

ASEAN+3(China, Japan and Korea)
On the Plan for the Formation of Tourism Business Consultative Council

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The Synopsis about TBF (TOURISM BUSINESS FORUM) among Asean + China, Japan and Korea

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Vice President, Korea Association of Travel Agents(KATA),

President, Freedom Travel

Good afternoon, Ladies and gentleman

I am president of Freedom Travel Service company.

Today, I am so pleased in attending in this tourism-specific forum as a representative of Korean travel agencies in order to discuss and promote the business cooperation among ASEAN(Indonesia, Malaysia, philipine, Singapore, thailand, brunei, vietnam, laos, myanmar, Cambodia) and 3 area(korea, china, japan)

The area of East Asia and Pacific are more important as destination of world tourism and the necessity of business alliances and cooperations in the tourism sector sincerely is increasing.

But the tourists in this region experience different tour conditions and legislative barriers. So the TBF(Tourism Business Forum) could set up standardization of tourism regulation and promote exchange of tourism personnel to provide high quality service.

The cooperation among tourism industry is crucial for the long-term development and prosperity in this region and the building of cooperative system would be more effective to be led by private sector than governmental organization.

1. Necessity to form the Korea-China-Japan+ Asia Tourism Conference

The number of Korean Tourists visiting Asian area has been increased till 1996 from the time of " overseas travel liberalization" but somewhat decreased owing to the IMF risk from 1997 but again began to be increased from 1999.

It seems that the number of tourist is increased because the foreign travel has been dull for those days and many tourists has been accumulated, with the expectation of economic recover.

Also the ratio of the number of Asian tourists of total foreign tourists to visit Korea is over 12% present from 6.8% of 1990. The number of Japanese visiting Korea comes to 2,377,321 and occupied 46.2% of total 5,147,204 persons. And Chinese tourists occupied 9.4%. So we are needing the tourism cooperation as a leader with China and Japan in Asia area.

Now, PATA (Pacific Asia Tourism Association) and PECC (Pacific Economic Cooperation Commission) have been active, which looked like a private cooperative organization on the external form but really kept intimacy terms with the Government or the Government organizations. And it is difficult to say for private sectors to participate in it positively.

In the 21st century, the tourist attractions of the East Asia and the Pacific Asia have occupied a great part in the world and the mutual dependency for tourism within the area is rapidly increasing and the ungovernmental cooperation must be strengthened.

Especially, to provide the tourists to visit Asia countries with high qualified service and to carry out the role as the 21st century Main world tourist attractions, to develop continuously, the private-initiative tourism activities is required.

Through building of the cooperative system led by the private-initiative cooperation, the joint development of tourism goods, mutual exchange, education of the tourism agents, cooperation with the related airlines and increasing the interest for mutual WIN-WIN would be accomplished and the Korea-China-Japan + Asian countries' ungovernmental conference (TBF) would be expected to be active with community of technological and policy support.

2. Device of organizing the private-initiative tourism conference

To increase the function and efficiency of private-initiative conference for TBF, the head office must be established for the general affairs, containing the Directors' board and the operation committee and executive offices.

Also, the private tourism business and school and research centers of the related countries should be members surely and a branch office would

be needed to support the headquarters , to support the requirements of each member country.

To operate effectively, the fund shall be supplied by the government contribution of respectively country in the beginning stage and be operated by the membership fee and surplus of the business benefits, later.

3.The activities of TBF

- 1) The TBF would do its best to promote tourism investment into the East Asia region among tourism business both region and from other regions and facilitate appropriate mergers and acquisitions.
- 2) The TBF would induce incentives from the governments of the member countries such as duty, taxes, and administrative support to insure free movement of capital in the region.
- 3) The TBF would do its utmost to develop joint travel packages (as like East Asia cruise tour and Asia-wide travel pass) and promote them to offshore markets.
- 4) The TBF would promote its members to offshore markets so that they may grow as international companies and gain sustainable edge in the competitive international market.
- 5) The TBF could set up standardization of compensation for the damage and loss incurred to tourists by collecting the current compensation systems of each country.
- 6) The TBF could serve as a center for information exchange especially on finance and commercial credit to avoid unexpected damage among the member countries.
- 7) The TBF could develop a typical of Asia tour package by joint research from members.
- 8) The TBF could facilitate information exchange among members by running an internet web site to include introduction of members and their products and and services, tourism statistics, links, etc.
- 9) The TBF could promote exchange of tourism personnel to enhance the knowledge and skills of tourism personnel required to provide quality service.
- 10)The TBF could hold an annual conference and travel fair every year to provide tourism business people with the opportunity to

meet and find new business opportunities.

Conclusively, the TBF is expected to lead a role in tourism enhance the competitiveness of the tourism for a continuous future development.

And the TBF should try to induce support from the governments of the member countries for actual implementation.