



KEYNOTE ADDRESS
MINISTER OF TOURISM, REPUBLIC OF INDONESIA
OPENING CEREMONY OF INTERNATIONAL
CONFERENCE ON MUTUAL RECOGNITION
ARRANGEMENT FOR TOURISM PROFESSIONALS
(MRA-TP)

Jakarta, 8-9 August 2016

- 1. His Excellency Minister of Tourism and Culture, Malaysia, Dato' Mohammed Nazri Abdul Aziz,*
- 2. Excellencies Permanent Missions to ASEAN,*
- 3. Excellencies Ambassadors,*
- 4. Honorable Secretary of State for Tourism, Cambodia, Mr. Pak Sokhom*
- 5. Honorable Deputy Permanent Secretary, Ministry of Tourism and Sports Thailand, Ms. Thida Chongkonkiat,*
- 6. Honorable CEO of PATA, DR. Mario Hardy,*

7. Distinguished Guests,

8. Distinguished Delegates,

Ladies and Gentlemen,

A Very Good Evening.

On behalf of the Indonesian Government, I would like to express my sincere appreciation for being here in Jakarta and it is my most pleasure to welcome all of you for the commencement of the **International Conference on Mutual Recognition Arrangement on Tourism Professionals (MRA-TP)**. Indonesia is honored to host this First International Conference in the event of 49th ASEAN anniversary, which we celebrate today. This initiative is ASEAN tourism concrete contribution in progressing ASEAN collaboration, since its impact will not only positively affect government and industry, but also its people.

Ladies and Gentlemen,

I would like to point out a few facts and an overview of the current tourism situations in Indonesia.

Tourism is one of the leading sectors in our national economic development and prosperity. The increase of tourism destinations and investments leads to position this sector as a key factor in terms of export revenue and job creation.

Tourism has experienced an expansion that made it as one of the largest and fastest growing economic sectors in the world.

Tourism Industry is the easiest and cheapest option to achieve GDP growth, generate foreign exchange earnings and increase employment rate.

1. Growth Domestic Product (GDP)

Based on the most current data issued by the World Travel & Tourism Council (WTTC), the Indonesian tourism sector has contributed a 10% of total GDP, the highest nominal in ASEAN. Tourism's GDP growth

is 4.8% and has potential to reach 7%, this growth rate is higher compared to those of agriculture, automotive, manufacturing and mining industries. In addition, I would also like to point out that a revenue of 1 million USD in tourism foreign exchange (forex) would generate 1.7 million USD, or a contribution of 170% to Tourism GDP, the highest contributor compared to other industries.

2. Foreign Exchange Earnings

In 2015, tourism foreign exchange (forex) ranked number 4, compared to other sectors, with a contribution of 9.3%. The highest growth rate is in tourism sector, which is 13%, while other industries such as oil and gas, coal, crude palm oil experienced a negative growth. It is worth noted that the cost of tourism marketing was calculated to reach only 2% of the projected foreign exchange earnings.

3. Employment

The tourism sector in Indonesia has contributed 9.8 million jobs, approximately

8.4% within the national scale, ranking number 4 in the overall sector. In terms of job creation, the tourism sector's total growth rate is at 30% within a 5 year period. In addition, the tourism sector is the easiest and cheapest sector for increasing employment.

Tourism only needs 5.000 USD to create one full-time employment, while other industries require more than 100.000 USD.

In terms of employment, the business sector plays an important role in facilitating various kinds of human capital to work and perform their capabilities. Within the business sector there are categories of labor: first is the **skilled labor**, second is the **semi-skilled labor** and third is the **unskilled labor**.

In the tourism industry, the demand for skilled labor is the highest compared to semi-skilled and unskilled labor. Skilled labor in the tourism industry is required to provide service quality and hospitality to gain tourists' satisfaction. When tourists are satisfied, they would create a good impression leading to a huge possibility that they may return to the same destination in

the future and share their experience with others.

Therefore, maintaining and improving the quality of tourism professionals is a must.

Ladies and Gentlemen

ASEAN tourism showed significant progress. In terms of tourist arrivals, this region has sustained positive annual growth of more than 8 percent in the past 5 years. This leads to a creation of 32 million jobs in 2015.

This achievement is contributed by ASEAN tourism collaboration in many joint initiatives, including the MRA-TP guided by agreed instruments such as ASEAN Tourism Agreement.

The establishment of MRA-TP is not solely intended to fulfill ASEAN's commitment stated in those instruments, but ultimately to support the enhancement of tourism service quality within the region through improvement of tourism professionals' standard. By implementing this initiative, I would expect that tourism not only bring a more holistic improvement to ASEAN People's life, but also

achieve a “People-Centered, People-Oriented ASEAN.”

Ladies and Gentlemen

I am happy to inform you that Indonesia is very supportive to this MRA-TP undertaking, showed by our active role in chairing related committees since 2002, and of course, supported by all ASEAN Member States and ASEAN Secretariat.

Moving forward, I would like to highlight 3 (three) things to suggest concerning our support towards tourism professionals in entering the MRA system:

1. Certification

We must provide supports to our tourism professionals to earn ASEAN recognized certificates of competencies. For this support, we will not only rely on the government, but also tourism industries and tourism education institutions.

Since 2010, Indonesia has certified 288.014 tourism professionals. Of this, the Indonesian Ministry of Tourism has facilitated 76.127; self-facilitated by

the industry 204.413; and First-Party Certification body 7.574 by 2015. In doing so, Indonesia has established 38 Third-Party Certification Body and 38 First-Party Certification Body.

2. Exchange Program

ASEAN Tourism Training and Education Network (ATTEN) Directory has been established since 2010. However, collaboration among these Tourism Training and Education Institutes has not been realized. For this, I suggest that ASEAN should develop exchange programs for students as well as lecturers in order to enhance and enrich their professional experiences in tourism field as well as gain confidence on how MRA-TP is being implemented in respective institutions.

3. Go Digital

The delivery of MRA-TP must keep up with the constant changes of the world. I also suggest that aside from formal delivery, tourism training and education institutions implementing MRA-TP must also keep up with the changes in

information technology, particularly in teaching and learning process. Note that in today's world, education process can be accessed through digital media which will increase possibility of general public to participate in this ASEAN undertaking.

Ladies and Gentlemen

It is fortunate that we have developed all of necessary regional infrastructure to improve skilled tourism professionals in ASEAN, such as competency standard, ASEAN tourism curriculum, qualification framework, toolboxes and registration system.

In this occasion, I would like to personally congratulate the ASEAN Secretariat on a well-done job and effort to elevate the quality and standards of tourism professionals in the ASEAN Region through the development of MRA-TP along with its supporting infrastructure. As we are all aware, tourism sector is the most advanced in term of integration of ASEAN Economic Community.

This great undertaking may not have been accomplished without the support and commitment of fellow ASEAN Member States.

In further completing this initiative, in line with the Agreement signed by all ASEAN Member States last year, I am pleased to inform that Indonesia is ready to host the Regional Secretariat for MRA-TP to be stationed in one of Ministry of Tourism buildings. At the beginning, it will be used as a secretariat for appointed Ad-Hoc Team to support the transition process of the full-establishment of this Secretariat.

We have worked hard to accomplish this early stage of a very complex system. It is our duty and responsibility to further develop and strengthen our system.

For this, the government cannot fulfill this on its own. It needs the support and active involvement of stakeholders through collaboration. I am happy to learn that this Conference has very diverse representations of participants. They are: governments, training and education institutions, industries, media, international organizations, dialogue partners and ASEAN centres. With such representations, I would like to encourage all of you to network each other and establish concrete collaboration through this Conference.

I believe that through a good planning and committed collaboration among stakeholders, we can achieve service excellence quality in the field of tourism. Service excellence quality comes from the individuals practicing their specialities on a daily basis. Let us continue our hard work on improving our human capital in order to produce excellent tourism professionals and ultimately making ASEAN tourism more competitive.

Finally, I have to open this seminar:

With the grace of God Almighty,

I hereby declare that International Conference on Mutual Recognition Arrangement for Tourism Professionals (MRA-TP) is officially OPENED.

Thank you very much.

Warmest Greetings from Wonderful
Indonesia...!!!

Dr. Ir. ARIEF YAHYA, MSc.

Minister of Tourism, Republic of Indonesia