



# ASEAN Self Drive Tourism

*ASEAN Connect: Criteria Development and Policy Recommendations*

February, 2019





CITY



FOREST



## Contents

Introduction..... 5



Objectives..... 8



Criteria..... 16

# ASEAN Self Drive Tourism

*ASEAN Connect: Criteria Development and Policy Recommendations*


First Edition : February 2019




Created by  
Ministry of Tourism and Sports , Thailand  
4 Ratchadamnoen nok Road , Watsomanas ,  
Pom Prap Sattru Phai , Bangkok 10100 , Thailand  
Tel : +66(0) 2283-1555 Fax : +66(0) 2356-0746

## **ASEAN Self Drive Tourism**

### ***Guidelines for Self-Drive Development in ASEAN***



mechanically powered, passenger - carrying road transport, with the exclusion of public transport and bicycles. Bicycles, while a form of road transport, are not mechanically powered and are sufficiently different to other forms of road transport that they constitute a separate area of study. The range of road-based travel encompassed by the broad description of drive tourism includes day trips and overnight travel in a family car or a rental car, travel in four - wheel - drive vehicles (4WD), caravanning, travel in recreational vehicles (RVs) and motorhomes, and touring by motorcycle.



(Cadapted from Prideaux & Carson, 2011)



## Introduction

This policy framework is presented as a result of the pilot project commissioned by Ministry of Tourism and Sports, Thailand. Key findings from an extensive literature reviewed combined with an on-site survey of the selected pilot route for self-drive will be highlighted with a purpose to create a pathway to achieve the ASEAN Connectivity 2025 vision.

The vision for the ASEAN Connectivity 2025 is to achieve a seamlessly and comprehensively connected and integrated ASEAN that will promote competitiveness, inclusiveness, and a greater sense of Community.

### ASEAN Connectivity 2025: An Integral Part of ASEAN Community Vision 2025



Source: Master Plan ASEAN Connectivity 2025

# Drive Tourism

---

Given the dynamic environment in which ASEAN Connectivity takes place, it is crucial to consider the emerging trends that will influence the ASEAN Connectivity 2025 agenda. These include: a doubling of the number of ASEAN households that are part of the “consuming class” over the next 15 years; the challenge of improving productivity to sustain economic progress as growth in the size of the workforce starts to slow; the movement of 90 million more people to cities within ASEAN by 2030; the need for infrastructure spending to more than double from the historical levels

Restrictions on travel for ASEAN nationals within the region are largely a thing of the past. However, there are still opportunities to improve mobility in ASEAN. Opportunities include facilitating travel for tourists by addressing the lack of information on travel options and providing simpler mechanisms to apply for necessary visas. In this case, focus is directed to tourist dispersal via drive tourism. Road connectivity and facilities for drive tourism plays a significant component in addressing the over-tourism issues and at the same time could enhance the dispersal of tourist and better distribution of benefits throughout the secondary cities in all regions.





One of the underlying challenges is coordination issues between government departments and a lack of sharing of best practices. There is the opportunity to create mechanisms to support greater collaboration between logistics firms, academic institutions, and ASEAN Member States: this would help to identify bottlenecks across key areas of the region's supply chains; collect and share best practices about how to tackle those issues across the region and identify critical policy areas requiring attention. There have also been steps taken to encourage intra - ASEAN tourism through the concerted development of tourism products (for example, heritage sites, cruises, home stay, health and medical tourism, and eco - tourism); easier access to tourism areas; and affordable packages. The objectives of this document are therefore set forth to make progress on road tourism as followed:







## Objectives of the study:

The criteria development and policy recommendations are depicted as a vital groundwork to contribute to the implementation of Master Plan on ASEAN Connectivity which is a strategic document to guide actions to improve connectivity in the region. The starting point for successful implementation is to ensure that there is a vision which is both realistic and clear, with alignment and clarity at all relevant levels of government and with external stakeholders. To enhance the alignment going forward, this document will provide a succinct policy consideration and criteria (developmental guideline) to enhance ASEAN connectivity through (self) drive tourism.

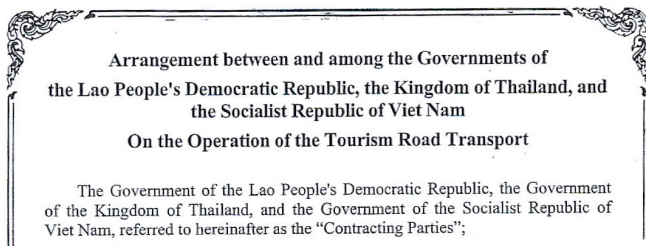


Progress on major infrastructure projects supporting physical connectivity in ASEAN has been mixed. Notable progress has been made on the

ASEAN Highway Network (AHN), which aims to establish efficient, integrated, safe, and environmentally sustainable regional land transport corridors linking all ASEAN Member States and neighbouring countries. There are no more AHN missing links in the region and the total length of roads below Class III/5 reduced by 46.2%, from 5,311.2 km in 2010 to 2,454 km in 2015, which includes 1,200 km on the priority Transit Transport Routes (TTR), (Source: Master Plan on ASEAN Connectivity 2025)

## Key findings from the review of the existing policy framework

1. Agreement between Thailand-Lao-Vietnam-the most comprehensive documents which outlined both the cross-border stipulations and tourism circuit/route. This agreement could be reactivated or replicated and should be considered as one of the best practices in drive tourism initiative between governments.



2. Formalities of all required documentations are well articulated with careful consideration on cross-border security particularly for vehicles taken from border to border.
3. Main service providers for drive tourists need a systematic enhancement, this was found to be essentially related to an opportunity to create better partnerships amongst rental car association/network within ASEAN.

4. Self-Drive tourists are wanting more to be free and independent travelers. Seeking personal tour guide is in need. Issues on the availability and accessibility for an independent tour guide who could be hired for a customized programme need attention. Roles and services required from tour guide and tour operator could be considered as a separate entity.
5. Promoting related self-drive tourism service providers and attract investment in road safety services for example, insurance, automobile emergency services or club (providing breakdown services), on - line services, vehicle assessment and examination services, Legal assistance (car ownership & accident) could facilitate the experience on the road better.





## On the Road Facilities



ACCESSIBILITY –  
ROAD  
CONDITIONS  
AND TOUR  
ROUTE/CIRCUIT



ATTRACTIONS  
– TOURIST  
INFORMATION  
FOR SELF  
DRIVE



ACCOMMODATION-  
SMALL  
HOTELS/BOUTIQUE



ACTIVITIES –  
LOCAL /  
NATURE/RURAL



NECESSITIES –  
TOILETS/REST  
AREAS/GAS  
STATION



REST AREAS-  
FOOD/LOCAL  
SOUVENIR



Our pathway to mitigating the issue of over-tourism...

Better dispersal of tourists and better distribution of benefits...

Since the post-Second World War boom in private automobile ownership, drive tourism has transformed the tourism landscape by facilitating dispersal, and the growth of attractions and tourism-related infrastructure beyond the zones that had previously emerged around sea ports and railway terminals. The automobile has made regional dispersal possible and created opportunities for many small rural communities to supplement rural economies with a tourism economy. Drive tourism is a popular form of tourism activity that has significantly contributed to the development of tourism in many nations (Prideaux & Carson, 2011).

---

This document is compiled to reflect on-site survey of the selected pilot route from Thailand-Laos-Vietnam. Other potential road connectivity for self-drive tourism could also replicate the policy framework for their evaluation.

---









## Criteria for Cross Border Self-Drive Facilitation: Checklist Indicators for policy consideration

### Criteria 1- Pre-trip : Preparation and Permit

#### 1. Pre-planned a geographical outline of the trip

The distance between the generating region and the destination. Where the distance is relatively short travel by car is popular but, as the distance increases, the model preference will generally shift from car to mass transport systems such as air transport or, in some cases, rail.

The structure of the journey between the generating region and the destination has been observed that the journey between home and the intended destination may take a number of forms, including: a simple transit trip where the objective is to drive to the destination as quickly as possible without spending time visiting highway-located tourist attractions; a more leisurely journey where time is spent visiting highway-located attractions during the journey; and where the highway and its attractions are the central focus of the journey, with the highway effectively becoming the destination. The structure of the journey and the manner in which specific tour patterns are structured depending on the types of tourist behaviours.



**Recommendation: a collaboration on drive tourist statistics should be established.**

### **Tourist Behaviours**

- ✓ Level of adventure and travel motivation
- ✓ Nature of travel parties/group
- ✓ Length of stay
- ✓ budget
- ✓ Travel party- Small/large parties

### **Type: Organised trip**

- ✓ Events/Caravan/Rally
- ✓ Full Tour program


### **Type: Free and independent traveler**

- ✓ Leisure rider
- ✓ Expressive riding
- ✓ Purely for fun

## Choice of Transport

- ✓ Private car
- ✓ Rental car
- ✓ Self-guided drive
- ✓ Guided drive (hiring driver and vehicle)

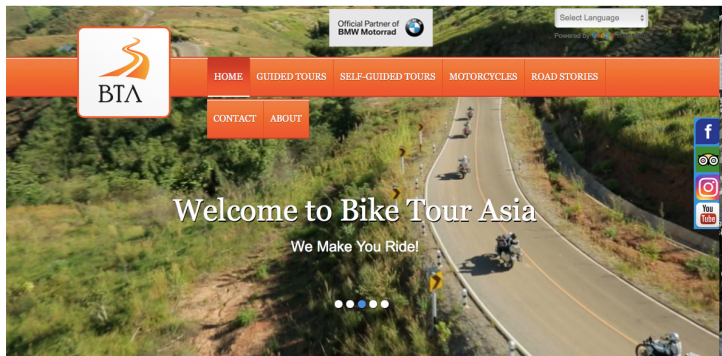
## Type of Transport

- ✓ Four-wheel drive
  - ✓ SUV vehicles
  - ✓ Motorcycle riding
  - ✓ Big bike
  - ✓ Bike
  - ✓ Caravanning (motor home/holiday park)
- 

**CARAVAN CLUB THAILAND**  
everywhere is your home







13 Days Tour  
"North Thailand Explorer"



15 days Tour  
"Thailand, Laos & Vietnam"



18 Days Tour  
"Thailand & Laos Explorer"



23 days Tour  
"China (Tibet) and Laos"

The destination is normally a key aspect of a vacation, but in the case of self-drive the transport can form a main part of the vacation or day trip. For some motorcycle riders, the riding is a hobby and the use of their bike to get to a destination can form the main motivation for the trip, with the destination being a secondary goal of the journey.

Promoting an exclusive-life-time experience for the leisure and expressive rider in ASEAN destination indicates a potentially lucrative market.

## 2. Different rules and regulations of driving in different countries

- ✓ All documents and permits
- ✓ International Driving Permits (IDPs)
- ✓ Facilitation for different modes of transports
- ✓ Inspection regulation at the border  
(joint effort in one stop service)



*Intra-ASEAN Agreements: Agreement on the Recognition of Domestic Driving Licences Issued by ASEAN Countries*

By virtue of the recognition hereby of the licences, holders of the licences issued in any one of the ASEAN countries and intending to take only a temporary stay in the territory of any of the other ASEAN countries may drive therein the classes or types of vehicles the licences permit them to drive.

### Licences Issued by ASEAN Countries

Each Contracting Party shall recognize the domestic driving licenses and certified translation thereof issued by the competent authorities of the other Contracting Parties in accordance with the “Agreement on the Recognition of Domestic Driving Licenses Issued by ASEAN Member Countries” signed at Kuala Lumpur on 9 July 1985.

## International Agreements

Convention on Road Traffic  
(Vienna Convention 1968)  
(Geneva Convention 1949)



Contracting parties shall recognize as valid for driving in their territories:

Driving Licence issued outside ASEAN

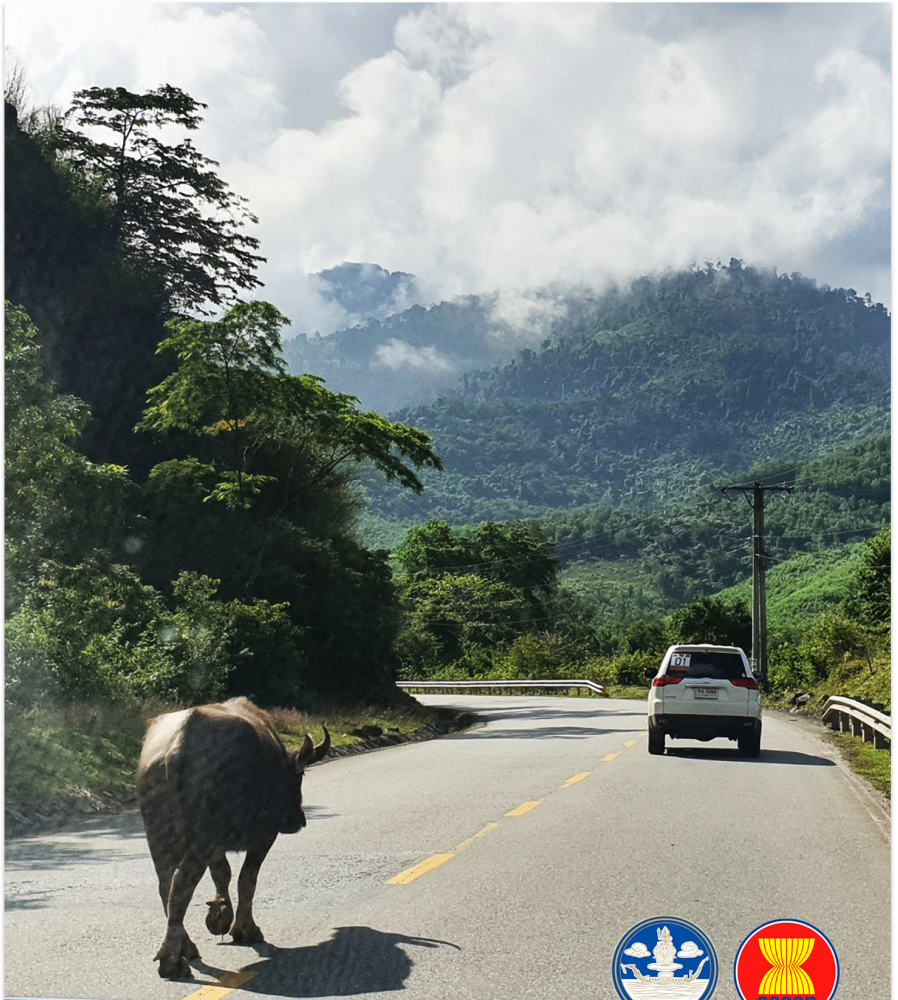
Permit to Drive in ASEAN

- domestic driving licence conforms to the provisions of annex 6 to the convention;
- International Driving Permit conforms to the provisions of annex 7 to the convention, on condition that it is presented with the corresponding domestic driving licence

## International driving permits

As the level of cross-border travel has increased, there has been a parallel increase in the demand for car rentals from fly-drive tourists. While many countries do not recognise drivers' licences issued by other countries, over 150 countries do recognise International Driving Permits (IDPs). These permits were developed under Section 24 of the United Nations Convention on Road Traffic (1949) and have made it much simpler to drive in foreign countries. This is also the case with all ASEAN member states.

Recommendations: a replication of the tourist booklet for drive tourism in ASEAN should be completed (see sample of the booklet from pilot project -Thailand – Laos -Vietnam



# Handbook for ASEAN Self Drive Tourism

*Guidelines for Self-Drive Development in ASEAN*

February, 2019

# Pre-trip

## CARAVAN (Group)

Less than 5

> 5

> 15



Vehicle types

private  
rental

.....



Individual (FIT)



## Documentation (เอกสาร)

- Driving License
- Passport
- Insurance
- International driving permit
- International transport permit
- Information conveyance (รายการเกี่ยวกับพาหนะ ตม.2)
- Passenger list (บัญชีคนโดยสาร ตม.3)
- Crew list (บัญชีคนประจำพาหนะ ตม.4)
- Application for export temporary the vehicle หนังสือขออนุญาตกรมศุลกากร



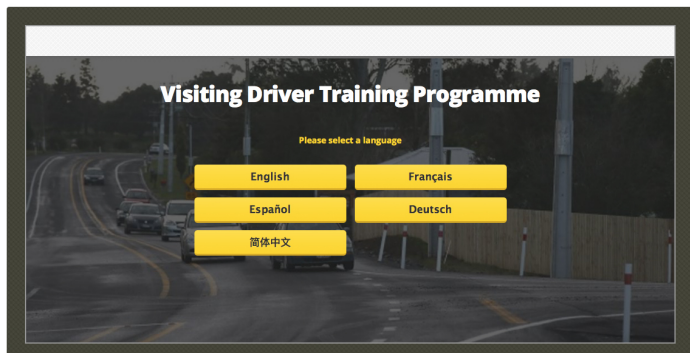
check list

Cross Border C1



**Recommendations: Development of on line - driving practices/simulation available for practice prior to the departure**

## Visiting Driver Training Programme



Visitor driving skills. Driving in a new environment where conditions are different from those usually encountered in their day-to-day driving activities poses a range of risks for drivers. The most obvious example is where a tourist who normally drives on the left visits a country where cars drive on the right.

Becoming familiar with having to drive on the opposite side of the road poses a number of risks.

Similarly, having to drive on open highways, particularly where the distances between attractions are large, also poses risks, such as fatigue and encountering situations not experienced in their home environment. Road rules and road etiquette may also vary.

**“A safe road system increasingly free of death and serious injury”**





## 3. Tour circuit and route

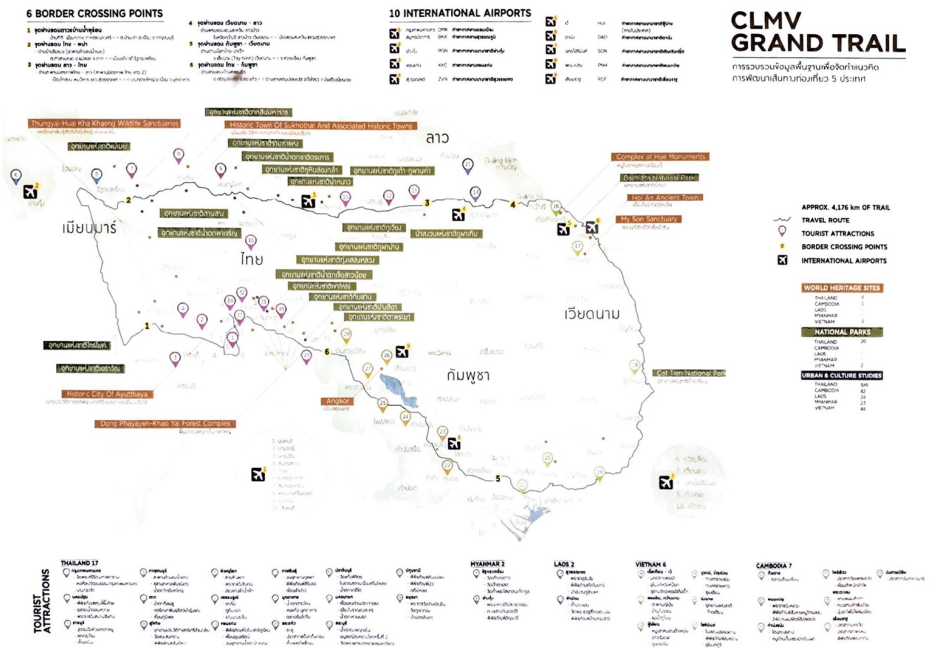
### The ASEAN GRANDTRAIL

Self-drive travellers generally value their freedom and independence and tend to have flexible itineraries. They like to explore new destinations on their own and 'stumble across' various points of interest along the way. They do not spend much time on pre-trip planning but prefer spontaneous trip decisions based on information sourced during the trip. This makes them extremely unpredictable in terms of visitor volumes or timing of arrival. Self-drive tourism in remote areas usually involves multiple-destination travel, where itineraries consist of several overnight stops in different locations. Understanding one's role in tourists' itineraries and the many possible ways tourists link destinations together in their travel routes seems to be critical for both product development and distribution in remote tourism.

### **Recommendation: Development of Potential Driving route and tour circuit**

The creation of drive routes to connect the drive tourist with the experiences available along a specific section of highway is needed. Compared to other forms of destination marketing, where a Destination Marketing Organisation (DMO) is tasked with marketing a defined geographic entity, destination

marketing of the drive tourism system is complex because it involves coordination of multiple destinations (and their DMOs) to create and operate an identity that is the sum of the experiences offered along that part of the highway identified as a specific drive route. The road network and associated policy formation and administration that supports drive tourism is important but is often ignored, with greater emphasis placed on more obvious elements such as attractions and accommodation.



Source: Tourism Authority of Thailand: Research on CLMVT Grand Trail Route







**Tourism route: #Drive to the hidden gem of ASEAN**

## Criteria 2- On the Road

- ✓ Highway network
- ✓ Road safety situation
- ✓ Road and traffic signage
- ✓ Directional signage
- ✓ Information on Road conditions
- ✓ Transportation station
- ✓ Parking facilities
- ✓ Access to off-road
- ✓ Accommodation (between town)
- ✓ Attractions



The focus point of the development should be on the facilitation of dispersal of tourists from the highway to less- known attractions /activities/destinations. The observation of the route survey led to conclude that there is a need to create a network or inventory of small/boutique accommodations along the journey. Creative types of accommodation could also include homestay, farmstay, bed & breakfast designated camping ground & facilities to list a few.

accommodation could also include homestay, farmstay, bed & breakfast to list a few.



**Mobile application:  
Journey planner**

This set of developmental criteria could be advanced with recent digital innovations in this aspect of on the road travel information; initiatives include online holiday planners that feature links to attractions in the areas where traveller is driving through. Other forms of travel information offered include traffic updates in cities, where regular reports are given on the location of accidents and road works. In country areas, information made available may include flood reports, locations of fires, and road works.

## Criteria 3- Related Services

- ✓ Automobile club (providing breakdown services)
- ✓ Insurance
- ✓ On-line services
- ✓ Vehicle assessment and examination services
- ✓ Legal assistance (car ownership & accident)

Case examples from other regions, a number of automobile clubs, such as the AAA, the RAC and the RACQ, have developed into large national mutual (not for profit) companies that generate substantial revenue. A network of similar types of services could be established to provide **breakdown services and insurance**.

Most clubs offer this service, usually on a no charge basis. The organization of breakdown services ranges from fully trained club staff effecting repairs to a service operated on a contractual basis by a second company. Repairs may include battery replacement, providing fuel and basic mechanical assistance.



## Pre-trip

### CARAVAN (Group)

- Less than 5
- > 5
- > 15



#### Vehicle types

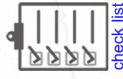
private  
rental

### Individual (FIT)



### Documentation (เอกสาร)

- Driving License
- Passport
- Insurance
- International driving permit
- International transport permit
- Information conveyance (รวมกรณีเที่ยวพหุภาคี ธ.บ.2)
- Passenger list (บัญชีคนโดยสาร ธ.บ.3)
- Crew list (บัญชีคนประจำพาหนะ ธ.บ.4)
- Application for export temporary the vehicle หนังสือขอยกขาดรถตามทาง



## On the road (Dispersal of Tourists)

### Facilities & Accommodations

( Small hotel / Boutique  
Homestay / Local Experience )

- Attractions (Urban / Rural)
- Activities



▶ ทราบว่านักท่องเที่ยวจะแพร่หลาย แปรไปทั่วตามแนวชายแดนและเขตชายแดนพิเศษตามจุดเชื่อมต่อ  
โดยเน้นบริเวณพื้นที่ชายแดนที่มีนักท่องเที่ยวเข้ามาเป็นจำนวนมาก โดยเน้นชมธรรมชาติและ วัฒนธรรม  
พื้นที่และจุดสำคัญ ในพื้นที่ชายแดน ไทย และพม่า และเวียดนาม โดยจุดพิเศษคือพรม  
พรมชายแดนที่มีนักท่องเที่ยวเข้ามาท่องเที่ยวจำนวนมากและมีการกระจายตัวไปทั่วพื้นที่  
ทาง ชายแดนและพม่า ซึ่งมีนักท่องเที่ยว วัฒนธรรม ที่เข้า เป็นมากกว่าร้อยละ 25%



Tour  
Guide



capacity  
building for  
self drive  
interpretations



Travel  
Tour  
Operator



Documents for  
cross-border  
to 3 rd. country  
any additional  
???



Agreement for Self-drive  
(Replicate the existing best practises)

### Cross Border C2

Visiting Driver Safety Campaign  
Journey not only Destination  
\*\*Tourist circuit \*\*Tourist route

Timeline 30 days before travelling date.

# Scenario 1 : Truly Self drive

## Individual

Private Car ?



Car ?



Motorcycle ?



Bicycle ?

Rental Car ?

Tourist Information

Tour Route (Recommended)



Tour Guide



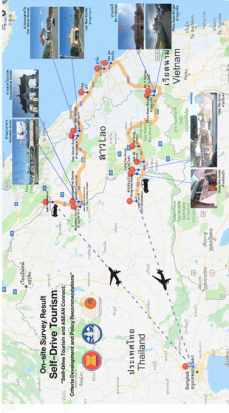
Optional ?



Tour Operator



Compulsory ?



## Documentation (เอกสาร)

- Driving License
- Passport
- Insurance
- International driving permit
- International transport permit
- Information conveyance (กรมการขนส่งทางบก ชม.2)
- Passenger list (บัญชีผู้โดยสาร ชม.3)
- Crew list (บัญชีคนประจำยานยนต์ ชม.4)
- Application for export temporary the vehicle หนังสือขออนุญาตนำรถออกต่าง



check list

## On the road

Accom Attraction Activities

Accessibility = Road Condition

Cross Border C1

Cross Border C2

Timeline 30 days before travelling date.

# Scenario 2 : Organized drive tourism

## Caravan

How many car ?

### Group Tour



Tour Operator C1



Tour Operator C2



Tour Operator C3

## On the road

Cross Border C2

Cross Border C1

## Role of Tour Operator

### Documentation (เอกสาร)



check list

- Driving License
- Passport
- Insurance
- International driving permit
- International transport permit
- Information conveyance (รวมการพิมพ์หนังสือ)
- Passenger list (บัญชีผู้โดยสาร สม.3)
- Crew list (บัญชีลูกเรือผู้โดยสาร สม.4)
- Application for export temporary the vehicle หนังสือขออนุญาตนำรถออก

Timeline 30 days before travelling date.

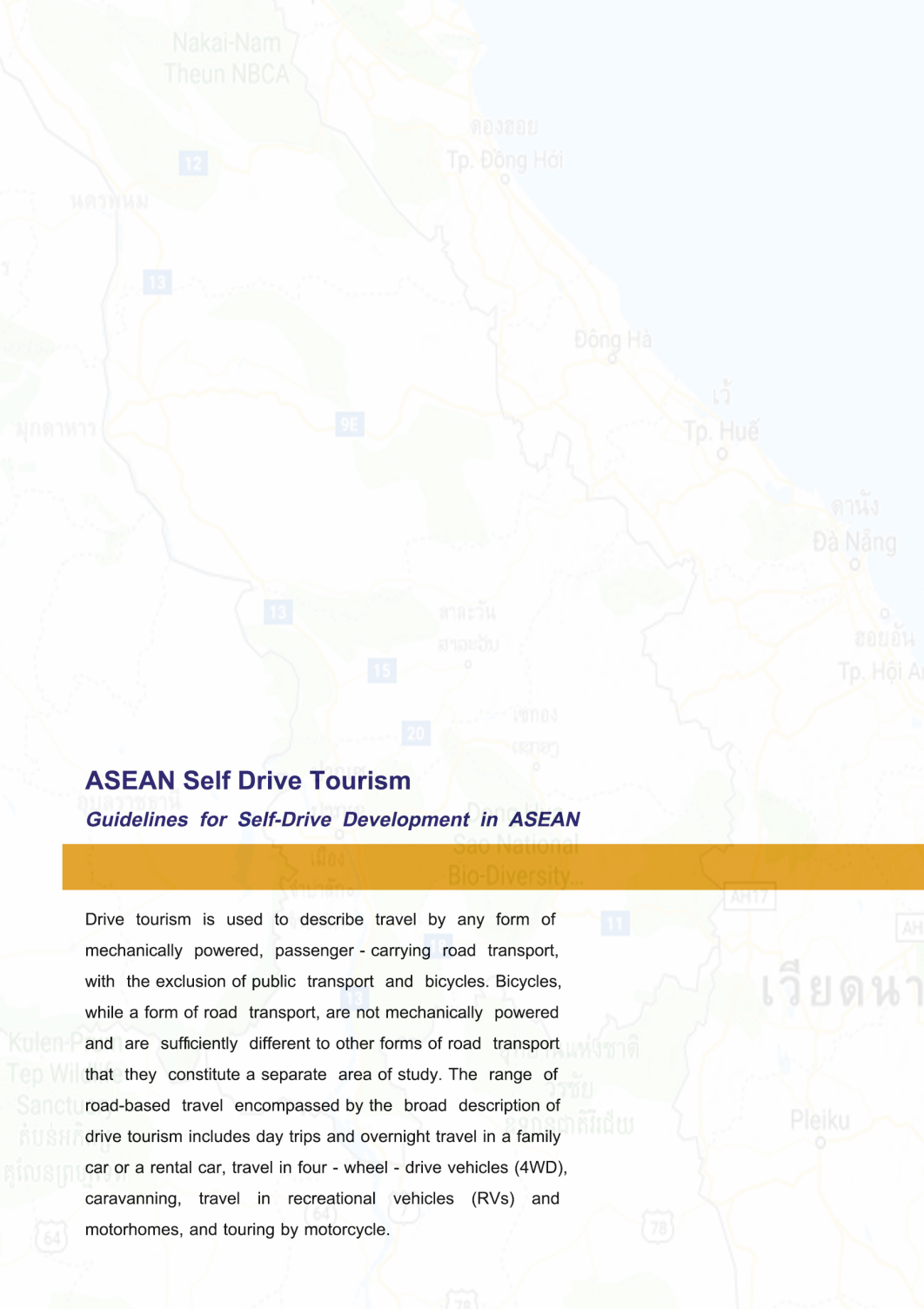


## The future of drive tourism:

Drive tourism has been, and will continue to be, an extremely important component of the tourism system for connecting many destinations in ASEAN member states.

Drive tourism is a complex phenomenon, with decisions about whether to drive, what to drive, and what role the vehicle plays in the travel experience, influenced by a range of factors.

There is increasing pressure on the travel and tourism industries to respond to environmental challenges, and drive tourism is not exempt from this pressure. Changes in fuel technology, vehicle design and travel behaviour can be expected to continue into the future just as there have been many such changes in the past.



## ASEAN Self Drive Tourism

### *Guidelines for Self-Drive Development in ASEAN*

Drive tourism is used to describe travel by any form of mechanically powered, passenger - carrying road transport, with the exclusion of public transport and bicycles. Bicycles, while a form of road transport, are not mechanically powered and are sufficiently different to other forms of road transport that they constitute a separate area of study. The range of road-based travel encompassed by the broad description of drive tourism includes day trips and overnight travel in a family car or a rental car, travel in four - wheel - drive vehicles (4WD), caravanning, travel in recreational vehicles (RVs) and motorhomes, and touring by motorcycle.