Article

**ASEAN Chairmanship: Opportunity for Indonesian Tourism**

The ASEAN Chairmanship is a crucial position entrusted to one of the ASEAN member states every year. Indonesia, the 2023 ASEAN Chair, will hold the 42nd ASEAN Summit. The chairmanship is expected to provide many benefits for Indonesia, including the opportunity to revive the tourism sector.

As one of the sectors most affected by the COVID-19 pandemic, tourism needs special attention to rise again. Indonesia's 2023 ASEAN Chairmanship can be a momentum. As one of the countries with abundant natural and cultural wealth, Indonesia has a lot of tourism potential that can be developed. As a host, the tourism sector in Indonesia will increasingly receive attention from other ASEAN countries.

ASEAN activities involving many member countries are also great opportunities to promote Indonesia's tourism. Indonesia has the chance to promote the natural beauty, culture, and cuisine of various regions to other ASEAN countries. This will be a good opportunity for Indonesia to increase the number of foreign tourist visits.

ASEAN Chairmanship will bring a positive impact on tourism infrastructure in Indonesia. ASEAN activities involving many member countries will require adequate infrastructures, for example, airports, hotels, and roads. Therefore, Indonesia must prepare adequate infrastructure to support ASEAN activities.

Indonesia also has the opportunity to expand cooperation in the tourism sector with other ASEAN member countries. In this case, Indonesia takes advantage of its ASEAN Chairmanship to establish cooperation in various aspects of tourism, such as tourism destination development, promotion, and tourism industry development.

The 2023 ASEAN Chairmanship can be a great opportunity for Indonesia to revive the tourism sector affected by the COVID-19 pandemic. As the ASEAN activities host, Indonesia has the opportunity to promote the natural beauty, culture, and cuisine of various regions.

In addition, the 42nd ASEAN Summit can be an event to promote Indonesian tourism broadly at the regional level. Indonesia can take advantage to introduce leading tourist destinations in various regions to the guests attending the Summit.

For example, Indonesia can hold visits to interesting tourist attractions in various regions in Indonesia, such as Bali and Komodo National Park. This can increase the number of tourist visits to Indonesia from ASEAN member countries and revenue from the tourism sector. Thus, the 2023 ASEAN Chairmanship activities in Indonesia will bring a positive impact not only for Indonesia but also for other ASEAN member countries.

It is in line with Pancasila University's Tourism Faculty Dean Devi Roza Kausar, Ph.D. statement: "Indonesia can promote tourism products that have similarity among ASEAN countries”.

The thing to note is that the rise of Indonesian tourism opportunities is not dependent on the ASEAN Chairmanship activities. The Indonesian government and the tourism industry players also need to improve the quality and services in the tourism sector to attract more national and international visitors.

The government needs to pay attention to adequate and sustainable tourism infrastructure and actively promote tourism in various international fora. Thus, Indonesia can continue to prioritize tourism as one of the major sectors of national economic development.

In conclusion, the 2023 ASEAN Chairmanship activities can be an opportunity to raise Indonesia's tourism sector. The Indonesian Government and the tourism industry players need to use this moment and keep improving the quality of the services in the tourism sector to attract more national and international visitors. Thus, the tourism sector can continue to significantly contribute to the national economy's development.

Source:

[voaindonesia.com](https://www.voaindonesia.com/a/g20-soroti-kebangkitan-kembali-pariwisata-bali/6834154.html)

[antaranews.com](https://www.antaranews.com/berita/3249865/menparekraf-perhelatan-ktt-g20-jadi-awal-kebangkitan-pariwisata-bali)

[suaradewata.com](https://www.suaradewata.com/read/202303190013/ktt-asean-summit-dorong-kebangkitan-pariwisata-nasional.html)

[kominfo.go.id](https://www.kominfo.go.id/content/detail/48756/akademisi-pariwisata-asean-bisa-saling-terkoneksi/0/rilis_media_gpr)