

ASEAN TOURISM 2019

20th June 2019

at Renaissance Bangkok Hotel, Bangkok

Background



The poster for ASEAN Tourism 2019 features a central image of a woman in a straw hat and blue backpack taking a photo of a city skyline with a smartphone. The background is divided into three sections: 'GASTRONOMY' with food images, 'CONNECTIVITY' with a globe, and 'DIGITAL TOURISM' with a city skyline. The event details are listed at the bottom.

ASEAN TOURISM 2019
Advancing Partnership for Sustainability

JUNE 20, 2019
08:00 –16:00 hrs.
Royal ManeeyaBallroom, M.FI.
Renaissance Bangkok Ratchaprasong Hotel

Logos of sponsors and partners are displayed at the bottom, including Bangkok Bank, PTTEP, and others.

- As a chair of ASEAN 2019, Thailand has continuously promoted cooperation to foster the strong ASEAN community. According to the theme “**Advancing Partnership for Sustainability**”, Thailand gives an importance on sustainable development, connectivity.
- Thai private sector has organized related activities in order to share knowledge and raise important issues among ASEAN nations. Especially, the event “**ASEAN Tourism 2019**” on Thursday, 20 June 2019 was held in collaboration between the Board of Trade of Thailand and the Joint Standing Committee on Commerce, Industry and Banking.
- The purpose of ASEAN Tourism 2019 is to brainstorming from tourism industry sectors in Thailand and ASEAN countries in the topic – **Connectivity, Digital Tourism and Gastronomy.**

Activities

Opening Session

- A Welcome remarks given by Mr. Kalin Sarasin
- VDO Presentation ‘Responsible Tourism’ by H.E. Weerasak Kowsurat, Former Minister of Tourism and Sports

Overview of Thailand and ASEAN Tourism

- Tourism overview in Thailand and ASEAN given by TAT and ASEAN Tourism Association

Seminar on Connectivity, Digital Tourism and Gastronomy

Workshop aims to encourage brainstorming in the topic “Connectivity, Digital Tourism and Gastronomy”



Opening Session



A Welcome remark given by Mr. Kalin Sarasin



Overview of Thailand & ASEAN Tourism



Mr. Chattan Kunjara Na Ayudhya Deputy Governor for International Marketing Asia and South Pacific.

- The vision of Thailand is to promote Thailand's role as the top of preferred Destinations in the world. This can contribute to sustainability in tourism industry of Thailand.
- The improvement of infrastructure and logistic, productivity and innovation are needed to develop tourism.
- According to Thai tourism statistics in 2019, Malaysian tourists are ranked number one in ASEAN and the largest revenues generated from the expenditures of ASEAN tourists are from Filipino and Indonesian tourists.
- To promote tourism in Thailand, TAT focuses on two projects—common project (on highlight issue in Thai tourism like Thai food) and common area (on particular area in Thailand like individual provinces)
- The challenges of tourism in Thailand include digital payment, the preparation for the arrivals of Chinese tourists and service preparation.

Overview of Thailand & ASEAN Tourism



Miss Mingkwan Metmowlee, president of the Asean Tourism Association

- **The ASEAN Tourism Strategic Plan 2016–2025 focuses on high quality of tourism, offering visitors diverse and unique experiences, developing tourism in a sustainable, responsible, comprehensive and balance way.**
- **Thailand can play a leading role in tourism in ASEAN because of the potentials in infrastructure and hospitality.**
- **Thailand should prepare for the elderly tourist market in the future.**



Session I: Connectivity

- **Maritime Cruising tourism is the potential tourism sector which connects different sectors together such as shops, restaurants and facilities. Also, due to having a lot of passengers on board, cruising tourism is cultural tourism that people from around the world can get to know other cultures and this can improve the people-to-people relations.**
- **The challenge of cruising tourism in South East Asia is lack of home ports in many ASEAN destinations. Now, only one main home port is in Singapore. Due to this, ASEAN members should work closely on cruising tourism plan.**
- **Air The importance of air connectivity to ASEAN is to facilitate the movement of people in ASEAN. Allowing tourists in ASEAN to have more opportunities to visit other cities more easily and save more travel time.**
- **Land The developments of infrastructure and facilities in rural areas in ASEAN are necessary to improve land connectivity in ASEAN.**



Session II: Digital Tourism

- Technology has become an important part of digital tourism-related activities such as online payment system.
- Application TAKTAL is designed to reach out the target group Free Independent Travelers (FIT) by providing SMEs and Boutique Hotels with information about FIT.
- The projects #MekongMoments and #MekongMinis provide the Instagram followers with direct links on travel photos with these two hashtags to hotels and other agencies' webpages.
- Zorro.com is the big data source sharing real experiences from travelers and customers
- The government should introduce the strategy on attracting the elderly ASEAN tourists to visit Thailand in the future.
- SMEs may face obstacle on limited resources to develop digital system.



Session III: Gastronomy

- Gastronomy is a science of food consumption covering food security and story of food. This impacts on sustainability and value chain.
- Local culture regarding local food (such as traditional cooking methods and the use of local ingredients) can improve the good image of Thailand and Thai tourism among foreigners.
- Technology should be used to add more values to food products.
- The memorable atmosphere at restaurants can bring about better experiences in Gastronomy for customers.
- Food production should meet the demands of every generation, especially the growing aging and Muslim populations in the future.

Workshop Summary : Connectivity

Key thought is how we can build the network for more convenience and effectiveness in travelling

- **Improve transportation connectivity and the connecting among transportation modes e.g. road, railroad, airway, cruise, etc.**
- **More connections among main cities in ASEAN to locals in order to promote tourism in secondary cities**
- **Huge opportunities in both development of cruise business and joint cooperation among ASEAN cruise industry**
- **Promote Single Visa in ASEAN as well as improve immigration procedure**
- **Build awareness of safety and security**



Workshop Summary : Digital Tourism

Capture opportunities in the digital era to promote and unite ASEAN tourism, including how it is beneficial to small enterprise and communities

- **Establish ASEAN Tourism Platform and utilize big data**
- **Initiate co-projects or programs among ASEAN tourism**
- **Create seamless experience in both online and offline**
- **Promote accessibility of small enterprise and communities to the digital platform**
- **Challenge and opportunity in senior citizen segment who is still in traditional way of travelling**
- **Cooperate in e-payment and currency exchange**
- **Rules and regulations in digital matters e.g. e-visa**



Workshop Summary : Gastronomy

Look beyond food. Gastronomy is including how we can

- o **Harvest and reward authenticity from growing through consumption**
- o **Express culture, preserve local tradition and diversity**
- o **Achieve sustainability and inclusiveness**
- **Develop farming and tracking system, especially in the purpose of hygiene and safety**
- **Create and communicate local stories through cultural and uniqueness**
- **Promote use of locally sourced ingredients**
- **Link cultural expression (art, literature, music) to food experience**

