



**Interpellation Title: The Problems of Tourism Business and Other Service Businesses after Joining ASEAN Economic Community**

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<b>Cabinet Term:</b>	Miss Yingluck Shinawatra, Prime Minister
<b>Proposed by:</b>	Mrs Chompoo Chantathong, Puea Thai Party, Nongkhai Province
<b>Persons who are questioned:</b>	Minister of Tourism and Sports (Mr Somsak Pureesrisak)
<b>Replied by:</b>	Minister of Tourism and Sports (Mr Somsak Pureesrisak)
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### Summary of the Questions

Tourism business and other service businesses play a key role in moving forward the national economy, creating value added, and employment. In addition, these promote production industry sector to be efficient and expand export base more. It is, therefore, necessary to improve and increase the competition ability of service business to be able to expand efficiently and continuously. Moreover, it is a national tool to develop and move forward economy as same as the developed countries. From these reasons, the interpellant would like to raise questions as follows :

1. Has the Ministry of Tourism and Sports had policies to prepare for tourism business and other service businesses to join ASEAN Economic Community (AEC)? How? Please provide more details on this.

2. How has the Ministry of Tourism and Sports determined the measures to promote tourism business and other service businesses of Thai entrepreneur? Please provide more details on this.

## Summary of the Answers

**Answer to the first question** the Department of Tourism, the Ministry of Tourism and Sports has prepared for tourism business and other service businesses to join ASEAN Economic Community (AEC) as follows :

1. Study and research for determining tourism service development plan to support the tourism service liberalization during 2012–2017. This plan is divided into 7 major aspects as follows :

1.1 Set up a Tourism Knowledge Management Center to support joining ASEAN Economic Community aiming at providing database system concerning tourism service liberalization by developing a website – [www.tourismkkm-asean.org](http://www.tourismkkm-asean.org) – to be the data bank for such tourism business entrepreneur to be acknowledged. At the meantime, entrepreneurs are able to follow such move. In addition, the Department of Tourism provides a Q and A service of joining ASEAN Economic Community of a tourism business sector for entrepreneur and public. Also, this center is set up for studying and doing research for the benefits of trade liberalization.

1.2 Improve competitiveness of SMEs tourism entrepreneur

1.3 Develop and raise people's quality on tourism industry

1.4 Improve personnel ability of the Department of Tourism to move forward the tourism service liberalization

1.5 Develop an innovation in planning and managing integrated tourism areas

1.6 Develop standard at ASEAN level such as ASEAN Spa Standard in accordance with ASEAN Tourism Strategic Plan which has been approved by Ministers of Tourism of ASEAN member countries

1.7 Develop and train entrepreneurs and service providers in tourism industry sector in 4 provinces–Chiang Rai, Krabi, Udon Thani, and Bangkok–totally 600 people entitled “The Program of a Seminar for Acquiring Knowledge to People in Tourism Industry to Prepare for the opening of ASEAN Economic Community B.E. 2556 (2013)”

2. Develop tourism business and guide to be ready for tourism business entrepreneurs in joining ASEAN Economic Community

2.1 Improve tour guides to meet an international standard

2.2 Train languages of ASEAN countries for those tour guides. The languages proceeded are Indonesian, Myanmar, and Vietnamese languages.

**Answer to the second question** the Department of Tourism, the Ministry of Tourism and Sports has proceeded as follows :

1. Set up a Tourism Knowledge Management Center

2. Develop and promote entrepreneur in tourism industry sector to join ASEAN Economic Community

3. Provide training courses for government official and officers entitled “A Preparation for Joining ASEAN Economic Community of the Department of Tourism”

4. The Department of Tourism in collaboration with the National Institute for Development Administration has proceeded to develop and promote entrepreneurs and service providers in tourism industry in the provinces with famous tourist attractions and tourism potentials. The training emphasizes need and necessity of target groups, foreign language communication, knowledge of services on the basis of understanding cultures of ASEAN countries, marketing, transnational business operation, negotiating, customer management, providing international level service, change management, business adjustment, knowledge of trade competitiveness in tourism and service industry sector of the region, and professional management, etc.

5. Search for collaboration with capital resources for providing low-interest loans for tourism business entrepreneurs with certificates in Thailand tourism standard granted by the Department of Tourism (The project is underway.)

6. Study tourism business and tour guide law of 9 countries in ASEAN for improving Tourism Business and Tour Guide Act B.E. 2551 (2008)

7. Provide trainings in tourism business management to meet international standard

8. Provide trainings in accounting system and computer usage for tourism business entrepreneurs to raise competitiveness among countries in ASEAN Economic Community