

# SEAFORE Masterclass 3 \*

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## SUMMARY KEYWORDS

tourism, destination, travel, pandemic, country, businesses, requirement, asean, cases, asean countries, government, malaysia, singapore, thailand, travelers, phuket, open, jens, border, bali

## SPEAKERS

Eddy Krismeidi Soemawilaga, Zakaria Mohd Nani, Kristin Dian Mariano, Jens Thraenhart, Carmela, Muhammad Adib Faiz, Danny Yong, Pham Thi Hong Van

### Danny Yong 00:02

Oh, Daniel, then you're going to join us with Daniel and kumara. Yeah. Our new partner. PCIJ is also in, is that you Camilla?

### Carmela 00:27

Hi, good afternoon I'm happy to join everyone today.

### Danny Yong 00:31

Very cool. Good. Oh, we have some academics here as well we got Pauline, Whoa. Good to see so many people here today. Brilliant, brilliant, because we're going to really exciting speakers coming up in tempo Indonesia is in the household, we really do have a pretty ASEAN audience. Andrean come from sassy dot Indonesia. Hello. Yeah, we really, really enjoy having so many you guys here, you really hope that you guys ask all the questions because these guys, our panels of speakers has got a treasure trove of knowledge in their heads, waiting for you guys to unlock the mighty my Tiara. So Tiara, I haven't seen your face before Tiara. Have I? Perhaps I should just start because I'm just the warm up act on. As a warm up act before the real experts come on. So Angie kanji. Oriental daily in the house. Okay, so obviously you guys know this is our third in a series of five masterclasses, and it's on tourism recovery. This is really a popular one. So many of you are going to come in, and there's more coming in, frankly. So let me just start small introduction on Kini Academy. Kini Academy is part of the Malaysiakini group. I am Danny Yong. Is basically involved with training, yeah. So lately the past two years we've been really involved with investigative journalism so and also we've been helping funders, administer small grants for story projects. And now we are also working on ASEAN, helping to our journalists in ASEAN to collaborate even more. And this is our second project, where another project was is with PCIJ, they are the initiator of that project together with tempo the three way collaboration on reporting on COVID-19 financing across ASEAN and, and this is the next one. So, a little bit about our sponsors, IWPR International Institute for War and Peace Reporting. We are the people we are who are kind enough to sponsor this series of masterclasses as well as story grants. So they're based out of

Manila so Camilla's friends are many of their friends are there. And I'm sure Christine knows them as well. Filipinos are really quite friendly and they, you guys know work really well, that's what I that's what I know, so. So as I mentioned this, this, this particular project is really to encourage more collaboration among reporters in ASEAN. Yeah, and the the projects is called SEAFOR. Southeast Asia Forum for Reporting so the idea is really to get reporters in one room, and one virtual room at least to at least bask in each other's presence presence and hopefully reach out to each other across different countries to maybe pursue story projects and such. So, with this being the aim. There are two overlaps here that we are working on, ie we are putting journeys together who are working on same desks. So basically most of you are reporting on the same roughly the same area. Therefore, you know, meeting each other is a little bit more, even more, more relevant. Yeah and, and the second thing is we tie it together with the topic so ASEAN topic kind of concerns all of us. And, you know, some, some are more relevant for others, you know, but I think in terms of tourism, it affects everybody. So these are two overlaps that we were using to help you guys. Network, a little bit better. Right. And hopefully sustain this collaboration as we move ahead. Then, there are three major components. Yeah, the master class itself. So the master class itself we have five, as I mentioned earlier, and the idea is we provide enough content for, for, for you guys. Number one, get yourself up to speed in that topic in the subject matter, number one and number two if those who who are who are interested in writing on that particular topic like today. Tourism recovery. You totally have the sources that you can, you can totally ask many questions and from the masterclass itself you can write your articles. That's number two, and. And now, then also the reporting project so each one of our partners we are working with, will have will work on a longer story project, and that is that is that will be co published across all publishers that is partnering in C form. And of course, the forum. We want more people to chat. We actually do have a WhatsApp group for the journalists who are who are attended our masterclasses, and this is the other effort to kind of get you guys to, to, you know, know of each other at least know of each other. So, we will keep that we'll keep that Whatsapp group. My current, and we add more, more people to that as we go along. And I know, may or may not reach, you may not have occasion to say hi to somebody, tomorrow or next week. But three months later, six months later when you write something and then say I want to get right in, more or less stay. Then where's my then then there will be, be there in the WhatsApp group for you to do. Alright. So, today's masterclass, we're going to speakers. I will let let Kristin later, because not appearing. We should you will do a slow reveal on Kristin and so we have you can see, we still we got is a carrier from Ministry of Tourism in Malaysia. Eddie is president of ASEAN and yen Sri not he's he's the expert in metro area because it's the is his best destination may Metcon, and he's got all of these guys were really valuable insights. Right and Christine is going to help us facilitate the session. All right, and that she will give you a more in depth, Introduction to everybody as they, as the as the masterclass proceeds. i Oh, there she is. Yes, I think, a little bit of housekeeping, Keep your mics on mute, mute, do, do, ask questions, if possible, leave your video on. And I think you some of you can know really that we are recording this session. So that means we will we will have the recording available for others who wants to view it, or even if you want to do it yourself, in case you miss a portion of it. We are also working on the transcripts, and there will be made available to whoever wants it again you can just easily send us an email or send us a text. And so, try to hope you can indicate your, where you're from and your name, of course, in your, in your zoom profile name. So if you look at my zoom of our name is Danny Yong Kini Academy, so it gives us an idea where you're from, and, you know, if you ask questions and there will also be quite helpful. So, in terms of questions do

them up in the chat box or say to the, to the journalist group that I don't really be set up to indicate you are addressing particular or directing the question to any particular speaker, number one, number two, indicate where you're from and who you are. And it's as simple as that. Right. We will, we will go through your question, unless we depend on, Kristin. At the end of the speaker session or the end of. In the QA q&a session. One, two hours from now. So, before we before we started, we took a poll, which some of you are kindly, kindly filled up. We asked some questions, and we, we asked journalist to tell us if they cover. Tourism and Travel reporting in connection with COVID-19 So obviously, everybody said sometimes. Yeah, it's a big industry that's affected everybody on campus, COVID-19 spent no one, and how familiar are you with the latest research regarding safe practices in connection with COVID-19. So it's only kind of in the middle. We'll have relevant experts to come in, shine some light on research and such kind of company, a country's government made efforts to implement safe workplace practices for tourism workers. So it's kind of split in the middle. I guess Kristin you will be paying attention to this and provide some answers were in some of these areas. In your opinion, what is the biggest issue that tourism businesses should focus on in your country, everybody saying must be about the safety of tourists and visitors mean 5 out of 6 not set not everybody, and health and safety of staff and employment income comes next. What degree does your country collaborate with other Southeast Asian countries to facilitate safe tourism recovery. And, you know, we kind of in the middle here on the fence. I think most countries are more concerned about their own putting of their own, in their own country first before they talk about opening their borders. Even though now there are some, some talk about loosening. You know, Singapore, Malaysia bubble in Singapore, Malaysia, Singapore, Malaysia, travel restrictions be lifted. So, and I hope I picking up not too much time. The idea is to have everybody else come in before we start. And let me do a quick introduction of Christine. Christine, obviously, is, is, is from Manila. She's a freelance editor from the Philippines and she has over a decade in writing experience over. She She She spends a lot of time on this particular topic and she's going to help us pull a whole session together and keep it current. So, I hand it over to you, Christine.

**Kristin Dian Mariano** 11:41

Thank you. Can everyone hear me okay. Thank you Danny and Good Day to everyone, I am humbled and honored to be part of this masterclass. And before I go to my top, I would like to express my gratitude to everyone who made this possible. IWPR SEAFOR and Kini Academy. Thank you so much for the invitation to speak in front of my fellow journalists. Today, I will provide the context on the state of travel, as well as travel recovery in Southeast Asia. Then, later we will be hearing from industry experts to give us a laser focused view, are there specific topics. Thus, I encourage everyone to pose any questions you may have, and we will entertain a few of them at the end of each session, as well as on a separate q&a portion we have at the end. I hope that by the end of this masterclass. We will have a deeper understanding on travel and tourism in post COVID-19 Okay, I would like to start my session by showing you this photos of a typical day in Bali International Airport, or Moorea airport, which is one of the busiest airports in Southeast Asia. Nostalgic isn't it, when was the last time you have been in an airport, going on a holiday. I've been in Bali three times in 2019, just before the pandemic, and I really cannot get used to how busy the airport is probably, who here have been to Bali. And how long did it take you to get to this area where people, probably from your hotel holding up a sign with your name on it. It takes me. 30 to 45 minutes just to get through the arrivals, which is quite a while, especially compared to Singapore where you can breathe in through the check ins. Bali is always bustling with

people, tourists from all over the world, fly to Bali to experience the unique culture. Ride the waves or just be one with nature, and if I actually if I knew that that would be the last time that I will be in Bali for a while. I should probably have spent a few more days, if it if it cost me a month salary. So of course, Bali, or the island of the gods, is a prime destination in Southeast Asia, in 2019, Bali welcomes 6.3 million foreign tourists, just the island itself. I remember attending travel conferences, two years ago. And the biggest topic on our industry at that time was over tourism. There's just so many tourists. Travel executives are butting heads on how to mitigate its impacts and on destinations and environment. Then, as if some God provided an immediate solution, like, kind of snapping his fingers, COVID-19 happen. COVID-19 pandemic is a, is a never before seen crisis that crippled the travel industry, it grounded planes close hotel doors shut down borders and left many times Southeast Asian destinations deserted of tourists, and until now, most countries in the region are still closed for international tourism. Bali, never saw their projected 7 million tourists in 2020, their foreign arrivals. Drop by a staggering, 83%, and Bali is not alone in this situation, many destinations in Southeast Asia that depended on tourism, like Phuket Baraka, Palau one Langkawi Infocomm were like those towns when tourists stopped coming. First, let's look at this graph right here from World Travel tourism console or WTTC, we can see the growth of tourism in Southeast Asia. In the last 10 years, or the glory days of tourism. As you can see the contribution of travel and tourism to the GDP in Southeast Asia, grew steadily. That is why the whole industry was super high with their projections for 2020. I also simplified, a table here from WPTC to show the contribution of tourism to the GDP as well as employment in every Southeast Asian country, but this data is from WTTC which you can easily download from their website. Okay, so back to what I'm saying about 2020. As we all know, COVID the rail all plans devoid of hope for tourism that year. Now, after more than a year, with border shot. Many ASEAN countries are at the mandatory open, although there's some risk in doing so, why two things. Travel and Tourism contribute greatly to nation's revenue or gross domestic product, meaning it brings money, and number two it supported millions of jobs, tourism is a lucrative billion dollar industry in Southeast Asia, and we are not talking about a measly one or 2 billion here in 2019. Tourism contributed 393 billion US dollars to the total GDP in the region, which is equivalent to 12.1%, and the industry supports 42.3 million jobs. It is important to note that many destinations like small provinces in Southeast Asia are so dependent on tourism, that it is their major industry supporting the people's livelihood and chopping down tourism is like turning off the walls of one of the vital sources of revenue for many Southeast Asian destinations, and leaving millions of people unemployed. Unfortunately, domestic travelers alone will not be able to bring the same amount of revenue that international tourism brings before the pandemic, because for the past 10 years. Prices of tourism products have adapted on the deep pockets of foreign tourists. I remember the trickle fare in Baraka, when I went there in 2018 when it reopened after being closed for six months, costs 125 pesos or \$3. I mean foreign tourists will not bat an eyelid for that, but that is way too high of the standard fare. Also our photographer in travel dailey is a fae and he said that Paquette is too expensive for locals, that they would rather go somewhere else. That is why countries are keen to reopen their borders to international travelers who have a higher purchasing power. However, this is easier said than done as several factors are at play so destinations can reopen safely, but it because just in case you don't know, travel and Tourism is a complex interlinked industry. Okay so let's all try to analyze those factors. The major concern with countries are opening is incoming tourists, especially those from places with high cases, missed by the local COVID-19 cases. and it may overwhelm the already burdened healthcare systems of countries.

COVID-19 continues to evolve, and new and more contagious variants like the Delta variant from overseas enters through our borders. Think about this, can you imagine how many people you meet, interact with travel with, or simply pass by whenever you travel, but being the 1000s, isn't it. There are 1000s of opportunities for the virus to spread. Yeah, we know, like vaccination is key, and visions are working hard to ramp up their vaccination rate so they can go back to normal, whatever that means. As soon as Thailand, took a different approach. It prioritizes vaccination in prepared with the help of the of businesses there, so they can reopen. Indonesia is also doing the same thing in value. But there is a challenge when it comes to procuring supplies since vaccine supplies is limited. And everyone wants to get their hands on them. Meanwhile, millions of jobs of tourism related jobs hang on the other side of the balance, and we are not only talking about names and their flight crews, big hotels and their staff. We also mean jobs in restaurants, transportation and spa's in stores that are all catering to tourists, because without tourism, millions of people will have to find a new source of income in Bali, I know, it keeps a, I keep giving examples about Valley furloughed workers went back to farming and fishing, and they are earning much less than before. I also want to. There is another factor that I want to talk about, which is the perspective of a traveler, which we are all. It seems that travel has become more expensive and much of a hassle. isn't it. We can no longer just get up and go wherever or whenever we want. Um, we see additional costs introduced for several COVID best things for deposit fees, getting medical insurance, and stay in hotels for quarantine for several days. I understand that this is all for us, for our safety and to prevent the spread of the virus. However, this may be too much for a common traveler. But where are we right now, after 15 months we've been in a pandemic for more than a year now. I believe travel reporting myself, and I am seeing hope signs of hope in the travel industry, and I would say that now we are now on the path of recovery, have seen our western counterparts with higher vaccinations enabling people to travel freely in green countries or countries with low infection rate. They are now able to hold major events in person like the recent film festivals VMAs, the Met Gala in Southeast Asia, we are also seeing progress like Singapore is slowly opening for business travel, as it is the business hub in the region, as well as the gateway to Asia. They establish green lanes with certain countries. So Singapore decided to live with COVID in the near future, treating it like a common flu. By looked at the travel bubble to Langkawi, for production at the local travelers and is planning to open more destinations to which I am excited to learn more about later from one of our speakers. Thailand, launch the Phuket sandbox program. In July, followed by Koh Samui plus, allowing fully vaccinated trap tourists to travel without quarantine. Now Thailand is planning the reopening of Bangkok and working for fully vacci travelers later this year. These are all signs of travel coming back. Actually, I love hunting and writing this kind of stories. I call them my olive leaf stories, stories that give hope to the members of the industry who probably have COVID fatigue, by now, from all of the depressing news about travel for travel recovery may take some time, but I am positive that we'll get there. So I just want to bring this session back to the audience. So what is the role of media in travel recovery. Well, our role in this is not to be ignored. We are the messenger of news, essentially, we inform the public of the latest COVID updates, and the travel restrictions on where they can cannot travel, the protocols that they must hit your story could be that one push a person needs to book that flight. We also ask, head of governments and policymakers whether what they are doing is enough, by showing them the grievances of overworked healthcare workers in the plight of the hand to mouth tourism workers, your article, or your finance may have the ability to overturn decisions and policies for the better. We may disagree on many things, but I think that there is one thing that we can all agree,

that is, everyone wants this whole pandemic to be over so we can all travel and experience what a busy airport feels like again, thank you so much. Let me see, some Asian countries are many Asian countries like Vietnam, or Thailand. We're pretty praised for how they had the, the pandemic maintaining the COVID-19 cases, low. But now, even this Asian countries, is having a there is a race on their cases and Vietnam is still in lockdown, I would like to ask. I would like to ask our speakers, maybe they can give an intervention, why did the system stopped working.

**Jens Thraenhart** 27:25

Oh Zaccaria, are you, sorry, sorry Are you, are you there.

**Zakaria Mohd Nani** 27:32

I'm just testing the system, sorry.

**Kristin Dian Mariano** 27:35

Yeah, so. I just want you to ask, how, why did the system stop working, why, why do you think there is a sudden rise on COVID cases in Asian countries like Vietnam or Thailand. Last year we were doing so well.

**Zakaria Mohd Nani** 27:56

You're asking me. Yeah, I think it's all because of when we start to move around these things start to accumulate and you know, it's all about movement I mean, in the early stage is all about movement, the more we stay at home, the less is going to you know to spread but the more you move the more how busy it is just like in Malaysia when we will, when we start moving and we start opening up places and even new cases happen so I think this is just the few things, the early stage, we need to stay at home. That was the advice. We need to be here, not just the room all the time, we need to move, yeah.

**Jens Thraenhart** 28:37

Yes, you are based in Thailand. So, there is a sudden rise in Thailand, but Phuket is still open. Why do you think that they did not close Phuket or even though it, a lot of says in Thailand, or in the red. That's an interesting question, I think, and I'm not in Phuket so I can't really evaluate the situation but what I'm reading and I think we're reading all the same thing, is that on one hand, you know, the government is looking to balance economic development obviously keeping businesses afloat and managing the pandemic so I think that takes a little bit of risk cases are going up. But if it can be managed from a health standpoint. And even though I mean obviously hospitals are filling up these what I'm reading. I think it's still manageable and this is also I think why the bootcamp sandbox is being expanded into other destinations like some way you mentioned Phuket as well who are in. So I think I mean it's, I have to applaud the, the Thai government for taking a more courageous approach with that, because obviously we know other countries, you know that take a very conservative approach we look at New Zealand, Australia, but where obviously tourism is a big part of the, of GDP, and Thailand is a is a big example, and where domestic tourism is just not enough to compensate. So I think sometimes, the government needs to take more courageous steps for that so I think that's, that's why. But I agree with Zakari I mean, obviously. Yeah, when, when things open up when people are moving around. Then cases spread again. And also sometimes I think there's this notion of, you know if the government says

okay, it's okay to do this, then people get very quickly they get relaxed right so I mean I think we see people and taking off their mask or social distancing, you know, is becoming kind of like something that's of the past, kind of like well you know what if I'm allowed to go to Phuket on vacation, then I'm probably allowed to do what I would normally do there, you know, so. So I think then obviously, you know, cases can spread again. Okay, ummm, thank you. Jens where some countries in the region are this is from Thorne, they are, they are, and I'm really sorry if I mess up your name when some countries where some countries in the region prepared to open their border for vaccinated third ism later this year. What is your anthropic anticipation on this, how well prepared. Are they for, let's go back to the higher your first when you reopen Blanca we think you are prepared just in case the COVID cases rise.

**Zakaria Mohd Nani 32:00**

Yeah, thank you for that. Actually when we reopen and we are just a few thing that we have to consider. First is, what if cases happens, how do we solve the problem there has been notified. And we have come up with evacuation plans if necessary and things like that. But to make sure that we do right from the start. So we make sure that people are vaccinated and are double fully vaccinated. And then if they are family so you know, we'll be taking we want to meet the one is the vaccinated, and then come the issue of is not one able to travel anywhere, as you like, because you're only opening Langkawi, so we even want to control that by having making sure that they use travel agents services so that travel agents we bring you from point to point, or as you know you're so we wanted to see your parents so much you're, stopping Ipoh and other state and things like that along the way we do not want that. So ours is the opening Langkawi, just for you to come straight from wherever you are from, whether you fly a week travel agency to Langkawi, and it works, the cases were very low, and people were adhering to it. And we also have tests where people are being tested a swap test before coming, and these people made sure that they did not reach Langkawi until they stabilized. So alhamdulillah, is everything was under control. We were happy with the result.

**Jens Thraenhart 33:24**

Thank you, Zakaria. Also I want to share with Phuket sandbox, before they opened the Phuket sandbox program. They made sure that alteration workers are fully vaccinated, the general population. Target vaccination was 70% that is one of the things that they prepared in order for them to reopen. Well, how about Jens. You've been in Mexico, countries, I mean, the landlocked countries in Southeast Asia, how do you think we can prepare for reopening. What must be done. Thank you, Kristen, I think, um, you know, as you said before, I think, you know, having obviously a high vaccination rate, you know, compared to other parts of the world, you know, Southeast Asia was lagging a little bit behind, you know especially Thailand, Vietnam, if you look at the percentages, but I think now it has accelerated again. So I mean, I live in Thailand and I've been now. I'm fully vaccinated. And just a few weeks ago I didn't even have anything booked or or no hope that I would ever get vaccinated so so it actually happened very quickly. So I think that's very good. So I think that's one part. The other part is obviously have, you know, health infrastructure in place to, you know, if some, something happens you know that, that everything is there and then also the, the, the health policies and guidelines and measurement that is then going down to the operational level of venues and properties from hotels to restaurants, museums attractions and so on. And I think what's Especially important is, and I think that sometimes it's not talked about enough is communication, I mean you are journalists, so So I think you know you

you know the importance of, I would actually add consistent communication I think that's one thing that sometimes happens where, you know there's a lot of inconsistent messages out there. And I think the key in this time is to really restart travel again is building trust and confidence. And obviously if I'm looking to go to a destination wherever it might be in the world. And I hear different messages. And also I don't know where to get a COVID test and if I arrive and then, you know I read well one person has to do this. The other one has to do that and or this person can go straight to the beach, the other one can have to be locked up in a hotel room for seven days, you know, all these kind of things that come up I think that needs to be consistent operation there needs to be consistent measurements, and there needs to be consistent communication. One thing and I'll talk about that when I do my presentation is that actually, we now with our Mekong countries with, in collaboration with the Asian Development Bank, we have created actually a Mekong tourism recovery communications plan. This actually is being communicated, it's being published next month. So it's basically done with us doing the setting right now and the design and then it's going to be published. So I think this will also be very interesting for journalists because I think that kind of defines the key messaging, the source markets, you know, the channels, and how we're looking really to communicate what someone can expect in the region. And what someone cannot expect expected to reach. Thank you. Yes, I agree with the how communication is essential, especially between policymakers, or the head of governments in the media, especially that one of the challenges of the of the media is the volatile travel restrictions that can change instantly. Also, we have to battle with unverified sources and fake news over the internet. So I think that having that line of communication between governments and the media so that all of the information that are republished are verified and some official sources, that that would be great so that we can aid travel recovery. Well, that's, that's it for me we will be hearing next from Mr Zaccaria Madani head of COVID-19 Special Unit of the Malaysia's Ministry of Tourism, arts and culture, as he will explain the impacts on livelihood of tourism, businesses and workers, and I hope he will be giving us a scoop on the upcoming reopening of Malaysia. Mr Zakaria.

#### **Zakaria Mohd Nani 38:24**

Thank you, Miss Kristin from Philippines. I miss Philippines Yeah. Okay, nevermind Rahim Assalamualaikum Warahmatullahi Wabarakatuh and a very good afternoon to all of you friends from the ASEAN countries. Thank you very much for having us to share about the tourism industry, especially with the how we went to open Langkawi and what happens after that. So to begin with, maybe let's see our first slide. Is it coming. Okay, mitigating the socio economic. Okay, impacts on livelihood of tourism businesses and workers. So, next please. Okay, this, we would like to share with you today is about in solving their problem, how we do a domestic travel bubble, we just do domestic first because we believe that we just do a test and see how things go within the country and not doing international yet, because we have to be very careful and we have to be knowledgeable about how to handle things when things go wrong and so on. They say we choose a Langkawi is a pilot project. Okay, next. Okay. How is this distinct distinct come about as what Miss Kristin have shared, and our friends. Mr Jens also shared the tourism industry is a big impact is the most impacted industry when it when the COVID cases is starting into our country. Now, for example, if you look at, in 2020, we have about a lots of about 1305 million, as that's just not big enough and 2021 weight loss even more is about 165 billion, and the areas of course, in the tourism areas, we have the travel and tour operators business, and the transportation the airlines are crying. Some of the pilots are now selling mee kari are selling burgers,

you know, and then the cruise people the taxi drivers the bus, train motorcycles he would go to Malacca, you have the trade tricycle or trade shows, you know, they are all impacted in the according accommodation part, we have for the hotel industry the apartments people who are in their homestays Shelley's vacation rooms so these are all affected, and suddenly they have no job, or Sally, their salaries cut down to have, and we look into the other segments on the escalation side, people move around, they would like to go to museums to the theme park the zoos, there were some meetings, the retailers, they want to buy things for example in Langkawi they buy chocolates and everything. They got to add centers or, everything was suddenly on a standstill, as we are aware, tourism is about, about mobility. We're not allowed to move, how can this thing move so like the money does move the people does the move and everybody's waiting for. When is my next salary is going to be paid, because everything is on standstill. Okay, next please. Okay, I will look at this tourism contributors to the local livelihood. It's about, it provides jobs to about 3.6 million people in Malaysia, and in Malaysia is about one in every four jobs in the tourism industry. So we look for example the amount. If we were to break down by citizens, it 8% Are Malaysians who are in the tourism industry, and we have about 9000 tourists guys have got no jobs to do. There's no guide, there's no movement of people, no tourism and guiding is not is not in demand so they are like jobless and that involve about 36,000 households, and in Langkawi alone. There was too much heavily on tourism. The loss of tourism expenditure was about 1 billion, we have 60,000 industry players affected and facing loss of jobs. So, if we were to look at the other components about the employment level about 70% are the non executive, which is the lower category, they need, they are the one who are the most the most affected because their families are be the breadwinner of the family, and yet they are like you know, in a way, jobless and things like that. And we look at these, the left side is printing. This is very interesting. I'm sure everyone is aware of this but we just can you can imagine, in the tourism industry, the moment you allow the tourism space allowed to open the cruise line business will open the airline business the motorcoach rental car. The train is all about moving travel, and as you move around the banks will be alive again the restaurants be alive, and the meeting convention business, they shopping, sports arenas if you can because of sport tourism, recreation, the theme parks and things like that and the fuel industry you know, if you're a for local domestic For example where you were to fill only in your case and things like that. The theatre industry the entertainment, travel agents accommodation or be lively, if tourism is allowed to do. And rule number one is about mobility, and we look at the people that you will pay a salary to the categories of people, the frontline editorials guys, The police the driver. The hotel mates. The cruise, people in the cruise industry they chef. The waitress. And even then, if you know Nasi Lemak. Nasi Lemak vendors you know, the moment you go out of your house, you be looking about things to buy because as you are on, on vacation, you start to be happy to how to spend on this panel to buy I want to buy, but if not allowed to move this money is just keeping the house. Okay and then we look more when these people that I said, will be able to service in the tourism industry, they will end up being able to pay for their daily, daily, daily expenses for example they went to pay for their phone bills being the bangs being for shopping for the School of the children to pay for the real estate the house they know the monthly payment for your house, and for your transportation monthly payments, even for hospitals that are for your even for your pets, you know, you want to get to have vitamins and all this all depends on money, food on the table but you need to get a job, to remove and for this reason we thinking that because of course we were we love our people we want everyone to be alive. So with that, telling them stay at home stay at home and know where you're safe. And when you stay at home, there is no job and how

to get money. So, we start thinking, you must slowly do it safely because you want to do it right from the very beginning. So we start thinking of maybe the open now one destination that we've believed is the safest to open, so let's go to the next slide. Okay then we talk about when are you open Langkawi, why, because here are some reasons why we believe this is the best destination to start with first is strategically position, Island Resort. And in Langkawi, we have the best world class facilities from the average one for people like me, you know, to the rich and famous people you have the five \$6 Tip one we Langkawi has it. And next is about. They have a good itineraries that can be telling me, and we can do the basis of interests that are that we have so many attractions there. And also, is the significant impact on the economy and the risk of controllable epidemic, transmission, we believe we can control people come in and out because there's no way by road is only by ferry is only by flight, and we can really siphon, every single person that comes in to the level that we want. So, the. So for this reason, we say, maybe we start in Langkawi, and you know some of the islands of Starsky we're not as well. So this is our reason. Let's start with one and we see what happens. Okay, next please. Okay, when we say we want to start Langkawi, there are a few process that takes place, because you want to be very careful to make sure we do it right. So, number one, we propose the reopening as a great as an initiative under Motek stands for Minister of Tourism, arts and culture. And so, for tourism rehabilitation plan, and then we start having an implementing implementation framework, which are presented to the National Security Council, and a big management, technical working committee, so we present to them, we want to do this, and we say that this is the SOP's is that we have in mind for the moment you leave your house and moment you leave the island. It's a long thing so many will be meaning to say, you leave your house and what happens to take the plane what happens when you arrive on the island, and what happens you go to the places. So you have to behave yourself who are watching you, because we watched them because, because you liked them because you want to be sure that they are safe and they make other people safe. So there's a lot of these rules and regulations, enjoy yourself but don't, don't forget these new norms that everybody has to adhere to. So after we agreed on that. And now, is talking about the pre opening the middle part here. So the pre opening we have engagement session with all the stakeholders, including the industry players the product owners, business and various ministries and agencies. We have our own because both us, we being the tourism COVID unit, we have, we do it together with ladder which is the person in charge of Langkawi, we sit together agency by agency for example, today we'll be discussing with this logistics, the airlines, and the ferry, what the do's and don'ts what the thing that was believed is a safe space. Okay. No worry about that. So, so, so we have discussions about how to mobilize people correctly when they come into Langkawi, we also have sessions with the hotel, about ideal ready to receive the stories, and also with these travel agencies. And last but not least, we also have engagement session with the these duty free shops. So these are among the four components that is important in opening up Langkawi so after, after going through that, we have a provision of the draft or the SOP and we present it to the, to the committee again, to working group committee on this pandemic, to say that we have ready we have got this SOP ready, we have discussed with the industry. Okay, so now how do we start. So the SOP as for Langkawi with the pilot project was submitted to be designated. And finally, is get escalated under the act of 342. So, once we are ready with that, at that time we were supposed to open Langkawi at first. But something and also what happens Langkawi so we discuss and we say, maybe 16, let, let, let, let Langkawi prepare themselves very well. So, upon on the 16 we start and untill now Langkawi is having a good time receiving tourists day by day. Next please, next page. Okay, so what happens after you

open Langkawi, this is the good news we have. So we have this domestic travel bubble, ISIS can small report. So Arrival by as per 16 to 22nd of September, we have more than 10,000 people coming into Langkawi, and by seas about 5000. So, total is about what 15,000 People between 16 to 20 to 20 to 22nd of September, and I as you are aware, we do a screen we make it compulsory for screening tests at the airport and the jetty is only 19 positive cases that work variable found before they depart. And of course we advise them not to come to Langkawi, but we promise them something good, I will share with you later. For those who cannot come to Langkawi, they just didn't have to try but they are being allowed to come when they are ready. And then we have also the screen again. So under the travel agencies, the booking were up by 70% for until end of the year. The shopping activities, increased by 30% and there was beginning you know I think by now it should be more, and the occupancy rate will jump about 79% for for five star systems so things are building up so everything in these, in Langkawi seems to be, to be working well as planned. Okay, next slide please. Okay, this is about. When earlier we were saying, Anybody who is double vaccinated, they can just come to uncover your domestic, we are we are your one family, you can go what suddenly we realized that maybe we have to do some kinds of assessment at the airport and energy bond so for this reason, we see there from across the entire country. You can come unless you are in under the movement control order with then you cannot come and minimum stay Langkawi is about. There's no limit. You can stay for one day, one week, one month or one year is up to you. So, we are welcoming everyone no minimum or maximum length of stay, travel Langkawi we return to original destination, requires a police permit through the services of travel agent we do for you but you need a police permit to prove that you are really going to Langkawi because at this point of time, we do not want people to misuse this facility by going to visit their families because visiting families is not allowed, yet there is a social a category, which we are more careful still more careful now for those traveling by a because you are confirmed going to fly to that point to the Indonesia police permit. We do not even need a licensed travel agent because all these thing is only to make sure that you go to Langkawi, not to other places. Last is for those who have to adjust to ferry for example you arrive at the terminal. The ferry is no more there is finishes in service so it makes sense for you to stay overnight in Kedah or Perlis, which is the nearest state for you to go to the jetty. Next please. Okay, um, this is the, the travel of SOP. You must be fully vaccinated for children under the age of 17 years old or below must be accompanied by a fully vaccinated parents, and then four is for all Malaysian citizen good this is for domestic market is aware, but we consider the foreigners, of this category as domestic market, meaning to say the non-citizens of Malaysia include expatriate Malaysia my second home, international students here the healthcare people who enter families, permanent residents are all considered as domestic markets and they're allowed to allow it to go to the next please. The type of holiday, so you can come for a day trip, you can stay overnight, and you can say as I said, one week, one month one year old is allowed and holiday accommodation booking pre booking tickets you must prove that, and holiday package booked your license every agency. Okay, you must is all about. You must prove that you're going to Langkawi. Because at this point, as I said earlier, you know, we are not opening people to go to other business yet, but only for Langkawi. Next please. Okay, the medium of transport. You can go by private vehicles. Have you hire us travel agency services, but all these only four people if you use your own private vehicle only for the border to the jetty which means the State of Qatar and police. Other than that, you have to come. You go by your travel agency, and air by direct flights in air travel is allowed, see travel is allowed and passengers full capacity. This isn't this is not normal in other places like we do not allow people to have to travel in full capacity at this

point of time but for Langkawi everything goes, is like, you suddenly upgrade Langkawi into a phase four where everything is possible. Next please. Okay and then we have the test. Well, the screening tests, the screening can be done, go for those who want to come to Langkawi make it like, you can have your, your test done in private health facilities so that within 44 hours you come to the airport just show that you have done your negative, all you can just tell who the other one is, you can also purchase a saliva test kit from any pharmacy or wherever and bring it to the airport and do the testing there. The third one is you buy you take you get the services of these people at the airport to prove that you are negative, so you want to make sure that before you drop your bag. Your proven negative, we cannot have you going on board. I mean, dropping your bag, and suddenly you're a net positive, and you want to withdraw bet your bags that you've been checking there'll be very convenient for other people. So, all this happens before you even drop your bag at the airport and at the ferry terminal. Next please. Okay. Introducing to our Malay language, why we have this in Malay language because this is the original sob, for which is in our website for this, this, in our ministry and also in the national national website. So, actually this is generally saying about the do's and don'ts and the procedures about going into Langkawi, but I just like to share with you on these general conditions. For example, you must be. You must be swapped test and then negative. Insurance is not required, but you, you may if you want to, and the at 17 below. Other than that, these are the checklist to make sure that you have you, you have proof you no proof of that you're double vaccinated, in your Mysejahtera which is our national copy information, information, you must have your identification, this is normal, and then you get the police letter, and the agency, the travel agency information your itinerary the package that you buy, and prove that you're buying hotel service in Langkawi, and then documents are the inadequate documents, whenever you're asked by the police you view when you're on the road or things like that. You have to be prepared with this, other than that you are safe, you, you can just go to Lanka we happily. Next, please. This is the most important question that people want to know like what can I do there in Langkawi. So, this, this list tells you about the activities you can do actually is almost everything you look there is you can go into the hotel, you can go to the homestay and then you can go swimming, to the gym, lounge or, you know, for business events you can go into a hall for to do something, events in the hall, and it's all about. When you say SOP, phase 4 it means like, it is open for almost everything, so you can go to attractions at the beaches, swimming, snorkeling, diving or fishing, or edutainment, recreation Extreme Adventure nature park farms and aquariums, you name it, zoo, recreation, social activities and also special interests like golfing, scuba diving, cycling angling yachting and everything and even eco eco adventure activities but watching caving mountain climbing, we have to specify because some exam, some phases, these things are not allowed by when it's phase 4, everything we tell them you can, we suggest you go whitewater rafting hiking jungle trekking camping or watching cultural activities, going to the library to see a theater to go to the museums or academic visits to the Johor Park, and also spa reflexology, you know, you have your massage on the feet, and a pedicure manicure is almost like it's life goes as usual. Okay, next please. Okay, this is the new thing. So the tourists who are positive during the screening at the airport is a good news I tell them, I like to share with you if they are found positive at the airport or at the jetty they're not allowed to continue the journey. But, and managed by the Ministry of Health procedures, so they will be very sad, of course. So but what we do to make them happy is with the apples our Malaysia associate hotels militia associations of hotel owners Marvel and my buddies are all hotel associations. They say that there is a standard due to failing health screening test can postpone their visit to another date, subject to the

terms and conditions of bookings made through registered tourist accommodation premises, and also the airlines were very nice enough to say that you can. If related to flight cancellations and you can actually refund claims or tickets subject to the terms agreement for examples, but among the terms and conditions is like if your ticket is, you know, during the special promotions only 80 We get to Langkawi, but when you come then later on we'll be about 300 Ringgit. So you just pay the difference of the ad so that it is counted in eligible losing money, is a good, good, no, no good. Okay, so the responsibility of licensed companies so this actually, even if this is all a PR exercise, but even if did not. If they refuse to, we have an act. You call it the tourism industry act 1982, which will cover people for these types of situations, MF come with being the association of airlines was welcomed the airlines decision to postpone flight dates for travelers who tested positive. So in our case, the people cannot fly, they can at least still dream on flying in a different day. Yeah. Next please. Oh sorry, on the right. notice to enter okay that in. Next please. Okay, um, to make Langkawi more lively. We even more tech as a tourism ministry. We bring you know we have pastors who have not got jobs for so long, they're not allowed to perform during the COVID time. So, we bring in about nine group, eight group of buskers to play in all these places in the airport. When you arrive, you'll see suddenly buskers are receiving up some nice songs in for those who come by ferry koa ferry terminal. We are buskers playing and cable car while waiting for your turn, the que is very loud the buskers agreed they are playing music for you. An HIJ is a, is a complex where in the mobile domestic market people buy chocolates and corral and things like that, you know, household products so you have these people playing music in Jelang square Lang square and the water world Tanjung. To us, to kick kick start the island. Besides having good procedures and so on. We want people to have to believe in feel that Langkawi is alive again so we have all this musics around lay around and coffee. Next please. Okay. This is the latest announcement by the government, which I'm sure you will be asking about this by now, I tell you what the government has just announced they say the opening of tourism centers and allowance to cross border, which means it's about mobility. The other day we cannot go anywhere because we cannot cross interstate, for example, we are in Selangor or Kuala Lumpur we cannot go to Disneyland, we cannot go to America so they see that you can cross border. The moment the country. The National, the country achieved 90% of vaccinated for the adults, which is the adults in Malaysia, reach 90% Now we are actually reaching that we have 93%, who have got first dose. So in three weeks time we believe all these people will be in the second dose. That means that we are almost ready so in three weeks time actually, the scenario of the country be very different. We do not have to open face by face, or what, but the whole body will be opened for you to do, to be to be moving around mobility will be as usual. but before that we were announcing like cumin grunting islands in Malacca, to be open on the first but this is a bigger announcement, which tells that less wait for 90% National Achievement, the whole country is like a highway. Okay, Next please. Okay, so this is malay anybody knows what does its mean in malay, 'Dah bersedia, pergi ke Lnagkawi', you don't know yeah let me translate for you. Are you ready, so they say, are you ready. Do you want to go to Langkawi. So if you want. There's something I'd like to share with you for being nice audience as a tribute for you who will not tell you when they were being launched. I have a very interesting video I like it so much as from from from melancholy people, because maybe I asked people to keep it for you so this video is dedicated to all of you is, is done during the opening or launching of Langkawi, on the 15th of September, so please stay tuned. To the question come. Are you ready to come to Langkawi everyone.

**Carmela** 1:07:01

Wow.

**Jens Thraenhart** 1:07:02

Thank you, Zakaria. We can't wait to visit,

**Zakaria Mohd Nani** 1:07:05

please, this is now open. I mean, for domestic and just wait for the international border to open. Please come.

**Jens Thraenhart** 1:07:11

Yes Keep us posted when Malaysia is open for international tourism, and I'm sure Malaysians who are, who wants to escape restrictions will be, will be flocking in Langkawi.

**Zakaria Mohd Nani** 1:07:22

Yeah, they call it, revenge tourism.

**Jens Thraenhart** 1:07:25

Yeah. Um, they have a bit of time for a few questions before we go on our 10 minute break. Question from Hong Van. Would you like to ask your question directly to Mr Zakaria, please. Yeah,

**Pham Thi Hong Van** 1:07:42

sure. I just want to ask you, what do you imagine when Malaysia is opening for international international tourism. I think one of the thing that all countries come together and decide, is, is a countries recognize the vaccine passport, because right now you know we use so many different kinds of vaccine for example, in Vietnam, we have Pfizer Moderna Aztra Zeneca. And with those three very popular vaccine, you know, say the US, China is still not really recognized AstraZeneca, and AstraZeneca vaccine is provided is produced in so many countries in it, in each of the areas of the country, produce vaccine Astra indicates also need different approval, and not to mention other kinds of vaccines, say, the Chinese one the Cuban ones. So how can you, how do you imagine, and that understandings and approval on vaccine

**Zakaria Mohd Nani** 1:08:50

Thank you for that question, Miss. Miss Hong Van do i pronounce correctly, your name. Yeah, actually yeah, Every countries have their own preference or what kind of brands and things like that. Like, now we also have inquiry, for example from Russia, using Sputnik, or something like that. So what's going to happen. All you need to do is just, if it is not in our list of the normal things that we use. They say to us, and then the Ministry of Health, where, evaluate, and then decide but most of the time to us is all about. If the international body is accepting it. We'll just adhere to them I think most of our vaccines adhere by what UNESCO, you was the international body for help

**Pham Thi Hong Van** 1:08:54

WHO

**Zakaria Mohd Nani** 1:08:57

yeah WHO there WHO recognize is easier for us to just follow through, unless it's something unique and new and not in the least then, we have to do some, some, some research for that. But generally we welcome everyone and we hope most of the vaccines acceptable in this country. Any other questions.

**Kristin Dian Mariano** 1:09:58

Sorry, I have a question. So since we are speaking, since you talk about tourism workers or workers in general who are relying on movement or mobility. I just want to ask an update on the reopening of the Singapore, Malaysia border since many Malaysians were in Singapore but live in Johor Bahru. It seems that what is stalling the talks between Singapore.

**Zakaria Mohd Nani** 1:10:26

Oh, actually there's a special committee committee comprised of these foreign affairs the immigration the police from both sides to the issue, I think, generally the sentiment is about how safe, will people be when they come to your country and how safe, am I to receiving you into our country. So these are the thing that is a tug of war between you, you want to be safe, and you want the money so it's like, if you want to be to save you don't get money but you want to be, to be greedy, you will have the, the, the risks of this kind of thing so there is this committee who evaluate and balance this up, but to us as a tourism body we'll be waiting that we hope, there is some kind of agreement, and some kind of understanding with these countries. So to begin with, we just start the story by telling the world within Malaysia, we are not starting to move, we are starting to believe that we should move and we should believe in taking care, moving with the new norms, using the mass, wash your hands or the sanitizer when, when you follow these new norms. Well we've Insha Allah, things will be safe for everyone.

**Kristin Dian Mariano** 1:11:42

And they, I think it will be good news for Singapore that soon you will reach 90% of your vaccination rate so probably that will carry a lot.

**Zakaria Mohd Nani** 1:11:53

So we hope Singapore will look at us as a very safe group of people to go into the country you know before that the news was like, too bad, and I enjoy every country with you worried about, oh, we should we should close our borders but now look we are starting to move by, by, in a few weeks time, we'll be moving around like, you know, like usual. Yeah, I mean, life goes on.

**Kristin Dian Mariano** 1:12:16

Thank, Thank you, wonderful answer. Thank you for your questions Hong Van and to other participants get them coming, so we will be having a 10 Minute. A 10 minute break, go stretch go make a tea cup of coffee. We still have two more sessions when we come back. See you in a bit. Online. Okay, welcome back. Okay. Who is better to talk about cooperation to revive tourism in ASEAN than the person who is a champion of inclusivity in travel and facilitated tourism in the Mekong Delta that connects several Asian countries. Our next speaker is the outgoing, Executive Director and CEO of the medical tourism

coordinating office and founder of destination Mekong. He is also the second vice chair of the board of UN WTO affiliate members. Mr. Jens Thraenhart.

**Jens Thraenhart** 1:24:47

Great, thank you very much, Christine for the nice introduction, let me just share my screen. Can you see my screen.

**Kristin Dian Mariano** 1:25:11

Yes. Great.

**Jens Thraenhart** 1:25:14

Great, well thank you very much, and thank you for the invitation to join this this masterclass. So as Christine said i My name is Jens Thraenhart I'm the outgoing Executive Director of the Mekong tourism. Coordinating Office, outgoing, because I will be leaving mid October, and we already have recruited a new executive director who will take over from me. After almost eight years in office. So, talking about the Mekong region, obviously I think what makes the Mekong region unique and similar to other countries in Southeast Asia is obviously the host of unlimited experiences from food, wellness, adventure, culture, and many other things that makes it really exciting and experiential for people to visit the Mekong tourism Coordinating Office is a regional tourism collaboration between the six member countries of the Greater Mekong sub region, Cambodia, Laos, Myanmar. Thailand, Vietnam, China, with China as you can see on the map it's focused on the two provinces as United in Guangxi and our vision is tourism the Greater Mekong sub region is integrated, prosperous, equitable, and resilient with effective partnerships and knowledge management. So our branding is really around of the location one river six countries, but we added just a couple years ago, unlimited experiences because we believe that of the occasion alone, will the Bible actually visit the region, uh, but it's this whole this whole list of unlimited experiences that I explained before. So we look at when it, obviously, we all know that the situation, you know, and I'm not going deep into all the data but, you know, tourism contribute around 3.3% to 19.6% to the GDP of the GT GMs countries, obviously. Thailand is one of the countries that has a very high GDP contribution. And that is all great when when when tourism works out well. But in a pandemic, like what we're experiencing right now, obviously, that is very difficult. And also, we're seeing internationally that the COVID-19 infection rates are decreasing and vaccination rates are increasing. We also see that now, in this part of the world. So, to summarize, I mean really the key pieces here is that tourist arrivals have declined from 2019 to 2020 by almost 82% in tourism receipts by over 72%. So when we look at our process in terms of building a strategy. We look at it, maybe a little bit different so I mean we see it as a process. And the first process is really around restarting, and then reforming and then rebalancing. Now it goes into detail what that means. But it's really a broader strategy because what we want to achieve, is really a resetting of the tourism landscape, so that we don't go back to the time so, you know, over tourism and unbalanced and not, not inclusive drivers so I think also we need to take into account that we're battling not just with COVID, but with other issues as well such as climate change and pollution and all these kinds of things so I think these all need to be integrated into the strategy. So, so when we look at. Obviously the strategy, we have these three pieces. And this is also the theme of our destination Mekong Summit, which our second destination summit which is upcoming. On October 2122 It's free for you to join. We have a pay

what you can program, but you can go to the URL at the bottom destination macomb.com forward slash TMS, 21, and in the next couple of days. The event website will be live as well so will be a great program over a two half days so two afternoons. And we're looking to tackle this program on this this problem of restarting reforming and rebalancing what that means. So, when we look at restart. So, for us restarting is really a way to look at what I said before, how do we look at consistent communications, how do we also look at a restart campaign. So So where we look at inspiring people about the experiences that people can have, but also helping businesses that are suffering right now to obviously get revenues very quickly. So, building capacity digital transformation, basically getting ready. That's what we believe in is in the restart process so right now I mean, we believe that it's still going to be Until 2024 Until really tourism starts again. And and it's quite interesting when you look at this process, you can actually go back to the Spanish flu and the roaring 20s And there are a lot of parallels to be drawn, I don't own a crystal ball, many people seem to have a crystal ball. I unfortunately don't don't have that but but I think what we learned is, we can actually go back into the past and learn a lot. What happened there. And there is, as I said, a lot of parallels to be drawn from. So, the pastor tourism restart event businesses in a destination must be engaged. Destinations must be kept. Top of Mind of travelers capacity must be built for businesses to react to changing markets and revenues need to be generated for businesses to to survive. So the first thing is, so we will. It's not published yet. So actually you're probably one of the first people that see the cover and the content here. So we just had this approved by our board meeting with our six member countries, but this is going to be published in October, this is in collaboration with the Asian Development Bank, and it's really around a how do we communicate in a consistent way to our stakeholders and travelers and also communities. What a restart of tourism in the Mekong region means. So the objective is really to guide dissemination of accurate and engaging information to support a safe and sustainable GMs tourism restart the key messages are around building trust. So we have managed COVID-19 Well, or in other words we have learned a lot. We've made a lot of learning experiences during this process to care for our visitors and have put appropriate health and safety measures in place for welcoming, we are open for business and welcome domestic and international tourists. When we're ready, and we're promoting sustainability we're managing tourism more sustainably, for people in the planet. And lastly, we deliver and provide inspiring experiences. We offer diverse authentic experiences including family beach, holidays, pristine nature city trips, couples retreats, gourmet culinary and we remember our last visits, we had relaxing discoveries with friends, and they tell us what you like us to do now, so it's really too engaging past travelers to share their past experiences to inspire travelers in the future. And this is obviously built around a model with phases, how obviously these phases can vary from country even from destination destination so I'm in phase one is obviously international borders are closed, we're still in that phase, even though we heard about Langkawi we heard about Phuket sandbox, that there are ways to to welcome international travelers vaccinated international travelers already, but I think in general, we were in a phase right now where borders, international borders are so close. We have firm dates to reopen borders that will be phase two, so we're getting ready. Phase three would be one or more international travel corridors are established or have been established, and domestic travel is largely unrestricted in Phase four, the openness of international openness, opening of international and domestic travel policies is similar to pre pandemic levels are not likely until at least 2023 I would say 2024. So, the recovery communication principles are three pillars. The first one is aligned content. So it's really generating content and messages that match GMs country's relevant COVID-19 recovery

policies, and the GMs tourism sector strategy objectives to promote inclusive, sustainable and resilient tourism. The second pillar is facilitate engaging conversations among public and private GMs tourism stakeholders, and consumers using tools that foster two way communication occasions, using inspiring storytelling tone of voice and language, best suited for intended audiences. And the third pillar is proactively connecting stakeholders, electronically and in person, using inappropriately using appropriate channels to build trust and relationships that does cost effectively broad information dissemination and exchange. So the first thing that we're looking at when we look at content is to leverage the phenomenon of social media to create a visual content cloud of shared experiences by travelers and residents. How does this work. It's really our integrated tourism recovery campaign where we look at inspiring storytelling trusted recommendations and valuable offers. So it's really three components built in integrated into one, a campaign. So one is called maker memories, And there we reach out to past travelers via companies or businesses. So let's say a hotel or restaurant, a tour company might go out via their their social media or their email database, whatever, to their past guests. But even also to their current domestic travelers and residents, and ask them to share their past experiences on their own social media tagging it with making memories, and the destination and the business we aggregate that through a unique social media or social commerce technology. It's a Singaporean company. And then basically connect that back to the business to recreate a social commerce paradigm. So basically how that works is that the more content and share of a destination or business that is then connected to that business. So, then the business can obviously can drive a business, or get more exposure. So there is a benefit for these businesses obviously to get engaged. And as we have learned as if there is no benefit for businesses to really get together at a tangible outcome, they just don't engage right so that's where we build the social commerce component with this company called invoke out of Singapore. The second piece is what we call Mekhong deals. So making deals is unique because they were asking travel companies to upload discounted vouchers or discounted deals that can be purchased via vouchers, and again they call memories and make on deals are connected, because if there is a. If someone shares a past experience from a hotel, and that hotel has a deal that has been uploaded, then, that is, if I see that picture from someone, then I can link directly to that deal. And the third part is what we call Mekhong secrets, and they calm secrets is really trusted recommendations these these hidden gems in the and what makes all this travel exciting because it's about these hidden unique authentic experiences and they can be shared by residents that ultimate travelers. So again, I mean this is really the platform where we look at content to inspire and keep destinations Top of Mind via visual content cloud commerce creating immediate revenue streams of businesses via discounted vouchers and collaboration, strengthen resilience and accelerate tourism recovery via cooperation because this is not driven by one organization. This is really bottom up, where every stakeholder every business is engaged, but also the government's, and also the state of the travelers and residents themselves as well. So what we, obviously. Research has shown that aging storytelling and deals drive commerce, and we have seen that actually the conversion ratio is more than 400% higher than normal sales deals. So that obviously means that this platform in can help businesses, especially small businesses get immediate revenues, so they can survive pandemic. The system structure basically looks like that we have these three components. Memory secrets and deals. Then we have various marketing automation tools for these businesses, and all these businesses, they're in a central database, where they sign up and and then their information is distributed. So, what's unique about this is that these businesses running social media contests, then travelers share

these stories on social media, more content is promoted via the platform, more people planning to travel or get inspired, more people in getting connected to these businesses via the visual content, and then more direct traffic and bookings are generated. And then, with more bookings being generated more people then getting engaged and sharing their experiences again. So that's really how we strengthen the brand and how we look into restart tourism in the Mekong region. I go into the second pillar reform. So this is really around innovation. So we believe that we cannot operate the way we've done before. So tourism must be reformed to leverage innovations and technology data and digital media, social enterprises have an important role to play to innovate experiences to create social impact and new destination marketing and management needs to be created to public private partnerships need to be at the core. So we look actually, what we are working on with the UN WTO affiliate members is. We believe that the role of destination marketing organization evolves and so must its business model so the public and the private sectors must collaborate together, these two forces can achieve greatness. And this is especially vital preparing for sustainable tourism recovery. Now, this really means to create public and private partnership frameworks to engage stakeholders and create inclusive initiatives to strengthen resilience and sustainability has been not just now doing the COVID 19 pandemic but even before our core pillar of building strategies and executing initiatives for palm tourism. So what we created is on one hand there is the Mekong tourism Coordinating Office, which is owned by the six member countries. And this is really the public sector pillar, this is over 15 years old It's hosted by the Ministry of Tourism and sports of Thailand. And then we created in 2017 Our destination make on a platform which is a private sector led regional tourism board. We're now in the process of incorporating destination Mekong in Cambodia, and the Ministry of Tourism Cambodia has actually volunteered and stepped up to be the host country of destination makeup. So, due to that engagement with the with the government in the private sector, we actually have created a very strong public private partnership framework with residents, travelers, and businesses, and the public sector. So there's a lot of initiatives that we have created over the last four years and there are more that are coming. You may have heard of Macomb moments or make our mini movie festival, or our experience make on collection, or making heroes, or our Miss program our macro innovations sustainable tourism so we have quite a few programs out there but what's unique is that all these programs are actually integrated. So I want to touch on a few because we're talking about this reforming tourism pillar still. And here's how we're looking to innovate. So we have created the experience making collection that has over 300 social enterprise businesses in this collection. These are the businesses that really drive these authentic unique experiences, but on the other hand, they're the ones that actually providing social impact. And we believe the more powerful for the social enterprises are, the more social enterprise, we have, the more exposure that they get, the more sustainable, a destination will be just a quick snapshot right now we have around 150 businesses that are active. And you can see a quick snapshot where they are, and we have them also in six categories from stay, eat, shop, to, to increase. We also have started an initiative where we're helping these businesses during this time where we're on the website, they can actually post if they're looking for donations, or if they're selling discounted vouchers. And now what's happening obviously is a lot of these people that visit these, these small social enterprises and responsible travel businesses, they take photos like this one or that one. And we aggregate them into our platform. And, or, people share them we all make memories campaign that we're looking to launch and then people can get inspired. And, you know, then look to either a book, or buy a voucher, a discount voucher on the Mekong deals platform. Also, this is great for setting

standards and building capacity, because these small businesses not via the experienced Mekong collection, created a community, they, they share best practices, we're able to kind of offer webinars will offer offering tools. We're now in the process of creating a new consumer website experience macomb.com, that's about to go live as well. So again, I mean there's a lot of stuff where this shared a collaboration can also help these small businesses not only to survive the pandemic, but also to actually really drive the restart of the region. Part of that is our experience Macomb showcases. So for the last three years, we're actually in the fourth year right now. We always recognize one business per country as experienced Mekong showcase. We partnered with my head on University and Thailand, and with the students there writing these case studies, you actually can download them for free, they're very inspiring. If you go to destination macomb.com You look for experienced Netcom showcases, and all these showcases are available for free. So it's very exciting because not only gives it a background, almost like a behind the scenes view of how these businesses operate, but it also inspires other businesses to learn from each other and become more socially responsible. The other program that's also integrated is our making innovations in Sustainable Tourism Program, our Miss program and actually started as a startup program, and was called first may calm startups in a way, in an innovative tourism also miss, he kept the brand, but we evolved the program and we broaden it, not just for startups startups are still included, but also for other innovations so we now have three tracks growth launch, and project, and we just actually today is the last day you can still vote. I think if you go to destination macomb.com or our social media you can still vote until midnight today for your favorite shortlisted innovations, it's actually quite inspiring. And then, we're looking to have a pitch contest. Actually, I'll make on World Tourism Day Forum, which is on October 6, and seventh, it's in partnership with UN WTO. And we have some inspiring speakers from Bill Bensley and Jimmy Pam. Again this is, this event is free, we have this pay what you can program and you can go to destination macomb.com To register for free but again what I said is, this is where we're going to have the final pictures for our experience Macomb showcases, and also for our Miss finalists, so it's going to be a very inspiring, two half days two afternoons Bangkok, Thailand time. So I hope many of you can join and maybe even promoted via your publications. Now let's move to the third pillar, which is rebalance. Now rebalance I'm not going to talk too much about because this is what happened in 2014 So we're gonna look at restarting is really 2001 2022, reforming is 20 to 23 and rebalance starts after 24 Now why is rebalance so important. I've been talking about achieving balanced tourism before the pandemic, and our theme for the Mekong tourism forum in began in 2020 which actually didn't happen because of COVID-19 was achieving balanced tourism. Now why did I think balanced tourism is so important, because I believe that that time looking at over tourism that, you know, actually the pendulum was swinging too far to the left, so we didn't have balance there was a lot of greed, there was a lot of overcrowding, there wasn't a lot of inclusiveness, and this was damaging tourism residents who are pushing back, you know, we have all these pictures in mind from cruise ships in Barcelona in Venice and in Hawaiian and in pictures like this, and we can you know all agree that tourism, you know, wasn't in balance, life was in balance, you know, it's almost like if you have a headache and you take too many headache pills. Yes, your headache goes away, but in the end the problem doesn't go away, so many times when we look back in history, hundreds or 1000s of years, when something is unbalanced, you know, for it to get back into balance, the pendulum, all the time, you know, and history can prove that it swings to the extreme to the other side. Now, in 2019, I could have not have predicted a pandemic. But this is exactly what happened. The pendulum swung from the extreme left to the extreme right, with no tourism. So, again,

but this is now the opportunity now to rebalance tourism, and to really come and have this pendulum in the center in the middle. And this is where we really want to have driving this experience make on brand where we promoting sustainable and inclusive travel will be achieving balanced tourism for all. We're also looking at issues like climate change, plastic pollution. Obviously other pandemics and other issues that are underlying there and that we need to look at. So I want to share with you a video now, and I hope it does play which is our destination Macomb brand video. And what's unique about this video is is actually was curated from shared content, you know that we have received via our make on moments campaign, or make a mini movie festival campaign, and so on. So it's really a very inclusive campaign. So hope. Getting worth living the dream is small. Add all the contributors to the video. That's what I mean by, you know obviously a very inclusive Initiative and the nice thing about this is that we can leverage this video and we can obviously always updated with new content. Okay, so really this is what Mekong, tourism is all about. So it's really about living this experience make on brand have unlimited experiences. If you want to learn more about our initiatives, you can go to Bitly forward slash Mekong tourism 2021 and download our Mekong tourism booklet which gives you more detail about all our initiatives. And with that, thank you very much and I'll give it back to the moderator. Thank you.

**Kristin Dian Mariano** 1:55:09

Thank you, Jens for that mother for session I was so engrossed with the video. Unfortunately we are a bit short on time for questions but we will have you answer those questions later at our q&a portion. So we are on our final stretch to give insights on how to restore the confidence of travelers in the new normal. Our final speaker is the president of the ASEAN Tourism Association, and the head of the Indonesia affairs and policy department of Air Asia, Mr. Eddie Krismeidi Soemawilaga

**Eddy Krismeidi Soemawilaga** 1:55:47

Thank you, Christine, and good afternoon everyone. Good afternoon from Jakarta. I hope everyone is in health and good condition. I'd like to thank for invitation given to me to participate in this masterclass, organised by Kiniacademy my presentation this afternoon will focus on efforts undertaken by a center in restoring the confidence of level, which mainly focus on in international travel, which currently. Many countries have started their opening up of the border, but still focusing on their own. There is not yet a joint facilitation. On the ground, as they still focusing their effort in logistics. What I begin can move the next slide. Just to introduce, who is a center, a center is three centers of association with headquarter actually in Malaysia in Putrajaya together with Ministry of Tourism and culture of Malaysia, and as antis currently has 35 members, ranging from National Hotel Association, National travel agent Association and lions, and National Tourism Organization from ASEAN countries under my tenure, from 2021 up to 2023. The focus of effort center will be focusing on supporting the recovery effort of the Nestle impacted by COVID-19, as well as the strengthening of center position as a regional Association, flex as ASEAN CFO azienda also support the collaboration with the ASEAN National Tourism Organization as a partner. And as part of guideline of tourism cooperation we can understand that our ASEAN tourism strategy, which actually expected to guide all the implementation of measures and activities for the ASEAN NGOs, as well as partner involved in at least five joint activities that are currently is being prepared, or undertaken. First one is actually on dating, and everything else for whatever reason arrangement on for some professionals. Second is actually establishing bundling packages, which could comprise of airline or decap under packages in relation to the recovery of COVID-19. Then of

course, promotion of ASEAN hygiene and safety standard. It's currently, the principle is being developed by a project under ASEAN NGOs, which cover guideline of principle, available from all ASEAN countries. So I think this project is identifying all the common principle being implemented in each country, in terms of hygiene and safety stand up, which currently implemented to boost the confidence of travel in visiting their tourism establishments tourism destination or the facility including transportation. And for coffee related measure, they are to measure that currently azienda is undertaking, one extraordinary repository information on coffee tourism mission undertaken by ASEAN countries, as well as the possibility to establish the ASEAN one digital platform for travelers and tourists, which I think is quite a tall order for us to come up with this within the constitution which I would explain in the subsequent deck that I have. So, as both to the next slide. Moving into COVID, this is the figure on 23 September, I think, two days ago where you can see that many Western countries are still dominating number of total cases COVID cases in the world. And from ASEAN country I only cover up to 13. There is Indonesia in number two, teen where daily cases have dropped from nearly 50,000 cases in July, to really 2000 3000 cases. And from here you can see that, as you can read from the news and everything, be accurate action of governments are different from one to another. There are government, that even within the current condition, reduce the restriction and allow their people to undertake activities and travel even minimum restriction. But there are also government that put more restriction to the cages are compared to others or gravity flow. So I think this are the current situation that you're having involved in, and if we see the next night. If you see that in the case of us for example and Western Europe which you may see in a previous night, the numbers of cases are quite high. You can see that the cases for United. United States, which are use weekly traffic as an indicator between flagged traffic as indicator we can see that in us. Leave. But frequency per week has, for this week has slipped around 152,000 flight per week, which is equivalent to 80 point, 83%, from 2019 So it's almost quite high in terms of reaching the numbers of birds that can see we can, the country and if you compare with less than Europe. It is now this thing is 83,207 flat per week or equivalent to almost 60% of 2019 performance. So as this can see that the opening of their borders and activities within the country. Though the cases are still high. They have already contributed to numbers of flat fragments which indicate the high level, and travel recovery is taking place in both country and region. Next, well if we compare on the level of restriction based on the UN WTO, you have WTO to simply kind of recycle. Not America and Western Europe is at 30%, and this figure actually is only up to June, I haven't seen the latest figure, this usually come up every quarterly everything for the September is come up with September, but you can see that the restriction of the rest of Europe is only 33 compared to our part of begin Southeast Asia, which is at 82%, and 82% is actually number two in terms of the highest restriction, and the more one is actually honestly I mean, just covering, Australia, New Zealand, I think is quite understandable on that dimension but is 82% has been constant in terms of restrictions as it has created significant impact to our tourism and travel industry within the teacher can see that in the next slide. So, such high level of restriction has contributed to significant negative impacts of travel to travel and tourism industry within the region. And you may expect that at the beginning when the country when we started this pandemic in March last year, they expect that this could last within a few months but apparently it is not. And based on that restriction that we impose within ASEAN region, ASEAN experienced a drop of 80% of international visitor arrival in forget 20, where it was only at age, 26 million iPhone. And it's such not received from tourism sector, from many ASEAN country has been significantly dropped by 76% Compared to 2019 this finger is for 2020, and also followed by job, which

was dropped by 70%, due to problem of delta as well. And if you see the figure of flat frequency as compared with the US and Western Europe, even for 2021 our statistic is even lower from 2020. Currently, this our flood frequency for Southeast Asia region based on the data coming from KAPA is only 19,871 or only 34% from. So is still far away. The actual figure that we would expect from 2019 which I think that contributed to our performance months within the region is, especially for the industry because it's affect a lot on the travel and tourism industry within the region. Affiliation has been considered as the game changer, where we have seen the progress of vaccination in some countries. Some countries have already achieved significant progress in terms of vaccination, but some countries are also struggling in terms of getting the vaccination for the citizen. On top of that some other country half the population, like for example, Indonesia, Vietnam Philippine, which I think, though we have numbers of high vaccination rate. But in terms of percentage, those that have been vaccinated or still got the flu. You can see that in the next slide. In here you can see that some countries have achieved of herd immunity. Singapore first, and followed by Cambodia later also Malaysia will follow. But some other countries are still below the target, which I think it will take times in order for us to really achieve the target that we would expect and most country are expecting to reach 70% at herd immunity in order for them to really open their borders. And this country they have already, already have indicated readiness to open their border for international conflict, not only for a business but also for social or lesser travel which I think you're all aware about the development of Singapore facilitate travel and as well as the Phuket sandbox. Next. So, despite all of those equation in terms of vaccination in terms of cases, in terms of recognition. I would like to applaud you acknowledge that there are some positive developments taking place in the region, which I hope that will inspire more Border openings within the region through early preparation made by government, as well as the stakeholder trust. The first development that have already taken place is actually the focus on books. Currently, the performance has been quite good, of course, in terms of traffic is relatively low. But the most important thing for us to learn from. Phuket , Phuket sandbox is actually create as a pilot for country to learn, and update, how the appalling during the pandemic, and at the same time, you'll also reference reference for other ASEAN countries to really follow through this initiative, properly. And in here, you may see that the figure is the flow and motors and. However, in terms of cases, Covid, positive cases that arrive is also relatively low 28 over 10,000 visitor arrival. And then I think that's something that we could see that there is effectiveness in terms of filtering the, the traveler through requirements which is fascination, as well as the PCR test before they arrive to the destination. In addition to that, they have also indication, made by a number of countries that are considering to change the treatment of these COVID-19 from Pandemic to Endemic. And, for example, Indonesia is. Recently, the President have decided that we are preparing for the treatment for COVID-19 from pandemic to enemy by installing number of measures, including the contact tracing that has been mercifully being required to Indonesian citizen, and also followed by other countries as well Singapore also is working towards that direction, and other ASEAN countries will follow suit. In order to have the preparation for this endemic treatment . Next, Taking into account those positive developments happening within ASEAN, and other parts of the world. We would like to highlight the importance of safe border openings for international travel. Especially taking into account that 44% of international arrive within ASEAN region is kept coming from the Saudis. And second, if we learn from the development taking place in two countries that have already opened in early, for example, Singapore, and Phuket sandbox in Thailand. The response from the source market are relatively low. But of course, this, this has not been really material as for ASEAN

region because many of ASEAN countries see a requirement, requiring their citizen when they go abroad and go back to the country to have to apply for current in when they arise in Indonesia we have a base current requirement for those who travel abroad from Indonesia. And of course, some other countries are not also allowing their citizens to travel to international. And from here, we actually expecting that the ASEAN travel corridor arrangement that is currently being finalized by the task force and a lab, under the Ministry of Foreign Affairs could enlighten us in terms of the reopening of border for the ASEAN region, especially to facilitate business travel. And also, hopefully, to also facilitate the leisure traveler within the region. but currently, last week when I receive information from the Ministry of Foreign Affairs of Indonesia, who is chairing that committee, the ASEAN travel corridor framework arrangement is only focusing on for business and essential travels, and it is, it is also only a guideline, not really. document that binding to all ASEAN countries. So, this is only a reference for countries to open. We certainly hope that this could be also followed by countries so as to minimize differences that is happening between the country, what we are proposing in terms of the travel corridor of course, we are proposing that if there are traffic between no these countries, or destination. Pre departure and arrival taxi testing could be any moon. Fascinated travelers would be expensive, exempted from the quarantine requirement, then self isolation for on the waiting of visit shall result of PCR test on arrival. Then we are also hoping for this source country within the ASEAN countries itself. To put no currently requirement for returning travelers that travel to those the destination was we currently still not existent on how this which auto completion of testing procedure is taking place, each country has their own requirement, which I think somehow is quite confusing in terms of market, some are adding for example 48 hours before departure, some others are requiring 72 hours before departure. So I think those kind of differences are already in existence, in, in the requirement, which I think, as delta is proposing that to have that become become. The other thing that we also handed in policy is actually common faxing documentation for his verification which. Currently, most of the vaccination, documentation is on. And that is, yep. harmonized process, who have that being recognized in ASEAN countries, individual country has put different requirement also, which I think would be good if that could be harmonious. And the other thing that we have also issue that could be happening in the near future is actually the common health passport or Travel Pass, which currently, if it will contain everything still require its own application. But there is not yet available on how actually that requirement would be harmonized among ASEAN countries, which I think I will I will highlight in the separate presentation as statistics. As we move to the next slide. So in line with that requirement actually international organization including IQ, the internal sales organization and encourage use of risk management system as this basis for imposition of transformation where there are numbers of potential couple failure, such as the prevalence, which is seven day cases per 100,000. Which type of is actually 25 cases per 100,000 case. Second, on the test positivity rate, which is 5%, as the cut off with the goal being below 5% for the test. The third is actually testing rate. Well, he still has a testing capability of 250 test per other 1000 people per week, and from that cap of polling. It has identified that there is the possible color coding, based on the condition on failure, solving. So the origin state or area below it is below the cap of failure of one or two above. Orange is origin state, Aria is below the cutoff value of one or two of both, but not both. Rare is, if the origin state or area exceed the cutoff value of one and two, above, and gray if there's insufficient data. So if your requirement of traveling between Green to Green, then there is no restriction or no requirement. If from Orange, it could require a passenger class located forms or testing, but not reforestation and if it's red, or gray, then it can put restriction for driver movement,

dependent on symptom exposure or MMR. So I think this kind of references guideline is available internationally, which is also align with W H O requirements. And this could be a reference for the board, reopening for the ASEAN region next year. Some countries have free open their border for international transfer, and there are certain, certain requirements, and to be eligible as a certain type of traveler traveler would require to fulfill certain requirements. And from that point of view in the travel and tourism industry must aware and understand, on how this sob so as they could facilitate the traveler from origin to destination. And, of course, At the same time, the travel, dummy, have to be abide by certain requirements from the origin. During the international transport of international travel in destination. Then, when they get back to the home country, and at the end, ultimately, we are hoping that all these quarantine requirements would be taken out. So as there's confidence for travelers to see their destination. And as Santa is currently focusing and Hereford on this last week, we have already a task force, or ASEAN border opening by in fighting Phuket sandbox, and Singapore VDL, and we are trying to identify what are the common requirements or common principles from those two destinations. Next step will be more focusing on the SOP so as they can really identify what are the common requirement within SRP so as destination will also have at least similar SOP that we can apply in each destination so as to minimize the confusion of the the traveler within the region. And next slide. You can see that from Singapore of EDL. And there are this key requirement on the left side, where actually there are requirements for traveler coming from two countries, which is currently, Germany and Brunei, they have to be in Germany or in Dubai for 35 consecutive day, they have to be fully vaccinated. They have to fly with a dedicated flight for Singapore they have their CDL flight. They have to cover with life insurance for medical treatment, as well as they have for fine bzfs, which is departure arrival day three, and day seven, in order for them to be eligible to have no quarantine requirement within Singapore. This is our fourth Singapore fifth year, and we move to Phuket, in the next slide. So in here in the next slide, cukup identify more countries, like in Phuket SAML, based on the 16 hours information there are 70 countries of origin identify within the Phuket sandbox, that could be eligible to arrive, or to join, to come to Phuket their requirement also on direct flight insurance coverage is much more higher it is, USB 100,000 Same for COVID-19 recommends the same requirement for fully facilitation. And, of course, there are also requirements for PCR tests, pre departure departure, and some other days after they arrived in Phuket and our other destination. And from here, in an aside, theatres of performance up to two days ago, the number of rifle has been around 35,800 For arrival in Phuket with all these direct flights. And if you see the cases, itself, number of positive cases is rapid flow as I mentioned earlier, is around 20 out of 10,000, I think, is clear to confidence for countries that are planning to reopen the border to see that the measure is quite effective. To really filter those travelers that would come to the destination. So, next one. So, here we can see that there are numbers of former requirements that are already in place for both destination. It will stay in the country of region oxygenation, application of in Thailand you have certificate of entry, but I was told that it will be taken off, then also for Singapore, we have to apply for Singapore PTL, then there's a dedicated flight CPF like for Singapore, as well as that request, or to get coffee, insurance, as well as the PCR tests that are four times for both destination. So, on top of this type of requirement. So, in the next slide. As I mentioned earlier as Santa is organizing the taskforce on safe border opening. And you see that there are common from the last half of that we have, we see that there are common requirement for both existing in ASAP these. And, as you know that from the number of restriction in the world. Many part of the region in the world are already open. So for us, is really currently is only two. So in order to

strengthen the appeal of the region. What we recommend to both destination is actually to work together to try to have to incorporation in order for this to carry appeal stronger Sanctum appeal in in the world. So maybe current notation that is possible is actually for those traveller from, say, Germany, going to Singapore, they can right away go to perfect sandbox with minimum requirement, I think this type of arrangement, are suggested to the existing arrangement, and currently private sector, and also the NGOs. We have already configured as requirements, and we are hoping that from the private sector entity we are working towards that direction and this course, could also be followed by other destination apathetic, like for example, we have been to Bali, Indonesia, recently we have Langkawi cmdlet in Cambodia, as well as BookBook in Vietnam, so I think this time around, is, is recommended for other destinations to follow suit. Next, honor to have that. From below for the region harmonization of this assessment and methodology methodology and standard testing and quality and procedure is required to boost traveler competence within the region up common base assessment level help documentation, conduct testing and vaccination, which at the end would be able to relax. The next thing important the requirement, especially for those coming from lolis country, visiting lower risk destinations. Understand that the establishment of this corridor arrangement, at some level would be sometimes and Aseanta is currently actively undertaking consultation with those countries that are ready and have plans to open their destination, through reference secondary and government engagement. It could begin with those that are ready countries, and follow by destination through bilateral financing to smooth travel experience and reduce or avoid funding requirements in both destination and home countries. And with this we can improve the assurance of travel and confidence, have defeated the country. Next, can leave you have multiple types of several documents needed, and currently what we are doing is through a process and through an offer process verification is insecure and exhaustive exhaustive. And for that, I think we need longer time to do we undertake checking and there is a big risk on fact certificate or falsifying document that is given by a passenger, so as to minimize that situation. Next, Aseanta is proposing to have this common digital health transport protocol as single toner for COVID-19 health records, it currently is only available in the third world countries, not yet. Linking with others, not at the same time there is not. There is no also unifier of being recognized, due to a certain issue, which mostly the cross border data privacy. Next slide. So I can complete my last slide. So this is the digital have credential that is available in countries, I identify five, namely think Singapore, Thailand and Malaysia, Mysejahtera, and they are available in the in the countries, and currently there is no unifier of all of this. And most of the cases is actually issue on cross border data processing and Academy. As you may notice in the beginning of slide, we are tasked to identify this possible digital platform for or translated to this traveling within the region. And we are still working on it to find, identify what will be the best solution that we have, because it's called a cross border data privacy issue is still in existence. We have, for example, our data transfer class, but it's still not many countries that have been adopted, either by purpose as the unifier for all this requires. So I think for this Aseanta is still working in progress, we try to identify we will have a taskforce meeting to discuss this specifically in two weeks from. So I think that's all. My presentation this afternoon. Thank you.

**Kristin Dian Mariano** 2:30:36

It feels so much for the very informative presentation. We will now have our q&a portion with all of our speakers. Participants may also raise your hand if you want to ask your questions, vocally, for say what the SIR up Eddie I want to ask you since you are from the ASEAN. Since the COVID 19 pandemic

appears to stay longer with emergence of various variants. How will this impact the future, travel and tourism. Do we see a sea and travel bubble soon to promote tourism in the region, by the way that's from Thorin from Cambodia.

**Eddy Krismeidi Soemawilaga 2:31:23**

Being the confidence of government, to really reopen the borders is really still developing at narcoleptic stage. For example, the case of preparation for the Assam prepper corridor arrangement, which focusing on business travel. The Declaration of this is actually in November last year through the sun. But in car in order to come up with a document which is non binding document negotiation among countries is quite heavy. I was in sales Canada before, so I'm aware on how the discussion taking place just only to develop a common guideline. But as what is Santa doing right now is. Yeah, we are starting with those that are ready first. So we start with, for example, Singapore, Thailand, and we try to come up with, identify certain possible from both destination. And from that both destination, we will come up with a reference that we encourage to all countries that are going to open to really do a similar arrangement so as to minimize our requirement that's one second. At the same time we also have to be open the border for their own citizens because 40 plus percent of international arrivals within ASEAN is coming from ASEAN itself. But currently, traffic within ASEAN is not happening. No, we can look at some of our example there is numbers of Assam country recognized that allow going to four, okay symbols. But those Camry, are not allowing the citizen to travel abroad. So, I think still struggling on that issue. So I think we need to have good way to have this, we start we have to start with two, which I appreciate. But we need to expand and building the confidence, the government, as well as the traveler itself, step by step. So I think by the end of this year could be additional two or three destinations that will be reopen their borders. but I think we still tend to think, we still have to wait for sometimes to really have all countries to reopen. I think that's what we are facing right now.

**Kristin Dian Mariano 2:33:48**

How about you, yes you are originally from Germany, in Europe, the European Union have sets standard travel measures and requirements for its member states. Do you think we can emulate that here in Asia or at least at the GMs.

**Jens Thraenhart 2:34:07**

I don't know if I can answer that question. I mean, I think I think we need to recognize that all parts of the world are different, how they act and obviously we can see that, but I think we can learn from different measurements, right I mean I think the book had sandboxes as he said, and I think you as well. I think there are a lot of learnings that can be taken out, and might be able to be adopted in other parts of the world as well. Man, I think as relates to Europe, even, even Europe is very diverse in terms of how the situation is. I think that the advantage that we see and Asia is is that you know when you look at Europe, I mean here in Asia, I mean I mentioned before, I mean I'm now fully vaccinated, but I think just a few weeks ago I didn't know if I ever get vaccinated. So, so I think here, you know, if you get, get the chance to get vaccinated. Everyone is pretty much doing it. I mean obviously there's some pushback on vaccines from, you know various countries and so on. Some of them may be more preferred than others, but I think when you look at Europe, I mean, people go on the street because, and even Alton in North America, where they're pushing back on health power, they're pushing back on

being forced to be vaccinated, and so on. So I think we're dealing with totally different dynamics in Asia, versus Europe. And I think that, you know, it's important to realize, you know, so So, things cannot be just bluntly copied, but I think learning, learning is can be adopted, potentially.

**Kristin Dian Mariano** 2:35:47

How about that Zakaria, from the perspective of the government is Malaysia open for having a standard travel measure with other Asian countries.

**Zakaria Mohd Nani** 2:36:00

Of course, in the spirit of ASEAN, we are already to be have to have a standard of no magic because we are working together to promote ASEAN as a destination. To the outside world. So I don't think we would like to be left out behind, but we think we believe, like, we believe in doing it together and prosper together. Thank you.

**Kristin Dian Mariano** 2:36:25

What are your predictions as I am, I'm asking you this because you just opened Langkawi, what are your predictions, since it is not very long since you open Langkawi for local travelers, what are your predictions on the rebound of tourism. Do you think that you mentioned, revenge travel earlier. Do you think that leisure travel will bounce back.

**Zakaria Mohd Nani** 2:36:54

I'm very sure of course because we, we are not seeing each other for so long. I mean, the tourists are looking forward to come and these the travel industry have been, I've been waiting for portunity to rebound again so it's all about, as we said it's all about mobility. Once the government allows every so that's why we start with domestic first, where we allow Malaysian to experience, tourism and industry people to sell the Malaysian first, and we see how this division is like, we start with Langkawi, it looks like it's a good success story. The, everything is under control, and for that reason we believe to open up more, but once we open up more, and we see that domestic is under control. Then we look into the international international borders to be open. And listen, this is also while waiting for other countries to accept us to have this reciprocal terrible bubble. So in the meantime, we focus on domestic travel, and hope that by the time that our people are ready. Our industry is ready, we really want to go out and also receive the two recesses in time. Thank you.

**Kristin Dian Mariano** 2:38:03

Nice answer. Jens, you were unable to answer some of the questions earlier, and I personally wanted to ask you you mentioned in one of your previous interviews that you don't really like the term travel recovery, and I am hoping that you can share your interesting answer here and why you don't like this term.

**Jens Thraenhardt** 2:38:25

Well, I mean I think when it comes, I mean words matter in some part but I think in the end, you know, when you look at the word recovery, I mean, it basically says that you're looking to go back to how you were before. And as I mentioned my presentation I think you know how tourism was before the

pandemic with, you know, overcrowding and, you know, imbalance, I think there's a lot of stuff we can do better. And I think so. A resetting of tourism as a word might be more appropriate. And that's also why, Why, you know, even before the pandemic I mentioned my presentation, you know, we've been looking at, you know balance tourism that concept of really you know kind of finding the equilibrium, and looking at the inclusive growth and all of that, I mean all these things are not foreign, but I believe just the word recovery. Just looks at a very, you know comic fast and nonstrategic approach. Whereas I think we need to take into account, you know, sustainability, climate change, and all these other components to make sure that, you know, we leverage this opportunity now to make sure that that tourism is better than we than it was before.

**Kristin Dian Mariano** 2:39:44

Um, yeah I agree I definitely agree with that because we cannot just go back to how things were. And COVID definitely changed even my priorities. If I will be able to travel again soon, like I'm being overly concerned with safety and cleanliness, using digital wallets for transactions. What are the post COVID Travel trends that you are seeing your sector. Yes,

**Jens Thraenhart** 2:40:17

you're asking me. Okay, yeah. Well, I think, you know, everyone's kind of talking about you know more Experiential tourism, more, more, you know, experiencing a community's role of tourism and so on. So I think I think there's obviously something there, where people say yes I mean I want to go back I you know I want to have experiences that might not, you know, be the mass tourist experiences. And again, I mean I think that's that's on one hand, it's nice. I mean, one thing that I always tell people, I mean, we can look at the, what's happening in China, you know, I mean, China is 1.4 billion people, I mean you have a, you know, massive population that is traveling domestically, and, and so I think not only is a huge domestic market I used to live in China for five years. But, but also, it's obviously a massive outbound market, and in a lot of destinations, a lot of travel companies are expecting that China will be the saving grace, once, once it then opens up again. So I think you know, we can see a little bit of what's happening in China how people are traveling. When I talk to people, you know, in hotels and our, you know provinces union in Guangxi. I mean, especially a little boutique hotels. They are busier than even before COVID You know, so I think there is a trend that people are looking do that. On the other hand I have to say that I mean, there have been obviously cruises that have sold out in a few hours, right, I mean I think in the end, and I see a message here that in the chat there when someone says it's impossible to control the greed factor and overcrowding. I agree with that, I mean it's it's. If you run a business. You know you're looking to survive, you're going to you know put people in your hotel or in your restaurant or whatever you do, so I mean, it's a little bit harder for operator to think and around managing that, you know, because they need to put bread on the table. So I think that's where governments come in to really build policy frameworks that on one hand obviously help these businesses to survive and to restock on the other hand also protect the destinations and manage destinations better.

**Kristin Dian Mariano** 2:42:46

Thank you. Yes. How about you Pak Edi, , since you are from AirAsia, what are the travel trends that you are seeing in your sector

**Eddy Krismeidi Soemawilaga 2:42:58**

in terms of tourism. I can travel tourism cannot be replaced by anything else, like for example, like, meeting, meeting, we can we can do meeting back to zoom this time, But tourism cannot be replaced by mutuality reality or something they want to do the experience, whatever destination, or if they work in transport, they want to really see the finance and etc. I think that's one thing. And what are really hindering or people to really travel is actually now. Of course the requirement is being imposed, if I may use the example of Indonesia, for example, because I work in Indonesia In Indonesia, actually, in terms of traveling, even when we have highest restriction, being placed to their cafeteria, for example in July. There is no restriction for for flights to travel, they just put additional requirements for people to fly. One other requirements, mostly vaccination. Second is the assets for domestic and PCFs in Indonesia to travel is equal to pay the price of the ticket itself. So you can imagine, so if you want to travel to Bali for example you have to have double price because you first have to cover ticket. Second is to cover PCR tests. And because of that cost, at the same time they're not the economic situation condition within the country. Many people are also going now. So the ability for people to pay that kind of price is quite limited. And this is a back and forth. Going out you have to be car going back to the car, so I think the price is much higher. But once the price is going down. Like for example now requirement is reduced to antigen, which I think is only in Indonesia now antigen passes on the \$3.04 Pass is automatically. Most the travel. People are what we call as new normal. Actually, as if it's coming back to the normal situation as far as, as if there is no local people. And people tend to forget. I think there's one in the back of course, there are a lot of people that are having concern worry that's on safety and and many people also are tend to forget what are they experiencing. Therefore, in return. Now, police are watching all this cloud, just to, to check all the scrambler to happen because people attempt to, you know, socialize and get the club because they are enjoying by themselves. So I think that's the fact I think in terms of a situation that we are having so in terms of recovery. I think you can see in Langkawi because I also following along Cali in terms of flights. Suddenly the flight is increasing and it's also open to women in Asia. New Year holiday last year when government allow for people to travel and government provide incentives for traveling by covering the airport tax is just, it's suddenly a fight, all the traffic, and even for us for AirAsia, the lack of empathy. During that time, because so many people are traveling, and the impact to that in January and February, we have the second waves. So I think that's that's the thing, but now we are we are more more safe, because there are fascination. Rich, I think they reduce the, the effect, the effect of the cases. But again, even with fascination we still carry still can carry coffee. So I think that's what we actually is.

**Kristin Dian Mariano 2:47:12**

I would just like to ask you a follow up question and that because WTTC said that quarantine and testing protocols are roadblocks to reviving tourism because they make people hesitant to book, and you mentioned in your presentation, a while ago that yeah you don't really agree with quarantine, from, from going back quarantining of people going back to their home country. What, what about testing. Once we achieve our vaccination target. Will we be able to do away without testing, or is it permanently here

**Eddy Krismeidi Soemawilaga 2:47:57**

in different government we put up a requirement but, for example, UK now UK is planning to get PCR testing when they get back for the country. But in ASEAN, I believe their requirement of testing is still there. I don't know when it will be taken out. For example, correct me, Mr Zakaria if I'm wrong, visiting Langkawi We also plan to have no testing, actually. But at the end, you have testing and therefore, before you need, then you have to test what was the point in Indonesia we have testing before we come to airport that requirement for since the beginning of it, and I didn't see any like that, the government will take out that requirement. Even now the government is planning how to reduce the price for PCR test, other than to get PCR stripped from the requirement.

**Zakaria Mohd Nani** 2:48:55

I think it is about how the plan goes, you know, when we start we try to do this. Who knows, and after one month of like, perfect, we mean perfect results. So we may realize that you may not be necessary but it's just my own opinion but in the capital when you say that, I believe, it all depends on the government policy. Yeah,

**Kristin Dian Mariano** 2:49:20

right. So, there is a question. What are the significant changes of the in the tourism industry post pandemic Zakaria? significant changes you've seen in the tourism industry.

**Zakaria Mohd Nani** 2:49:41

In Malaysia, or in the

**Kristin Dian Mariano** 2:49:44

lets have in Malaysia. I mean,

**Zakaria Mohd Nani** 2:49:47

industries changes I mean, people are now beginning to understand the importance of adhering to the norms and things like that, taking making sure your safety because people are, because in the past, when we open up, there's always be cases you know where the when we open up little bit big cases of because we may be, we either we refuse to understand, or we did not adhere to as we'll be sending but now people are more educated and more concern, or more conscious about making sure that we are serving care people around us, our children and everything. That is why some time where they support unity to do something, something that is not right. People choose to do the right thing rather than when they are, they are opportunities to break the rules, I give you example, today is my, my youngest boy birthday party. So I told him that we the whole family's been to dine out, but my daughter has been vaccinated, but not enough days. So I told her, why don't you just declare you are under age, I mean below 18 Because she looks like a young, a young girl, you know, he's, you know, it is not about, I can go through that or not but I must have feel that I'm not safe if I'm doing that. So it was about the Civic of understanding where you're going, I'm the one who does not do that. But you know, is the people are getting more civic minded is more cautious about moving around, especially the younger generations, they read a lot and they understand and they know it is not about just about yourself or people around you and you know the family that you love should be, should be a safe, like children, I mean, people who have elderly parents in the hometown, they choose not to visit them, because they believe that

they're the most vulnerable age, when a wait for the right time when you're the whole family's okay that we have, or else if you break the rule, There, there are some cases we had like the whole, the there's this big family, who are living in different houses, but suddenly all of them were positive. So we check they came to assemble their party, you know, things like this because this news spread and educate us that, you know, If you love your family, don't see them. It's not about you love your family, try to find ways to see them. So, people are more irrigated now.

**Kristin Dian Mariano** 2:52:01

Yeah, I agree and we are a bit more responsible in that way. And happy birthday to your little boy.

**Zakaria Mohd Nani** 2:52:09

Thank you. Yeah.

**Jens Thraenhart** 2:52:11

Jens. Would you like to add to that, what are the changes are that you see in the tourism industry post pandemic. Well, I mean I think I would agree what, what has been said I you know I think in the immediate term. People will play safety and health, a very high, obviously, you know, so I think there'll be careful I mean as Mr sacker I said, you know, the people will be more conscious which you know at the beginning, there probably wasn't the case but now I think people have learned that, You know, if you're not careful, then you know that that can harm you and your loved ones. So I think operators, you know from destinations to airlines, hotels, restaurants and so on, obviously have reacted. But I think what's lacking is is that consistency. It seems like everyone is doing, you know, their own thing, or their own interpreter interpretation, just to tick the boxes or in terms of the policies that are out there. I mean sometimes, you know, you go to a restaurant I think we've all the experience that where, you know, a waitress that clearly doesn't know why she's doing what she's doing, you know, in terms of the health measurement is doing something, or you go into a restaurant and you know, you basically you walk through the, the temperature measuring station, you know, maybe you didn't see it or whatever or, you know, some people don't, you know, kind of run after you or something so I think there needs to be some vigilance and some and some consistency because if not, yes I mean someone may walk through and don't cheat, check the temperature and probably nothing happens but if someone else sees that and puts that on social media. It could affect that that business that company that brand, and even the destination. Right, I mean, as we know, Chinese travelers can be very fickle and, you know, so if something gets into into the right or wrong channel so we want to see if it could make an impact. I think right now it's, it's, it's obviously a little bit too early for that but I think there will be a time when travelers will evaluate you know if a destination is safe or based on what is being said on social media.

**Kristin Dian Mariano** 2:54:49

Edi, anything to add to that.

**Eddy Krismeidi Soemawilaga** 2:54:52

Mm from airline perspective here. First thing, in terms of planning for travel. Now people are much shorter, in terms of planning, not like before break off it. Now, to go back over, you might plan your, your holiday maybe in advance, are maybe six months in advance. Now for short destination. Like for

example as the destination or reservation nation in in current time. Most people are planning on the week, maybe two weeks, or one week maximum I think that's one of the characters, because they're not sure whether they can really fly or not decide because of the condition of the situation, and the situation will still be like this, I think, for years to come because until these reports are coming. Secondly, to be now travel independently in small group, they don't want to be in a big group, because they want to be released. Maybe the biggest group will be family. But I think in terms of fans, and I think that title will travel, what they know, other than to have in the package thing. That's the other thing that we also look in terms of this. The third is actually, they tend to be visiting more on the other facilities or on nature Beach is for them it's much, much more server, other than visiting things in, in North Kumi in the current condition also there's also limitation for us to activities in north. So I think there are two things that identify what is happening in terms of travel, think of it, situation.

**Kristin Dian Mariano** 2:56:52

Thank you, Eddie, I think I need to I mean I will be traveling solo or in smaller groups for a while. I also would like to ask you, we don't know when the next pandemic will happen again, knock on wood, how can we make tourism more resilient, so that we don't suffer the same hardships in the future,

**Eddy Krismeidi Soemawilaga** 2:57:16

thinking. We can even now new variants always pop up. If delta and there is new and there is the variant that really contagious, that even now, covid now can fly. So many information that you have already. So in terms of new pandemic I think we have to meet new AV. And currently, what we are having right now is really a learning point on how we have to be really survived. Again, I think I may use in my case in the airline industry, for example, and I'm going to solely depend on passenger. We have to be really expand or diversify our business to also cover other things, like for example, cargo auto district. Because once you have to travel, and people start to buy anything online. Shipping logistic are becoming important and I think that would be similar situation that would take this in case because bigger pandemic. Coming up, which I hope is not happening. But I think that will be things that we are looking at so we have to delete that because if I am personally also for the person that are experiencing coffee right now, especially in industry, they have to have other attorneys have expertise or skill because solely depend on tourism alone will not guarantee that we'll be able to supply. There has to be. Now, there have to be, maybe, maybe, I think knowledge or skill on entrepreneurship, or they have to have skill on many financial, on the other thing, which could ensure that they do survive within that situation. So I think that those two that I could highlight the distinction, the medians and Zaccaria has other thing. Thank you,

**Kristin Dian Mariano** 2:59:17

Zakaria you are in the tourism ministry, how will you able, how will you able to be to make the industry, more resilient, so that we don't suffer loss of jobs of tourism workers.

**Zakaria Mohd Nani** 2:59:32

Yeah, as we talk about the, the lifecycle of these tourism industry involves so many people have many levels and expect. We really want to, to push us to gain the confidence of traveling by telling people Casey look Langkawi is fine and everything is open, and we want to be must do a lot of promotions,

and we've been aware of these things that you can do to bring your family out because you know some people are still afraid to travel but majority already because the moment Langkawi is open. People like you know, really look forward to, to be there. So now when more destination is open, we have to, while we try to promote and encourage products to be presented to the public and to make the public experience tourism, we must always keep on reminding them save to rebuild tourism safe travel, the normal norm, the new norm, please take so we start inculcating that thing in that new culture in them. I think we should start believing that this is the new way to live, which means you can still go around, you can still enjoy yourself but always remember. Take care of yourself because if you love yourself you know people around you, be don't be naughty. Don't try to forget about things like that they sometimes we encourage them to use travel agents, because they want to be our role is to remind them about the social distancing about this sanitizing face mask some people forget, but now I think most Malaysian are already knowing that these are the tips of the rules of life, lie sometimes you're now about to start this NGO memasuki runway and you know there's a bee accessories in you, laughter is your like laughing Sybil wherever you go and try to be a doctor what but no, now is every bit so normal so if you do if you even start your car somewhere you have to go back home and make sure you cannot leave your house without a mask. So it is a culture now.

**Kristin Dian Mariano** 3:01:36

Jens, this is right up your alley with the pillars that you mentioned before how can we make tourism more resilient.

**Jens Thraenhart** 3:01:45

Well I think resilience is created through partnerships and and in inclusivity so I mean I think from our standpoint, you know, we created various initiatives like our experienced Mekong collection that I mentioned, and other ones where we look to really engage the small businesses. And, and the communities but also startups, entrepreneurs, together with, you know, existing larger businesses and the public sector. So I think that's when you create resilience, I do agree with, with Eddie on upskilling and rescaling. I think that's important. And also I think it's important not just to be ready for a pandemic that may hit the so that people are not suddenly unemployed but also I think there will be a shift in skill set that will be required. So I think that whole process in terms of digital transformation, I think, you know, is critical. But, you know, I still believe it really comes down to making sure that, you know, residents, communities, small businesses, you know, everyone is engaged in that process. And then everyone has a stake in it, and I think that what makes a resilient community and resilient destination

**Kristin Dian Mariano** 3:03:09

right spot on answers from our speakers as, as you can see, travel reporting, it has so many sides, it has so many angles. I would like to thank the speakers for those informative sessions. There are so many interesting points raised my notes are full. I will be teaching some of these on Monday. FYI, the recording will be available later, so you can go back to it for reference, and story ideas. So I guess that's it for us. I will hand over the baton back then.

**Danny Yong** 3:03:46

Okay. Hey, I think there's still a number of questions, I lost to let our experts go without answering them because it's so exciting, so interesting, the questions I've been asked and the answers as well. So were there any more questions, I think, I think they were right.

**Jens Thraenhardt** 3:04:08

I think I already asked some, some of them,

**Muhammad Adib Faiz** 3:04:12

some more just coming in. Let me just give you, let me just give you a minute. Sorry, because it's quite a bit. This has been quite interesting. A lot of people very, I know. Okay, one, just one moment. Give me one.

**Danny Yong** 3:04:30

I'm back. I want to ask a question actually. So, the especially to buck Zaccaria and, and, by extension to the rest. How are the government's working on this on the government the government level. I know that as your initiative from before this obviously been derailed by COVID-19. Can I have you guys comment on that. On the government the government bases to kind of initiative they can, they should be taking.

**Zakaria Mohd Nani** 3:05:01

There has been talks and discussions between governments of different levels. But of course, both sides, normally, well what do you want to open borders, they are concerned about what's happening on the safety part for their people and for this country and so on. These are these are the only two toggle for that, whether it is safe for us to collaborate, or we wait or things like that. But in for Malaysia, we have the immigrations the Foreign Affairs and the tourism ministry sitting together and talking with the other countries on when can we open by whatever it is, we always look forward to open as soon as possible because it is so good for people, everyone. Thank you

**Danny Yong** 3:05:51

have any comment from Edi or Jens

**Eddy Krismeidi Soemawilaga** 3:05:55

For me, frankly, in terms of ASEAN as a group that is there's not yet, things that come up concretely, and so far in terms of how the engagement would be is in the simple case, for example, when we talk about the health application. For example, in Malaysia, you have my say data. And in my hunting unit in Indonesia we have to me in Thailand have what they call a small problem. That requirement is still being put individually as a country. And it was a nice for us to really can support or facilitate the international travel. Because, can you imagine that, for example, people coming to this part of region one to go to more than two country. So they have to install this application, That's one second, simpler case like passing the passing certificate. Now, if you are outside traveller, need to be registered properly in the system to the system. And it names. This formulation I think five days or a week. So you can imagine just guarantee that you have been vaccinated. It needs to have one week to for you to be registered, why it is important, a simple case in Indonesia. Now, if you are want to go to a shopping

mall, I think, in many countries, you have, you want to go to a shopping mall you want to go to sport, you have to scan your application. And if your application is not in relation application, then you will not recognize them, you will not be entitled to go in. Simply establish, So they have to be really talking together to all these different applications. When I spoke with one of the operator, which mostly. I checked whether they have already talked with other countries. Unfortunately, they have not really talked with their counterpart in other countries. I think there's still a big issue on that. Well, I think a lot of things will depend on this because, of course, different reaction from different government is creating all of this. I think this kind of simple issue to be really resolved on how we can really bridge that situation. And at the same time, when we ask, can we have somebody at the regional like for example, in European Union European Union, they have youth health digital health pass one, and everyone can use them. But in here in ASEAN I think there is no such thing, because when I spoke with one operator. Oh, it cannot be done like that by the because it creates a cross border data privacy, which we are not allowed to share with other parties outside the country. So I think that kind of issue is still happening. We can we can imagine how, how the situation is resolved now find in as a part of an association or so, like to create. Why don't we have a meeting altogether so you can have identification, what required from you or from them, and what will be the possible option that we can have. I think that's one thing that we can do as an association, and we will not have been criticized by some people that, why don't you wait for ASEAN I said, it will be too long for us to wait for for ASEAN, we wait, we just start with my whoever ad. And it can be a precedent for us, and everyone, and others can follow later. Once they are ready. I think that's our approach.

**Danny Yong** 3:09:55

Yeah, that's precisely the conversation needs to get started because it takes time to get consensus. Jens. Any comment from you

**Jens Thraenhardt** 3:10:06

no I only think anything really to add I mean obviously I'm, you know, We work with six, governments, and, you know, everyone is obviously looking to see how they can collaborate, but I think you know, as he said, I mean, it takes a long time then for the government to really drive that because their bilateral relationships and politics involved, and all of that. So I think, you know, Eddie's approach I agree is the right one.

**Danny Yong** 3:10:38

And this is pragmatic, isn't it, Kristin, I hand it back to you. Yeah, I think they're similar.

**Kristin Dian Mariano** 3:10:42

Yeah, very quickly, um, there is a question from Sasser of Tempo in in from Indonesia. Before the booming of Delta variant in Indonesia Indonesian government insists to opening some tourist destinations such as Bali. One of the program prepared by the government is work from Bali, work from Bali and vaccination tourism. But there are some debate about the policy, people are worried about the spread of the virus, what do the panelists, think about that, I think, Eddie, could we start with you since you are in Indonesia, I

**Eddy Krismeidi Soemawilaga** 3:11:24

think that's correct. There was a program, made by government, to encourage people because not everyone cannot go to office, everyone go work from home. So rather for other than for you to work in your real home. Why don't we have some inclination to stay in Bali or in other destination and stay for stay there for long, which I think many of my friends after doing that, even up to now, they stay in Bali for months, because the RAM filler them in Bali is now going quite cheap, so they can stay for long in Bali, without having any incident has it. But, again, I think in terms of that measures. It helps for certain industry, and certain people for sure. It's not, it's, it is a massive movement. It's very scattered movement, and at the same time meeting valley itself, there is restriction for people to travel outside. So I think the measure is helping the industry, in some way. But at the same time, there's also measures to really limit the spread of that pandemic in by although I admit that in Bali, after the death of Aryan the case is going up, but I was told that the case is going up because many of those because of the religious event in Bali, where people try to gather going to temples together. I think that's mostly the cases, not because of going out. So I think that's my, my response.

**Kristin Dian Mariano** 3:13:22

Jens. Anything to add, I mean, Thailand also one of the prime destinations for digital nomads, and they started this replication scheme as well. So, do you think that it will spread the virus. This type of policy.

**Jens Thraenhardt** 3:13:42

Well, I mean I think it comes down to how people react, you know, if they if they adhere to the to the policies, it's like everything, but I think if the right measurements are in place, I think it can be very powerful. Right, I mean I think the first country that actually implemented such a program was Barbados. So Barbados. Did the welcome stamp program. And I think you pay around \$2,000 You can bring your, your family and you stay for a year so I mean it was very popular for people from the UK and from the US, I mean, as you know being UK is a prime source market for Barbados, or the US and Canada. So, you know, Canada is cold, you know, UK is cold, after the US are cold. And, you know, so it's a nice place to just, you know, spend a year, and now actually that program is being even extended because you know what, what they have learned as well, you know, people. It's obviously lower footprint. People do spend money, and they don't take a local residents job, you know, I mean that there are certain requirements to that. And, and I think that other countries have also emulated that I mean Malta just I think the last week came up with their version and there's Croatia and there's other countries that have done that. But I think you mentioned Thailand I mean what's actually interesting, was Thailand is. There is a companion companion is obviously famous for the full moon parties, and the I think the three plus weeks when there is no Full Moon Party I'm talking obviously pre COVID. The, the island is empty. And so they were able and it's a beautiful island, I mean it's of some way. but it's a great deal, you know, it's beautiful. Probably one of the more beautiful islands in Thailand. But, you know, obviously, Full Moon Party that's extreme. And, you know, if you if you like taking drugs and drinking hard and partying all night. I mean, that's perfect. But the other three weeks, basically the hotels are empty. So they actually positioned themselves as a digital nomad have no influences were there, they open, open co working spaces. And I think the piece around that the learning is it's not just to open up and say like, okay, digital nomads can come, or whatever, let's say community group, but you need to build that a community to create a sense of belonging to build infrastructure around it.

Right, so I mean if you're looking to bring in influencers or digital nomads bloggers and so on. You know you want to have co working spaces, if you want to have more retired people you need to have infrastructure for that. So it's but it's I think a very interesting strategy, especially now. And then, if the measurements in place I think I think they act just like residents, and is spending money. So I think it's a it's a brilliant approach to bring money in not taking a job away from a local person, but yet also creates more sustainable tourism approaches because these people obviously today want to explore. Also the local culture and don't want to be embedded in, in that so I think it's great. How about you Zakaria. What do you think of work from Bali and will there be a work from Langkawi?

**Zakaria Mohd Nani** 3:17:23

I think this is an amazing idea is a great idea that that will make people feel so much better when the price is low, and you can, you can also I mean if it is from both sides, while you create the demand in the low demand and you also have possibility of taking vacations or doing your work in at a very low price but the me listing will work. I mean, in the early earliest stage that will be the level of confidence, because at that time, there's not many people who are fully vaccinated, like you will be like for, maybe, maybe the person that come is not fully vaccinated, I mean when it was fully introduced the first time, so people around you are not fully vested but now when so many people are fully vaccinated their level of competency is high, I think there'll be so much takers because the idea is great right except maybe now when people are starting to travel and orders are open, it could be more pricey than before. At that time when he was newly introduced this day you have to balance between cheap, but may not be that safe that kind of thing but, but, in conclusion, it is a very good idea, you work from home, in a nice resort. Nice on Beyonds we know so much nature around you work done and you're happy, you're not allowed to move too much, but you're not allowed to make in a resort. I don't mind as well.

**Kristin Dian Mariano** 3:18:47

Don't do that

**Zakaria Mohd Nani** 3:18:50

in a resort, Yeah.

**Kristin Dian Mariano** 3:18:53

Okay, so we already a bit overtime, Danny, I will hand it over to you.

**Danny Yong** 3:19:01

Thanks Christine, what a great discussion, isn't it today. Really enjoyed Zakaria, Eddie Jens, Kristin , you guys. You guys really ripped up the storm with that one. And I think I've already got many thank you notes from the participants saying that they really enjoyed the session, and got something from it. So thanks again everybody, I would like to make some announcements here. As you guys might know this is a series of five master classes, and today is the third mean the next one is coming up on the ninth of October, and that will be on maritime security. So maritime security is obviously a subject that may not not be of interest to everybody, you know, and that would become the master class would be an ideal opportunity for, for one to catch up on that and, and find out what's happening with that particular topic. Right, that's happening on the ninth of October, same time, on Saturday. We, our website is now up so

seafare.org where you can get more information on the master classes. We have recorded the this particular session, and the recording will be really in three days time. So for those of you who wants to watch one for recording. I know. I know some would, because you want to, you know, revisit what the speakers have said, we also would make the transcripts available as soon as we can, you know I enter all the other glitches in the transcripts. For those of you who wants it quite soon, just write me directly. I think you already know our, our email address you can just write to Danny Yong at leisure. malaysiakini, calm, and that's, that's where you can get me and I just go to C four.org To get more information on the next two master classes as well. Our email address will be in there as well. So finally, one last thing i. This is something we do for our funders and our sponsors. Do they support that a survey, less on the less in the chat for attendees please try to fill up the survey for us. Yeah, we want our sponsors to continue to sponsor this sort of event so that we have more of this great discussions. Yeah, I can give you two, three minutes to do this, and speakers. Thank you, if you want to leave. You can you can you can go to. Yeah, thank you so much thank you so much everybody.

**Eddy Krismeidi Soemawilaga** 3:21:36

Thank, Danny. Thank you, everyone.

**Danny Yong** 3:21:39

Thanks, Eddie for staying. Thank you.

**Zakaria Mohd Nani** 3:21:42

Thank you everyone. Thank you, the organizers Well,

**Jens Thraenhardt** 3:21:45

bye. Take care. All right,

**Zakaria Mohd Nani** 3:21:47

take care you to record your test stop.