Manager

28. Product Manager

2. Front Office Supervisor

7. Laundry Manager

13. Demi Chef

20. F & B Outlet Manager

25. Assistant General Manager

29. Sales and Marketing Manager

3. Receptionist

8. Floor Supervisor

14. Commis Chef

21. Head Waiter

26. Senior Travel Consultant

30. Credit Manager

4. Telephone Operator

9. Laundry Attendant

15. Chef de Partie

22. Bartender

27. Travel Consultant

31. Ticketing Manager

5. Bell Boy

10. Room Attendant

16. Commis Pastry

23. Waiter

32. Tour Manager

11. Public Area Cleaner

17. Baker

18. Butcher

มาตรฐานสมรรถนะพื้นฐานของบุคลากรวิชาชีพท่องเที่ยวแห่งอาเซียน

1) พนักงานทำความสะอาด (Housekeeping)

2) พนักงานในสำนักงาน (Front Office)

3) ผู้ผลิตอาหาร (Food Production)

4) ผู้ให้บริการอาหารและเครื่องดื่ม
(Food and Beverage Service)

5) ตัวแทนนำเที่ยว (Travel Agencies)

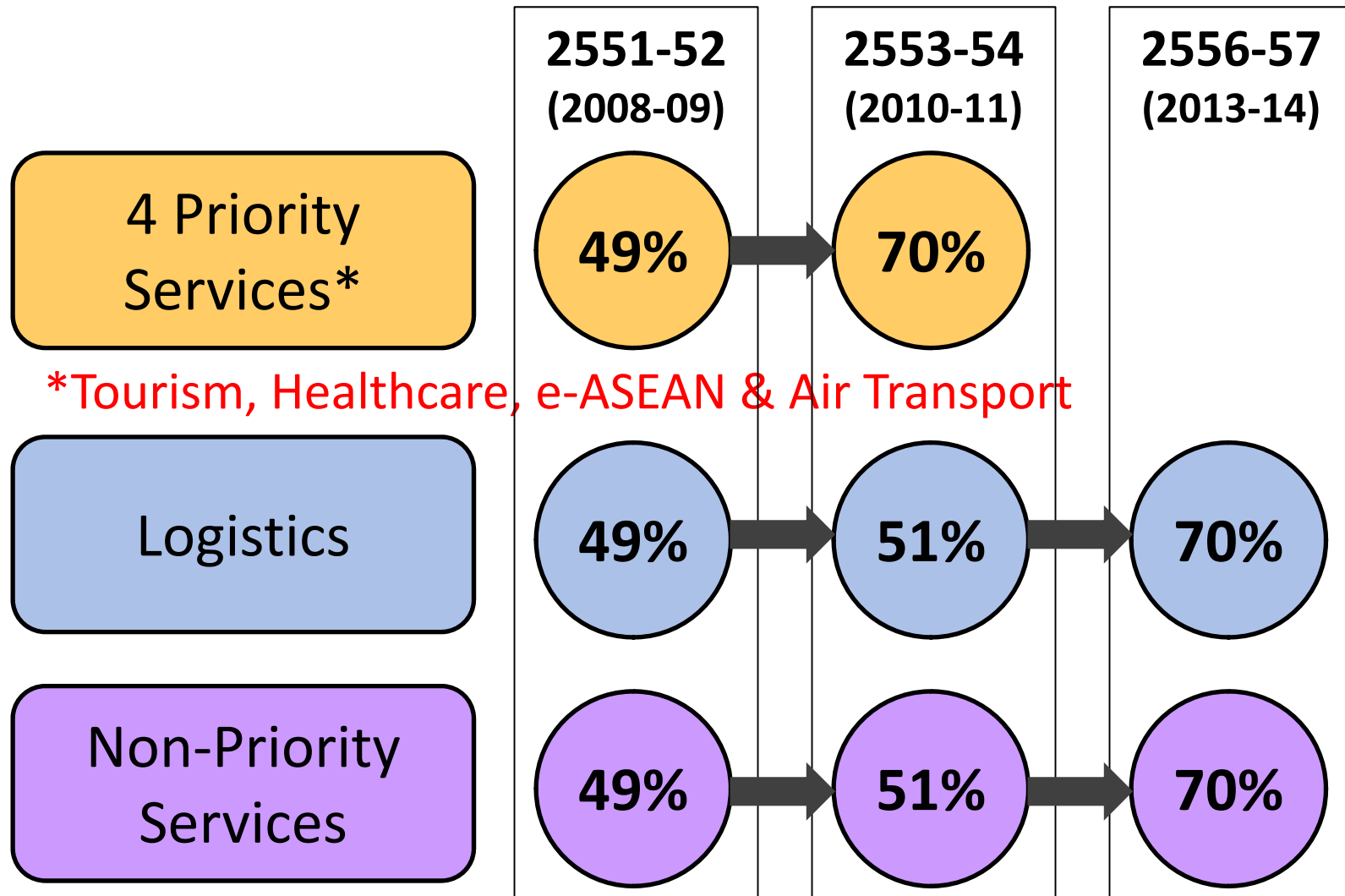
6) ผู้ประกอบการท่องเที่ยว (Tour Operation)

Review & implement the CATC
(Common ASEAN Tourism Curriculum)

Develop a Training Toolbox
(common, generic core and functional competencies)

TOT Program for Master Trainer
Train of Master Assessor

แผนการเปิดเสรีการบริการ (Mode 3 : การตั้งสำนักงาน)



STRATEGIC DIRECTIONS

Direction #1

**Develop
Experiential
Regional Products
& Creative
Marketing &
Investment
Strategies**

Direction #2

**Strategically
Increase the
Quality of
Services and
Human Resources
in the Region**

Direction #3

**Enhance and
Accelerate Travel
Facilitation and
ASEAN
Connectivity**

การเชื่อมโยงการเดินทางภายในภูมิภาค



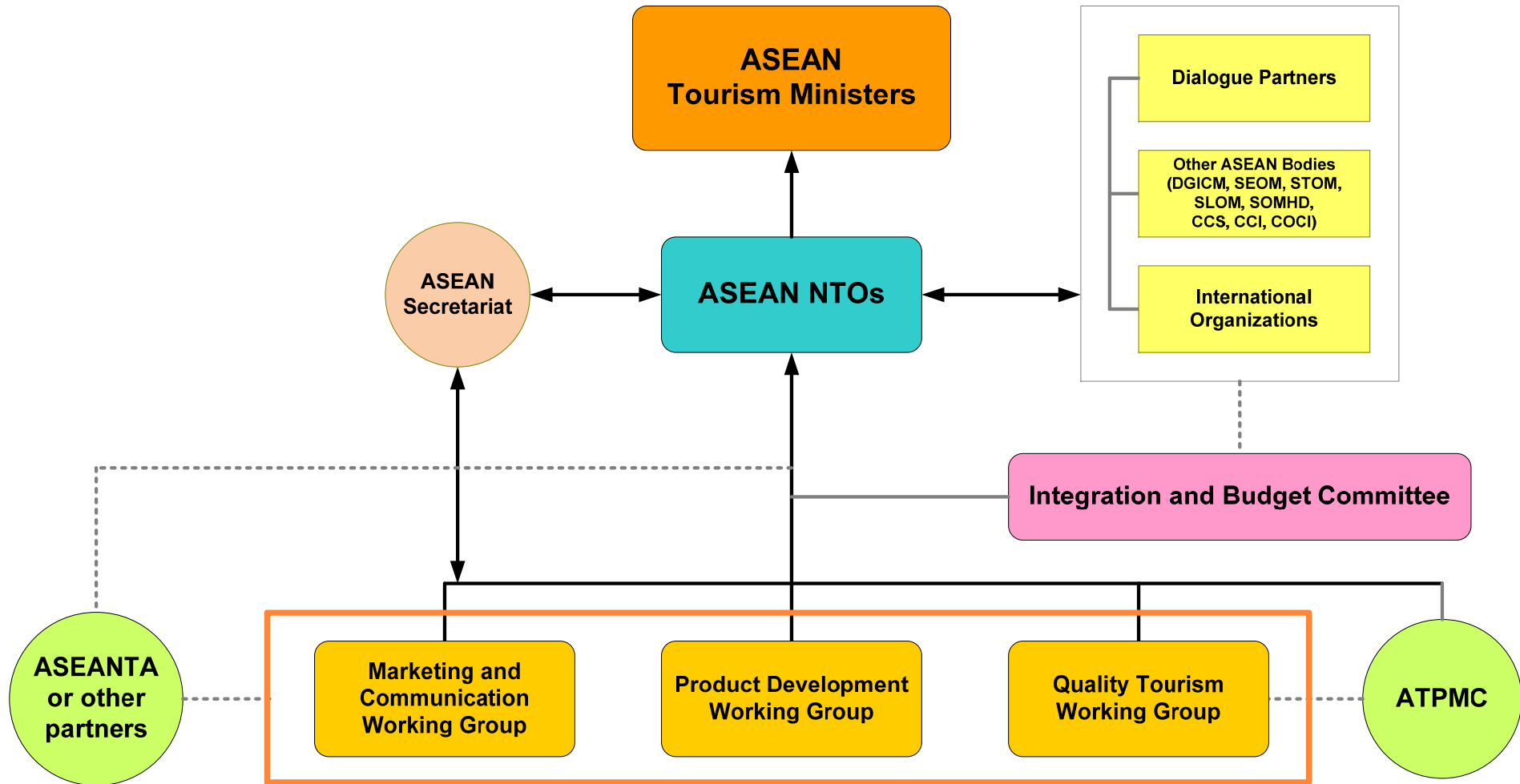
Advocate for a single visa for the ASEAN region



Work with other ASEAN bodies to expand connectivity through air, water, rail and ground transportation

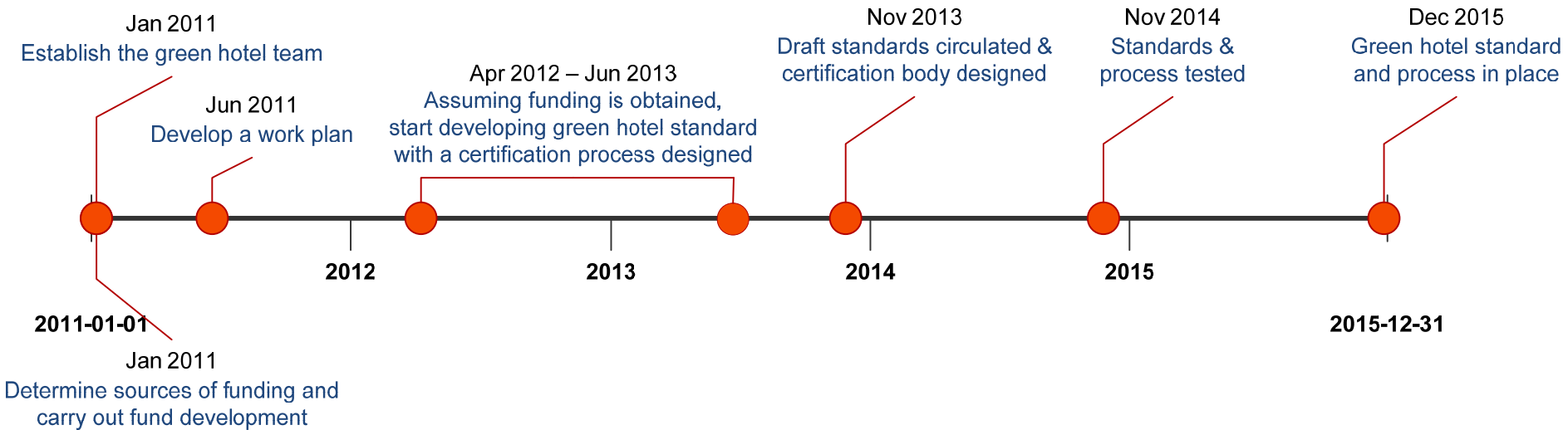
**FACILITY &
ASEAN
CONNECTIVITY**

การปรับโครงสร้างการทำงาน



ตัวอย่างกิจกรรมในรายละเอียด

2.1.1 Revise and develop an ASEAN green hotel standard with a certification process



Adoption of the Strategic Plan in Cambodia , 2011



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