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Finding....ASEAN MRA for Tourism Professionals*

Maria Christina Gaerlan Aquino, Lilibeth Corro Aragon (Lyceum of the Philippines University, Intramuros, Manila, Phlippines)

Abstract: This study aims to determine the awareness level of various stakeholders in the Philippines on the Association of Southeast Asian Nations (ASEAN) Mutual Recognition Arrangement (MRA) for Tourism Professionals. The agreement was signed by the nine member states in 2009, with Thailand signing it on November 2012. Mutual Recognition Arrangements allow two or more parties to mutually recognize or accept some or all aspects of one another's conformity with assessment results. With the 2015 MRA implementation, industry, academe, students and government agencies are still creating awareness opportunities on how it will impact their sector, and the necessary steps needed.

Key words: ASEAN economic community (AEC); mutual recognition arrangement (MRA); ASEAN common competency standards for tourism professionals (ACCSTP); common ASEAN tourism curriculum (CATC)

JEL code: M1

1. Introduction

There is much talk about the ASEAN MRA for Tourism Professionals, however, awareness levels of the various stakeholders has not been studied. It is critical that the various sectors understand implications of the agreement to their business, education, and training as well as how they can better prepare for it when it is fully implemented. With a few months before 2015, there are several activities that are being undertaken by various agencies in each country to prepare for the full implementation.

1.1 Purpose of the Paper

To respond to impending implementation of the ASEAN MRA for Tourism Professionals by 2015, this study will focus on activities that are being undertaken by various agencies to increase the awareness levels and prepare for the implementation in the Philippines and determine if there is sufficient activities and what are the requirements of the various stakeholders to address the impact of the implementation.

2. Literature Review

2.1 ASEAN Community by 2015

ASEAN was established in 1967 through the ASEAN Declaration with five member states that included the

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Maria Christina Gaerlan Aquino, Ph.D. Education Curriculum Studies (ongoing), Lyceum of the Philippines University; research areas/interests: tourism and hospitality education. E-mail: mcg_aquino@yahoo.com.

Lilibeth Corro Aragon, Doctor in Business Administration, Lyceum of the Philippines University; research areas/interests: tourism and hospitality education.

Philippines, Malaysia, Thailand, Indonesia and Singapore. Since then, Brunei, Vietnam, Lao, Myanmar and Cambodia have joined the ASEAN. Among the many aims and purposes for the organization, it wants to "To accelerate the economic growth, social progress and cultural development in the region through joint endeavours in the spirit of equality and partnership in order to strengthen the foundation for a prosperous and peaceful community of Southeast Asian Nations" (ASEAN website) and promote regional peace among the ASEAN Member States (AMS).

To realize this objective, the ASEAN Vision 2020 was adopted by all the AMS during its 1997 meeting. During the ASEAN Summit in 2003, the AMS leaders resolved that the ASEAN Community will be established. For its 2007 ASEAN Summit, the AMS leaders decided to accelerate the ASEAN Community from 2020 to 2015. The label, ASEAN Community 2015 was formed, and it has three pillars that include the following: ASEAN Political-Security Community, the ASEAN Socio-cultural Community and the ASEAN Economic Community (AEC), with each pillar having their own plans, time table and lead groups working on the initiatives.

The AEC will establish the region as a "single market and production base making ASEAN more dynamic and competitive with new mechanisms and measures to strengthen the implementation of its existing economic initiatives; accelerating regional integration in the priority sectors; facilitating movement of business persons, skilled labor and talents; and strengthening the institutional mechanisms of ASEAN."

2.2 ASEAN MRAs

To realize the aim on "facilitating movement of business persons and skilled labor and talents" aim, several Mutual Recognition Arrangements (MRA) for different qualifications were signed starting in 2003 and completed in 2008. These MRAs are in the following areas: Accountancy Services, Medical Practitioners, Nursing Services, Electronic and Electrical Equipment Preamble, Dental Practitioners, Engineering Services, and Tourism Professionals. In the Philippines, the first six MRAs will be implemented through the Professional Regulation Commission, the government recognized agency responsible for the administration, implementation and enforcement of regulatory policies on the regulation and licensing of various professions and occupations under its jurisdiction.

2.3 Philippine Lead Agencies in Implementing the ASEAN MRA for Tourism Professionals

The ASEAN MRA for Tourism Professionals was signed by the leaders of the AMS in 2009 and completed in 2012 is handled by a different government agency as there is no license needed to work in the various sectors of the tourism industry. The three lead agencies in the Philippines to implement this MRA, have been identified: The Department of Tourism (DOT), Tourism Industry Board Foundation Inc. (TIBFI), Technical Education and Skills Development Authority (TESDA).

The DOT is the National Tourism Organization (NTO). It is the government mandated agency responsible for the promotion and development of tourism as a major socio-economic activity that will generate employment and economic initiatives that will spread the benefits to both private and public sector. As the designated NTO, it is tasked to do the following: develop, coordinate and implement work programmes/plans to enhance cooperation in tourism; provide a mechanism to promote participation from the private or business sector and non-government organizations; establish working groups to assist in the development and implementation of policies and work programmes and represent the Philippines in the ASEAN Tourism Professional Monitoring Committee (ATPMC).

The TESDA is the designated Tourism Professional Certification Board (TPCB). It is the agency authorized by the government of each ASEAN Member State primarily responsible for the assessment and certification of tourism professionals. As the TPCB, it is tasked to assess qualifications and/or competencies of tourism

professionals as specified in the ASEAN Common Competency Standards for Tourism Professionals (ACCSTP); issue certificates to tourism professionals whose qualifications and/or competencies comply with the ACCSTP; develop, process and maintain a registry of certified tourism professionals and job opportunities and notify the NTPB when foreign tourism professionals are no longer qualified or have violated any technical, professional or ethical standards.

The TIBFI is the designated National Tourism Professional Board (NTPB) and refers to the Board for Tourism Professionals composed of representatives from the public and private sectors including the academia and other relevant tourism stakeholders as identified by the ASEAN NTOs. As the NTPB, it is tasked to create awareness and disseminate information about the ASEAN MRA; promote, update, maintain and monitor the ACCSTP and the Common ASEAN Tourism Curriculum (CATC); facilitate the exchange of information on assessment procedures, criteria, systems, manuals and publications relating to the MRA; report its work progress to the ASEAN NTO; formulate and update necessary mechanism to enable implementation of the MRA and facilitate the exchange of best practices in the tourism sector. TIBFI has various industry and academic professional organizations as members but not limited to the Hotel and Restaurant Association of the Philippines (HRAP), Philippine Travel Agencies Association (PTAA), Philippine Tour Operators Association (PHILTOA), Association of Human Resource Managers in the Hospitality Industry (AHRM), Hotel Sales Mangers Association (HSMA), Executive Housekeepers Association of the Philippines (EHAP), Philippine Bartenders' League (PBL); Hotel Restaurant Chefs Association of the Philippines (HRCAP), Philippine Association of Convention, Exhibition Organizers and Suppliers (PACEOS), Council of Hotel and Restaurant Educators of the Philippines (COHREP), Association of Administrators in Hospitality, Hotel and Restaurant Management Educational Institutions (AAHHRMEI) and National Union of Workers in the Hotel and Restaurant and Allied Industries (NUWHRAIN). All the professional organizations are represented by their current president or their designated representatives.

2.4 The Philippine Tourism Industry

The last few years have seen a growth in tourism and hospitality industry, especially in the Southeast Asian region, including the Philippines. For 2013, international the tourism arrivals reached 4.7 million (DOT), and had around 27.9M domestic tourists in 2011. Based on the DOT National Tourism Development Plan for 2011-2016, the target for international tourists is 10 million international tourists and 35.5 million domestic tourists by 2016. There is need for many employees who have the skills sets needed to work in different sectors of the tourism and hospitality industry.

2.5 Philippine Higher Education Landscape

Out of 2,299 higher education institutions, there are 978 HEIs offering HRM and 346 HEIs offering Tourism programs in the Philippines. Using enrollment figures for AY 2011-2012, there are 226,950 students enrolled in HRM programs, making it number 3 of the most popular programs. For AY 2012-2013, there were 247,354 hospitality students and 19,591 Tourism students. The last few years have seen a worldwide phenomenal growth in tourism and hospitality industry. As a result, there is need for many employees who have the skills sets needed to work in different sectors of the tourism and hospitality industry. With these developments, there is an increased popularity among high school graduates to choose tourism and hospitality management (THM) programs in the various higher education institutions (HEIs) making it the 3rd of the top ten programs with biggest enrollment. The opening of job prospects in ASEAN will also boost employment opportunities for Tourism and Hospitality graduates here in the Philippines. The only challenge is to ensure that the competencies of graduates meet the

CATC and competency standards. Students will have to take an assessment with TESDA, and will receive a certification that will allow them to qualify for work in any of the ASEAN member states.

3. Methodology

Through the initiative of DOT, awareness seminars were conducted in various regions. DOT would advise their regional office of the schedule of ASEAN MRA seminars. The regional office would then send out invitations to various stakeholders from industry, academe, government offices. The awareness seminars are conducted by representatives from DOT, TESDA and TIBFI/The seminar is a four hour seminar, usually done in the afternoon from 1:30 to 5:30 in the afternoon. It contains topics on the Agreements that led to the ASEAN MRA for Tourism Professionals, presented by the DOT representative; the Philippine Qualifications Framework (PQF) presented by TESDA; and the TIBFI background and the ASEAN Toolbox presented by TIBFI representatives. A pre & post-test is conducted among the participants, an open forum, and handouts are given to the participants.

The pre & post-test has ten multiple choice questions, with three questions with multiple answers, and the highest possible score is 16. Refer to Appendix A for Pre & Post Test Sample. To date, sixteen seminars have been conducted.

Location	Date	Academe	Hotels & Resorts	Tour operators	Tour Guides	TREs	LGUs	others	DOT	TESDA	CHED	labor	TOTAL	%
Cebu City	7/5/13	7	29	29	7	4	5		3				84	8.13%
Iloilo City	7/11/13	41	4	8	20	7	12			8			100	9.68%
Puerto Princesa	7/22/13	21	17	10	7		7	7					69	6.68%
Bacolod City	8/30/13	44	-	6	-	4	21			2			77	7.45%
Baguio City	9/11/13	20	26	11	8	37	13		19				134	12.97%
Legazpi City	9/18/13	31	14	10	3	4	-			8			70	6.78%
Tagbilaran, Bohol	1 10/4/13	7	12	20	8	40	2			3			92	8.91%
Cagayan De Oro	10/9/13	38	33	7	1	10	12			2			103	9.97%
Angeles City	10/25/13	46	11	16		7	11			7	5		103	9.97%
Tacloban	11/5/13	no break	down avail	able due to	lost recor	ds from	Typhoo	n Yolar	ıda				64	6.20%
Laoag	11/15/13	16	12	5	6		18		8	2			67	6.49%
NCR	11/28/13	23	19	4	2	6		5	1	3	3	4	70	6.78%
Zamboanga	3/3/14													
Surigao	3/7/14													
General Santos	3/14/14													
Tuguegarao	3/31/14													
Dipolog	5/2/14													
Sub-total to date	16	294	177	126	62	119	101	12	31	35	8	4	1033	
	% share	28.46%	17.13%	12.20%	6.00%	11.52%	9.78%	1.16%	3.00%	3.39%	0.77%	0.39%		

Table 1 DOT Initiated ASEAN MRA Awareness Seminars

Aside from DOT initiated seminars, special invitations to the DOT MRA Awareness team members are made from various organizations. Similar topics are presented. The organizer may opt to conduct the pre & post test activity. To date, there have been sixteen seminars that were conducted in this category, in various regions of the

Philippines. There are still other seminars that are being planned, especially in regions where the provinces are far from the seminar venue.

Table 2	ASEAN MRA Seminars In	nitiated by Other O	rganizations with	DOT/TESDA/TIBFI Speakers
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organizer	location	date	no. of pax	%
AAHRMEI National Convention	Crowne Regency, Boracay	12/1/12	266	10.46%
COHREP National Convention	Waterfront Davao	2/1/13	200	7.86%
PACEOS	Resorts World		30	1.18%
AHRM	Century Park Hotel		30	1.18%
PHILTOA	SMX	9/3/13	300	11.80%
Capiz Provincial Tourism And Cultural Affairs Office	Capiz	9/25/13	80	3.15%
COHREP CAR 1st Regional Conference	Baguio	9/27/13	125	4.92%
COHREP GMM	National University	10/11/13	17	4.60%
2nd TVET Congress	SMX	10/29/13	1,286	50.57%
COHREP XI 2nd Regional Conference	Marco Polo Hotel, Davao	12/10/13	70	2.75%
COHREP III ASEAN MRA Seminar	University of the Assumption	2/14/14	39	1.53%
UST Event Class	Camp Aguinaldo	2/28/14	300	11.80%
PACSB V	Hotel Dominique	2/28/14	150	5.90%
LPU Manila	LPU Mini Theater		80	3.15%
LPU Batangas	JPL Hall of Freedom	2/27/14	300	11.80%
UFTE	No data yet	3/29	No data yet	
Sub-total to date	16	total	3,373	

To date, there were 4,406 participants who have attended the various seminars, with the non-DOT initiated seminars getting around 76.55% of the participants. Refer to Figure 1 for breakdown of seminar participants.

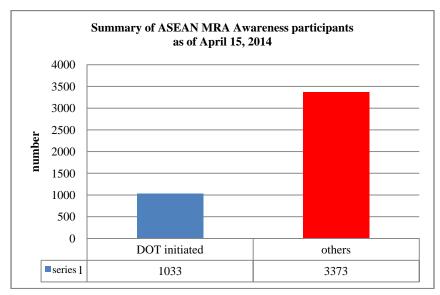


Figure 1 Summary of ASEAN MRA Awareness Participants

TIBFI has a website (http://www.tourismindustryboard.org) where relevant information is uploaded for use by interested stakeholders. As of April 17, it was visited 6,174 times. A survey was conducted among members of TIBFI re: awareness from December 4, 2013 to January 10, 2014 using the google doc based survey. Multiple choice questions and answers were provided, and open choices that allowed for other answers to be given by the respondent.

A five day training was conducted by DOT and TIBFI for the National Master Trainer and Assessor Training Workshop at the TESDA Women's Center in Taguig last March 17 to 21, 2014. Facilitators to this workshop were four of the seven participants to the ASEAN Master Trainer and Assessors Training Program in Bali, Indonesia. Participants to the workshop were nominated by the TESDA Regional Offices. To qualify, participants must be a holder of TESDA National Certificates, and completed the Assessor's Methodology(AM), Trainer's Methodology (TM) and National Trainer's Certificate (NTC); and should have at least three to five years of industry work experience in Housekeeping or in relevant areas. There were thirty-seven participants who qualified in this training. The successful participant will have to conduct a similar cascade training in their region.

4. Findings and Discussion

4.1 Pre-test and Post Test Results

During the DOT initiated ASEAN MRA Awareness seminars, participants would not be given hand-outs initially. They would be given a diagnostic exercise before the seminar proper. Questions were asked on details of the ASEAN MRA for Tourism Professionals including member states of the ASEAN. These seminars would have around 50 to 100 participants. Partial results are shown in Table 3.

		No. of Participants			Average			median		mode			highest			Lowest		
Province	Date	PRE	POST	PRE	POST	INCREASE	PRE	POST	Change	PRE	POST	INCREASE	PRE	POST	INCREASE	PRE	POST	INCREASE
Legazpi	9/18/13	59	63	34.64%	44.05%	12.69%	5	7	+2	5	7	2	11	11	0	1	3	2
Cebu	07/05/13	70	65	38.57%	48.08%	9.51%	6	8	+2	6	8	2	11	11	0	2	5	3
Bacolod	8/30/13	56	64	38.28%	52.54%	14.26%	6	9	+3	6	9	3	10	12	2	2	3	1
Palawan	7/22/13	56	58	35.94%	58.84%	22.90%	6	10	+4	5	11	6	10	12	2	2	5	3
Ilo-ilo	7/11/13	77	73	41.80%	53.34%	11.54%	6	8	+2	6	8	2	11	13	2	3	5	2
Pampanga	a 10/25/13	95	94	36.32%	54.52%	18.21%	6	9	+3	5	9	4	11	12	1	2	5	3
average		68.83	69.5	0.3759	0.5189	0.1485	5.833	8.5	2.667	5.5	8.667	1.462	10.67	11.83	0.538	2	4.333	1.077

Table 3 Results of Pre & Post Test

During the seminar, there were early and late participants, and some who would leave early due to other commitments. As a result, there would be lower participants in the pre-test than in the post test, or the reverse could happen also, where there were more post-test takers than the pre-test taker. To avoid embarrassment among the participants, organizers request participants to write an "alias" in their paper. Participants with the highest points in each location, both for pre-test and post-test are given special prizes from DOT. A group assessment (participants from one table) is also conducted at the end of the seminar. Winning group receives a DVD containing the soft copies of all 145 competencies. This is a much sought prize among the participants. The biggest number of participants was in Pampanga, 95 participants, and the lowest number of participants was in Palawan with 56 participants.

The post-test average scores show that there was an increase in the awareness levels of the participants by 14.8%. The highest increase in awareness was in Palawan at 22.9%, and the lowest increase was in Iloilo at 11.5%. The median score for the pre-test was 5.833 out of high score of 16 points and the post test results show an increase to 8.5. The highest pre-test result was 11 and four of the six areas got this score. The two areas that got the lower pre-test are in Bacolod and Palawan. The highest post test was 13 and was received by a participant from Iloilo. The lowest pre-test score was 1 and this was from a Legaspi participant, and the lowest post-test score

was 3 from Legaspi and Bacolod. To date, only one participant has received a perfect pre-test and this was from an LPU Manila participant.

The DOT initiated seminars indicate that participants increased their awareness levels after attending the seminar.

4.2 TIBFI Survey

There were 243 responses received from the various sectors. Respondents could belong concurrently with various sectors, i.e., academe but also part of an industry organization, or academe and government. Respondents were academe (44%), government (25%), industry (19%), students (9%) and labor (3%). There were respondents from all 16 regions except for CARAGA, and distribution had National Capital Region (53%), CALABARZON (19%), and then Central Luzon (10%).

Most of the respondents (64%) have not attended any awareness seminar. Of those who attended, they cited COHREP at 27%, as the organizer of such a seminar, followed by the DOT/TIBFI at 22%. Most of the respondents, around 75%, think that they will be affected by the ASEAN MRA.

Most respondents indicated that the impact of this development will be in curriculum content, job opportunities, and improved salary structure. For curriculum development, there is need for schools to be aware of the ASEAN Curriculum and competency standards as this would be the new minimum. This would mean retraining of faculty, development of new instructional materials, and assessment and certification of graduates would be highly recommended to increase their employability percentage. There would also be more local employees who will be seeking job opportunities outside of the country, as well as influx of foreign employees who will compete with local employees for jobs in various sectors. A positive development would be the review of salary structure to be comparable with the ASEAN member states, so that employees will not leave their present organization.

Many of the respondents are not yet doing any preparation to address the impact of this development. They do not know where to start, and are not yet aware of the significance of this development. For those that are aware, some have started training and development programs and curriculum review are topmost in the agenda of most stakeholders.

Most of the respondents, 83% need assistance in preparing for the impacts of the ASEAN MRA for Tourism Professionals full implementation. They cite curriculum development, and training of faculty and employees on the new standards as their priority activities.

The results of the survey show that there is need to conduct more activities that increase awareness levels especially among various stakeholders in the tourism industry.

4.3 ASEAN and National Master Trainer and Master Assessor Training Workshop

As part of the ASEAN MRA for Tourism Professionals, DOT recommended seven participants to attend the ASEAN Master Trainer and Assessor Training, conducted in Bali Indonesia last 2012. There were three participants who attended the 3-week Master Trainers workshop, and four who attended the 2-week Master Assessor training workshop. These nominees were endorsed by TESDA and/or TIBFI. Part of their return service is an undertaking to conduct a similar program in the Philippines. The trainers for the ASEAN Master Trainer and Assessor Training program evaluated the performance of the participants, which had Levels 1 to 4, with Level 1 as the highest.

The levels and their description are as follows:

• Level 1: (25-30) Outstanding Master Trainer/Assessor — This Master Trainer/Assessor has demonstrated

In-depth understanding of the background to vocational training in the ASEAN context, the MRA and the toolbox project; In-depth understanding of the structure, purpose and application of CBT/CBA; In-depth understanding of the ASEAN context and the MRA; A high level of English language (listening, speaking, reading, writing); Ability to train and assess trainers and assessors at the **ASEAN** level and able to assess the competencies of other Master Trainers and Assessors.

- Level 2: (19-24) Competent Trainer/Assessor All of the above but at a reduced level of ability and experience. Able to train and assess trainers and assessors at a National level but not yet able to assess the competencies of other Master Trainers and Assessors.
- Level 3: (15-19) Competent Trainer/Assessor Has many of the skills and abilities mentioned above but needs further development in:English, CBT, CBA, Developing an assessment schedule; Suitable to conduct training and assessment of trainers and assessors at a **Regional** level but not yet able to assess the competencies of other Master Trainers and Assessors.
- Level 4: (0-14) Not yet Competent Trainer/Assessor Unsuitable to perform the role of Master Trainer or Assessor either due to certain character faults or lack of knowledge, ability, aptitude, attitude or communicative ability (in English and/or native language) or requires more intensive study and vocational experience in order to be able to assess other trainees or assessors.

There were also six competencies that Master Trainers/Assessors need to learn and demonstrate competency during the assessment. These are:

- C1 Can conduct training/assessment in English
- C2 Demonstrates ASEAN competency based training/assessment knowledge
- C3 Demonstrates application of an ASEAN Toolbox in the design of a competency based learning and/or assessment program
 - C4 Demonstrates the ability to conduct training/assessment independently
 - C5 Has sufficient ability to support experienced trainers/assessors
- C6 Demonstrates knowledge of and has the ability to implement the ASEAN competencies of the CATC to conduct training/assessments in at least one specialist area (e.g., English, housekeeping or in the common core)

The Philippine delegation for the ASEAN Master Training had five participants who received Level 1 and two participants who received Level 2 rating. Of these delegations, four were involved in the cascade training for the National Master Trainer and Assessor workshop.

In the National Master Training and Assessment Workshop, out of the 37 participants 35 participants were able to complete the program. They were also rated by the trainers from Level 1 to Level 4, however descriptors were modified in the coverage area. Level 1 can train/assess **Nationally**, level 2 can train/assess **Regionally**, level 3 can train/assess **Provincial** and level 4 is the same. Assessment and evaluation is still being finalized by the trainers. With additional 35 possible trainers/assessors, who represent various regions in the country, there would be more possible speakers in ASEAN MRA Awareness seminars as the awareness module was part of the training program.

5. Conclusion

With the ASEAN Economic Community implementation by 2015, with less than two years to go before the end of 2015, there is much work to be done by industry, educators and government to ensure that benefits and impact will be positive for all.

As there are more trainers who can conduct the ASEAN MRA for Tourism Professionals Awareness seminar due to the National Master Participants, it is recommended to conduct the same awareness seminar in their region to reach more participants.

For curriculum integration of ASEAN competency standards, TESDA is already undertaking a study of harmonizing the Philippine tourism qualifications with the ASEAN tourism qualifications. Once this is done, schools can undertake a curriculum mapping to include the Common ASEAN Tourism Curriculum, and make their curriculum design compliant with Philippine and ASEAN competency standards.

For industry, they can review and align their job description with ASEAN standards as well as conduct staff development programs that will level up the competencies of their current employees. It is also recommended to recruit employees that are holders of TESDA certificates for specific critical positions in the tourism industry.

If these activities are undertaken, then there is a higher possibility that more tourism stakeholders will be able to Find...ASEAN MRA for Tourism Professionals.

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Appendix A Pre & Post Test Sample

Name: Date
Diagnostic _____ Post ____ Location
Choose the best answer for each question by writing the answer on the first column.

- 1. There are ____ countries in ASEAN.
 - a. Six
 - b. Nine
 - c. Ten
 - d. Twelve
 - e. None of the above
- The country that is not part of ASEAN
 - a. Hongkong
 - b. Myanmar
 - c. Indonesia
 - d. Philippines
 - e. None of the above
- 3. The ASEAN Economic Community will
 - a. Establish ASEAN as a single market and production base
 - b. Accelerate regional integration in the priority sectors
 - c. Facilitate movement of business persons, skilled labor and talents
 - d. Strengthen the institutional mechanism of ASEAN
 - e. all of the above
- 4. The ASEAN Tourism Agreement provides for the (*more than 1 answer*):
 - a. Promotion of ASEAN as a single tourism destination with world class standards, facilities and attractions
 - b. Enhance mutual assistance in human resource development and training in the tourism sector
 - c. Facilitate the mobility of tourism professionals and workers
 - d. Exchange of information on best practices in competency based education and training for tourism professionals
- The ASEAN Common Competency Standards for Tourism Professionals (ACCSTP) are arranged sets of competencies required for tourism professionals who seek to work in a specific labor division that are common across various sectors of tourism in ASEAN member countries.
 - a. True
 - b. false
- 6. What is a tourism labor division that is not yet defined by the MRA?
 - a. Front office
 - b. Housekeeping
 - c. Tour guiding
 - d. Food and beverage services
 - e. None of the above
- 7. The MRA among the ASEAN member countries is
 - a. Optional
 - b. Requirement
- 8. Match Column A with Column B

Column A

- A National Tourism Professional Board
- B Tourism Professional Certification Board
- C National Tourism Organization
- D ASEAN Tourism Professional Monitoring Committee
- 9. The toolboxes contain (more than 1 answer)
 - a. Instructor's materials
 - b. Trainees materials
 - c. Assessment materials
 - d. Reference materials
 - e. All of the above
- 10. By 2015, there will be free movement of
 - a. Goods
 - b. Services
 - c. Investment
 - d. Skilled labor
 - e. All of the above

Column B

- 1 Department of Tourism
- 2 All NTOs and NTPBs
- 3 Technical Education Skills Development Authority
 - Tourism Industry Board Foundation Inc.