

# **ANTICIPATION TOWARD THE IMPLEMENTATION OF ASEAN MRA ON TOURISM PROFESSIONALS**



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**UNWTO.TEDQUAL REGIONAL EVENT ASIA & THE PACIFIC 2012**

**Bandung – Indonesia, 5th December 2012**

# Outline of Presentation



## **ASEAN Economic Community**



## **MRA on Tourism Professionals and its Development**



## **ACCSTP – CATC, and the implications of MRA**



# **ASEAN Economic Community and MRA**

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**Background on AEC and establishment of MRA**



**ASEAN Summit**

**ASEAN Coordinating  
Council**

**ASEAN Political-  
Security Community  
Council**

**ASEAN Economic  
Community Council**

**ASEAN Socio-  
Cultural  
Community Council**

# ASEAN COMMUNITY



At the 12th ASEAN Summit in January 2007, the Leaders affirmed their strong commitment to accelerate the establishment of **an ASEAN Community by 2015** as envisioned in the ASEAN Vision 2020 and the ASEAN Concord II, and signed the Cebu Declaration on the Acceleration of the Establishment of an ASEAN Community by 2015.

In particular, the Leaders agreed to hasten the establishment of **the ASEAN Economic Community by 2015** and to transform ASEAN into a region with free movement of goods, **services**, investment, **skilled labour**, and freer flow of capital.

1. The AEC will establish ASEAN as a single market and production base making ASEAN more dynamic and competitive with new mechanisms and measures to strengthen the implementation of its existing economic initiatives
2. Accelerating regional integration in the priority sectors
3. Facilitating movement of business persons, skilled labour and talents
4. Strengthening the institutional mechanisms of ASEAN



**ASEAN Economic Community (AEC)**

# AEC KEY CHARACTERISTICS



A Single market and production base



A highly competitive economic region



A region of equitable economic  
development



A region fully integrated into the global  
economy.

# Core Elements of Single Market and Production Base



- Free flow of goods
- **Free flow of services**
- Free flow of investment
- Freer flow of capital
- **Free flow of skilled labour**
- Priority Integration Sector
- Food, Agriculture and Forestry

# Free Flow of Services

- In facilitating the free flow of services by 2015, ASEAN is also working towards recognition of professional qualifications with a view to facilitate their movement within the region.
- Complete mutual recognition arrangements (MRAs) “currently” under negotiation, i.e. architectural services, accountancy services, surveying qualifications, medical practitioners by 2008, and dental practitioners by 2009
- Liberalisation through the ASEAN Minus X formula.
- Remove substantially all restrictions on trade in services for 4 priority services sectors, air transport, e-ASEAN, healthcare and tourism, by 2010



**Facilitate the issuance of visas and employment passes for ASEAN professionals and skilled labour who are engaged in cross-border trade and investment related activities**

**Develop core competencies and qualifications for job/occupational and trainers skills required in the priority services sectors (by 2009); and in other services sectors (from 2010 to 2015)**

**Strengthen the research capabilities of each ASEAN Member Country in terms of promoting skills, job placements, and developing labour market information networks among ASEAN Member Countries.**



**Free Flow of Skilled Labour**



# ASEAN TOURISM AGREEMENT



(Signed on 4 November 2002 in Phnom Penh, Cambodia)

## ARTICLE 8

### HUMAN RESOURCES DEVELOPMENT

**Member States shall cooperate in developing human resources in the tourism and travel industry by :**

- (1) Formulating non-restrictive arrangements to enable ASEAN Member States to make use of professional tourism experts and skilled workers available within the region on the basis of bilateral arrangements;**
- (2) Intensifying the sharing of resources and facilities for tourism education and training programs;**





# ASEAN TOURISM AGREEMENT

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- (3) Upgrading tourism education curricula and skills and formulating competency standards and certification procedures, thus eventually leading to mutual recognition of skills and qualifications in the ASEAN Region:
- (4) Strengthening public-private partnerships in human resource development; and
- (5) Cooperating with other countries, groups of countries and international institutions in developing human resources for tourism.



# Implementation of the Roadmap for Integration of Tourism Sector (RITS)



- Accelerating the development of Mutual Recognition Arrangement (MRA)
- Establish ASEAN minimum common competency standards for tourism professionals
- Strengthen HRD activities through the development of an intra-ASEAN curriculum covering exchange programme, cross-training, and cross-certification activities



# MRA on Tourism Professionals and its Development



# ASEAN MRA

## (Mutual Recognition Arrangement)

*The objectives of this arrangement are :*

- ❑ To facilitate mobility of Tourism Professionals; and
- ❑ To exchange information on best practices in competency-based education and training\* for Tourism Professionals and to provide opportunities for cooperation and capacity building across ASEAN Member States

*\* ATTEN Directory*



# Benefits of MRA on Tourism Professionals

- Facilitate mobility of tourism professionals based on the tourism competency qualification/ certificate
- Enhance conformity of the competency based training/education
- Skills recognition
- Improve the quality of tourism human resources (graduates are ready to work in the industry)
- Enhance the quality of tourism services



# RECOGNITION AND ELIGIBILITY OF FOREIGN TOURISM PROFESSIONALS

**The qualification of a Foreign Tourism Professional may be recognised by other ASEAN Member States, and if such qualification is recognised, he/she may be eligible to work in a host country provided that he/she possesses a valid tourism competency certificate in a specific tourism job title as specified in the ACCSTP, issued by the TPCB in an ASEAN Member State.**

**The eligibility to work in a host country will be subjected to prevailing domestic laws and regulations of the host country.**



# **BASIS OF RECOGNITION AND QUALIFICATIONS**

The ASEAN Member States recognise that competencies based on qualification, education, training and/or experiences shall be the principal elements considered in granting mutual recognition of Foreign Tourism Professional; and

The ASEAN Member States are encouraged to apply the **ACCSTP** and **CATC**



# ACCSTP and CATC



# ACCSTP

- *ASEAN Common Competency Standards for Tourism Professionals (ACCSTP)* refers to the minimum requirements of competency standards in hotel and travel services which aim to upgrade tourism services and facilitate the development of this Arrangement between ASEAN Member States





# Priority of Job Titles



Primary Division (First Labour Division)	Second Labour Division
<b>Hotel and Restaurant</b> 	<b>Front Office</b> <b>Housekeeping/Laundry</b> <b>Food and Beverage Production</b> <b>Food and Beverage Services</b>
<b>Travel Agent and Tour Operator</b>	<b>Travel Agent</b> <b>Tour Operator</b> 

Inception Meeting 8-9 Sept.04 - Jakarta

# JOB TITLES IN ACCSTP FRAMEWORK

## 1. Hotel Services

### Front Office

1. Front Office Manager
2. Front Office Supervisor
3. Receptionist
4. Telephone Operator
5. Bell Boy

### House Keeping

6. Executive Housekeeper
7. Laundry Manager
8. Floor Supervisor
9. Laundry Attendant
10. Room Attendant
11. Public Area Cleaner



## 1. Hotel Services

### Food Production

12. Executive Chef
13. Demi Chef
14. Commis Chef
15. Chef de Partie
16. Commis Pastry
17. Baker
18. Butcher

### Food and Beverage Service

19. F&B Director
20. F&B Outlet Manager
21. Head Waiter
22. Bartender
23. Waiter

# JOB TITLES IN ACCSTP

## 2. Travel Services

### *Travel Agencies*

- 24. General Manager
- 25. Assistant General Manager
- 26. Senior Travel Consultant
- 27. Travel Consultant

### *Tour Operation*

- 28. Product Manager
- 29. Sales and Marketing Manager
- 30. Credit Manager
- 31. Ticketing Manager
- 32. Tour Manager



# ASEAN Common Competency Standards Framework for Tourism Professional

## Division 1 – Hotel Services

Primary Labour Division	Item	Secondary Labour Division	(JIN)	Job Titles	Item	Competency Standards
HOTEL					<b>Core Competencies</b>	
					1. 2. 3.	Work effectively with colleagues and customer Work in a socially diverse environment Etc.
	1.1	<b>FO</b>			<b>Generic Competencies</b>	
					1. 2. 3.	Communicate effectively on the telephone Promote hospitality product and services Etc.
			1.1.1	<b>FO Mgr</b>	<b>Functional Competencies</b>	
					1. 2. 3.	Manage quality customer/guest services Prepare and monitor operational budgets Etc.

# CATC



***Common ASEAN Tourism Curriculum (CATC)*** refers to the common curriculum for ASEAN Tourism Professionals as mutually agreed upon by the ASEAN Tourism Ministers upon recommendation by the ASEAN NTOs

# Common ASEAN Tourism Curriculum (CATC) & Regional Qualification Framework and Skill Recognition System (RQFSRS)

## DESIGN PRINCIPLES

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**The three design principles are:**

- **Industry based**
- **Structured**
- **Flexible**



# CATC & RQFSRS – Design Principles

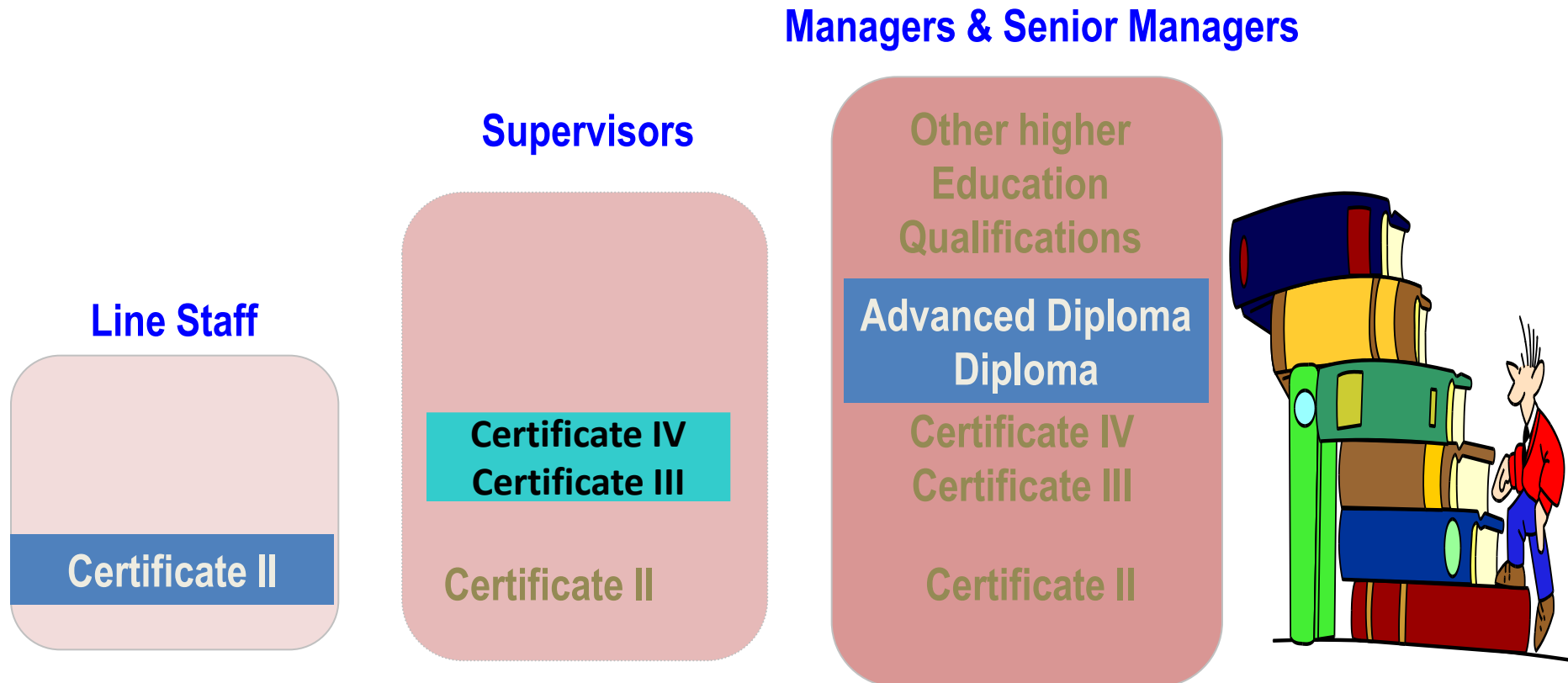
## Industry based

- Based on the agreed Competencies adopted by all Countries.
- Using the agreed Units of Competence of the Common ASEAN Tourism Competencies project to develop the CATC & RQFSRS, making qualifications relevant and useful to both students and industry.
- Packaging competencies into curriculum for different labour divisions and linking with a qualifications framework.



# CATC & RQFSRS – Design Principles

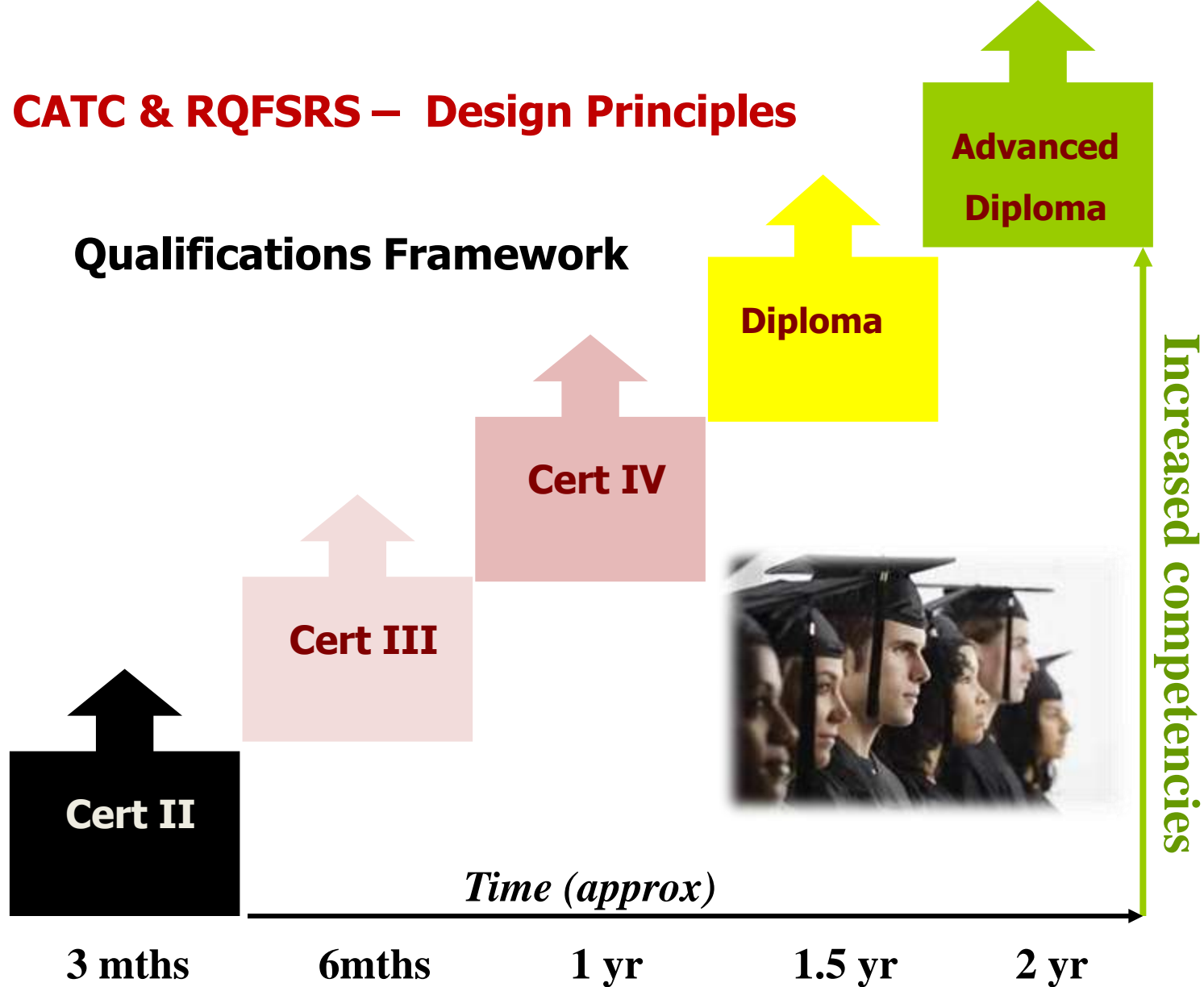
- **Structured but flexible**
  - With clearly defined levels of qualifications: 5 levels across 6 labour divisions
  - Curriculum and Qualifications are mapped with job functions and levels.



# LEVELS OF INDICATORS

Framework Level	Level Indicator
<b>Level 5 – Advanced Diploma</b>	<b><i>Sophisticated, broad and specialised competence with senior management skills</i></b>
	Technical, creative, conceptual or managerial applications built around competencies of either a broad or specialised base and related to a broader organisational focus.
<b>Level 4 – Diploma</b>	<b><i>Specialised competence with managerial skills</i></b>
	Assumes a greater theoretical base and consists of specialised, technical or managerial competencies used to plan, carry out and evaluate work of self and/or team.
<b>Level 3 – Certificate IV</b>	<b><i>Greater technical competence with supervisory skills</i></b>
	More sophisticated technical applications involving competencies requiring increased theoretical knowledge, applied in a non-routine environment and which may involve team leadership and management and increased responsibility for outcomes.
<b>Level 2 – Certificate III</b>	<b><i>Broad range of skills in more varied context and team leader responsibilities</i></b>
	Skilled operator who applies a broad range of competencies within a more varied work context, possibly providing technical advice and support to a team including having team leader responsibilities.
<b>Level 1 – Certificate II</b>	<b><i>Basic, routine skills in a defined context</i></b>
	A base operational qualification that encompasses a range of functions/activities requiring fundamental operational knowledge and limited practical skills in a defined context.

# CATC & RQFSRS – Design Principles



*Competencies increased by adding more functional competencies and core and generic competencies*

*Focus on competencies, not program duration*

## Front Office Qualifications at a Glance

**Advanced Diploma of Front Office (Management)**

**Diploma of Front Office  
(Supervision & Administration)**

**Certificate IV in Front Office  
(Guest Services)**

**Certificate IV in Front office  
(Supervision)**

**Certificate III in Front Office  
(Guest Services)**

**Certificate II in Front Office  
(Guest Services)**

5

**Advanced Diploma**  
C & G Competencies  
(8 + 3 units)  
+ F Competencies  
(6 + 3 + 6 + 5 + 7 units)

4

**Diploma**  
C & G Competencies  
(8 + 3 units)  
+ F Competencies  
(6 + 3 + 6 + 5 units)

3

**Certificate IV**  
C & G Competencies  
(8 + 3 units)  
+  
F Competencies  
(6 + 3 + 6 units)

2

**Certificate III**  
C & G Competencies  
(8 + 3 units)  
+  
F Competencies  
(6 + 3 units)

1

**Certificate II**  
C & G Competencies  
(8 units)  
+  
F Competencies  
(6 units)

CATC

# MRA “infrastructure”

## REGIONAL LEVEL

1. *The ASEAN Tourism Professionals Monitoring Committee (ATPMC)*
2. The ASEAN Tourism Professionals Registration System (ATPRS)

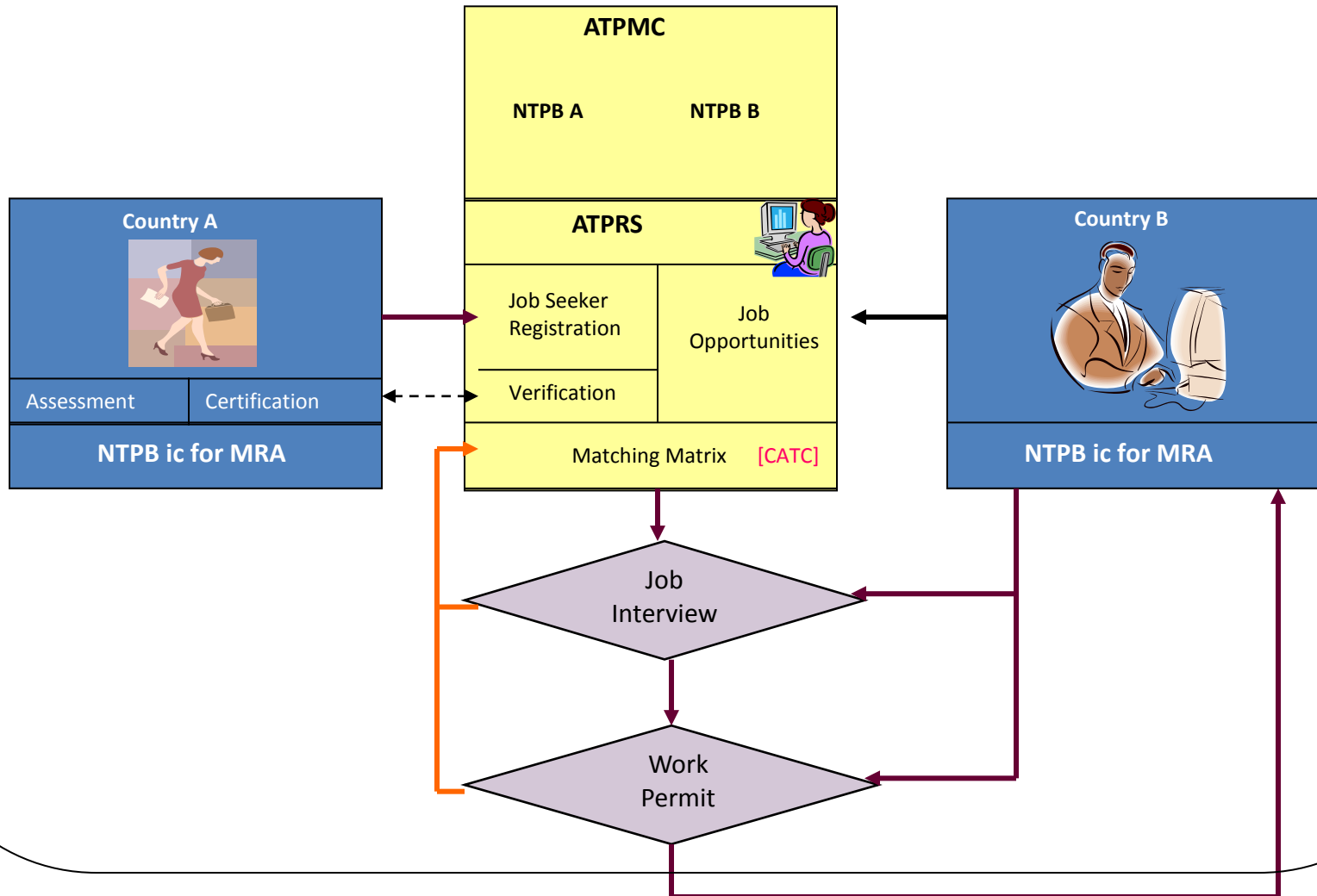


## NATIONAL LEVEL

1. The National Tourism Professionals Board/Agency (NTPB)
2. The Tourism Professional Certification Board (TPCB)



# Mechanism of MRA for Tourism Professionals



# Implications of MRA for institutions

It is also important to recognise that while the MRA on Tourism Professionals will be active, the application and implementation by the various tourism educational and training providers in each country will be voluntary. This is especially true in terms of quality of instruction, evaluation and standards of curriculum development.

However, should these institutions wish to have the qualifications of their graduates recognised by other ASEAN Member States, then there will need to be a campaign of information to the colleges and educational institutes to ensure they understand the implications of MRA – TP and how they need to modify or align their curricula to meet the requirements of an Common ASEAN Tourism Curriculum (CATC).





Southeast Asia  
*feel the warmth*



*Thank You*



*From heart*

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