

ASEAN Travel Infographics

Facts & Recommendation



Published by:



Lembaga Penelitian dan
Pengabdian kepada Masyarakat
London School of Public Relations Jakarta



Centre for ASEAN
Public Relations
Studies

ASEAN Travel Infographics: Facts & Recommendation

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Publisher:



**Lembaga Penelitian dan
Pengabdian kepada Masyarakat
London School of Public Relations Jakarta
2019**

ASEAN Travel Infographics: Fact & Recommendation

ISBN:

978-602-53862-3-7

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Second Published, August 2019

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Forewords



For more than 50 years, there have been many achievements and contributions made by ASEAN to its member countries. One of them is the growth of tourism in the ASEAN region. In 2013 the contribution of tourism growth was 12% and the number of foreign tourists reached 90,2 million. This is because, ASEAN member countries have a great potential to become a tourist area that is in demand by the tourists. The beauty

of nature and culture is the most important component and are the strength of ASEAN tourism.

LSPR Jakarta, through the CAPRS, calls for making a real contribution in promoting ASEAN tourism. As part of the ASEAN family, we are aware of the importance of popularizing tourist destinations in ASEAN so that they are known to the world. ASEAN has many attractive tourist destinations, but it is not yet known by tourists because it has not been well promoted.

Hopefully, this book will add to the readers' insight into tourism in ASEAN member countries and become an inspiration to travel in ASEAN. Finally, please enjoy the "ASEAN Traveling Infographics: Facts & Recommendation", as the proof of love from us as a part ASEAN members.

"ASEAN as a harmonious and strategic region has so much more to explore and share to the world. It is our duty to communicate ASEAN's tourism potential to the world by creating positive image, reputation and maintain good relations within public interaction."

Prita Kemal Gani, MBA, MCIPR, APR

Founder & Director of LSPR Jakarta

Forewords




ASEAN has experienced many positive, significant changes and also developments that have led to the maturation of ASEAN as an organization. ASEAN cooperation is now heading towards a new, integrative and progressive stage with the establishment of its community. However, there are still many challenges that needs to be facing by ASEAN. ASEAN should be able to make

various adjustments along with the rapid development in the fields of politics, security, economy, social culture, technology, knowledge and some other fields that occur in countries outside the Southeast Asia region. ASEAN also need to be aware of the importance of being engage with the community to grow the essence of belongings or “our feeling” towards ASEAN. Beside that, to focus on being able to establish cooperation that can provide direct benefits to the ASEAN Community.

Tourism under the pillar of the ASEAN Economic Community is one of the priority sectors to integrate the ASEAN Community. Tourism is an important component of the economic of all ASEAN Member Countries, especially in Cambodia, Lao PDR, Malaysia, the Philippines, Vietnam, Indonesia and Thailand, where tourism contributes more than 10% of GDP and contributes significantly to economic growth.

Southeast Asia are rich and diverse in wealth of natural resources that can be categorized as immeasurable and unreal because of its beautifulness. The 11 natural cultural heritage sites and 17 written on the UNESCO World Heritage List highlight and reflect the uniqueness of the heritage. The traditions of Buddhism, Hinduism, Muslims and



Christianity as the various of religion. Temple architecture, music, literature, and local wisdom which perfectly enrich the Southeast Asian region and add to the appeal of its extraordinary natural heritage, rural landscape, and vibrant city center.

ASEAN as a joint tourist destination further strengthens the position of each member because it has great tourism potential and uniqueness in the culture. On the other hand, these could be seen as weakness that could be built as strengths between the countries' member by partnerships in tourism if each member share their role to support each other to make the tourism sector succeed.

Through this book, Centre for ASEAN Public Relations Studies (CAPRS) under LSPR Jakarta aims to highlight all the beauty and the uniqueness of tourism in ASEAN through infographics that hopefully can inspire the audience to choose ASEAN as a tourist destination. It's ASEAN Time!

*"ASEAN is a beautiful land given by God.
Home to friendship, trust and diversity"*

Yuliana R. Prasetyawati, MM

*Head of Centre for ASEAN Public Relation Studies
LSPR Jakarta*

A.E. Retno Marsudi

Minister for Foreign Affairs of The Republic of Indonesia



*For the last 50 years,
ASEAN has become stable, safe and
a fast growing region especially in
its economic sectors.*

Source: ASEAN Talks #11 "Indonesia's Diplomacy for Unity and Centrality of ASEAN"
October 24, 2017 at LSPR Jakarta

Arief Yahya

Minister of Tourism of Republic Indonesia



Regional strength can be a competitive advantage for ASEAN. If we collect all the advantages of ASEAN, it will be strong and we can compete with Europe, Great China, the Middle East and North America, which both share the power of the region.



Source: <http://www.pikiran-rakyat.com/wisata/2017/04/28/arief-yahya-gulirkan-ide-asean-sebagai-destinasi-tunggal-pariwisata-400023>

H.E. Ambassador Huang Xilian

Ambassador of the People's Republic of China to ASEAN



“ASEAN’s success story made itself a role model of strength through unity among countries so rich in diversity.”



Source: Seminar to Commemorate the 15th Anniversary of the China-ASEAN Strategic Partnership; April 9, 2018 at Ritz-Carlton Hotel, Jakarta

H.E. Djauhari Oratmangun

Indonesian Ambassador to People's Republic of China



Tourism Economy in ASEAN give a significant contribution for each ASEAN's country economic growth, which could let us visit each other to enjoy and recognize the beauty of nature, the richness of history and culture, the delicacy of culinary delights, the hospitality of the people and figures.



Source: H.E. Djauhari Oratmangun, December 12, 2018

H.E. Jose Antonio Morato Tavares

Directorate General of ASEAN Cooperation,
The Ministry of Foreign Affairs of Republic of Indonesia



The ASEAN region is increasingly becoming the world's alluring tourism destination. With unparalleled beauty and diversity in nature and culture, ASEAN is promising exotic tourism experiences. Undoubtedly, the region is potential to become the world's tourism hub as it continues to integrate as One Community One Destination.



Source: H.E. Jose Antonio Morato Tavares, December 14, 2018

Prof. Ir. R. Siarief Widjaja, Ph.D, FRINA

Chairman of the Agency for Marine and Fisheries Research
and Human Resources, Ministry for Marine Affairs and
Fisheries of Republic Indonesia

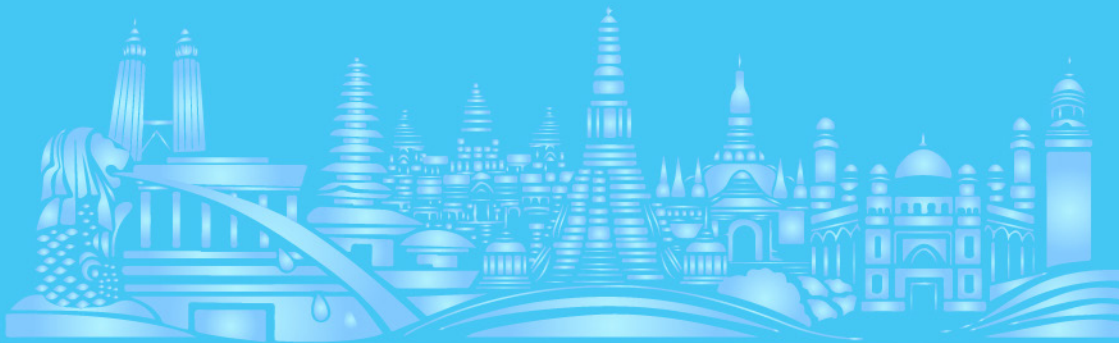


*The 3 principles to enhance the cooperation
in maritime development are
“Sovereignty, Sustainability and Prosperity”.
Impact of these principles is the increasing trade and
tourism among countries, especially ASEAN countries.*

Source: ASEAN Talks #12 “Maritime Connectivity & ASEAN”
November 12, 2018 at LSPR Jakarta

Chapter I.

ASEAN Overviews



1. The Founding Fathers of ASEAN

The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967 in Bangkok, Thailand. The declaration marked by 5 countries, such as: Indonesia, Malaysia, Philippines, Singapore and Thailand as the pioneer of ASEAN.

The five Foreign Ministers who signed it:

- Adam Malik, Indonesia
- Narciso R. Ramos, the Philippines
- Tun Abdul Razak, Malaysia
- S. Rajaratnam, Singapore
- Thanat Khoman, Thailand



50TH YEAR OF ASEAN JOURNEY



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ASEAN FOUNDING FATHERS

Narciso Ramos
Philippine Foreign
Secretary



Adam Malik
Indonesian Foreign
Minister



Thanat Khoman
Thailand Foreign
Minister



Tun Abdul Razak
Malaysian Deputy
Prime Minister



S Rajaratnam
Singapore Foreign
Minister



2. ASEAN Member States

ASEAN consists of ten-member state, namely Indonesia, Malaysia, Singapore, Thailand, Lao DPR, Myanmar, Cambodia, Vietnam, Philippines and Brunei Darussalam.

The journey of ASEAN started since 8 August 1967, it has been 51 years' agreement. It was started with 5 countries as board members. Later on, Brunei Darussalam joined on 7 January 1984, Vietnam on 28 July 1995, Lao PDR and Myanmar on 23 July 1997 and Cambodia on 30 April 1999.

Since then the member of ASEAN countries are 10 members in total.



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MEMBER STATE OF ASEAN JOIN DATES



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3. ASEAN Motto

The ASEAN Vision 2020, adopted by the ASEAN Leaders on the 30th Anniversary of ASEAN, agreed on a shared vision of ASEAN as a concert of Southeast Asian nations, outward looking, living in peace, stability and prosperity, bonded together in partnership in dynamic development and in a community of caring societies.



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ASEAN MOTTO



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SOURCE:
[https://asean.org/
asean/about-asean/
asean-motto/](https://asean.org/asean/about-asean/asean-motto/)

4. ASEAN Economic Community

The major milestone for ASEAN was the establishment of the ASEAN Economic Community (AEC) on 31 December 2015 which offering opportunities in the form of a large market of US\$ 2.6 trillion and over 635.9 million people.

The vision of AEC focuses on one regional economic integration by establishing as a single market with the free flow of trade and investment among its 10 member states of ASEAN.

The AEC blueprint 2025 consists of five interrelated and mutually reinforcing characteristics, namely: (i) a highly integrated and cohesive economy; (ii) a competitive, innovative and dynamic ASEAN; (iii) enhanced connectivity and sectoral cooperation; (iv) a resilient, inclusive, people-oriented and people-centred ASEAN; and (v) a global ASEAN. These characteristics support the vision for the AEC as envisaged in the ASEAN community vision 2025. [Source: <https://asean.org/asean-economic-community/>].

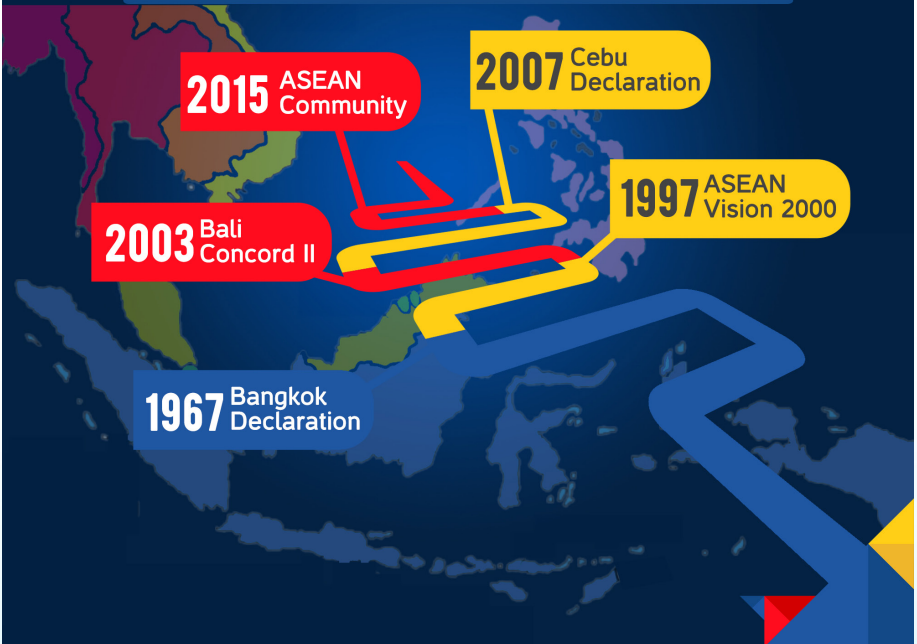


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ASEAN COMMUNITY 2025



5. The ASEAN's Power

ASEAN is one of the largest economic in the world. In 2017, the total population of ASEAN countries reached almost 644 million and the GDP approximately US\$ 2.76 trillion.

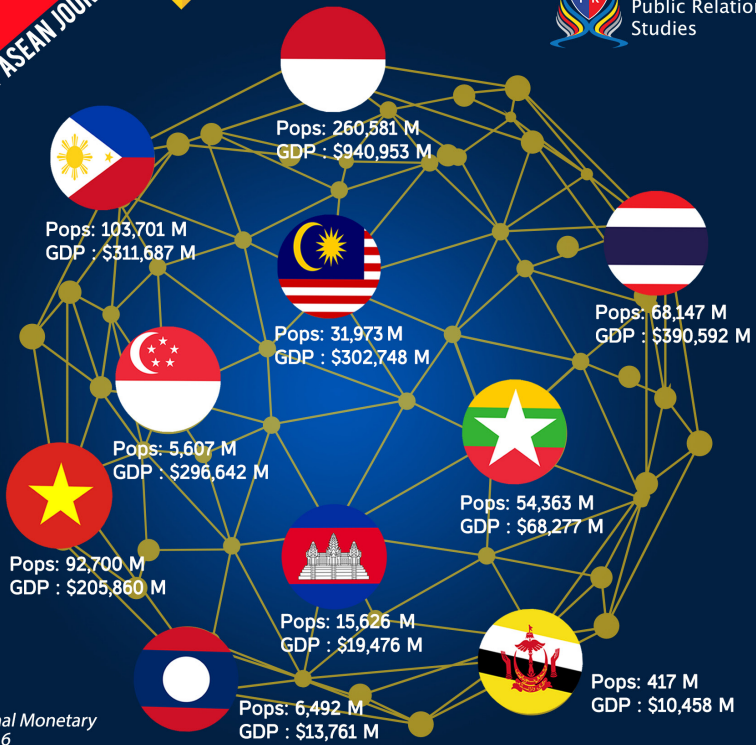
(Source: <https://www.statista.com/statistics>)



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SOURCE :
International Monetary
Fund's, 2016

ASEAN POPULATION & GDP

6. The Ease of Doing Business in ASEAN

In order to achieve the ease of doing business, the member of ASEAN countries have to give an actual support to improve the process to lead the start-up business in expand their business, such as the easy access to loans in the form of credit, building construction permits, property registration procedures and taxation laws.

Currently, Singapore is the at the top ranking as country in ASEAN which provides the ease of doing business.



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EASE OF DOING BUSINESS ASEAN RANKING



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SOURCE :
Doing Business 2017:
"Equal Opportunity for All"
Worldbank

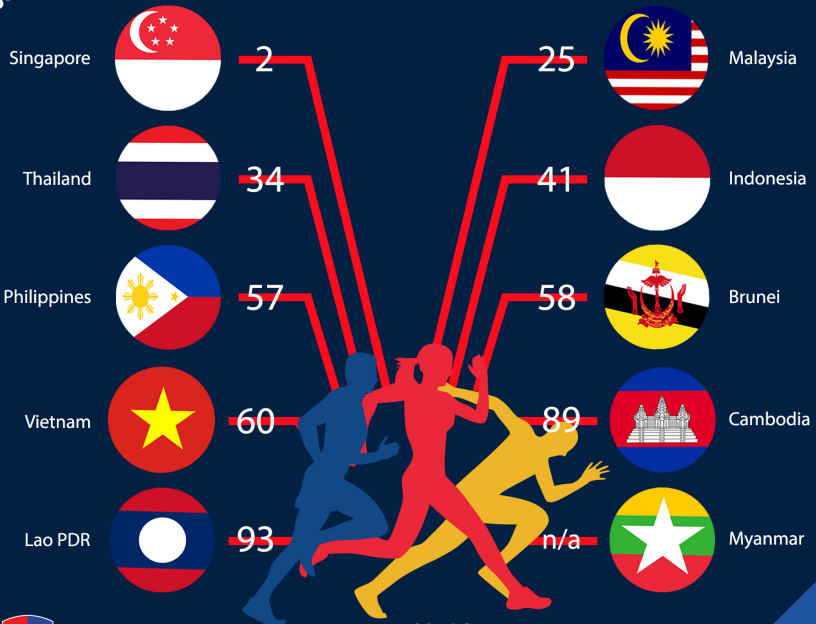
7. ASEAN Competitiveness

The long term competitiveness of ASEAN rests on the productivity of each members. Hence, ASEAN, should invest in human capital development to prepare the region's labour force to meet industries spesific skills demands. This becomes a critical point for ASEAN to achieve an innovative and competitive region which will allow its member to become responsive to the trends that continually reshape the demand for skills.



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GLOBAL COMPETITIVENESS INDEX (ASEAN RANKING)



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SOURCE:
The Global Competitiveness
Report 2016 - 2017
World Economic Forum

8. ASEAN Dialogue Partners

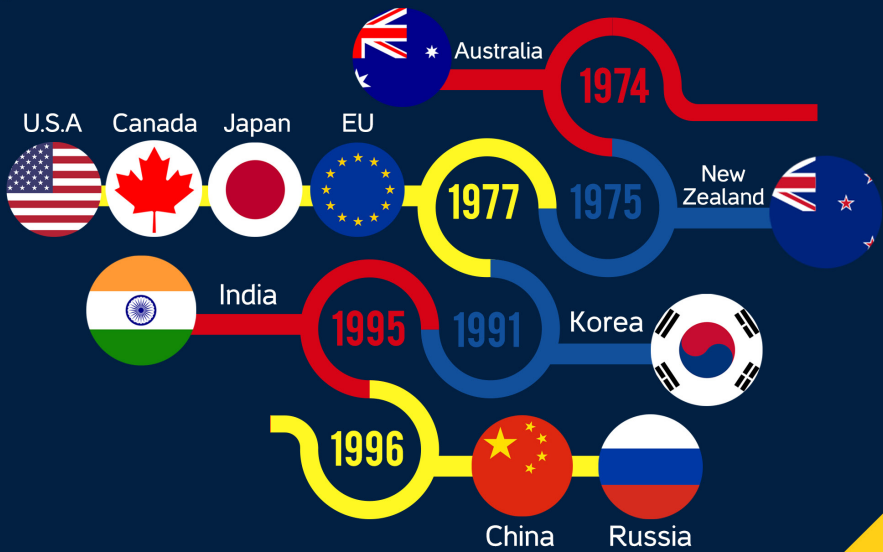
ASEAN has to develop friendly relations and mutually beneficial dialogue. Moreover, a good cooperation and partnership with other countries including sub-regional, regional and international organisations and institutions.

Currently, ASEAN already has ten dialogue partners, namely Australia, New Zealand, The European Union, Canada, Japan, United States of America, The Republic of Korea, People's Republic of China, India and Russia.



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ASEAN DIALOGUE PARTNERS



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9. ASEAN Region's Human Development

The Quality of human development becomes an important key in order to build an excellent and competitive region of ASEAN. One of the achievement of human development of ASEAN is in the social and economic fields based on public health and standard of living, which is achieved by Singapore and Brunei Darussalam with highest level. Followed by Malaysia and Thailand as the third and forth highest level.

Meanwhile, the other six countries which are Indonesia, Vietnam, Philippines, Cambodia, Lao PDR and Myanmar categorized in the medium human development index.



50TH YEAR OF ASEAN JOURNEY

ASEAN RANKING ON HUMAN DEVELOPMENT INDEX 2016

5



SINGAPORE
(0,925)

30



BRUNEI
(0,865)

59



MALAYSIA
(0,789)

87



THAILAND
(0,740)

113



INDONESIA
(0,689)

115



VIETNAM
(0,683)

116



PHILIPPINES
(0,682)

138



LAO PDR
(0,586)

143



CAMBODIA
(0,563)

145



MYANMAR
(0,556)



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SOURCE:
Human Development
Report 2016

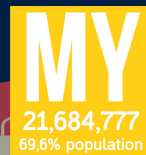
10. Internet User in ASEAN

The higher growth of the digital population in ASEAN has made ASEAN become a valuable region for its digital economy development.



50TH YEAR OF ASEAN JOURNEY

INTERNET USER IN ASEAN

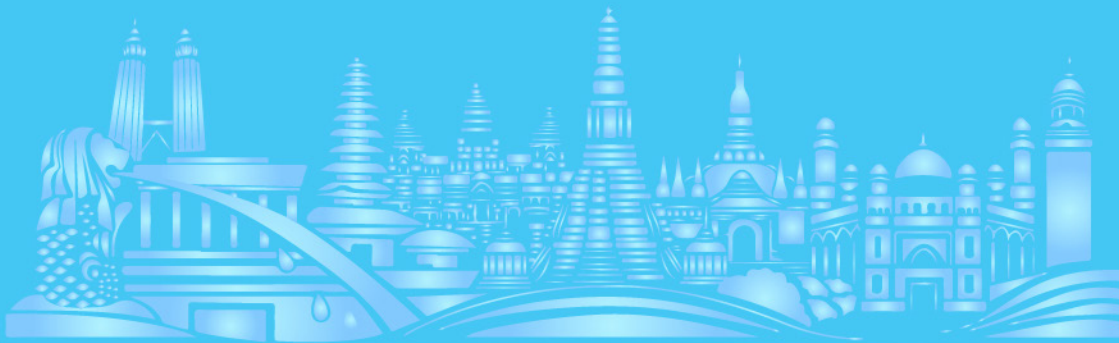


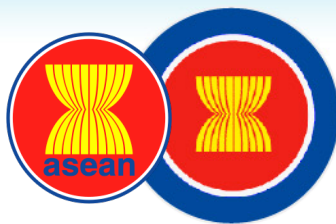
SOURCE :
Internetworldstats.com



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Chapter II.
**ASEAN Travel
Infographics**





ASEAN countries

Tourism Taglines



It's more fun in the
Philippines



Malaysia
Truly Asia

SG
singapore
Passion Made Possible

amazing
THAILAND



Indonesia
Wonderful Indonesia



The Philippines
It's More Fun in the Philippines



Malaysia
Truly Asia



Singapore
Passion Made Possible



Thailand
**Amazing Thailand
 It Begins with the People**



Vietnam
Timeless Charm



Brunei
A Kingdom of Unexpected Treasures



Lao PDR
Simply Beautiful




Myanmar
Let the Journey Begin



Cambodia
Kingdom of Wonder





Indonesia is an ultimate in diversity country with over 17,000 islands spreading between the Pacific and Indian Ocean. Besides, Indonesia also has more than 200 ethnic groups with over 300 spoken languages bridging the continents of Asia and Australia; a multitude of amazing landscapes and biodiversity stretching along the equator line.

Tourism in Indonesia has more than doubled over the past decade. Some media reports that in 2017 almost fifteen million tourists visit this archipelago state. The tourism industry has flourished and become a major driver of the economy and a central feature of the government's economic growth strategy. To facilitate further growth, the government wants to replicate the success story of Bali as the tourist destination in Indonesia. So, the tourist who come and visit Indonesia might experience another awesomeness and indescribable feeling in another islands, culture, beliefs, arts, craft, culinary and historical side.

Come and see the wonderful Indonesia!

Visit: www.indonesia.travel



Travel to

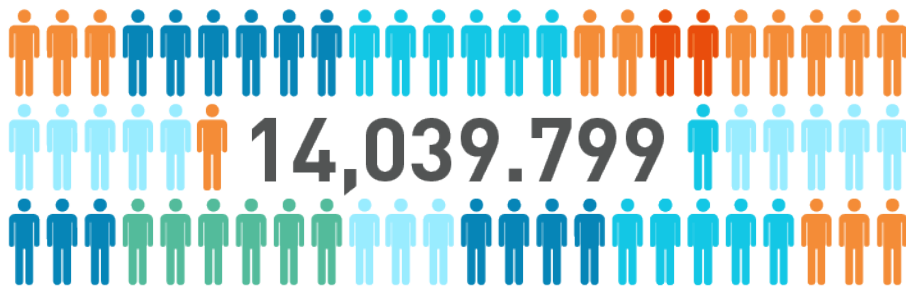


Indonesia

Travel to Indonesia

Tourism Statistics

Total Tourists Arrived in **2017**



GDP in 2017 USD \$ 1015,54 Billion

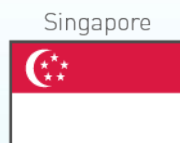
Tourists to Indonesia in 2017 based on Country of Origin



2,121,888



2,093,171



1,554,119



1,256,927



960,026



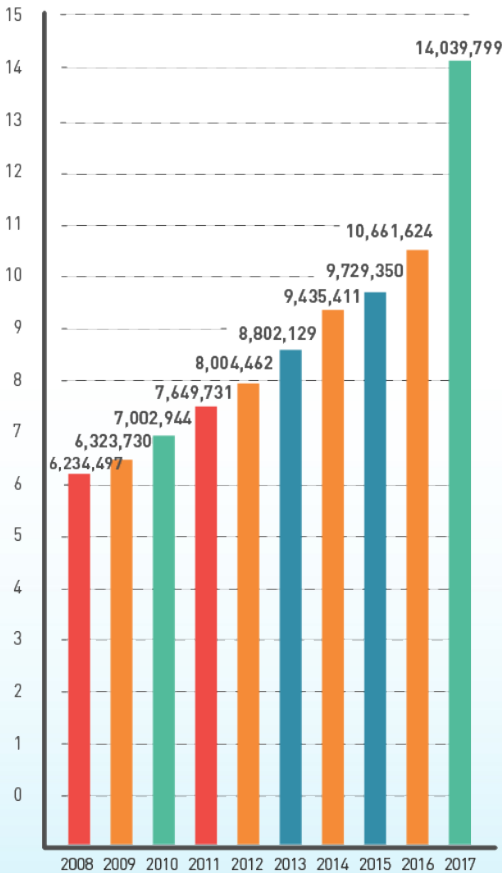
573,310

Source: <https://www.bps.go.id/dynamic/table/2018/07/30/1548/jumlah-kunjungan-wisman-menurut-kebangsaan-dan-bulan-kedatangan-tahun-2017---2018.html>

Travel to Indonesia

Yearly Tourist Arrivals 2008 - 2017

General Information



Currency
Rupiah



Climate
Tropical
Seasons
Rainy and Dry



Language
Bahasa Indonesia



People and Culture
> 260 million population
> 200 ethnic groups

Source: www.bps.go.id/dynamic/table/2015/03/04/807/jumlah-kunjungan-wisatawan-mancanegara-per-bulan-ke-indonesia-menurut-pintu-masuk-2008-2017.html; <https://www.indonesia.travel/gb/en/general-information>

Travel to Indonesia

Recommended Travel Destinations



Baryuwangi

Baryuwangi literally means Aromatic Water, which is associated with the local legend. It is famous for Alas Purwo, savannah of Baluran, and its beaches. **Location:** East Java



Komodo National Park

The national park was founded in 1980 to protect the Komodo dragon, the world's largest lizard. In 1991 the national park was declared a UNESCO World Heritage Site. **Location:** East Nusa Tenggara



Ancol Dreamland

Also known as Jakarta's Disneyland, it has Fantasy Land (Dunia Fantasi) amusement park, water park, oceanarium, animal shows, an eco park, bowling centre and golf course. **Location:** Jakarta, Indonesia



Bunaken Marine Park

The park is located near the centre of the Coral Triangle, providing habitat to 390 species of coral as well as many fish, mollusc, reptile and marine mammal species. **Location:** North of Sulawesi island



Wae Rebo Village

This was recognized for its rebuilding of the traditional Mbaru Niang traditional house based on the spirit of community cooperation and has received the Top Award of Excellence from UNESCO in the 2012. **Location:** Flores, East Nusatenggara



Raja Ampat Island

This world-famous tropical paradise is home to over 530 species of coral, 700 species of mollusk, and 1,300 types of fish with a magnetism of exotic species and a breathtaking island view. **Location:** Raja Ampat Regency, West Papua

Travel to Indonesia

Recommended Food

It's cuisine has one of the most famous recipe dish which by CNN Go calls as the world's most favorite dish, which is the Rendang recipe. The cubed beef has been marinated and cooked in many kinds of ingredients, resulting in the soft unforgettable meat dish which tastes heavenly eaten with steaming hot rice.

1

RENDANG



SOTO

2

Soto is a traditional Indonesian soup mainly composed of broth, meat, and vegetables. Many traditional soups are called soto, whereas foreign and Western influenced soups are called sop. Soto is sometimes considered Indonesia's national dish, as it is served from Sumatra to Papua, in a wide range of variations.

One of the reasons why Fried Rice or Nasi Goreng is so popular is the simplicity of the dish. Everything is thrown into the wok, delicious spices are added and boom, you're done. It's served all over Indonesia and the far east as a main meal but it's also a popular breakfast too.

3

NASI GORENG



NASI KUNING

4

Nasi kuning or a yellow rice is a method of cooking rice in turmeric. The main ingredients come from shallot, garlic, lemon grass and coconut milk. Sometimes clove and bay leaf are added to give more tastes.

Gado-Gado is an Indonesian salad, a combination of boiled vegetables such as cabbage and chayote together with lontong or ketupat rice cakes which generously combined with peanut sauce dressing. There are other similar dishes like pecel and atah or karedok.

5

GADO GADO



10 New Priority Destinations

known as the **10 New Balis**

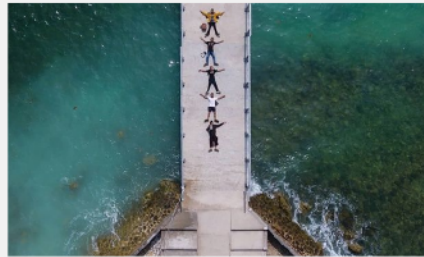
based on the instruction from the President of Indonesia through the Ministry of Tourism of the Republic of Indonesia about the "10 New Balis" growth strategy, a plan that aims to replicate the economic effects of tourism in Bali nationally.

<https://www.indonesia.travel/gb/en/destinations>



Lake Toba, North Sumatra

Formed by a volcanic eruption 70,000 years ago, the 100 km-long and 30 km-wide lake sits 900m above sea level.



Tanjung Lesung, Banten

Known as a beach resort with sea views, white sand coastline also marine life. It has been declared as a "cultural heritage".



Kepulauan Seribu, Jakarta

About 342 islands as the hub of marine conservation efforts in Jakarta to attract visitors seeking a break from life routine.



Tanjung Kelayang, Bangka Belitung

Is the heart of Belitung's splendor with pearly white sandy beach, unsullied sea, divine beaches, and outstanding scenery.



Borobudur Temple, Central Java

It was built in the 8th and 9th centuries with a total 2,520 m² surface area and listed as a World Heritage Site in 1991 by UNESCO.



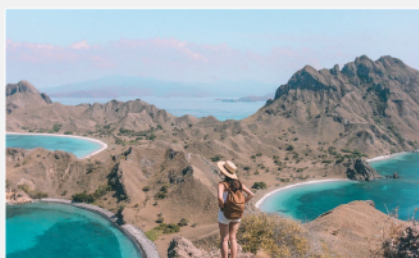
Mount Bromo, East Java

Is the largest volcanic region in the province which covers an area of 800 km² with smoke craters that blow into the sky.



Mandalika, West Nusa Tenggara

An ecotourism destination with white sandy beaches, Clean Solar Cell Energy, Water Desalination Plants and 'Green Space' resorts.



Labuan Bajo, East Nusa Tenggara

Known as the city of sunset, is home to fascinating land and underwater wildlife, consists of Komodo, Rinca, Padar Island, etc.



Wakatobi, South Sulawesi

Has the highest number of reef and fish species in the world, with more than 50 spectacular dive sites.



Morotai Island, North Maluku

As a nostalgic zone of World War II, it left with warfare artifacts, number of wrecks underwater, bunker, military base, etc.



The Philippines welcomed 6,620,908 tourists in 2017. By sub-regional grouping, most of the tourists came from the East Asia with 239,987 arrivals and 50,54% market share. Korea, Japan and China accounted for 44,81% of the total volume. With over 7,107 islands to choose from, the Philippines has a little bit of something for everyone. Home to many stunning white sand beaches, crystal clear waters, lush rice terraces, world class surfing and diving, the Philippines is becoming a must visit destination. It's more fun in the Philippines.

Visit: www.tourism.gov.ph



Travel to

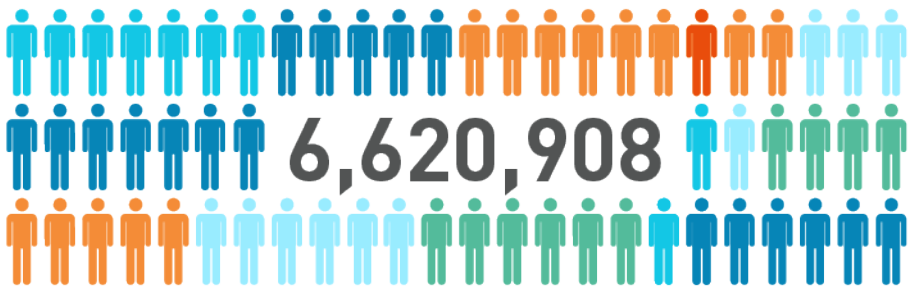


The Philippines

Travel to The Philippines

Tourism Statistics

Total Tourists Arrived in **2017**



Tourists to The Philippines in 2017

Based on Country of Origin

South Korea



1,607,821

China



968,447

USA



957,813

Japan



584,180

Australia



259,433

Source: <http://www.tourism.gov.ph/>

Travel to The Philippines

Purposes of Visit in 2017



Holiday
52 %



Business
25,9 %



Relatives
18,5 %



Health
0,5 %



Others
3,1 %

Recommended Travel Destinations



Barocay Island

An undeniable easy atmosphere in Boracay where walking barefoot than shod is the rule rather than the exceptio, while having a soothing massage under the shade of a coconut tree. **Location:** Aklan



Banaue Rice Terraces

Banaue is often described as "where land merges with the clouds to meet the heavens" with the rice terraces as "the stairway to the sky." **Location:** Ifugao Province, Cordillera



The Municipality of Donsol


By March 1998, Donsol became world-class tourist destination and now known as the "Whale Shark Capital of the World". **Location:** Sorsogon, Philippines



Chocolate Hills

It is a series of 1,268 perfectly symmetrical, haystack-shaped hills that rise some 30 meters above the ground with unique rock formations which were cast after million years of evolution. **Location:** Province of Bohol

Source: <http://www.tourism.gov.ph/>



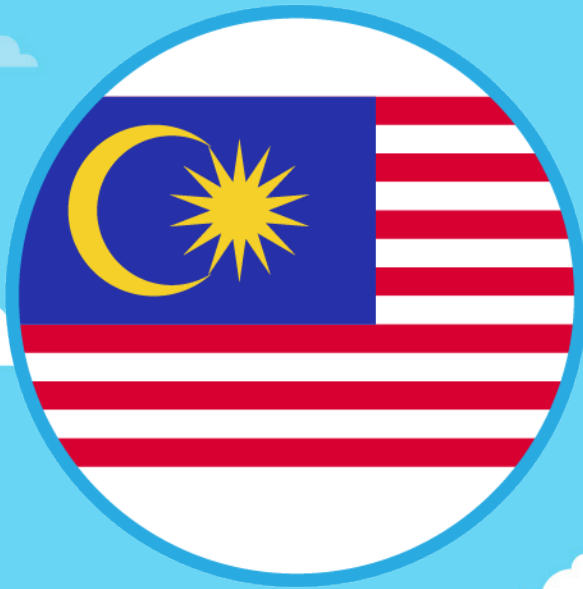
Malaysia consists of two parts: Peninsular Malaysia, located between Thailand in the north and Singapore in the south, and another two provinces called Sabah and Sarawak, located on Borneo. Bahasa Melayu (Malay) is the national language but English is widely spoken, especially by the youth.

The ethnic groups also speak various languages and dialects. Malaysia has a tropical climate with warm and humid weather all year round and perhaps this is one of the reason why Malaysia is ranked 9th in the world for tourist arrivals. In 2016, the total number of tourist have visited Malaysia is up to 26.8 millions. Tourism is one of the major contributors to the economy of Malaysia.

Visit: www.tourism.gov.my



Travel to



Malaysia

Travel to Malaysia

Tourism Statistics

Total Tourists Arrived in **2017**



Tourists to Malaysia in 2017

Based on Country of Origin

Singapore



12,441,713

Indonesia



2,796,570

China



2,281,666

Thailand



1,836,522

Brunei



1,660,506

India

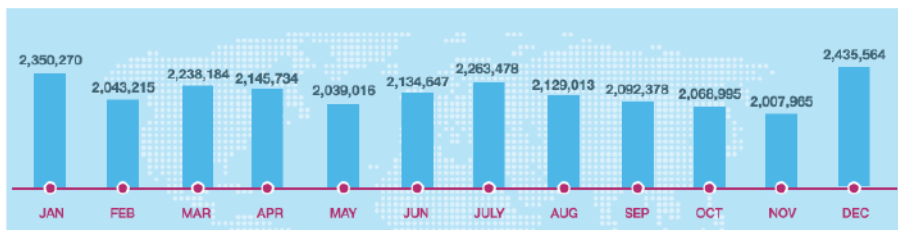


552,739

Source: <http://mytourismdata.tourism.gov.my/>

Travel to Malaysia

Total Tourist Arrival by Months (2017)



Purpose of Visit in 2017



Holiday
49 %



Relatives
24,8 %



Shopping
14,2 %



Business
3,1 %



Others
8,9 %

Tourist Arrivals by Mode of Transport



AIR

2017

25,5

2016

23,2



LAND

69,2

70,8



SEA

4,1

5,1



RAIL

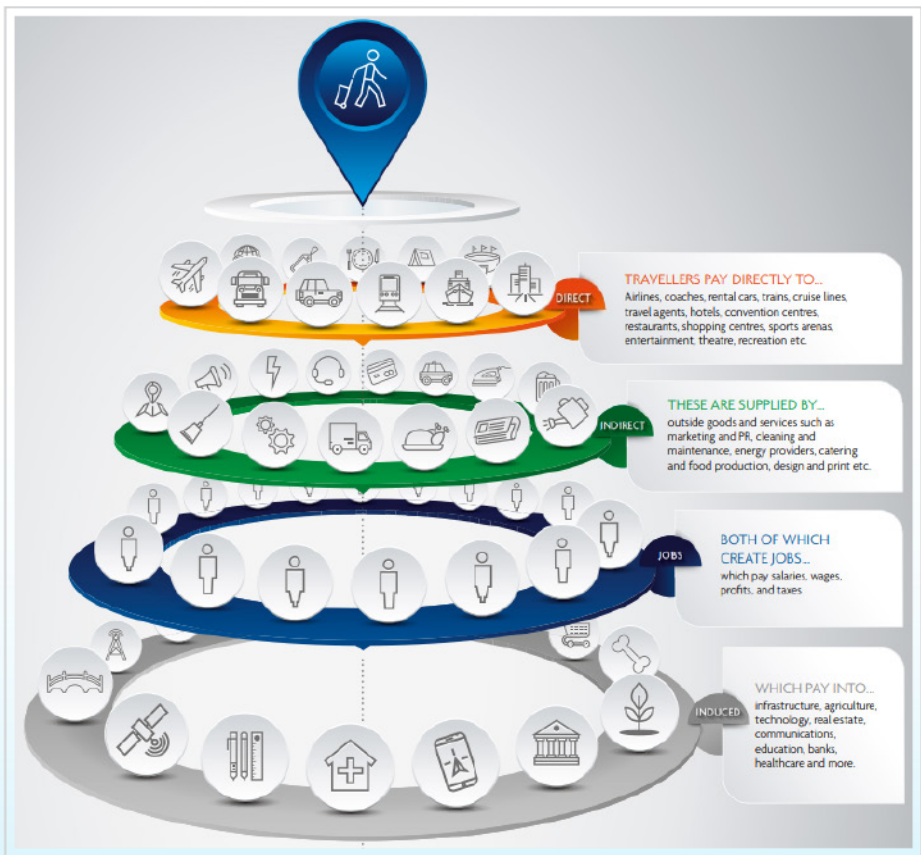
1,3

0,9

Source: <https://www.tourism.gov.my/statistics>; <http://mytourismdata.tourism.gov.my/wp-content/uploads/2018/08/MALAYSIA-TOURISTS-PROFILE-2016,2017-BY-SELECTED-MARKET-AS-AT-2-AUG-2018.pdf>

Travel to Malaysia

Purposes of Visit in 2017



Source : World Travel & Tourism Council: Travel & Tourism Economic Impact 2017 - March 2017
<https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2017/malaysia2017.pdf>

Travel to Malaysia

Recommended Travel Destinations



Mount Kinabalu

It is protected as World Heritage Site in Kinabalu Park, with between 5,000 and 6,000 species of plants, 326 species of birds, and more than 100 mammalian species. **Location:** Sabah, Malaysia



Genting Highlands

It is at an average elevation of 1,740 metres within the Titiwangsa Mountains with a gorgeous view of the valley in which Kuala Lumpur is situated. **Location:** 69000 Genting Highlands, Pahang



Batu Caves

This 100-year-old temple contains a 400 million years old limestone, and is considered an important religious landmark by Hindus. **Location:** Gombak, 68100 Batu Caves, Selangor



Langkawi the Jewel of Kedah

Was named in early 15th century, as a district and an archipelago of 104 islands in the Andaman Sea. It is also an administrative district with the town of Kuah. **Location:** the state of Kedah, adjacent to Thai border



Sipadan Island


It is Malaysia's only oceanic island, which was formed by living coral atop an extinct volcano cone, with more than 3,000 species of fish, corals, etc. **Location:** Darvel Bay of Celebes Sea, Sabah



Petronas Twin Towers

This 88-floor towers are still the tallest twin buildings in the world which feature a sky bridge between the two towers on the 41st and 42nd floors. **Location:** Kuala Lumpur, Malaysia

Source: <https://www.touropia.com/tourist-attractions-in-malaysia/>



Singapore's tourism is a major industry and contributor to the economy, attracting 17,4 million international tourists in 2017 which is more than 3 times of Singapore's total population. Singapore offers a friendly environment, which maintains natural and also heritage conservation programs. Align with this, Singapore is also recorded as the world's lowest crime rates. As English is the dominant one of its four official languages, it is generally easier for tourists to understand when speaking to the local population of the country. Transport in Singapore exhaustively covers most all public venues which is very convenient for tourists. This includes the well-known Mass Rapid Transit (MRT) system. Singapore is the 5th most visited city in the world and placed in 2nd rank in Asia-Pacific. Despite of all its numerous attractions, Singapore is constantly evolving, reinventing and reimagining itself with people who are passionate about creating new possibilities. It is where foodies, explorers, collectors, action seekers, culture shapers and socializers meet, where the new experiences are created every day. Singapore is where passion made possible.

Visit: www.visitsingapore.com



Travel to



Singapore

Travel to Singapore

Tourism Statistics

Total Tourists Arrived in **2017**

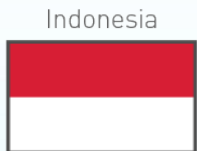


Tourists to Singapore in 2017

Based on Country of Origin



3,228,134



2,954,400



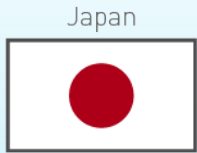
1,272,077



1,168,384



1,082,001



792,873

Source: <https://www.stb.gov.sg/statistics-and-market-insights/Pages/statistics-Visitor-Arrivals.aspx>

Travel to Singapore

Explore by Interest



Neighbourhoods



Architecture & History



Arts & Culture



Recreation & Leisure



Nature & Wildlife

Traveller Essentials Information



Currency
Singapore Dollar



Tax Refund
7% Goods and Services Tax (GST)
* spend more than \$100



Languages
English, Mandarin Chinese, Malay, Tamil



Power Plug
220-240 volts AC (50 cycles)
*three square prongs



Weather
Hot and humid
Temperatures
over 30°C.



Safe Drinking Water
Tap Water with World Health Organization standards

Source: <https://www.visitsingapore.com/see-do-singapore/>; <https://www.visitsingapore.com/travel-guide-tips/>

Travel to Singapore

Recommended Travel Destinations



Marina Bay Sands

It was originally set to open in 2009 includes mall, museum, theatres, restaurants, and the world's largest atrium casino with 500 tables and 1,600 slot machines. **Location:** 11 Marina Boulevard



Universal Studio Singapore

It features 28 rides, shows, and attractions in 7 themed zones which has attracted more than 2 million visitors in the 9 months from its opening. **Location:** 8 Sentosa Gateway, Sentosa Island



Garden by the Bay

This multi-award winning horticultural destination spans 101 hectares of reclaimed land as part of a government's strategy to transform Singapore to be a "City in a Garden". **Location:** 18 Marina Gardens Drive



Orchard Road

Also known as Every shopper's paradise, is a 2,2 kilometre-long major road in the Central Area of Singapore and a major shopping belt and tourist attraction. **Location:** 437 Orchard Road



Jurong Bird Park


It is the world's largest walk-in aviaries with the tallest man-made waterfall (30 metres high), where visitors can enjoy a close-up view of free-flying birds from Africa and South America in a tropical setting. **Location:** 2 Jurong Hill, Jurong



Sentosa Island

Sentosa is a beloved island resort, best known for its tropical beaches, luxurious hotels and thrilling attractions include Fort Siloso, two golf courses, the Merlion, and one of Singapore's two casinos. **Location:** 39 Artillery Avenue

Source: <https://www.makemytrip.com/travel-guide/singapore/places-to-visit.html>
<https://www.makemytrip.com/travel-guide/singapore/places-to-visit.html>



Thailand is the only country in Southeast Asia that never been taken over by a European power (never been colonized), is also known as Siam until 1939. A revolution in 1932 led to a constitutional monarchy. Agriculture is one of the most important industries in Thailand. It is true that Thailand is ASEAN the most popular destination for tourist. In 2016, contribution of travel and tourism to GDP is 20,6% which is around 82,5 billion US dollars.

The unique fact about Thailand: Thailand has three 3 seasons: wet, cool and hot. Rain falls almost every day between the months of May and September. The moist and humid weather encourages the diverse and abundant wildlife in Thailand. So, it is important to check on the forecast before book your ticket to explore the Amazing Thailand.

(Source: <https://www.tourismthailand.org/About-Thailand> ; <https://kids.nationalgeographic.com/explore/countries/thailand/#thailand-floating-market.jpg>)

Visit: www.tourismthailand.org



Travel to



Thailand

Travel to Thailand

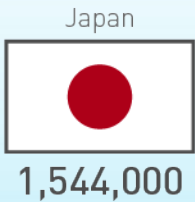
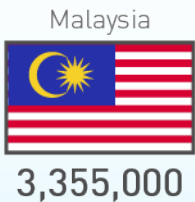
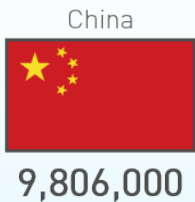
Tourism Statistics

Total Tourists Arrived in **2017**



Tourists to Thailand in 2017

Based on Country of Origin



Source: <http://www.thaiwebsites.com/tourists-nationalities-Thailand.asp>

Travel to Thailand

Recommended Travel Destinations



It is a complex of buildings with beautiful architecture and intricate detail and has been the official residence of the Kings of Siam since 1782 to 1925. **Location:** Khet Phra Nakhon



Phi Phi Island are an island group in Thailand featuring the classic tropical beaches, stunning rock formations and vivid turquoise waters teeming with colourful marine life. **Location:** Mueang Krabi



Founded in 1975 as Thailand's 12th National Park, which 81% of the park is a mixed between deciduous dipterocarp and dry evergreen forest. **Location:** Tha Kradan Sub-district Kanchanaburi



Is the largest museum in Southeast Asia, which exhibits the Thai art and history, that was opened in 1874 by King Rama V to exhibit his inherited antiques and gifts. **Location:** 4 Na Phra That Alley



This is open every day of the year regardless of the weather from dusk till around midnight to find foods, clothes, or even local Thai goods with bargainable price. **Location:** Intersection of Tha Pae and Chang Klang Roads



It is a nature reserve and home to rare species such as the giant parasitic Rafflesia flower, hornbill birds, gibbons and tigers. **Location:** 62 Khlong Sok, Phanom District

Source: <http://www.chiangmai.bangkok.com/shopping/night-bazaar.htm>; <https://www.khaosok.com/>



Vietnam is a long, narrow nation shaped like the S letter, on the eastern edge of the peninsula known as Indochina. The Vietnamese economy is dominated by agriculture, which employs over 60% of the labor force and comprises 40% of total exports. Tourism contributes 24,2% year-on-year income, increasing from US\$ 976,000 in September 2017 to US\$ 1,2 million in September 2018.

Besides, Vietnam is an exhilarating country to travel with its street life, exquisite food and epic landscapes. A nation on the move, Vietnam balances urban culture with traditional values as one of its strongest draws is the diversity in natural beauties. Enjoy the timeless charm of Vietnam!

Visit: www.vietnamtourism.com



Travel to

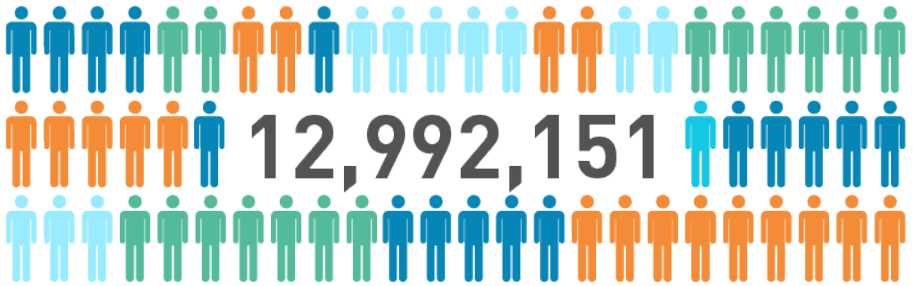


Vietnam

Travel to Vietnam

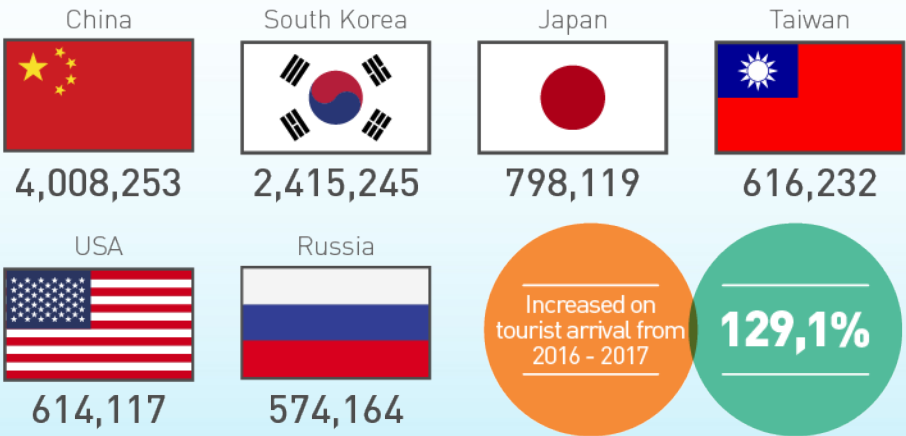
Tourism Statistics

Total Tourists Arrived in **2017**



Tourists to Vietnam in 2017

Based on Country of Origin



Source: <http://vietnamtourism.gov.vn/english/index.php/items/12453>

Travel to Vietnam

Recommended Activities to Do



Take a motorcycle ride after dark

This is a must-do all over Vietnam, especially in Ho Chi Minh City with its endless energy and beautiful city lights



Sip a cà phê sữa đá on the sidewalk

Vietnam's traditional iced coffee with milk. Ask cà phê đá if you like your coffee black

Watch a Vietnamese cultural show

Don't miss Ha Noi's famous water puppets!



Try the local street foods

Vietnam is alive with some of the most famously delicious fragrant food in Southeast Asia. Dig in and enjoy!



Visit a Vietnamese Pagoda

Vietnam has a fascinating spiritual history told through a vast range of pagodas, churches and spiritual places

Travel to Vietnam

Recommended Travel Destinations



Halong Bay

It encompasses 1,969 islands and has been recognized as World Natural Heritage since 1994 by UNESCO for the natural beauty.

Location: Quang Ninh Province



Thien Mu Pagoda

Surrounded by flowers, ornamental plants and a calm romantic pine-tree forest. Once was damaged in 1943 but has been renovated that lasted for more than 30 years. **Location:** Huong Long Village



Hoan Kiem Lake

Historical site and a beauty-spot of the capital: The Sword Lake - An emerald jewel set in the heart of the city. With the Red River as a silk ribbon around. **Location:** The center of Ha Noi



Phu Quoc

Also called as the Emerald Island because of its natural treasures and infinite tourism potential. Well known with its 6 million liters production of fish sauce every year. **Location:** Kien Giang Province



Phong Nha-Ke Bang National Park

It is a UNESCO World Heritage Site as the result of earth crust development 464 million years ago, and is home to the Hang Son Doong Cave, the world's largest cave. **Location:** Quang Binh Province



The Sand Dunes of Mui Ne

This is one of the only desert areas with red and white sands in Southeast Asia, with a small lagoon covered in lotus flowers and a small pine forest as the most striking part. **Location:** Hoa Thang, Bac Binh

Brunei has a population of 417,200 people (in 2015) with the national capital in Bandar Seri Begawan. Spoken languages are Bahasa Melayu (Malay, official), English, Chinese and native languages of Borneo. Brunei Darussalam has an equatorial climate characterized by a uniform high temperature, high humidity and heavy rainfall. Temperatures range from 23 - 32 Degree Celsius, while rainfall varies from 2,500 mm annually on the coast to 7,500 mm in the interior. There is no distinct wet season. For tourist that plan to visit and experience driving in the Brunei Darussalam, traffic drives on the left, and car hire is available for those with an international driving permit. In 2017, total number of tourist that have visited Brunei Darussalam is 258,955. Total contribution to GDP from tourism in 2016 is around 7,2% or equals to USD \$ 1 billion.

(source: <http://thecommonwealth.org/our-member-countries/brunei-darussalam/travel>; <https://www.un.int/brunei/brunei/country-facts>; <https://www.nationsonline.org/oneworld/brunei.htm>)

Visit: www.bruneitourism.travel



Travel to



Brunei

Travel to Brunei

Tourism Statistics

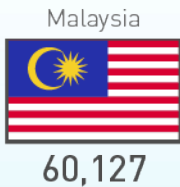
Total Tourists Arrived in **2017**



Total Contribution = 1 Billion USD in 2016

7.2% GDP in 2016

Tourists to Brunei in 2017 based on Country of Origin



Source: <https://www.thebruneian.news/mprts-tourism-statistics-for-2017>

Travel to Brunei

Purposes of Visit in 2017



Holiday
55,869



Business
18,346



Relatives
13,651



In Transit
12,694



Government
3,789

Recommended Travel Destinations



Was completed in 1958 and surrounded by an artificial lagoon that serves as a reflecting pool with the interior that was made from Italy, England, Saudi Arabia. **Location:** Jalan McArthur, Bandar Seri Begawan



It was the first national park to be established in Brunei, protected since 1991, covers about 40% of the district in the south. The park contains unspoiled jungle and is known as the "Green Jewel of Brunei". **Location:** Temburong District



This 500-hectares project that used to be a farm is open for public since 2013. It is the sultanate's latest effort in turning itself into "a major international player in Islamic market" of the globe. **Location:** Bandar Seri Begawan



It is mainly the regalia houses of Sultan and the royalty that officially opened on 30 September 1992 by the Sultan himself. The museum building is a large gold-domed structure which is fitted with specially-designed mosaics. **Location:** Bandar Seri Begawan

Source: <https://knoema.com/atlas/Brunei-Darussalam/topics/Tourism/Travel-and-Tourism-Total-Contribution-to-GDP/Contribution-of-travel-and-tourism-to-GDP-percent-of-GDP>; [tourism.gov.bn/Brochures Library/Tourism/ARRWALS BY PURPOSE OF VISIT 2010 - 2015.pdf](http://tourism.gov.bn/Brochures%20Library/Tourism/ARRWALS%20BY%20PURPOSE%20OF%20VISIT%202010-2015.pdf)

Lao PDR or officially the Lao People's Democratic Republic (also known as Laos) is a land with beautiful nature, peaceful temples and historical architecture with a French touch which often misleads people into thinking that the tourism industry is a considerable part of the tiny, landlocked Southeast Asian state's economy. Located in the center of Indochina, it shares borders with China to the North (416 kilometers), Myanmar to Northwest (236 kilometers), Thailand to the West (1,835 kilometers), Cambodia to the South (492 kilometers) and Vietnam to the East (1,957 kilometers).

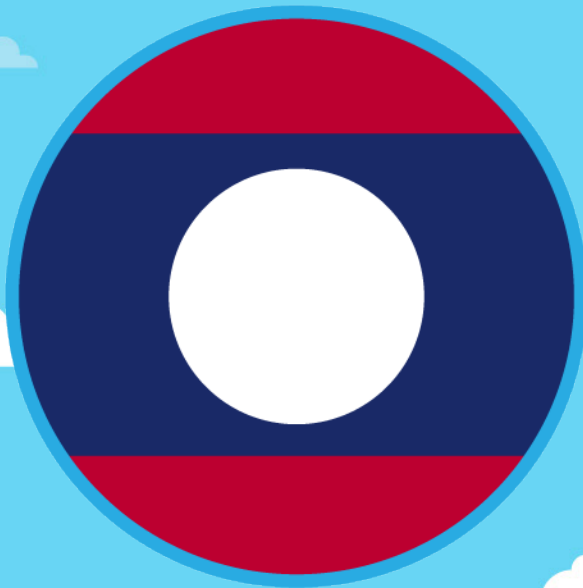
Lao PDR has one of the most pristine ecologies in South East Asia. An estimated haft of its woodlands consist of primary forest, in particular the tropical rain forest. Unlike the vegetation, which grows in the climate Europe and the United States, tropical rain forest is composed in three vegetative layers. The top layer features single-trunked, high-reaching tree called dipterocarps. Lao PDR is simply beautiful.

{Source: <http://www.laostourism.org/about-laos/>; http://www.tourismlaos.org/show.php?Cont_ID=330}

Visit: www.tourismlaos.org



Travel to

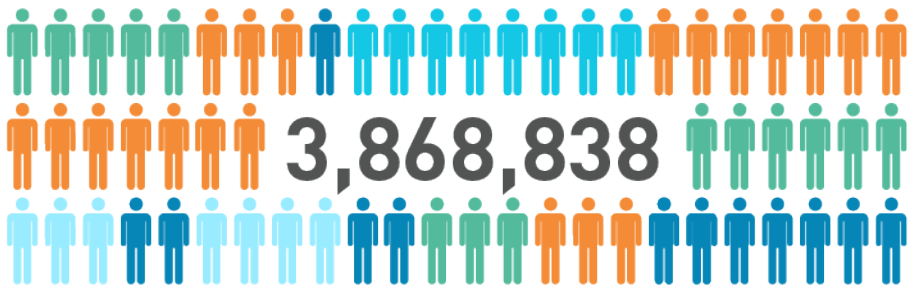


Lao PDR

Travel to Lao PDR

Tourism Statistics

Total Tourists Arrived in **2017**



Tourists to Lao PDR in 2017

Based on Country of Origin

Thailand



1,797,803

Vietnam



891,643

China



639,185

South Korea



170,571

USA



38,765

France



36,760

Source: <http://www.tourismlaos.org/files/files/Statistical%20Report%20on%20Tourism%20in%20Laos/2017%20Statistical%20Report%20on%20tourism%20in%20Laos.pdf>

Travel to Lao PDR

Purposes of Visit in 2017



Holiday
76,8 %



Business
12,4 %



Family Visit
5,1 %



Official, Convention
2,1 %



In Transit
0,3 %

Recommended Travel Destinations



Vientiane Great Stupa

The beautiful architecture is in Lao style, influenced by Buddhist beliefs: finely-gilded, red-lacquer doors, pointed lesser stupas, many Buddha images, flowers and animal images. **Location:** Northeast of Vientiane



Patuxai Victory Monument

This forms the centrepiece of Patuxai Park, and is dedicated to the Laos who were killed in the fight to gain independence from France, as well as from the nation's earlier occupiers. **Location:** Vientiane



Vang Vieng

A small town with a dreamlike landscape of bizarre limestone mountain peaks and scenic cliffs with the Nam Song (Song River) bisecting the town.

Location: Vientiane Province, Laos



Phionsavan

The capital of the province of Xieng Khouang, with colourful houses made from wood. What's unique is the New Year's Day celebrations with bullfighting. **Location:** Xieng Khouang Province

Source: http://tourismlaos.org/s/how.php?Cont_ID=22

Myanmar's single word which best signifies the inherent nature of the people of Myanmar is "Mingalaba" that means welcome as well as a wish for good fortune. The people of Myanmar is not only offer a good hospitality but to wish others well. With traditions deeply rooted in the loving-kindness philosophy of Buddhism, the creed the Myanmar live by is cedana, or heart-felt goodwill towards friends and strangers alike.

Myanmar is rich not only in traditions; the fertile land is crossed by a number of rivers that are used for transportation and irrigation, and also as a source of food. Mines have yielded some of the world's finest rubies and imperial jades, while the sea off the southern coast is prime breeding ground for cultured pearls of excellent lustre. The country's natural resources also include a stunning array of flora and fauna, from elusive tigers and elephants, to rare birds, butterflies and orchids. Many of these species are protected by Myanmar's system of national parks and wildlife sanctuaries.

In 2017, Myanmar welcomed 3,443,133 tourists. Myanmar is particularly an enigmatic destination for tourists around the world and continues to inspire as well as surprise even to the most worldly travelers. So, let the journey begin.

(Source: <http://www.tourismmyanmar.org/index.php/myanmar-tourism-marketing>)

Visit: www.myanmar-tourism.org



Travel to



Myanmar

Travel to Myanmar



Tourism Statistics

Total Tourists Arrived in **2017**



Total Tourism Revenue in 2017 = US \$ 1,969 Billion


Tourists to Myanmar in 2017 Based on Country of Origin

Thailand



273,889

China



212,642

Australia



32,628

France



58,369

USA



73,085

United Kingdom



47,717

Source: <https://tourism.gov.mm/wp-content/uploads/2018/06/Myanmar-Tourism-Statistics-2017-Final.pdf>
<https://www.ceicdata.com/id/indicator/myanmar/tourism-revenue>

Travel to Myanmar

Type of Tourist Based on Applied Visa



Tourist Visa
40 %



Business Travellers
42 %



Others
18 %

Recommended Travel Destinations



Yangon

Yangon, is often the first point of entry for most international visitors to visit pagoda, museum, and many more. It is dubbed as "The Garden City of the East". **Location:** Yangon River, Martaban Bay



Bagan

With more than 1,500 years of history, beautiful local art, it is the most fascinating place for travellers with over 2,000 ancient pagodas and temples. **Location:** Mandalay Region



Chin Hill


With its natural beauty and rich cultural heritage, this place is best for mountaineering, hiking to see the village life and bird watching, also see Chin ladies with tattooed face. **Location:** Kampetlet or Mindat



Nay Pyi Taw

This is the modern capital of Myanmar which exhibits at the National Museum include Burmese art and ancient artifacts. **Location:** Nay Pyi Taw Union Territory

Source: <https://tourism.gov.mm/wp-content/uploads/2018/06/Myanmar-Tourism-Statistics-2017-Final.pdf>
<http://www.tourism.gov.mm/wp-content/uploads/2017/06/goldenland-english.pdf>, <http://tourism.gov.mm/attractions/destinations/>



Cambodia's capital city is Phnom Penh. The dominant features of the Cambodian landscape are the large, almost generally located, Tonle Sap (Great Lake) and the Bassac River Systems and the Mekong River, which crosses the country from North to South. Cambodia's travel and tourism marks a relatively high contribution amongst other ASEAN Countries in 2017 which is around 14,1%. The most popular time to travel to Cambodia is around November to March, due to its dry season. Cambodia is like a hidden gem in Southeast Asia with spectacular temples, beautiful islands and beaches with rich cultural heritages.

[Source: <https://www.tourismcambodia.com/about-cambodia/>]

Visit: www.tourismcambodia.org



Travel to

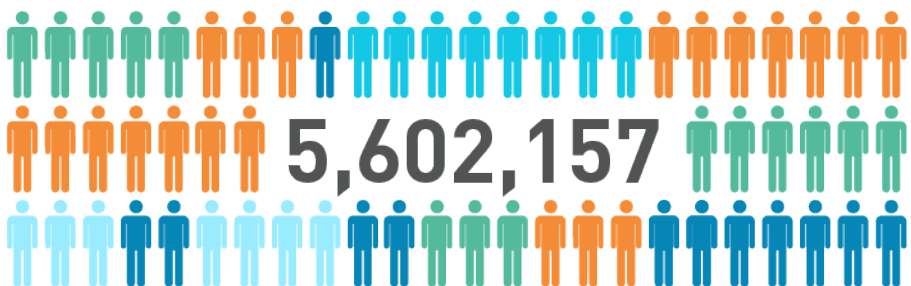


Cambodia

Travel to Cambodia

Tourism Statistics

Total Tourists Arrived in **2017**



Travel & Tourism Total Contribution to GDP
 USD \$ 7,206.7 million (32.4%)

Tourists to Cambodia in 2017 Based on Country of Origin

<p>China</p>  <p>1,210,782</p>	<p>Vietnam</p>  <p>835,355</p>	<p>Lao PDR</p>  <p>502,219</p>
<p>Thailand</p>  <p>394,934</p>	<p>South Korea</p>  <p>345,081</p>	<p>USA</p>  <p>256,544</p>

Source: https://www.tourismcambodia.com/img/resources/cambodia_tourism_statistics_2017.pdf
<https://www.wtcc.org-/media/files/reports/economic-impact-research/countries-2018/cambodia2018.pdf>

Travel to Cambodia

Purposes of Visit in 2017



Holiday
4,993,191



Business
373,223



Others
235,743

Recommended Travel Destinations



Angkor Wat

Its mightiness and magnificence bespeak a pomp and a luxury surpassing that of a Pharaoh or a Shah Jahan. **Location:** Siem Reap, south of Angkor Thom



Kratie

It is a very picturesque with sandbars and big islands out front and bends in the river. The rare freshwater dolphins. **Location:** Kmor Kre Commune, Kratie District



Sihanoukville

Sihanoukville's white sand beaches, beachy atmosphere to provide a great little tropical getaway to enjoy the fresh from-the-ocean seafood and snorkeling or scuba trip. **Location:** City of Sihanoukville



The Great Lake Tonle Sap

It includes floating villages, huge fish traps, and an economy and way of life deeply intertwined with the lake, the fish, the wildlife and the cycles of rising and falling waters. **Location:** Siem Reap, Battambang

Source: <https://www.tourismcambodia.com/attractions/angkor/angkor-wat.htm>
<https://theculturetrip.com/asia/cambodia/articles/the-10-most-beautiful-towns-in-cambodia/>




Southeast Asia

feel the warmth

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ASEAN is unique and astonishing in every sense of the word. It is a region full of cultural diversity, shaped by exceptional people and remarkable events throughout history and even amazing stories you never thought possible. Natural wonders and majestic structures that you would have to see to believe. The people and places in this region have their own unique stories to tell.

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Profiles



Profile - LSPR Jakarta



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— Jakarta —
GRADUATE SCHOOL of COMMUNICATION

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3. To provide the best educational quality system supported by specific expertise in communication studies.
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- Examination in 2003.
- LSPR - Jakarta gained accreditation from BAN PT (National Accreditation Board for Higher
- Education) with criteria A from 2001 to present.
- ISO 9001:2008 & IWA 2: 2007 for Quality Management System Memberships & Partnerships
- LSPR has been a member of the British Chamber of Commerce in Indonesia since 1992.
- LSPR became a member of the Chartered Institute of Public Relations, UK , in 1999.
- LSPR has been a member of the Singapore Institute of Management (SIM), since 2000.
- LSPR is a member of the Asian Media Information and Communication Centre, Institute of Public Relations of Singapore and the Institute of Public Relations Malaysia



Profile - CAPRS



Centre for ASEAN
Public Relations
Studies

London School of Public Relations Jakarta in association with the Ministry of Foreign Affairs, Republic of Indonesia, established the

Centre For ASEAN Public Relations Studies (CAPRS) through the Memorandum of Understanding (MOU) signing between the Directorate General of ASEAN Cooperation and LSPR Jakarta on 13th October 2014.

The vision of CAPRS LSPR is to be a study centre that produces variety of researches, programs and publications that are in line with the three pillars of ASEAN Community, which are politics and security, economy and socio cultural, that especially implemented in Indonesian science and policies and also to improve the nation's competitiveness.

Particularly, CAPRS as the ASEAN Studies Centre's establishments is in line with the Tri Dharma Principles in Higher Education institutions, which consists of three areas: Education, Research and Community Service, especially those which relate to the ASEAN Studies field.

The Missions of CAPRS are first, Centre for ASEAN Public Relations Studies conduct research and scientific assessments on the cooperation and relations of ASEAN region. The second purpose, community service in the form of socialization and dissemination activities, counselling, lectures and dialogue that aims to increase knowledge and awareness, students, lecturers, organizers state or government, the organizers of social institutions, political, legal, religious and so on about relations and cooperation ASEAN regional. While the third is the publication of academic literature that provide real advantage to the advancement of science and the development of cooperation and relations on ASEAN regional with harmonious.

All events and researches carried out by Centre For ASEAN Public Relations Studies aims to provide fact and compelling communications that clearly demonstrate the relevance and benefits of the ASEAN community to ASEAN stakeholders. This message also aims to build a sense of belonging and proud to be part of ASEAN Community.

The audiences will be communicated by CAPRS are:

1. General Public;
2. Women and Children – to include women community organisations, educational and children’s organisations;
3. Youth – to include students as the future leaders of ASEAN;
4. Business – to include local business, small-and medium-size enterprises;
5. Key Influencer – to include academia.





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Think big for a bigger ASEAN!



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ISBN 978-602-53662-3-7



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