

INCREASING MOBILITY OF TOURISM PROFESSIONALS IN ASEAN



Tourism plays an important role in the ASEAN economy. In 2012, the tourism industry contributed US\$256 billion to ASEAN GDP, claiming an 11 percent share of the region's economy and employing nearly 26 million people, or more than 9 percent of total employment in the region¹. With intra-ASEAN travel making up nearly 50 percent of international arrivals in ASEAN countries, tourism will continue to grow. A developed tourism industry will boost economic growth and drive change across the region.²

Australia has been working with ASEAN since 2004 to develop the tourism professional industry. Work during the first phase of AADCP (2004-2008) was crucial in establishing competency and educational standards in the region. Through AADCP II, Australia is continuing to support implementation of the Mutual Recognition Arrangement (MRA) on ASEAN Tourism Professionals, as part of the ASEAN Tourism Strategic Plan 2011-2015, and will continue to support the ASEAN tourism sector beyond 2015.

AADCP II ACHIEVEMENTS

- A set of **toolboxes** have been developed based on the *Common ASEAN Tourism Curriculum (CATC)* and the *ASEAN Common Competency Standards for Tourism Professionals (ACCSTP)*. The toolbox is a standardized competency-based training and assessment tool, to be used by training institutions and certification/assessment institutions across the region. A total of 144 toolboxes have been developed, comprising 39 common toolboxes for six core tourism labour divisions (Housekeeping, Food Production, Food and Beverages Services, Front Office, Tour Operation and Travel Agencies) and 105 toolboxes for the Front Office, Food and Beverage Services and Food Production. The toolboxes have been distributed to relevant institutions in each ASEAN Member State.
- **Competency-Based Training** in the use of toolboxes has been conducted for the Housekeeping, Front Office, Food and Beverage Services, and Food Production Divisions. The training produced a pool of ASEAN Master Trainers and Master Assessors in at least nine ASEAN Member States (AMS) who are certified to deliver multiplier training in their respective countries.
- A **Feasibility Study** was subsequently undertaken for the establishment of a Regional Secretariat for ASEAN Tourism Professionals, to facilitate and oversee implementation of the Mutual Recognition Arrangement on Tourism Professionals and support the work of the ASEAN Tourism Professional Monitoring Committee (ATPMC). As a result of this study, preparation is currently underway to establish a Regional Secretariat in Jakarta, Indonesia in 2015. AADCP II is also now supporting the development of **an ASEAN Tourism Professional Registration System (ATPRS)** which will be managed and maintained by the Regional Secretariat.

¹ Source: World Travel and Tourism Council 2013

² Source: The ASEAN Travel & Tourism Competitiveness Report 2013

- An **ASEAN Qualifications Equivalent Matrix (AQEM)** has been produced which highlights gaps and opportunities, and provides country-specific recommendations for improving and harmonising national qualification systems.

ONGOING AND UPCOMING ACTIVITIES

Training of ASEAN Master Trainers and Master Assessor for Front Office, Food and Beverage Services and Food Production Divisions

In addition to training Master Trainers and Master Assessors in the use of the corresponding toolboxes, this project will conduct pilot national training programs in four ASEAN Member States, after which training participants will be expected to deliver multiplier training in their respective countries. The pilot activity will test effectiveness, feasibility and sustainability of the multiplier training programs.

Toolbox Development for Tourism Labour Divisions for Travel Agencies and Tour Operations

This project will develop 98 toolboxes for the Travel Agency and Tour Operation divisions. These toolboxes will be the last set of toolboxes required to implement the 242 unit competency standards identified in the CATC. It is expected that these toolboxes will be completed by 2016. The project will be followed by training of ASEAN Master Trainers and Master Assessors in the use of the 98 toolboxes.

Development of ASEAN Tourism Professional Registration System (ATPRS)

This project will establish a database system that allows users, which may include tourism service providers, to access data of certified tourism professionals. The database will be accessible through the internet and be part of a framework that allows freer flow of skilled tourism labour across the region.

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*Training of Master Trainers and Master Assessors for Food Production Division, Bangkok, October 2014