

## **ASEAN TOURISM INVESTMENT STUDY**

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### **ABSTRACT**

The tourism sector, which has high inter-industry and cross-country linkages, is well suited to be the leading sector to accelerate regional economic growth and integration. The aspiration to form an integrated ASEAN zone for tourism investment is embedded in the sectoral roadmap for the integration of the tourism sector as well as in the Vientiane Action Program. In this study, the tourism investment environment in ASEAN countries was reviewed and information on the needs and profile of tourism investors in the region were canvassed through a field survey to arrive at a regional framework and strategy for creating an integrated ASEAN Tourism Investment Zone (ATIZ).

The goal to establish an integrated ASEAN Tourism Investment Zone (ATIZ) and to achieve full integration of the tourism sector across all ASEAN Member Countries by 2010 through liberalisation, facilitation and promotion measures, is an integral part of the regional plan to move towards an ASEAN Economic Community.

In developing a coherent policy framework for the establishment of an Integrated ATIZ, the Study defines the elements of an Integrated ATIZ, provides advice and guidelines on the required elements that could be included in each member country's national plans, and proposes collaborative initiatives to foster closer cooperation between government and private sector to reduce the impediments to investment in the sector. The Study also identifies the possible types of tourism investment opportunities that could be promoted regionally.