GUIDELINE

ASEAN CULTURAL HERITAGE TOURISM TRAVEL PATTERN

Southeast Asia feel the warmth
The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967. The Member States are Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam. The ASEAN Secretariat is based in Jakarta, Indonesia. For inquiries, contact:
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This document was materialized through a series of activities involving ASEAN Member States stakeholders from drafting, consultation, workshop and profesional trainings and whom gave valuable inputs, correction, and good practices.

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<td>ASEANTA</td>
<td>ASEAN Tourism Association</td>
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<td>MCWG</td>
<td>Marketing and Communication Working Group</td>
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<td>ATRM</td>
<td>ASEAN Tourism Resource Management</td>
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<td>VAP</td>
<td>The Visit ASEAN Pass</td>
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<td>LCC</td>
<td>Low Cost Carrier</td>
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<td>NTO</td>
<td>National Tourism Organization</td>
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<td>ATSP</td>
<td>ASEAN Tourism Strategic Plan</td>
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<td>Professionals</td>
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<td>MRA-TP</td>
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<td>ASEAN Australia Development Cooperation Program</td>
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<td>WH</td>
<td>World Heritage</td>
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<td>UNWTO</td>
<td>United Nation World Tourism Organization</td>
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<td>BEP</td>
<td>Break Even Point</td>
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<td>PDWG</td>
<td>Product Development Working Group</td>
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<td>AMCA</td>
<td>ASEAN Ministers Responsible for Culture &amp; Arts</td>
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<tr>
<td>CAT</td>
<td>Confidential Agent Tariff</td>
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<tr>
<td>SS</td>
<td>Single Supplement</td>
</tr>
<tr>
<td>TWN</td>
<td>Twin/Sharing Bed Room</td>
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<tr>
<td>DBL</td>
<td>Double Bed Room</td>
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<tr>
<td>PIC</td>
<td>Person in Charge</td>
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<td>DOT</td>
<td>Distribution of Time</td>
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References
ASEAN Member States are rich with cultural and heritage tourism products. Tangible and intangible culture and heritage according to the UNESCO classification, spread out among ASEAN members on the region's diversity. The cultural characteristics of each state are typical, and the character has evolved in it depending on the value of the object, environment and cultural background that makes each state has its stories and uniqueness. The culture elements are potential reason among locals and tourists to interact and develop themselves within the limits of norms. Here, the role of ASEAN Tourism Resource Management (ATRM) is to help develop cultural heritage tourism as a tourism product, but should not focus entirely on commercialization.

At the 6th meeting of ASEAN Ministers Responsible for Culture & Arts (AMCA), Deputy Prime Minister, Pham Binh Minh, said culture was the major bridge connecting countries so the cooperation should be enhanced in ASEAN. Culture foster our daily lives then becoming structured. Cultural tourism is an activity undertaken by tourists motivated by culture. It can be seen that the activity of the culture today has become one of the focus on the development of local and international tourism. The focus of cultural tourism as a tourism product in more detail leads to people's lifestyles in the region, history, art, culinary, education system, buildings architectural, religious, and other cultural elements that help them in their daily activities. Cultural products resulting from activities are beneficial assets. Even the promotional activities related to the marketing of cultural tourism are getting special attention from the government. This proves that the culture tends to be different from other events but still maintain the quality of todays culture.

To develop and promote the product, there is a need to enhance the knowledge and management skills of planners and managers on the cultural heritage tourism destinations and attraction sites. According to STRATEGY 1 Marketing the ASEAN region as a single tourist destination with a multi-faceted Attractions and world class standards and facilities, focused on Promoting ASEAN as a single destination, offering thematic tour packages/Attractions and twin - or multi tour packages so that visitors can enjoy the multi-faceted Attractions of the ASEAN region. In this case, cultural heritage tourism can be developed as a travel pattern for the development of tour packages.

The 6th meeting of ASEAN Ministers Responsible for Culture & Arts (AMCA) announced that Hue has been chosen as the third ASEAN City of Culture, following Singapore and Cebu City in the Philippines. The ASEAN City of Culture is a framework to raise awareness among ASEAN members of the region's diversity in culture and heritage. Tourism as the driving force which is a series of economic, social and cultural environment that is global. Tourism can provide benefits and contributes among others to the preservation of culture and customs, improved intelligence community, improved health and sanitation, preservation of natural resources and the environment and preservation of ancient relics and heritage of the past which can be synergized with economic activity in accordance with the
standard of care cultural wealth and heritage based on the UNESCO standards.

Indonesia as country coordinator of the ASEAN Tourism Resource Management (ATRM) on Cultural and Heritage Tourism will organize a workshop attended by participants from government and tourism stakeholders of ASEAN Member States to develop and promote cultural and heritage assets as tourism products with specific handling.

ASEAN cultural and heritage tourism sub-working group under the ASEAN Product Development Working Group (PDWG) will create a travel pattern model to develop tour packages focusing on quality cultural and heritage product to promote more number of tourist visits whilst maintaining sustainability of the cultural assets. Cultural heritage conservation is a must for the host.

The ASEAN Tourism Strategic Plan (ATSP) 2011 - 2015 that was adopted by the ASEAN Tourism Ministers in January 2011 calls for the development of a marketing strategy by January 2012. To link the project with ATSP, product and experience development will be shown through a proposed model of travel pattern involving Hotel and Restaurant services, Travel Agencies, Transport Services, National Tourism Board or Industry Authority, Government and related sectors in the destination.

The aim involving the government and tourism stakeholders of ASEAN Member States is that the local authorities will be able to implement the travel pattern by proposing a model that leads to the development of tour packages.

As part of the ASEAN Strategic Tourism Plan (ASTP) 2011 – 2015, the sub-working group, ASEAN Cultural Heritage Tourism (ACHT) under Product Development Working Group (PDWG) task is to propose a model of travel pattern related to cultural heritage tourism.

On July 2013, the ACHT working group coordinated by Indonesia produced an academic report as a fundamental reference for the sub-working group to implement, however it was deemed necessary to also have a GUIDELINE FOR ASEAN TRAVEL PATTERN ON CULTURAL HERITAGE TOURISM.

The proposed guideline is to link products within the destination thus creating travel pattern model that leads to the development of tour packages by the stakeholders of each ASEAN Member States. The guideline should be practical and hands on for anyone involved in cultural heritage tourism product and experience development.

This guideline is used to develop the travel pattern and travel packages, proposed a model of travel pattern that will be a recommendation to develop, promote, manage and control the cultural heritage tourism products and services. It will be introduced during the workshop among ASEAN Member States.

Finally, at the end of the workshop, a report on the proposed model of travel pattern in cultural heritage tourism will be shared among member states. Then, the outcome of the training is for attendees applying the proposed travel pattern through a familiarization trip.
part 1

introduction

Guideline for ASEAN Cultural Heritage Tourism Travel Pattern
1.1 Scope of the guideline
The scope of the guideline is focusing on cultural and heritage product development that is efficient; generates tourists, creating quality in tourist visits without leaving an attempt to maintain the sustainability of the cultural assets. The guideline applies to travel agencies and community based tour operators as tourism stakeholders and government of ASEAN Member States. Besides, the guideline will be introduced in the workshop, prepare the travel pattern Product Development in Training and implement in a Familiarization Trip.

1.2 Why use the guideline
The guideline is important as a recommended tool and framework to create the travel pattern and travel packages as well as the standard. The guideline serves as the guidebook for the stakeholder in ASEAN tourism industry to develop the travel pattern and travel packages based on demand.

1.3 How to use the guideline
This unit applies to sourcing and evaluating products and services for inclusion in packages for sale to individual and/or generic group of clients within the labor divisions of the hotel and travel industries and may include Travel Agencies and Tour Operation.

   The guideline provides an introduction to guideline element and their use as standard that explains why elements are important and how to use it in part one. Then, the normative references and technical regulation also provides and explain in part two for product development in compliance with the regulation.

   Terms and definition on cultural heritage tourism in part three provides to develop the portrait of travel and tourism activities for users. Then, the preparation of product development plans will be explained in part four as well as some requirements, descriptions and functions and procedures to use it.

   Product development will be interpreted and implemented in part five. The unit will describe and apply for cultural heritage tourism products.

1.4 Expected from the guideline
While the government targets to increase visitor arrival by using many promotion steps and stakeholders get the benefit from the tourists, this guideline will be a useful tool for the tourism industry, from travel planning, cost control until implementation.

   Other potential users which may benefit in using this guideline may include:
   - Tourism administrations and other public authorities at the regional and national levels, who may need to aggregate data from several sites or destinations to develop specific tourism activities related to travel pattern;
   - Community based, Tour operators, transportation companies and other service providers;
   - On-site managers of specific Attractions, cultural heritage tourism, and those who manage product development;
   - Facility planners and managers for resorts, accommodation and other tourism establishments;
   - Researchers and students dealing with tourism-related development issues;
   - Members of interest groups, community organizations and the host community, who wish to be informed participants in the development of travel product;
   - Informed tourists, who wish to understand and help maintain the basis for their tourism.
Guideline for ASEAN Cultural Heritage Tourism Travel Pattern

part 2

normative references

Guideline for ASEAN Cultural Heritage Tourism Travel Pattern
2.1 Technical Regulation

2.1.1 ASEAN Mutual Recognition Arrangement on Tourism Professionals approved in 1997 (hereinafter referred to as ‘this agreement’) as follows:

• Article II/1: The ASEAN Common Competency Standard for Tourism Professionals (ACCSTP), Division 2 – Travel Services, Secondary Labour Division; Tour Operation. Job Index Number TTA.04; job titles as a Product Manager; Competency Standards (functional competencies): Source and Package Tourism Product and Service.


2.1.2 In January 2013, Vietnam National Administration of Tourism, Ministry of Culture, Sports & Tourism, established a MRA Handbook. The ASEAN MRA on Tourism Professionals will provide a mechanism for agreement on the equivalence of tourism certification procedures and qualifications across ASEAN. The eligibility to work in a host country will of course be subjected to prevailing domestic laws and regulations of the host country.

• Structure of the Competency Standards, page 17 stated that The ACCSTP Framework lists the minimum common competency standards that should be widely used in the region to allow the skills, knowledge and attitudes (competence) of tourism professionals to be assessed, required to do a job, recognised and equated to comparable qualifications in other ASEAN countries in order for an MRA to function.

2.1.3 In 2007, ASEAN Australia Development Cooperation Program (AADCP). Specification of Units, to address this obviously important issue, all Certificate levels in all Labour Divisions in all streams have had proportionately substantial additional Functional Competencies allocated to them to assist in accommodating these needs in a generic way.

2.1.4 STRATEGY 1 Marketing the ASEAN region as a single tourist destination with a multi-faceted Attractions and world class standards and facilities, focused on Promote ASEAN as a single destination, offering thematic tour packages / attractions and twin - or multi - tour packages so that visitors can enjoy the multi-faceted Attractions of the ASEAN region. In this case, cultural and heritage tourism can be developed as travel pattern for the development of tour packages.
2.2 List of Standard

UNIT TITLE : Source and Package Tourism Products and Services
UNIT CODE : (D2. TTA.CL2.19)

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<td>3.7 Prepare sales monitoring arrangements for packages</td>
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UNIT VARIABLE AND ASSESSMENT GUIDE

Unit Variables

The Unit Variables provide advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment. This unit applies to sourcing and evaluating products and services for inclusion in packages for sale to individual and/or generic groups of clients within the labor divisions of the hotel and travel industries and may include:

1. Travel Agencies
2. Tour Operation

Clients for packages may include:
- Individuals and groups, including one-off clients and identified target market sectors
- Day tour operators
- Hotels
- Outbound tour wholesalers
- Inbound tour operators
- Conference organizers

Client requirements must focus on identified client needs, wants and preferences and will include:
- Destination preferences
- Budget
- Timing and duration issues, including constraints and the need for integration with an associated tour or travel program
- Cultural and religious issues
- Product and service preferences
- Practicality
- Service styles and standards
- Identified focus for undertaking the trip
Host enterprise requirements may be related to:

- Enhancing and expanding product range, including product initiatives that conform to business plan and marketing objectives
- Profitability
- Movement into new target markets
- Reputation and image
- Business agreements, including franchise and other contractual arrangements
- Meeting competition
- Involvement of colleagues in determining requirements

Purposes of packages may include:

- Conferences
- Social events
- Holidays and recreation
- Tour programs, including day tours, extended tours, eco-tours, cultural tours and educational tours
- Special interest itineraries
- Incentives
- Series tours

Products and services may relate to supplier, intermediary and/or touring packages promoted in brochures and include:

- Accommodation, including serviced and non-serviced options
- Transport, including air, rail, bus / coach and shipping
- Hire car, including long and short-term rentals
- Attractions, including natural and man-made tours, including side trips, one-day and extended tours
- Catering, including bona fide meals and refreshments
- Entertainment, including recreational, arts, sports, cultural, music, festivals, and special events
- Conference facilities
- Specialist services, including guides, interpreters, secretarial support, child-minding and security

Sources of information may include:

- Suppliers, carriers and providers, including those in distribution networks
- Local tourism information centers
- Embassies in identified locations/destinations
- Local operators, including accommodation properties, tours, venues, restaurants and souvenir shops
- Tourism authorities, including regional, domestic and international
- Industry associations, including industry peak bodies and government authorities and agencies
- General literature, including trade press, guide books, holiday and destination publications
- Internet
- Media
- Personal visits to destinations and site inspections of attractions, venues and facilities

Research information sources may include:

- Undertaking desktop research – including internet research and analysis of internal data
- Contained on in-house systems
- Analyzing existing secondary data including:
  1. Domestic and international visitor statistics on departures, expenditure, visitor
  2. Nights
  3. Visitor profiles including tourist origins, volume, purpose of trip, seasonality,
  4. Accommodation, transport and expenditure
  5. Industry and government research reports on industry trends, current development
  6. Activity and forecasts of future developments
  7. Client feedback
  8. Feasibility studies for new developments or products
  9. Responses to surveys, questionnaires on preferences, needs and current tourist
  10. Activities
• Conducting formal qualitative and quantitative market research, including focus groups, surveys and questionnaires to generate primary research data
• Considering recent and emerging trends
• Using personal network of contacts
• Visiting providers, carriers and suppliers
• Undertaking personal observation
• Soliciting feedback from clients

Assess applicability of identified products and services may relate to:
• determining rates, costs, fees, charges, taxes for each package component
• evaluating availability on a short-term and on-going basis, as required by the nature of the package
• calculating return on investment, including consideration of loss leader implications
• assessing compatibility with company image and reputation
• verifying reputation of products and services, including assessment of client perceptions in relation to potential carriers, suppliers, destinations, products and services
• identifying features and benefits, including comparisons with similar packages offered by competitors
• checking match between products / services and identified objectives and client demand/requests for the package
• determining destination characteristics, including accessibility and transport, accommodation and attractions, facilities, seasonal influences, degree of infrastructure, government regulations, special events, supporting venues and human resource potential to deliver
• required services, promotional potential, existing promotional material, retail outlets and ancillary support services
• legal considerations
• cultural sensitivity

Select products and services may include:
• aligning with identified objectives
• complying with client requirements
• ensuring availability

• negotiating agreements with suppliers, carriers and providers – including obtaining written confirmation
• ensuring value and potential salability

Pre-planning requirements may relate to:
• seasonal influences
• dates of one-off events
• client demand
• position of other packages in terms of product life-cycle
• activities being undertaken by the competition

Components refers to the products and services for individual packages and will relate to:
• inclusion
• exclusions
• add-ons
• available options, including substitutions and alternatives, where applicable

Determine duration for packages may include:
• formulating packages to accommodate differing timelines in order to meet identified client need
• adding and removing inclusions to enable attainment of required duration while still delivering value and enabling salability of package
• complying with agreed arrangements with suppliers, providers and carriers

Calculate price points may include:
• analyzing prices offered by competition
• determining target market affordability
• ensuring required profit to host enterprise
• identifying what the market will bear
• developing price schedules, including special rates and discounts
• determining host enterprise costs pertaining to package development and delivery
• factoring in commissions
Terms and conditions may relate to:
- deposits and full / final payments
- fees and charges, including penalties, terms of payment and timelines for payment
- commissions due or payable
- cancellations and alterations, including timelines and charges
- limitation of liability
- guarantees and warranties
- complaint handling

Draft itinerary may include:
- day's destinations
- times
- destinations
- attractions, tours and sight-seeing
- arranged activities
- accommodation
- transport
- transfers

Prepare sales monitoring arrangements may include:
- establishing facilities to record enquiries in relation to packages
- establishing internal systems to record package sales, including location of sale, seller, commissions and options selected
- arranging for sales data to be forwarded from related businesses

Plan marketing activities may include:
- organizing the launch of the packages
- preparation of point-of-sales advertising material
- organizing media promotions, including advertisements, events and competitions
- training sales staff in relation to the packages
- designing client feedback tools

Assessment Guide
The following skills and knowledge must be assessed as part of this unit:
- the enterprise's policies and procedures in regard to developing packages and entering into agreements with suppliers, providers and carriers including the use of preferred suppliers / providers
- packaging rules as appropriate to the host enterprise and the requirements of allied organizations
- ability to use research, negotiation and analytical techniques
- domestic and international rules, regulations, legislation and practices that apply to package formulation
- general industry knowledge of destinations, transport options, accommodation and potential for package-related inclusions suitable for a range of package types

Linkages to other units
- Access and retrieve computer-based data
- Maintain hospitality industry knowledge
- Establish and maintain a business relationship
- Develop a marketing strategy and coordinate sales activities
- Develop new products and services
- Gather and present product information
- Use common business tools and technology
- Access and interpret product information
- Maintain product information inventory
- Source and provide destination information and advice
- Maintain contacts with handling agents
- Construct and apply tourism product research
- Co-ordinate production of brochures and marketing materials
- Prepare and submit quotations
- Manage and monitor innovative tourism programs and projects
- Source and present information

Critical Aspects of Assessment
Evidence of the following is essential:
- understanding of rules, regulations, legislation, policies and procedures applicable to package development within the host enterprise
- demonstrated ability to source inclusions for a nominated package type to meet identified needs of a selected target group or individual
- demonstrated ability to create and cost a saleable package to meet identified needs of a selected target group or individual
- demonstrated ability to produce a set of appropriate and cost-effective marketing strategies to support the introduction and on-going sale of a nominated package

**Context of Assessment**
Assessment must ensure:
actual or simulated workplace application of techniques, strategies and procedures to enable the sourcing of product and service information to enable the development of salable packages

**Resource Implications**
Training and assessment must include the use of real sources of information and systems, both internal and external, including the presence of relevant marketing research information to source products and services that will enable the development of packages to support the operation of the host enterprise; and access to workplace standards, procedures, policies, guidelines, tools and equipment

**Assessment Methods**
The following methods may be used to assess competency for this unit:
- observation of practical candidate performance
- project to develop nominated package
- portfolio of research documentation obtained as part of research and sourcing activities
- hard copy description, including itinerary, for a nominated package
- role plays
- oral and written questions
- third party reports completed by a supervisor
- project and assignment work

**Key Competencies in this Unit**
- Level 1 = competence to undertake tasks effectively
- Level 2 = competence to manage tasks
- Level 3 = competence to use concepts for evaluating

<table>
<thead>
<tr>
<th>Key Competencies</th>
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<tr>
<td>Collecting, organizing and analyzing information</td>
<td>3</td>
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<tr>
<td>Communicating ideas and information</td>
<td>2</td>
</tr>
<tr>
<td>Planning and organizing activities</td>
<td>3</td>
</tr>
<tr>
<td>Working with others and in teams</td>
<td>2</td>
</tr>
<tr>
<td>Using mathematical ideas and techniques</td>
<td>1</td>
</tr>
<tr>
<td>Solving problems</td>
<td>2</td>
</tr>
<tr>
<td>Using technology</td>
<td>1</td>
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**Key Competencies**
- Capture and evaluate material for potential inclusion in a package
- Develop supporting informational and promotional material for a package
- Design package; organize arrangements with suppliers, carriers and providers
- Liaise with colleagues, suppliers, carriers and providers to develop package
- Calculate costs and price schedules
- Source replacement inclusions and alternate
- Use the internet, computerized reservation and automated information systems
Guideline for ASEAN Cultural Heritage Tourism Travel Pattern

part 3

terms & definition

Guideline for ASEAN Cultural Heritage Tourism Travel Pattern
3.1 Cultural Heritage Tourism Definition

The sub working group defined that the cultural heritage tourism is composed from two understandings. The cultural tourism is defined as tourism “...related to lifestyle, history, art, architecture, culinary, social and political systems, religions, beliefs, etc., that shape people’s way of life”, and heritage tourism is defined as tourism “...related to natural, cultural (tangible and intangible) and cultural landscape resource”. The cultural and heritage tourism, furthermore, has defined as “...travel directed toward experiencing local traditions, arts, knowledge, and heritage while respecting the host community and its surrounding environment (tangible and intangible, included natural resources)”.

This definition has three important messages. First, cultural heritage tourism is not only a tool for providing visitors’ satisfaction but also communities’ satisfaction, not only for economic reasons but also for socio-cultural reasons. The second message is cultural and heritage tourism not only respect the communities’ lives but also their environment. Cultural landscape become an important factor that should be taken into account in every policy to develop the culture heritage tourism. The third message is the importance of both tangible and intangible resources to be respected in any actions.

3.2 Product development in ASEAN

A simple way of thinking about travel and tourism is that it comprises three basic elements:

1. Tourists: their demands, expectations, motivations and behavior.
2. The destination: where the tourist experience occurs and where the benefits and costs of tourism development are felt.
3. The travel and tourism industry: innumerable businesses and organizations that collectively cater for the needs of tourists.

Although these are often studied as independent topics, in reality they are anything but independent. Indeed, one of the defining characteristics of tourism is that, for destinations, it is an export industry the destination is the ‘product’ that is sold to overseas customers (or, in the case of domestic tourism, to visitors from other regions). Uniquely, that product is consumed where it is produced, pointing to an interrelationship between the destination, tourists and the travel industry, frequently, both carries tourists to and provides for their needs within the destination. Thus, travel and tourism can be thought of as an interrelated system. Related to travel and tourism industry that running the business on destination. Tourism packages as product was created or called as total tourism product. The main point is that the tourism product is a collection of tangible and intangible components, including both the products of the industry, such as accommodation, transport and entertainment, but also things such as accessibility, weather, value for money, contacts with local people and the extent to which expectations are realized. It is important, therefore, to think about the extent to which the travel and tourism industry can influence a tourist’s overall enjoyment of a holiday. The existing product on cultural heritage tourism from ASEAN Tourism travel below show that the product is well developed.

---

1 Defined by the Team as input from the consultant and agreed by member countries at the meeting in Kuala Lumpur, September 2011.
Explore ASEAN, Cultural Heritage Tourism Product

1 Explore ASEAN http://www.aseantourism.travel/explore/sub/culture-and-heritage/cultural-heritage-tourism

<table>
<thead>
<tr>
<th>Country</th>
<th>Urban Heritage Tourism:</th>
<th>World Heritage Site:</th>
<th>Cultural Heritage Site:</th>
</tr>
</thead>
</table>
| Brunei Darussalam | • Brunei Darussalam Museum  
• Royal Regalia,  
• Brunei Darussalam Technology Museum | • Angkor Wat in Siem Reap Province  
• Preah Vihear Temple in Preah Vihear | • Sambor Preikuk, Kompong Thom Province Province |
| Cambodia      | **Islamic Tourism (Spiritual Tourism)**                                                 |                                                   |                                                                                                                                                        |
|               | • SOAS Mosque  
• Jame’ Asr Hassanil Bolkiah Mosque |                                                   |                                                                                                                                                        |
| Indonesia     | **World Heritage Site:**                                                                 |                                                   |                                                                                                                                                        |
|               | • Borobudur Temple  
• Prambanan Temple  
• Sangrian Early Man Site |                                                   |                                                                                                                                                        |
| Lao PDR       | • Plain of Jars at Xiengkhoung Province,  
• Luang Prabang Heritage Town  
• Wat Phou Temple, Champasack |                                                   |                                                                                                                                                        |
| Malaysia      | • Bandar Hilir in Melaka  
• Georgetown in Pulau Pinang  
• Sarawak Cultural Village in Sarawak |                                                   |                                                                                                                                                        |
| Myanmar       | • Bagan-Nyaung U in Mandalay Region  
• Mandalay in Mandalay Region  
• Mrauk U in Rakhine State |                                                   |                                                                                                                                                        |
| Philippines   | • Ifugao Rice Terrace and Sagada Cultural and Heritage Tour  
• Heritage Village |                                                   |                                                                                                                                                        |
| Singapore     | • Colonial District Trail (Raffles Landing Site, Asian Civilisation Museum, Singapore River Cruise, National Museum and Raffles Hotel)  
• Cultural Tour (Visit Chinatown, Little India, Kampong Glam Enclaves)  
• Peranakan Trail |                                                   |                                                                                                                                                        |
| Thailand      | **World Heritage Sites:**                                                                 |                                                   |                                                                                                                                                        |
|               | • Ayuthaya Historical Park in Ayuthaya Province  
• Sukhothai Historical Park in Sukhothai Province  
• Ban Chiang Archaeological Site in Udon Thani Province |                                                   |                                                                                                                                                        |
| Viet Nam      | • Hoi An Ancient Town  
• The Complex of Hue Monument  
• Thang Long Citadel in Hanoi |                                                   |                                                                                                                                                        |

The existing product from Explore ASEAN focused on place and activities that authentically present the cultural value as visitor experience. Besides, according to the previous final report also proposed the cultural heritage tourism’s top products as shown on the table below:

<table>
<thead>
<tr>
<th>Country</th>
<th>Urban Heritage Tourism:</th>
<th>World Heritage Site:</th>
<th>Cultural Heritage Site:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brunei Darussalam</td>
<td>Brunei Museum, Royal Regalia, Brunei Technology Museum</td>
<td>• Angkor Wat Temple (WH), Sambor Preikuk, Preah Vihear Temple (WH)</td>
<td></td>
</tr>
<tr>
<td>Cambodia</td>
<td></td>
<td>• Borobudur (WH), Prambanan (WH), Sangiran (WH)</td>
<td></td>
</tr>
<tr>
<td>Indonesia</td>
<td></td>
<td>• Plain of Jars, Luang Prabang City (WH), Wat Phou Temple (WH)</td>
<td></td>
</tr>
<tr>
<td>Lao PDR</td>
<td></td>
<td>• Bandar Hilir, Georgetown, Sarawak Cultural Village</td>
<td></td>
</tr>
<tr>
<td>Malaysia</td>
<td></td>
<td>• Bagan-Nyaung U, Mandalay, Mrauk U</td>
<td></td>
</tr>
<tr>
<td>Myanmar</td>
<td></td>
<td>• Ifugao Rice Terrace and Sagada Cultural and Heritage Tour, Heritage Village</td>
<td></td>
</tr>
<tr>
<td>Philippines</td>
<td></td>
<td>• Hanoi, Hoi An Ancient Town, the Complex of Hue Monuments</td>
<td></td>
</tr>
<tr>
<td>Singapore</td>
<td></td>
<td>• Ayuthaya Historical Park, Sukhothai Historical, Ban Chiang Archaeological Site</td>
<td></td>
</tr>
<tr>
<td>Thailand</td>
<td></td>
<td>• Ayuthaya Historical Park in Ayuthaya Province</td>
<td></td>
</tr>
<tr>
<td>Viet Nam</td>
<td></td>
<td>• Hanoi, Hoi An Ancient Town, the Complex of Hue Monuments</td>
<td></td>
</tr>
</tbody>
</table>

Note : (WH) is World Heritage by Unesco
Source : ASEAN Cultural and Heritage Tourism Sub Working Group
Travel packages are simply defined as the pre-arranged combination of two or more components, such as transport, accommodation and other services (for example, local sightseeing tours). Thus, although package (and, hence, tour operations) are most commonly thought of in terms of charter flights to summer-sun destinations, it is important to recognize the enormous variety of types of package for holiday and some travel packages arranged in best destination asean travel pattern as shown on table below:

```
<table>
<thead>
<tr>
<th>Member state</th>
<th>Location</th>
<th>Mini destination</th>
<th>Activities and reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thailand</td>
<td>Bangkok</td>
<td></td>
<td>City Tours - Tour</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Program</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Meeting and conclusion</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Cultural and Sport events</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Food Tours</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Croatia and entertainment</td>
</tr>
</tbody>
</table>

Source: www.tripadvisor.com
```

3.3 Terms and Condition

The Team takes into account those interest based markets for two important reasons. First, as a part of ASEAN tourism development strategy, the product should consider any decision from marketing working group to ensure that the product will be appropriate with the markets. Second, those interests based markets will be considered as a major consideration in determining supporting products that guarantee the product will have the right markets.

Terms and condition of the unit is related to the resource implication from the products, markets and coordination. Training and assessment must include the use of real sources of information and systems, both internal and external, including the presence of relevant marketing research information to source products and services that will enable the development of packages to support the operation of the host enterprise; and access to workplace standards, procedures, policies, guideline, tools and equipment.

Another recommendation from SEATGA as stakeholder or executor of the travel pattern recommending the criterias in terms and condition for successful cultural and heritage are:

- Accessibility (air, water and land, connection from 1 places to another places)
- Attractions (interesting factor to explore, integration between diversified factor)
- Accommodation (star rated hotel, homestay: privacy, cleanliness, laboratories facilities sector).
- Control capacity
- Market segment
- Regional studies
- Safety and security
- Tourist guide services.

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Erina Loo, SEATGA ACADEMY 2015
part 4

prepare product development plans

Guideline for ASEAN Cultural Heritage Tourism Travel Pattern
4.1 Description and Functions

The guideline is used to deal with skills and knowledge required to source and evaluate products and services for inclusion into packages for sale to individual and/or generic groups of clients.

The product development guideline applies to the development of new or enhanced packaged tourism products. It describes the generic tourism product packaging process that applies to the development of any style of packaged product for the domestic or international customer and covering any destination.

The sourcing and packaging of tourism products and services involve complex travel pattern, itinerary planning, costs and operational coordination. This unit applies to senior tourism and hospitality industry personnel who operate with some level of autonomy or under limited supervision and guidance from others on cultural heritage section. These roles would include product development coordinator, senior tour coordinator, senior inbound tour coordinator, incentive account manager, account manager for a professional conference organizer, senior operations consultant or manager for a tour operator and owner-operators of any type of tourism business.

The guideline also links to other competency units, such as:

- Access and retrieve computer-based data
- Maintain hospitality industry knowledge
- Establish and maintain a business relationship
- Develop a marketing strategy and coordinate sales activities
- Develop new products and services
- Gather and present product information
- Use common business tools and technology
- Access and interpret product information
- Maintain product information inventory
- Source and provide destination information and advice
- Maintain contacts with handling agents
- Construct and apply tourism product research
- Co-ordinate production of brochures and marketing materials
- Prepare and submit quotations
- Manage and monitor innovative tourism programs and projects
- Source and present information.

4.2 Describe the context for packages

This element is describing the context for packages as shown on Form A: Product Description. This is the first step to develop the travel pattern into the tour packages. There are some performance criteria in describe the context for packages may include:

4.2.1 Identify the clients for packages

Clients may include tourists, stakeholder, government, tour operators, hotels and who use the travel pattern for their travel activities related to cultural and heritage tourism will show in Phase A1: Client Detail. Format elements are as follow:

- Client detail: Name, Designation, Organization/Company

The benefit of using travel pattern is to know the route according to the tourist map. After finishing these performance criteria, user will be able to identify clients for the travel pattern.

4.2.2 Identify client requirements in relation to packages

Client requirements must be focused on identified client needs, wants and preferences and will include in checkboxes (*) and must be answered by user in:

Phase A1: Client Detail.

- Client Requirements: Client wants and needs
- Destination Preferences as the destination based on to travel implementation
- Tour types: Full day/Day tour
- Duration: the time plan to travel

Phase A2: Information Needs

- Components Preferences: types of information related to travel pattern as follows: destination background, ethnic history, language, seasonality, etc
- Issues: related to informations that has been collected
- Feedback to take action according to issues related to cultural and heritage travel pattern.
The important of tourist profiles is describing guest or client profiles as travel consideration. Their profiles are identified from tourist types, frequency, duration of trips; partners in trip and kind of consumption have been identified in figures on tourist profiles below.

4.2.3 Identify host enterprise requirements in relation to the travel pattern.

Host enterprise requirements may be related to several statements in Phase A3: Host Requirements may include:

- Tour Operator: detail (name, company, expertise)
- Description: Requirement statements in the descriptions column are related to:
  1. Enhancing and expanding product range, including product initiatives that conform to business plan and marketing objectives
  2. Profitability
  3. Movement into new target markets
  4. Reputation and image
  5. Business agreements, including franchise and other contractual arrangements
  6. Meeting competition
  7. Involvement of colleagues in determining requirements

4.2.4 Identify purposes of travel pattern

Purposes of packages is describing the reason to travel helped by tourist profiles as consideration to travel described. Purposes of travel related to client’s motivation to travel, such as: Conferences, Social events, Holidays and recreation, Tour programs, Special interest itineraries, Incentives and Series tours. Clients may choose the purposes according to the point of travel pattern. Phase A4: Product and Services Identification consisting of travel pattern purposes and product and services identification as follows:

- Components: tour components list of product and services identification, such as: attraction, accommodation, transportation, catering, etc as client purposes to travel.
- Requests: components request and special inquiries as client purposes to travel.
- Notes: remarks, such as: cost, availability, supplier needs and etc.

While purposes of travel pattern arranged, travel themes can be identified and clustered as shown in tourist profiles above as output for travel. Then, user gets the tour theme for the travel pattern, user also be able to completing this performance criteria to identify the travel pattern purposes.
4.2.5
Identify products and services for inclusion in travel pattern

Products and services related to supplier, intermediary and/or touring packages promoted in brochures and include in Format 3: Product and Services Identification Table.

<table>
<thead>
<tr>
<th>Products &amp; Services</th>
<th>Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation, including serviced and non-serviced options</td>
<td>• Length of stay</td>
</tr>
<tr>
<td>Transport, including air, rail, bus/coach and shipping</td>
<td>• Kinds of facilities consumed during stay at hotel</td>
</tr>
<tr>
<td>Hire car, including long and short-term rentals</td>
<td>• Route networks</td>
</tr>
<tr>
<td>Attractions, including natural and man-made</td>
<td>• Easy to transfer between transports</td>
</tr>
<tr>
<td>Tours, including side trips, one-day and extended tours</td>
<td>• Integrated services</td>
</tr>
<tr>
<td>Catering, including bona fide meals and refreshments</td>
<td>• Cost and promoting agreements</td>
</tr>
<tr>
<td></td>
<td>• Affiliated with the tourism industry</td>
</tr>
<tr>
<td></td>
<td>• Flexibility of having access to their own vehicle</td>
</tr>
<tr>
<td></td>
<td>• Cost and duration</td>
</tr>
<tr>
<td></td>
<td>• Kind of attraction</td>
</tr>
<tr>
<td></td>
<td>• Facilities</td>
</tr>
<tr>
<td></td>
<td>• Cost of consumption</td>
</tr>
<tr>
<td></td>
<td>• Schedule and duration</td>
</tr>
<tr>
<td></td>
<td>• Attractions visiting during tour</td>
</tr>
<tr>
<td></td>
<td>• Tour equipment and preparation</td>
</tr>
<tr>
<td></td>
<td>• Variety of menu</td>
</tr>
<tr>
<td></td>
<td>• Price</td>
</tr>
<tr>
<td></td>
<td>• Taste</td>
</tr>
<tr>
<td></td>
<td>• Hygiene and sanitation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Products &amp; Services</th>
<th>Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment, including recreational, arts, sports, cultural, music, festivals,</td>
<td>• Kind of entertainment services</td>
</tr>
<tr>
<td>and special events</td>
<td>• Facilities</td>
</tr>
<tr>
<td></td>
<td>• Schedule and duration</td>
</tr>
<tr>
<td></td>
<td>• Cost of consumption</td>
</tr>
<tr>
<td></td>
<td>• Conference facilities</td>
</tr>
</tbody>
</table>

After completing this form, the user is able to identify products and services as tour components for travel pattern.
4.3 Source products and services for Travel Pattern

The second element will explain the procedures of product development. Products and services source for packages are used to develop the product. User will fill in the Form B: Product Sourcing and there are some performance criteria that must be done which includes:

4.3.1 Identify sources of information for products and services

This performance criteria, related to sources of information for products and services must be identified according to the data that is valid and accurate. The aim is to get reliable information to be properly made as required for travel pattern. In Phase B: Information Requirements for Product and Services consists of the travel pattern source of information required by users to develop the travel pattern according to the selected destinations, as follows:

- Product information: types of information, needs and special requests for clients
- Sources may include:
  - Suppliers, carriers and providers, including those in distribution networks
  - Local tourism information centers
  - Embassies in identified locations/destinations
  - Local operators, including accommodation properties, tours, venues, restaurants and souvenir shops
  - Tourism authorities, including regional, domestic and international
  - Industry associations, including industry peak bodies and government authorities and agencies.
  - General literature, including trade press, guide books, holiday and destination publications
  - Internet
  - Media
  - Personal visits to destinations and site inspections of attractions, venues and facilities.

Upon completing these performance criteria, user is able to source information related to cultural and heritage tourism products to the travel pattern.

4.3.2 Research information sources to obtain targeted information

The determination of targeted information, the accuracy and validity are indispensable. Appropriate information will save time and effort. Types of product information researched in Phase B: Information Requirements for Product and Services, the column describing benefits of information about:

- Undertaking desktop research - including internet research and analysis of internal data contained on in-house systems.
- Analyzing existing secondary data including:
  - Domestic and international visitor statistics on departures, expenditures, visitor nights.
- Industry and government research reports on industry trends, current development activity and forecasts of future developments.
- Client feedback.
- Feasibility studies (opportunity and challenges) for new developments or products.
- Responses to surveys, questionnaires on preferences, needs and current tourist activities.
- Conducting formal qualitative and quantitative market research, including focus groups, surveys and questionnaires to generate primary research data.
- Considering recent and emerging trends.
- Using personal network of contacts.
- Visiting providers, carriers and suppliers.
- Undertaking personal observation.
- Soliciting feedback from clients.

Upon completing this format, user is able to complete research information sources to determine targeted information for travel pattern.

4.3.3 Assess applicability of identified products and services to proposed travel pattern

These performance criteria describe on how to assess applicability of identified products and services in Phase B2: Product and Services Assessment, table product and services identification to proposed travel pattern as a part of tour package product development. The table product and services assessment will help explain whether those components are applicable or not. It will start from:

- Descriptions of applicability assessment of travel pattern statement
- Assessment components and please check boxes (*) from descriptions assessment statements may include:
  - Determining rates, costs, fees, charges, taxes for each package component.
  - Evaluating availability on a short-term and ongoing basis, as required by the nature of the package.
  - Calculating return on investment, including consideration of loss leader implications.
  - Assessing compatibility with company image and reputation.
  - Verifying reputation of products and services, including assessment of client perceptions in relation to potential carriers, suppliers, destinations, products and services.
  - Identifying features and benefits, including comparisons to similar packages offered by competitors.
  - Checking match between products/services and identified objectives and client demand/requests for the package.
  - Determining destination characteristics, including accessibility and transport, accommodation and
attractions, facilities, seasonal influences, degree of infrastructure, government regulations, special events, supporting venues and human resource potential to deliver required services, promotional potential, existing promotional material, retail outlets and ancillary support services.

- Legal consideration.
- Cultural sensitivity.

Remarks, will note special information related to tour components.

It is utmost important to find out identified products and services which are in accordance to client wants and needs that will be used to form a travel pattern. After completing these performance criteria, user is able to assess applicability of identified products and services for proposed travel pattern.

4.3.4 Select products and services for the travel pattern

This performance criteria describe products and services preferences for proposed travel pattern in Phase B3: Product and Services Selected. Format elements are as follows:

- Tour Components
- Product and Services of each component are selected as recommendation from the Form A, Phase A4, table products and services identification. Consideration on selected products and services may include: Aligning with identified objectives, Complying with client requirements, Ensuring availability, Ensuring value and potential salebilities.

- Remarks, special notes adding to this column related to products and services selected as a reminder.

After completing these performance criteria, user is able to select product and services to develop travel pattern and tour packages as product development.
Guideline for ASEAN Cultural Heritage Tourism Travel Pattern

part 5

package tourism product & services

Guideline for ASEAN Cultural Heritage Tourism Travel Pattern
5.1 Create packages of products and services

The aim of the third element is to create travel pattern and tour packages components of products and services included time of distribution, tour itinerary and costing related to cultural heritage. After completing this element, users are able to create travel pattern and product development through tour packages and will use as a recommendation to implement the familiarization trip among ASEAN country. There are some performance criteria that must be done and may include:

5.1.1 Identify pre-planning requirements for packages

Before creating the travel pattern, there are some considerations that must be noted in the planning:

- Seasonal influences
- Dates of one-off events
- Client demands (tour components) related to cultural and heritage tourism.
- Position of other packages in terms of product life-cycle
- Cultural Heritage Activities being undertaken by the competition

Form C: Product Development describes the pre-planning product and services for travel pattern.

In Phase C: Pre-Planning Product identification, is by showing the map of a specific location to determine the travel pattern model. Next, products and services selected will create the model or pattern as well as tour routes. According to Stefano Dominioni from Council of Europe, they are as follows:

1. TERRITORIAL ROUTE: Role of the agricultural landscape linked to wine production as an element of European identity. Thematic: Sustainable development, oenotourism, vineyard heritage.

2. LINEAR ROUTE: 1800 km journey along the paths followed by pilgrims en route to Rome, onward to Jerusalem or to Santiago de Compostela. Thematic: Sustainable development, pilgrimage, slow tourism.

3. RETICULAR PATTERN ROUTE: Mozart's life and music through Europe, visiting some of the most significant music, art and architectural venues of Europe's cultural heritage. Themes: Music, Art History, Cultural Tourism

Also, products and services selected will create the model or pattern as well as tour routes which according to Wardhani, et al., excellent travel patterns uses the A-B-C-D-E-F-G-H-I-Y-A model shown below:
If the pattern has been chosen by client's demand, this proposed travel pattern, is a way to calculate the time, create the itinerary and develop the tour packages.

According to previous report, these routes is the direction and sequence of travel, which is arranged with some determinations avoiding previous path based on departing point and returning point. Considering any interconnection among products, locations, and the type of tourism activities that create clusters and corridors, the sub-working group team finds some strong linkages among countries products that could be a good initial sign to see the possible trip distribution or proposed patterns within ASEAN. It could be some implementation travel pattern for travel industry related to cultural and heritage tourism as follows:

1. Strong linkage among archaeological sites/parks among countries in mainland area of Myanmar, Thailand, Cambodia, Laos, Viet Nam and archaeological sites in Java, Indonesia. Ayutthaya Historical Park, Sukhotai Historical Site, Angkor Watt and its surrounding historical sites will highlight the existing archaeological package tours and can be the hub destinations for the region of Thailand, Cambodia, Myanmar, Viet Nam and Laos. Further products will be connected to the Javanese archaeological sites such Borobudur and Prambanan Temples that have long history with the ones in Indochina region. This linkage, will focus on travel pattern best practices of archeological sites/parks Indonesia – Thailand – Cambodia – Myanmar.

2. Strong linkage among heritage cities and sites along constructed ASEAN highway. The heritage cities from Mrauk U, Bagan, Mandalay, and Luang Prabang to Hanoi will be the core linkage and access to other heritage sites such as Plain of Jars, the complete of Hue museum, etc. The construction of ASEAN highway connecting Myanmar, north of Thailand, Laos and Viet Nam, will bring strong development on the tourism movement within those regions. The appropriate sustainable heritage tourism development should be prepared and managed with care. Then, the travel pattern best practices of heritage cities will focus on Hanoi (Viet Nam) and Laos.

3. Strong linkage among heritage cities, villages, museums along coastal areas in Malaysia, Philippines, and Viet Nam. The package can be designed through a cruise tour, namely:
   (a). Cruise George Town, Bandar Hilir, Singapore Heritage Trails, Sarawak Cultural Village, Brunei Museum, Royal Regalia, Brunei Technology Museum, Ifugao Rice Terrace and Sagada Cultural and Heritage, Heritage Village Philippines, and Kalimudan Cultural Village; and (b). Cruise Hanoi/Halong, the Complex Museum of Hue, Hoi An Ancien Town, Ifugao Rice Terrace and Sagada Cultural and Heritage, and Heritage Village Philippines. This linkage travel pattern best practices of cruise tourism will focus on Philippines – Brunei Darussalam – Malaysia – Singapore.

Some preparations needed to implement the travel pattern, are:
- Prepare the map with all reference related to travel pattern elements from the context above.
- Prepare information related to facilities needed in the tour packages.
- Put all informations into the tour map as draft itinerary, it will create the proposed pattern.

After completing these performance criteria, user is able to determine components for the participants in the travel pattern and to make pre-planning requirements using the travel pattern.

5.1.2 Determine components of tour packages

The content of travel pattern is describing steps and components in a tour packages product development. Then, determined components refer to the products and services to be developed that will relate to price of components, inclusion, exclusion (personal allowance) or add-on. Components request according to client’s demand and product and services selected in Phase B3 as a recommendation.
- Activities: What the client does, see and buy at a tourist attraction according to the travel pattern. Each components of tour packages must be well determined to calculate the costing.
5.1.3 Determine duration for tour packages

Determining tour duration for the tour packages can be identified from tour components. If there are more tour components to be included, it takes a longer time. Some considerations to determine tour duration:

- Formulating packages to accommodate different timelines in order to meet client needs.
- Adding and removing inclusions to enable attainment of required duration while still delivering value and enabling salebility of package.
- Complying with agreed arrangements with suppliers, providers and carriers.

Estimating the distance (kilometers / miles) and time (minutes), the highway traffic and physical condition should be considered (damaged / smooth, traffic jam or during working hours are usually crowded with vehicles), the bus speed must be reduced. As it is often the case, delay occurs to the destination, the tour planner must pay attention to the road conditions or traffic regulations (if there are any changes and forced to return because the road is close). If delay happens, it will impact on cost and company image.

An example, let’s count:

How many required time for bus services from on the Rock Hotel to Sasando Craft Gallery if the distance is 10 km and the bus speed is 30 km / hour?

The travel time from the hotel to Sasando Craft Gallery is around 20 minutes.

Travel time = 10 km : 30 km/hours
= 10 / 30 x 60 minutes
= 20 minutes

The travel time from the hotel to Sasando Craft Gallery is around 20 minutes.

This calculation will be counted in Phase C2: Distribution of Time which describe the tour time and duration. Format elements are as follow:

- Routes, as several point of activities in travel pattern. Route will start from the tourist first activity, example: tourist will start the tour from 08.00 to 17.00, so the first route is starting from the hotel to the first Attraction, and will be valid to the next Attractions.
- Route duration is the total time spent based on the activity as follows: on the bus, at tourist attraction, at restaurant, photo stop, toilet stop. Those the total time spent in one route is a reference to manage timing according to the route.
- Timing shows the time needed for the tour. For example tour starts at 09.00 am ends at 11.00 am. The total duration will be 120 minutes or 2 hours.
- Total duration, is the accumulation of each time components.

After knowing the tour types and time management, the process will continue to the tour calculation. After completing the performance criteria, user is able to determine duration in a tour package.

5.1.4 Calculate price points for tour packages.

The tour quotation should calculate all cost components prior to the release of the tour price. As described previously, the following components should be put into consideration:

- Analyzing prices offered by competitor
- Determining target market affordability
- Ensuring required profit to host enterprise
- Identifying what the market will bear
- Developing price schedules, including special rates and discounts
- Special date for low season, high and peak season.
- Determining host enterprise costs

The following example is a template for tour calculation using Microsoft excel: courtesy of pergiwisata.com
The procedures are as follows:
1. Divide the fixed cost and variable cost

<table>
<thead>
<tr>
<th>Fixed Cost</th>
<th>Definition</th>
<th>Agreements</th>
</tr>
</thead>
<tbody>
<tr>
<td>International/Domestic Airfare</td>
<td>Flight carrier and fuel surcharge determined by airlines used by the client.</td>
<td>Return cost.</td>
</tr>
<tr>
<td>Individual Cost</td>
<td>Personal cost related to airport services, such as: airfare, airport handling, fast track immigration return, travel insurance if needed.</td>
<td>Paid by client if needed.</td>
</tr>
<tr>
<td>Professional Fee</td>
<td>Local Guide, Tourist Guide, Tour Leader and Driver fee during their job to services customer along the tour.</td>
<td>Stated in the agreement: fee per hour, per-several-hour or per day according to linguistic skill mastered by the tour guide.</td>
</tr>
<tr>
<td>Transport</td>
<td>Tour Operator rents a car to support the tour package activity, pay the parking fee for bus or other shuttle in tourist attractions and highway fee if any.</td>
<td>Cost per hour, per several-hours, per day is stated in the agreement.</td>
</tr>
<tr>
<td>Attractions</td>
<td>Special performance to welcoming customer, special attractions or activity related to that place.</td>
<td>On request.</td>
</tr>
</tbody>
</table>

courtesy of pergiwisata.com
### Fixed Cost

<table>
<thead>
<tr>
<th>Donation</th>
<th>Definition</th>
<th>Agreements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donation is giving for: Traditional tourist village/local attractions, Not yet managed by professional, Managed by local/host community in a tourist attraction that doesn’t have entrance fee.</td>
<td>Total donation paid by clients.</td>
<td></td>
</tr>
<tr>
<td><strong>Total Fix Cost</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Entrance fee for pax / Admission Fee</th>
<th>Definition</th>
<th>Agreements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admission fee – per person</td>
<td>Paid to tourist location based on total clients</td>
<td></td>
</tr>
<tr>
<td><strong>Meals</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meal cost for breakfast, lunch and dinner.</td>
<td>Per person</td>
<td></td>
</tr>
<tr>
<td><strong>Accommodation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Will occur when a tourist will have a more than one-day tour package.</td>
<td>A setting of twin-sharing or accommodated two person in one room.</td>
<td></td>
</tr>
<tr>
<td><strong>Refreshment</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local cake/food and mineral water provided to guests in a long journey.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Fixed Cost

<table>
<thead>
<tr>
<th>Tipping</th>
<th>Definition</th>
<th>Agreements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Given to restaurant’s waiter/waitress, tourist guide, driver and airport or hotel porterage for their services during the tour.</td>
<td>For porterage services: Fee is calculated per baggage.</td>
<td></td>
</tr>
<tr>
<td><strong>Etc</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Optional services for the clients, such as: photo group and tissues.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total variable cost</strong></td>
<td><strong>Total amount of variable cost</strong></td>
<td></td>
</tr>
</tbody>
</table>

2. Calculating the tour cost

To set a tour sales price, the following cost calculation should be added to the cost per person:

- Commission percentage should be added when a distribution channel is used.
- When necessary a calculation should be considered to be added in the sales price, for example to pay for a complimentary.
- Calculating a packaged tour price with a certain currency; US Dollar is a common practice in an Indonesian business environment as an example.
- Price calculating method: \[ \text{PRICE} = \text{COST} + (\text{desired}) \text{PROFIT} \]

Creating price calculation based on client’s room choice could be done as follows:

<table>
<thead>
<tr>
<th>Twin/Triple</th>
<th>Single Supplement</th>
<th>CWB (Child with Bed)</th>
<th>CNB (Child no Bed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay as sharing two/three person on one room.</td>
<td>Additional fee if using to single room.</td>
<td>Child up to 12 years have own/extra bed in selected room</td>
<td>Child up to 12 years sleep in one bed with his/her parents</td>
</tr>
</tbody>
</table>

---

The text above is a list of definitions and agreements related to fixed costs, including donation, entrance fee, meals, accommodation, refreshment, tipping, etc. The focus is on calculating tour costs and price calculation methods based on the type of room choices.
• TOTAL TOUR COST FORMULA: Total F/n + Total V = Total tour cost / Fixed Price.
• NETT PER PAX FORMULA: (Total F + n (Total V))/n.

F = Fixed cost
V = Variable Cost
n = Total pax (number of pax as the calculation factor)

• PROFIT: according to company policy.
• COMMISSION : is based on the sales price using percentage, paid to a sales agent.
• VAT: value added tax
• TOTAL SELLING IDR: total selling price per person in Indonesian Rupiah.
• TOTAL SELLING USD: total tour price in international price - US Dollar; subsequent to the existing currency change.

Special note:
• Complimentary or free of charge, for a certain person based on terms and conditions issued by a tour-company. Commonly practiced: 1 complimentary / free of charge for 15 persons, 2 complimentary for 30 person, and so on.
• Rounding up, usually applies on a currency: 2 digits before the comma. For example: 13,455.22 will be rounded up to: 13,500.00 USD.

5.1.5 Develop terms and conditions for the tour packages

Finally, the tour planned is now referred as a product and must inevitably take into account any financial risks which may affect the tour operator as seller and tourists as buyer. The seller and the buyer must both understand and agrees on the rules of the product offered. Both parties should pay attention to those rules in order to minimize misunderstandings or claims. Terms and conditions may include some rules, such as:
• Deposits and full/final payments;
• Fees and charges, including penalties, terms of payment and timelines for payment;
• Commissions due or payable

• Cancellations and alterations, including timelines and charges
• Limitation of liability
• Guarantees and warranties
• Complaint handling
• Insurance as a must in travel packages

The step to develop terms and condition in Phase C4: Terms and Conditions Format elements are as follows:
• Product information, consists of travel document, finance rules, local language, airport tax, electricity, personal allowance, local currency and etc.
• Insurance: travel insurance, health and care, baggage handling and etc.
• Cancelation or registration: deposit fee, total payment, cancelation fee and etc.
• Rates: net price, inclusion and exclusion, commission and etc.

While completing this performance criteria, user should be able to develop terms and conditions as legal agreement for protection of all parties involved.

5.1.6 Prepare draft itinerary for packages

The tour program preparation must be well prepared appropriately as per-client's request. Travel industry must comply with client's requirement and tour condition.

The guideline consists of all the information about the client request. Tourist satisfaction is the main purpose of the tour program when they get the travel experience. Several information will describe in Form D, Phase D: Tour itinerary Form. Format elements are as follow:
• Name of tour: tour title
• Prepared for: client name or company
• Total pax: according to client room (single and double)
• Travel date: period of tour
• Date of tour, destination day
• Place, location of proposed destination
• Time, timing of tour can be found in distribution of time
• Description or activities, related to Attractions, tours and sightseeing, arranged activities, Accommodation, Transport, Transfers.
• Remarks, special notes or other information related to the itinerary.

After completing these performance criteria, the travel pattern has been formed as required by the client and user is able to develop draft tour itinerary for tour packages.

5.2 Case studies of travel pattern and tour packages

This guideline features some case studies of JOGLO SEMAR Route in Indonesia during the workshop and practices in the profesional development training. The first step is creating the route according to the tourist map. Then, Java heritage tour or called as JOGLO SEMAR was tried as one day travel pattern sample. The pattern show in the picture below was practiced during the workshop. The second step is counting the distribution of time. All information are put in a patterned map, the traveling distance (km) may be projected and the travel time may be converted from map scale to kilometer scale. Physical road conditions (bad/good, traffic jam) making a vehicle must slow-down should be put into consideration.

Then, timing from and timing to are determined.

Next, tour itinerary as the third step contains of a sequence of trips / routes, timing based on the distance and time, a brief description of the sites visited or passed. The itinerary is a derived from the route with time distribution (DOT = distribution of time) and a brief description of points of interest are passed, the whole way as well as the location where the tourists come down from the vehicle and enjoy the sights. Arranged by the tour itinerary planner it will be used as a check list for tour guide with added detail object's information to be presented and implemented during the tour. The Java Heritage Tour itinerary developed.
Guideline for ASEAN Cultural Heritage Tourism

Tour Name: Java Heritage Tour
Prepared for: Indonesia Ministry of Tourism
Duration: 10 hours (full day tour)
Total pax: 35 pax

Full Day Tour Itinerary

<table>
<thead>
<tr>
<th>Date</th>
<th>Loc</th>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/10/16</td>
<td>Centra</td>
<td>07.30 – 09.10</td>
<td>Pick up from the Hotel / Airport to Sangiran Early Man site, you will be invited to re-grateful for the gift of God through the visualization of ancient of human history archaeological.</td>
</tr>
<tr>
<td></td>
<td>Java</td>
<td>09.10 – 11.50</td>
<td>The journey to one of the world's cultural heritage which is famous for its ancient Hindu history, Prambanan Temple.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>11.50 – 13.10</td>
<td>Enjoy your lunch at Abhayagiri, a cool and delicious local restaurant.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>13.10 – 16.20</td>
<td>Visit one of the world's cultural heritage, rich in historical value Buddhists in Indonesia, capture your moment with a picture stupa among furthermore you can hunt for souvenirs.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>16.20 – 17.30</td>
<td>Tour finish and you will return to Yogyakarta city, free program until you will be escorted back to your destination via the airport / train station / hotel.</td>
</tr>
</tbody>
</table>

The fourth step, tour costs are made from all package tour cost components; hence the predicted cost to be borne would affect the packaged tour price based on the terms and conditions brought up earlier.
Finally, the tour package will be developed from travel pattern and proposed as a trial familiarization trip in 2016.

5.3 Proposed travel pattern for the familiarization trip in 2016

Travel Pattern identification: 10 DAYS 9 NIGHTS OLD TOWN AND RELIGIOUS TRAIL (copyright by Erina Loo - SEATGA).
Guideline for ASEAN Cultural Heritage Tourism Travel Pattern

part 6

monitor and evaluate product development

Guideline for ASEAN Cultural Heritage Tourism Travel Pattern
6.1 Prepare sales monitoring arrangements for packages

An important task after the product is developed, is controlling the tour and sales activity to see constraints and weaknesses that must be addressed. One function of controlling and evaluating the products is to maintain the quality of products produced in Form E: Product Management. There are several ways to monitor product sales travel packages and may include:

6.1.1 Establishing facilities to record enquiries in relation with packages

Quick respond to a client’s request may help increase a tour package product quality. In Phase E1: Product inquiries and sales data works to record clients’ request enabling to responding to the next. Format elements are as follow:

- Standard of selling products, consist of:
  1. agents price, the nett price or basic price
  2. selling price, the price that is published to clients.

6.1.2 Establishing internal systems to record package sales, including location of sale, seller, commissions and options selected.

A second method to monitor tour package product sales is by increasing the internal sales system and other data. Phase E2: Selling Product and Marketing Plan is a system to record tour packages sales activities. Format elements are as follow:

- Standard of selling products, consist of:
  1. agents price, the nett price or basic price
  2. selling price, the price that is published to clients.

6.1.3 Arranging for sales data from related business to be forwarded

The third important thing in monitoring the product is arranging sales data as the consideration for next product development. The sales data from related business input and feedback is helping to be forwarded. Phase E1: Product inquiries and sales data, Format elements in column sales data are as follow:

- out stock, number of seat sold out
- in stock, number of seat still in stock
- total, total number of tour product sold out and in stock

After completing those formats, user is able to monitor and evaluate the sales related to the tour packages product development. The tour division must report the data to the sales and marketing division for feedback.

6.2 Plan marketing activities for packages

Several marketing plan must be well organized to get more profits related to tour packages product development. Nowadays, many people want to travel easily and practically. That is why, plans must be arranged and perfectly designed. Phase E2: Selling Product and Marketing Plan is related to some plans; consideration may include Organizing the launch of the packages, Preparation of point-of-sales advertising material, Organizing media promotions, including advertisements, events and competitions. Format elements are as follow:

- Marketing materials: number and types of material uses for promotion
Marketing action: planning and implementation for promotion

Promotion location: the promotion place is held by marketing team

A good marketing needs professional staff to ensure the companies sustainability and growth. Another plan to develop the tour packages is by training sales staff in relation with the products. By having qualified and competence staffs the company will have the asset to get more benefits and profits. In Phase E3: Human Resources Development is a human resource development system to maintain their qualification to develop tour packages. Format elements are as follow:

- Training and development: process and action to develop human resources in packages is consist of explanation from training plan, action plan, resources qualification, outputs and resources recognition.

Moreover, client feedback is also important to evaluate the product excellence enabling better planning for next marketing. Phase E4: Feedback Form is designing clients’ or customer’s satisfaction, next demand, complaints and other suggestion. Format elements are as follow:

- clients name, clients or customer who experienced and enjoyed the product
- types of product, types of product chosen to be enjoyed
- pre-tour;
- during tour or on board;
- post-tour, the process of tour development.
- descriptions, statements or questions in the process of tour
- ratings, assessment point or scale according to the statement

After completing this performance criteria, user is able to plan a marketing strategy to be forwarded related to client's business and increase more benefits for the product.
Conclusion

This guideline benefits the travel industry as it documents the input, process, output and outcomes of travel pattern development, distribution time, tour itinerary and quotation until becoming the tour package. It can be easily followed and used by anyone working in the travel industry.

The guideline validation methodology was done through a workshop held in Kuta Bali, Indonesia on 6 - 7 August 2015, attended by Stakeholders among ASEAN member states and implementation of the guideline through professional training was conducted in Jakarta, Indonesia on 4 - 5 December 2015.

The outcome recommendation is a cultural heritage tourism travel pattern proposed model, which on 2016 will be trialed by a familiarization trip to manage and control the cultural heritage tourism products and services in Southeast Asia.
References


ASEAN Tourism Strategic Plan 2016 - 2025, produced by Philippine Department of Tourism as Lead Coordinator 2015


Team as input from the consultant and agreed by member countries at the meeting in Kuala Lumpur, September 2011.

### Form A: Product Description

**PRODUCT CATEGORY:** (NATURE/CULTURAL HERITAGE/THEME MAN-MADE)

#### # Phase A1: Client Detail

- **Client detail**
- **Client requirements**
- **Destination preferences**
  - **Tour types:**
  - **Duration:**

#### # Phase A2: Information needs

<table>
<thead>
<tr>
<th>Components Preferences</th>
<th>Issues</th>
<th>Feedback</th>
</tr>
</thead>
</table>

#### # Phase A3: Host Requirements

- **Tour Operator**
- **Description**
- **Requirements**
- **Special notes**

#### # Phase A4: Product and Services Identification

<table>
<thead>
<tr>
<th>Components</th>
<th>Requests</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Form B: Product Sourcing

**PRODUCT CATEGORY:** CULTURAL HERITAGE

#### # Phase B1: Information Requirements for Product and Services

1. **Product information (1)**
   - **Source of information**
   - **Contact:**
   - **Email:**

2. **Product information (2)**
   - **Source of information**
   - **Contact:**
   - **Email:**

3. **Product information (3)**
   - **Source of information**
   - **Contact:**
   - **Email:**

#### # Phase B2: Product and Services Assessment

<table>
<thead>
<tr>
<th>No</th>
<th>Description</th>
<th>Assessment components*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>rates, charge services and taxes for each component</td>
<td>Accommodation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Transportation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Attractions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tour programs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Catering services</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Entertainment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Special services</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Conference facilities</td>
</tr>
</tbody>
</table>

*Remarks
<table>
<thead>
<tr>
<th>Phase B3: Product and Services Selected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Components</td>
</tr>
<tr>
<td>Accommodation</td>
</tr>
<tr>
<td>Transportation</td>
</tr>
<tr>
<td>Attractions</td>
</tr>
<tr>
<td>Tour programs</td>
</tr>
<tr>
<td>Catering services</td>
</tr>
<tr>
<td>Entertainment</td>
</tr>
<tr>
<td>Specialist services</td>
</tr>
<tr>
<td>Conference facilities</td>
</tr>
</tbody>
</table>

# Phase C1: Pre-planning Product Identification

**PRODUCT CATEGORY:** CULTURAL HERITAGE

**Form C: Product Development**

**Travel Pattern Map**

**Components**

**Activities**

**Phase C2: Distribution of Time**

<table>
<thead>
<tr>
<th>Routes</th>
<th>Duration</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>A – B</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B – C</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### # Phase C3: Product Rates

<table>
<thead>
<tr>
<th>Product include</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Product exclude</td>
<td></td>
</tr>
<tr>
<td>Product duration</td>
<td></td>
</tr>
<tr>
<td>Surcharge</td>
<td>Rounded up</td>
</tr>
<tr>
<td>Single net rate</td>
<td></td>
</tr>
<tr>
<td>Group net rate</td>
<td></td>
</tr>
</tbody>
</table>

### # Phase C4: Term and Condition

| Products information |  |
| Insurance            |  |
| Cancelation / Registration |  |
| Rates                |  |

### Form D: Tour Itinerary

**Tour Itinerary Form**

- Name of tour:
- Prepared for:
- Total Pax:
- SQL + TWIN/DBL =: Pax
- Travel dated:

<table>
<thead>
<tr>
<th>Date</th>
<th>Place</th>
<th>Times</th>
<th>Description</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day 4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Phase E1: Product Inquiries and Sales Data

<table>
<thead>
<tr>
<th>No</th>
<th>Inquiry details</th>
<th>Sales data</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Products</td>
<td>Descriptions</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Phase E2: Selling Product and Marketing Plan

#### Standard of Selling Products
- Agent price
- Selling price
- BEP
- Agent Commission
- Profit

#### Payment method
- 

#### Marketing materials
- 

#### Marketing Action
- 

#### Promotion Location
- 

### Phase E3: Human Resources Development

#### Training and Empowerment Development
- Training Plan
  - Action
  - Qualification
  - Output
  - Recognition

### Phase E4: Feedback Form

#### Client Feedback Form
- Clients' name:
- Types of product:

#### A. Pre-tour

<table>
<thead>
<tr>
<th>No</th>
<th>Descriptions (f)</th>
<th>Ratings (g)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction</td>
<td>Poor Fair Good Excellent</td>
</tr>
<tr>
<td>2</td>
<td>Publication of product</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Information of term and condition</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Payment process</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Price</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Hospitality</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Confirmation</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Product details</td>
<td></td>
</tr>
</tbody>
</table>

#### B. During tour

<table>
<thead>
<tr>
<th>No</th>
<th>Descriptions</th>
<th>Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Time management</td>
<td>Poor Fair Good Excellent</td>
</tr>
<tr>
<td>2</td>
<td>Tour Equipment &amp; Tools</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Travel routes</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Baggage handling</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Insurance</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Comfort and services at hotel</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Restaurants services, menu and style</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Airport services</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Transportation services</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Guide services</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Entertainment services</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Refreshment</td>
<td></td>
</tr>
</tbody>
</table>

#### C. Post tour

<table>
<thead>
<tr>
<th>No</th>
<th>Descriptions</th>
<th>Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Closing - report and contact</td>
<td>Poor Fair Good Excellent</td>
</tr>
<tr>
<td>2</td>
<td>Payment</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Respond and feedback</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Next agreement</td>
<td></td>
</tr>
</tbody>
</table>
1. Availability of activity subject to change at management discretion decision depending on availability of tourist guide/weather conditions and unforeseen circumstances.

2. Price of the tour is available upon request depending on the demand from guests.

3. The tour is minimum 2 to go and maximum is 10 per tour commence.

4. The activities can be tailored made upon request. We can arrange for group activity and private tour arrangement too.

5. Target of market: ASIAN and SOUTHEAST ASIAN Market (China, Taiwan, Japan + 10 countries) and Europe Market (UK, Germany, Netherlands etc) for short haul and long term haul.

6. Safety and security: Guests need to follow each countries immigration law to avoid any inconvenience caused. While join the activity also, guests are encouraged not bring money in hands. Moreover, when go to the sacred places such as religious center, please follow the rules and regulation of the places too.
ACCESSIBILITY

LEGEND
By Flight
By Car
By Train

DATA

destination| details
---|---
Yangon, Myanmar | Arrival at Yangon
Meet and Greet by local tourist guide and transfer to Hotel

<table>
<thead>
<tr>
<th>day</th>
<th>destination</th>
<th>details</th>
</tr>
</thead>
</table>
| 1   | YANGON, MYANMAR | Visit the sacred shrines of Shwedagon Pagoda and mosque
   |             | Check In Hotel
   |             | Free and Easy
   |             | Accommodation: Bessant View Hotel or similar
| 2   | YANGON, MYANMAR | Breakfast at Hotel
   |             | Visit Sengaray (Diamond Pagoda) Monastery in Peya
   |             | Explore the Twante Town (Ancient Pot City) where is pottery making and The Canal nestled.
   |             | Back to Hotel
| 3   | YANGON INTERNATIONAL AIRPORT | Flight to KULIA 2
   | to KLIA LUMPUR INTERNATIONAL AIRPORT | Check in Hotel
   |             | Driver
   |             | Free and Easy
   |             | Accommodation: Geo Hotel or similar
| 4   | KEALALUMLPUR | Morning walking tour in old town area of Kuala Lumpur
   |             | (Eat, Prop, Walk and Love tour)
   |             | Visit Sri See Si Ya and Sri Maha Mariamman Temple
   |             | End of tour: Free and Easy
<table>
<thead>
<tr>
<th>DAY</th>
<th>DESTINATION</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Kuala Lumpur</td>
<td>Depart from Kuala Lumpur.</td>
</tr>
<tr>
<td></td>
<td>Malacca City</td>
<td>Arrived Malacca City.</td>
</tr>
<tr>
<td></td>
<td>Kuala Lumpur</td>
<td>Discovering the Harmony Street including Malaysia’s oldest Chinese and Hindu temples in Malacca and the historic Kampung Kling Mosque, Jonker Street and the living heritage of traditional shops and trades.</td>
</tr>
<tr>
<td>5</td>
<td>KLIA 2</td>
<td>Exploring the Dutch Square, including the Stadhuis, Victoria Fountain. Clock Tower and Christ Church. A once Fort route.</td>
</tr>
<tr>
<td></td>
<td>KLIA 2</td>
<td>Back to hotel.</td>
</tr>
<tr>
<td></td>
<td>KLIA 2</td>
<td>Evening flight to Jakarta from KLIA-KLIA 2.</td>
</tr>
<tr>
<td>6</td>
<td>Jakarta</td>
<td>Arrived Jakarta.</td>
</tr>
<tr>
<td></td>
<td>Jakarta</td>
<td>Check in Hotel.</td>
</tr>
<tr>
<td></td>
<td>Jakarta</td>
<td>Dinner.</td>
</tr>
<tr>
<td></td>
<td>Jakarta</td>
<td>Free and Easy.</td>
</tr>
<tr>
<td></td>
<td>Jakarta</td>
<td>Accommodation: Bus Hotel or similar.</td>
</tr>
<tr>
<td>7</td>
<td>Jakarta</td>
<td>Breakfast.</td>
</tr>
<tr>
<td></td>
<td>Jakarta</td>
<td>Chinatown and Kota Tua discovering until the Sunda Kelapa port.</td>
</tr>
<tr>
<td></td>
<td>Jakarta</td>
<td>Bugis Community settlement around the city wall.</td>
</tr>
<tr>
<td>8</td>
<td>Jakarta</td>
<td>Morning departure to Yogyakarta by rain.</td>
</tr>
<tr>
<td></td>
<td>Jakarta-Yogyakarta</td>
<td>Check in hotel.</td>
</tr>
<tr>
<td></td>
<td>Jakarta-Yogyakarta</td>
<td>Street foods exploring for dinner.</td>
</tr>
<tr>
<td></td>
<td>Jakarta-Yogyakarta</td>
<td>Back to hotel.</td>
</tr>
<tr>
<td></td>
<td>Jakarta-Yogyakarta</td>
<td>Accommodation: The Phoenix Ronggol or similar.</td>
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</tbody>
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<tbody>
<tr>
<td>9</td>
<td>Yogyakarta</td>
<td>Enjoying sunrise.</td>
</tr>
<tr>
<td></td>
<td>Yogyakarta</td>
<td>Borobudur Conservation Centre visit.</td>
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<tr>
<td></td>
<td>Yogyakarta</td>
<td>Visit Purosari Hill and brown sugar local home industry.</td>
</tr>
<tr>
<td></td>
<td>Yogyakarta</td>
<td>Visit to Gunung Tengah Village, enjoying the puppet performance and garment practice.</td>
</tr>
<tr>
<td>9</td>
<td>Yogyakarta</td>
<td>Travelling to Gadjah Minivas.</td>
</tr>
<tr>
<td>9</td>
<td>Yogyakarta</td>
<td>Lunch.</td>
</tr>
<tr>
<td>10</td>
<td>Bali</td>
<td>Proceed to watch handmade batik process and ceramic making.</td>
</tr>
<tr>
<td>10</td>
<td>Bali</td>
<td>Free and Easy.</td>
</tr>
<tr>
<td>10</td>
<td>Bali</td>
<td>Relaxing at Bali Island.</td>
</tr>
<tr>
<td>10</td>
<td>Bali</td>
<td>Free and Easy.</td>
</tr>
</tbody>
</table>

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</table>
ACCOMMODATIONS

PLEASANT VIEW HOTEL, YANGON ★★★
http://pvh.pleasanthviewresort.com/

GEO HOTEL, KUALA LUMPUR ★★★
http://www.geohotelk.com

IBIS HOTEL HARMONI, JAKARTA ★★★
http://www.ibis.com

THE PHOENIX HOTEL, YOGYAKARTA ★★★★★
http://www.mgallery.com
Presentation of ACHT progress during ASEAN -Korea Tourism Development Workshop on Sustainable Tourism For Cultural Heritage Destinations Seoul-Korea November 2017

BACKGROUND
- Back in 2006, ASEANTA (ASEAN Tourism Association) made many efforts to make travel into and around ASEAN convenient and affordable including:
  - ASEAN Circle Fare
  - ASEAN Air and Hotel Passes
  - ASEAN Hip-Hop Passes including Air Pass, Hotel Pass and Tour Pass
- Then these existing passes were merged into a single set of passes, "THE VISIT ASEAN PASS" (VAP) comprising an air pass, hotel pass and a Tour Pass.

The SETBACK
- The rebranding from ASEAN to SOUTH EAST ASIA
- Legacy airlines were reluctant for the LCC to join
- Hotel Association were reluctant for the non member to join
- Not enough Tour Products
- No more Funding from NTO for promotions and advertising
ASEAN TOURISM STRATEGIC PLAN

1) ATSP 2011 – 2015 Strategic Direction 1: Develop Experiential Regional Products and Creative Marketing and Investment Strategies
   • Strategic Action 1.2 Develop Regional corridors, circuits, clusters and product packages for cultural and heritage tourism (tangible and intangible)

2) ATSP 2016-2025 Strategic Direction 1: ASEAN Tourism Competitiveness Committee,
   • Strategic Action 1.2 Diversify Tourism Products;
   • Activities 1.2.1 Complete The Ongoing And Identify New Product Development And Marketing Approaches;
   • Strategic Action 1.4 Raise Capacity and capability of Human Capital;
   • Activities 1.4.1 Continue the implementation of the ASEAN Mutual Recognition Arrangements on Tourism Professionals (MRA – TP) by 1.4.1.2 expanding implementation of MRA-TP to other related tourism and hospitality job titles;

3) ATSP 2016-2025 Strategic Direction 2: To Ensure That ASEAN Tourism Is Sustainable And Inclusive;
   • Strategic Action 2.1: Upgrade Local Communities and Public-Private Sector Participation in the Tourism Value Chain;
   • Activities 2.1.1: Develop and implement the strategy on participation of local communities and private sectors in tourism development;

RECOMMENDATION OF 2013 REPORT
the travel pattern model should be further elaborated by private (ASEANTA) or individual travellers (FIT’s) to be their own travel packages

THE ASEAN CULTURAL AND HERITAGE TOURISM
DEVELOPING A MODEL OF THE CULTURE AND HERITAGE FOR INCREASE ASEAN TOURISM COMPETITIVENESS

PREPARED BY
ASEAN CULTURAL AND HERITAGE TOURISM CO-OPERATIVE GROUP
UNDER THE ASEAN PRODUCT DEVELOPMENT WORKING GROUP

Trail of civilization

ACHT

ASEAN CULTURAL & HERITAGE TOURISM

Southeast Asia is the world’s premier tourism destination. Rich in both natural tangible and intangible cultural tourism resources can be found in rural and urban areas. There are 13 Natural Heritage and 24 Cultural Heritage inscribed in UNESCO World Heritage list, and more tentatively inscribed in the future.

HOW TO PROMOTE AS ASEAN CULTURAL HERITAGE CORRIDORS?
SEMINAR ASEAN Cultural and Heritage Tourism Travel Pattern, Product Development and Marketing Program
JOGJAKARTA, 3 – 4 SEPTEMBER 2016

PRE DEPARTURE AND INSPECTION SPECIAL MEETING MYANMAR, SCHEDULED IN DECEMBER 2017

THEMATIC
RELIGIOUS AND OLD TOWN

MODEL ACHT PRODUCT
RELIGIOUS AND OLD TOWN 10 DAYS 9 NIGHTS INDONESIA - MALAYSIA - MYANMAR

Recommended by:
BIROBUDUR
JAKARTA
KUALA LUMPUR
MALACCA
MANDALAY
YANGON
BAGAN
MARBETPLACE FOR ACHT

SOUTH EAST ASIA HERITAGE

PROPOSED CONTINUATION
PROGRAM 2018 - 2020

ACHT
ASEAN Cultural & Heritage Tourism
.Expert
TOUR OPERATORS, TRAVEL
AGENTS, TOURIST GUIDES,
HANDICRAFT PROVIDER,
HOMESTAY PROVIDER, VISITOR
INFORMATION SERVICES, LOCAL
COMMUNITIES

ONE VISION
ONE IDENTITY
ONE COMMUNITY

Watch ACHT trails on YOUTUBE

https://www.youtube.com/watch?v=bltnrhg_jFlc&feature=youtu.be
https://www.youtube.com/watch?v=EK-ztjirYo&feature=youtu.be
https://www.youtube.com/watch?v=FI5FlfeUc30

For further information
tetty.ariyanto@gmail.com