

ABSTRAK

This paper describes and explains the tourism cooperation of ASEAN member countries through the ASEAN Tourism Forum (ATF). ATF consists of 10 ASEAN member countries. Tourism Forum (ATF) in ASEAN which aims to promote the ASEAN region as a tourist destination is expected to assist in the development of ASEAN tourism. Researchers analyzed the various programs undertaken by ASEAN through ATF activities namely the Meeting of ASEAN Tourism and Travel Exchange to growth ASEAN Tourism to be a single tourism destination. The purpose of this research is to know the effort of ASEAN in realizing ASEAN tourism Single Desrination. Based on the formulation of the problem, the framework of thought and assumptions that have been put forward, the writer can draw the hypothesis: ASEAN in the ASEAN Tourism Strategic Plan (ATSP) encourages the enhancement of the quality of tourism minister and human resources cooperation by establishing certification standards applicable to ASEAN member countries. Promote ASEAN tourism destinations in an integrated way through one website www.aseantourism.travel. In conducting this research, the author uses research methods, namely Descriptive analytic Research Methods.

Keyword : Tourism, ASEAN Tourism, ASEAN Tourism Strategic Plan (ATSP)