**SUMMARY RECORD OF THE APEC WORKSHOP ON   
STRENGTHENING TOURISM BUSINESS RESILIENCE AGAINST THE IMPACT OF TERRORIST ATTACK**

**Bali, 9-10 May 2017**

The APEC Workshop on Strengthening Tourism Business Resilience against the impact of terrorist attack was held in Bali, Indonesia, from 9 May to 10 May 2017.

Participants attended from 14 APEC member economies, Australia, Canada, Chile, China, Indonesia, Malaysia, New Zealand, Papua New Guinea, Peru, The Philippines, Chinese Taipei, Thailand, USA, and Vietnam. The workshop was also attended by speakers from Intelligent Travel-Melbourne, University of Technology Sydney, S. Rajaratnam School of International Studies, Member of Parliament of India, University of Queensland, Australia, Ministry of Tourism and Culture Malaysia, the US Embassy in Kuala Lumpur, National Police Agency of Chinese Taipei, Tourism Bureau of Chinese Taipei, Ministry of Tourism of Indonesia, the National Counter Terrorism Agency of Indonesia (BNPT), Bali Police, and the Centre for Strategic and Internasional Studies (CSIS) Jakarta.

The two-day workshop aims to raise understanding on lesson learned and good practices of building tourism business resilience in the aftermath of a terrorist attack. Another objective of the workshop is to increase cooperation among APEC member economies to foster stronger partnerships through sharing of information and exchange of best practices in countering terrorism that will enhance security, efficiency and resilience of the tourism industry without compromising the flow of legitimate trade and travel in the APEC region. This workshop also aims to provide recommendations and crisis management plan to build resilient tourism industry against the impact of terrorist attack during, in the aftermath, and in anticipation of terrorist attack.

**Opening Session**

In his opening remarks, **Mr. James Nachipo, Chair of APEC Counter Terrorism Working Group (CTWG)**, addressed the relevance of this workshop to Counter Terrorism Working Group (CTWG) under APEC that aims to protect trade and economics against the impact of terrorist attack. He reinstated the objective of this workshop is to create a crisis management plan to strengthen the ability to respond and recover from terrorist attack. He further encouraged participants to participate actively in the discussion and expressed his hope to create a beneficial recommendation to strengthen APEC economies’ resilience against terrorist attack. **Mr. Made Mangku Pastika, Governor of Bali**, opened his welcoming remarks by welcoming all the participants and guests who have come to Bali to attend the workshop. He then proceeded to share his experiences during the Bali Bombing and stated that without effective cooperation and information sharing, it was impossible to fight terrorism. He expressed his wishes that the workshop will provide strategies on how to prevent terrorist attack and create a peaceful world. In addition, he invited all participants and guests to enjoy dinner and special cultural performances at his official residence in Denpasar.

Following welcoming remarks by Mr. Made, **H.E. Mr Suhardi Alius, Head of the National Counter Terrorism Agency of Indonesia (BNPT)**, addressed the importance of tourism industry as income generator. He mentioned Bali Bombing in 2002 as an example of how the impact of terrorist attack on tourism industry affected unemployment rate and development. Therefore, resilience against terrorist attack is important to protect the economy. He then expressed his wish that this workshop would be beneficial and successful in drafting a policy recommendation to create a viable tourism industry. **H.E. Mr Wiranto, Coordinating Minister for Political, Legal and Security Affairs of the Republic of Indonesia,** in his keynote speech, stated that as a tourist destination, Bali could not escape the issue of security affecting its people, including terrorist attack. The Indonesian government staged a campaign of solidarity throughout the world with a message of: “Let us not be intimidated by terrorist actions.” He mentioned that economic situation and wealth distribution has to be improved to effectively eradicate the roots of terrorism. Mr. Wiranto also mentioned that unless terrorism is dealt by international community as a whole, the whole issue would not be effectively contained. Mr. Wiranto concluded by saying that by sharing ideas and best practices, we might be able to find new and innovative way for a stronger and resilience business against the impact of terrorist attack.

**DAY 1**

**Session I**

***“The Impact of Terrorist Attack on Tourism-based Economy”***

The first speaker**, Mr. Tony Ridley, CEO of Intelligent Travel**, explained technical analysis of tourism market. He compared the number of tourist arrivals in some economies by analyzing top key words related to a travel destination on search engine and finding what people search for before traveling. According to Mr. Tony, people nowadays do not rely on official information to learn about a travel destination but rather from videos shared by friends, travel blogger, or comments on the internet, which could be unreliable. He then compared decline in tourism between Turkey, Egypt, and France due to terror attack or political unrest. Hence, terrorist attack is not the only factor that affects tourism decline or rise. Various motivators motivate people to travel, such as adventure, culture, bragging right, food, shopping, personal development, sex, education, visits, medical tourism and entitlement or reward.

The second speaker, **Ms. Fitriani, Researcher from the Centre for Strategic and International Studies (CSIS) Indonesia**, opened her presentation on Terrorist Attack Impact on Tourism & How to Increase Resilience by explaining the reason why terrorist often target tourists. Tourist groups have a very high visibility at any destination, and any terrorist attack on them would undermine local government’s ability to provide safety. Furthermore, Ms. Fitriani described that media coverage affects tourist plan destination more than an actual terror attacks itself because media coverage could cover any issues of the particular economy that ranges from natural disaster, political instability, or economic recession. Throughout the past years, Ms. Fitriani highlighted that effective marketing campaign by Indonesia has helped to increase foreign tourist arrivals. She also compared other practices in handling the impact of terrorist attack on tourism-based economy. UK has instilled a government standardized response procedures to handle terrorist attack. On the other hand, other examples to recover from terrorist attacks include putting forward flight levies to prevent airlines from cutting flight frequencies such as in Egypt, and subsidizing flights towards the economy such as in Macedonia. Meanwhile, China Taipei has developed a standardized strategic safety and security master plan for tourism industry. She concluded her presentation by providing recommendations such as establishment of a counter-terrorism manual guidebook on tourism, which has not been implemented by most APEC Economies.

The last speaker of this session, **Ms. Rachel Doherty, Regional Counter-Terrorism Coordinator for Southeast Asia**, addressed the question “Do Terror Attacks Impact Tourism Recovery?” in her presentation. Ms. Rachel contrasted 9/11 with 2016 Florida cases, such as shooting at a nightclub, alligator attack, and shooting of Christina Grimmie after a concert. Despite these incidents, Florida’s tourism in 2016 increased by 5.9% from 2015. Some factors attributed to this rise are ease of travel and airport connections, sense of security, better ability to respond (increase security guards in tourist sites), and the nature of the attacks that are not directed at tourists. She concluded by promoting US initiatives to both local and global to promote readiness and resiliency, which are homeland security program to build collaborative relationship between communities and private sectors, Global Counterterrorism Forum on Soft Targets protection initiatives to share lesson learned, and APEC workshop to strengthen efforts to protect soft targets in their own economies.

In the discussion, Mr. Tony emphasized the three phase cycles on the aftermath of terrorist attack that are often overlooked. He also emphasized the need to deformalize messages from authorities down to relevant stakeholders, such as hotel industry and travel writers, in order to provide proper information to be shared to potential travelers. There is also a need for people to understand that an attack in a certain location does not mean that the whole economy or region is also affected. Ms. Rachel added that in the planning process to build resilience against terrorism, we can learn from other economies’ experiences and lesson learned instead of starting from scratch.

**Session II**

**“*Effective Measures and Policies to Prevent Tourism from Terrorist Attack”***

The first speaker, **Insp. Gen. Petrus R. Golose, Chief of Bali Police,** spoke on the strategy of tourism protection from the threat of terrorism, with lesson learned from Indonesia. He started with terrorism attacks in Indonesia and continued on the strategy to prevent terrorist attack on tourism industry. He noted that terrorist groups in Indonesia changed their tactic from attacking tourism destinations to attacking police stations. Terrorist attack has evolved to direct more modern tourists and expats sites such as the JW Marriot bombings and Bali bombings. Insp. Gen. Golose reminded the President of Indonesia Joko Widodo’s response to the 2016 Terorrist Attack in Thamrin, Jakarta, “we are not afraid”. This encouraging slogan had increased the resilience of the Indonesian people in countering terrorist attack. Insp. Gen. Golose provided terrorism prevention strategy in tourist destination, which are 1) prevention; 2) respond during attacks; 3) recovery; 4) provide security training for tourism industry; and 5) develop specific tourist business strategy. Meanwhile, the lesson learned that can be shared from Indonesia’s experience in countering terrorism is that terrorism must be considered as a serious threat to the development of tourism sector, and that it is important to implement strategy to prevent terrorist attack on tourism industry.

The second speaker, **Dr. David Beirman from University of Technology, Sydney,** started his presentation by mentioning safety and security as the main factor in consideration of tourism destination choice. He subsequently explained the reasons why terrorist groups target international tourism and tourists, which are because they aimed for publicity in media platforms and damaging economies. He focused on tourism security cycle and its vulnerabilities to terror attacks. Therefore, it is important to do risk management security audit for tourism businesses, implement tourism oriented policing and protective services, and integrate emergency meeting and tourism. He suggested to provide messages or travel advisories for outbound travelers and to exercise duty of care to educate visitors on safe travel as tourists are most vulnerable on arrival at a new destination.

The third speaker, **Ms. Tsai Ming-ling, Executive Officer of Tourism Bureau of Chinese Taipei,** concentrated in focusing on preventive measures on terrorist incidents. Ms. Tsai stated that central government have responsibility to provide clear communication and disseminate needed information. Ms. Tsai explained three important aspects in preventing terrorist attacks, which are: Prevention, Reaction, and Recovery. Prevention seeks to gather intelligence to increase responders’ readiness and awareness. Reaction provides assistance and relief to affected travelers. Lastly, Recovery will assist local administration to resume normal operations, so that local economy could prosper. The last speaker, **Ms. Lin Tsai-shuan, Executive Officer of National Police Agency of Chinese Taipei**, gave a presentation on security details for the upcoming Universiade Taipei 2017, which would take place in August 2017 in five different locations across Chinese Taipei. Ms. Lin mentioned that there would be three layers of protection that will contain different security forces. In addition, the security force would identify a list of soft targets to increase readiness.

The discussion following the presentations provided an advice for APEC economies to refer to other international organizations such as ASEAN and PATA that are working in similar field of risk management and tourism resilience. APEC should issue travel advice document as a reference for tourists to gain information of the tourist destinations’ situation.

**Session III**

**“*Managing the Effects of Terrorism on Tourism: the Role of Business Community, Media and Civil Society”***

**Ms. Nia Niscaya, Director of International Tourism Promotion, Ministry of Tourism of Indonesia,** explained how important tourism is as the cheapest and easiest contributors to GDP, and as income generator for society. She addressed the question on why terrorism on tourism should be fought and explained the impact of Bali Bombing on Indonesia’s overall tourism and the process towards recovery, from emergency phase, recovery phase, and normalization phase. She concluded her presentation with remarks that cooperation between stakeholders are really important for recovery process.

**Mr. Joseph Franco from S. Rajaratnam School of International Studies**, started by mentioning that building resilience is a context-dependent and long-gestation initiative, although he reminded that his approach derives from Counter-Insurgency, but could be used for Counter-Terrorism as well. He went on to say that in the Philippines terrorism is largely “un-ideological” and often financially driven. Mr. Franco mentioned the incursion on the island of Bohol. He described that the terrorist group have established a system of kidnapping in which ransoms differ for different captives. Europeans/Americans would amount to around $2,5million, Malaysians $700,000 and Indonesians around $100,000. The approach to reduce incidents of terrorism is through poverty reduction and community development. In addition to that, Mr. Franco reminded that the Abu Sayyaf Group (ASG)’s attempt to move into Bohol is not a sign that the ASG is getting stronger. ASG is very rooted in the distinct geography of Mindanao, which comprised of human and physical terrain. Mr. Franco also stressed out the importance of having a pro-active local government to spearhead development of local destination. In conclusion, he mentioned that terrorist groups are mainly financially driven, and that ideology is used only for recruitment and public relations.

The last speaker, **Dr. Satyapal Singh, a Member of Parliament of India**, reiterated that terrorist attack influences tourism industry through affecting the perception of tourists. Hence, it is important to create a counter-ideology for changing the mind-set of terrorist groups through the involvement of active participation of the business community, media and civil society. He also shared lesson learned from Mumbai’s experience, which was that societies could implement community watch to prevent terrorist attack to occur. Lastly, he concluded by stating that training should also be provided for civil society members to respond to terrorist attack, including by giving first aid to victims and contacting relevant authorities.

From the discussion in this session, the workshop agreed that there is a need to balance tourism policy and counter terrorism policy since the two sectors have contrasting nature. Tourism industry requires hospitality and openness to visitors, meanwhile counter-terrorism mechanism often implement stricter measures and protection so that terrorist group could be screened.

**DAY 2**

**Session IV**

***“The Importance of Regional Response and Efforts to Help Recover Tourism Business in the Aftermath of Terrorist Attack in the Region”***

The first speaker, **Mr. Hamidin from BNPT,** highlighted the impact of terrorist attack, including the slowing down of tourism growth, to loss of economic opportunities. The BNPT shared two types of approach (soft approach & hard approach) to counter terrorist influence in Indonesia. Soft approach includes deradicalization program and interfaith dialogue, whilst on the hard approach, field operations and raids are conducted. He further explained efforts took to deradicalize members of the terrorists’ families. He closed his presentation by saying that the use of social media and online tools are now being used to recruit new members of the terrorist organization. The second speaker, **Prof. Brent Richie from University of Queensland, Australia**, talked about strategies for tourism business recovery. Prof Ritchie focused on the business recovery issues on the revenue decline and cash flow, as well as how to create a coordinated respond in the face of a terrorist attack. Response and recovery are needed to maintain tourism industry from being bankrupt from the reduced income after an attack, and they need to be done in coordinated manner that involved all stakeholders. Recovery crisis communication is very important to rebound the tourism industry, for example the call Brussels campaign. He also shared that lesson learned is the need for industry associations and governments to communicate the tourism resilience guidelines for the businesses, large and small.

The last speaker of this APEC Workshop was, **Dr. Tan Awang Besar from Ministry of Tourism and Culture Malaysia**, focused on Tourism Effective Crisis Management Practices in ASEAN members in his presentation. He reinstated the importance of regional response to recover tourism industry and explained crisis management scheme used by ASEAN to control information flow after terrorist attack, which is reflected in ASEAN Tourism Crisis Communication Team (ATCCT). He addressed challenges of ATCCT, which are the needs of commitment from all ASEAN members and responsibility of all members to implement and execute the regional plan that had been drafted. He concluded that although the prevention of terrorist attacks is important, the most important thing is the efforts to recover the destination images and tourism sectors, which needs domestic effort as well as regional and international cooperation. He also stated the importance of information and best practices sharing among economies. The discussion in session IV focused on the details of deradicalization processes that had been conducted by BNPT. From the discussion, it was noted that communication of key messages during terrorist attack is very crucial. Therefore, a good relationship with the media is important to maintain responsible news reports and to be able to hold the news media responsible.

**Finalization of Workshop Policy Recommendation & Concluding Remarks**

The APEC workshop was concluded with finalization of Workshop Policy Recommendation chaired by **Mr. James Nachipo, Chair of APEC Counter Terrorism Working Group (CTWG)** and **Mr. Andhika Chrisnayudhanto, Director of Regional and Multilateral Cooperation of BNPT.** APEC member economies generally agreed with the recommendation that had been drafted, with several additions such as the needs to conduct table top exercises that invite all stakeholders such as taxi operators, policymakers, academics, government, hotel industry, travel agency, to discuss best practices. The APEC workshop was closed with concluding remarks from **Mr. Hamidin, Deputy for International Cooperation of BNPT**. In his remarks, he expressed his gratitude towards all participants for their contribution and involvement in the event. He stated his wishes that through this workshop as a learning process, participants may withdraw valuable lessons in their future role when providing effective measures and policies to build resilient tourism industry from terrorist attack. He also stated that this workshop needs to be continued and followed up by training programs for related sectors in APEC member economies and develop simple step-by-step APEC Guidebook on how to manage and minimize impacts of terrorist attacks. Finally, he congratulated all the participants and welcomed them to enjoy their stay in Bali before returning home.

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*Annex 1*

= APEC WORKSHOP SPEAKERS LIST =

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*Annex 2*

**AGENDA OF APEC WORKSHOP**

**ON STRENGTHENING TOURISM BUSINESS RESILIENCE**

**AGAINST THE IMPACT OF TERRORIST ATTACK**

**Bali, 9-10 May 2017**

**DAY 1** – Tuesday, 9 May 2017

Venue: Mengiat Ballroom, Inaya Putri Bali Hotel

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| **Hours** | **Programs** |
| 08.00 – 09.00 | Registration |
| 09.00 – 09.30 | Opening Session:   * Welcoming Remarks by Chair of APEC Counter Terrorism Working Group (CTWG), Mr. James Nachipo * Welcoming Remarks by Bali Governor, Mr. Made Mangku Pastika * Opening Remarks by Head of Indonesia National Agency for Combating Terrorism (BNPT), H.E. Mr. Suhardi Alius * Keynote Address by Coordinating Minister for Political, Legal and Security Affairs of the Republic of Indonesia, H.E. Mr. Wiranto * Group Photo   Dress code: Business Formal Attire |
| 09.30 - 09.45 | Coffee Break |
| 09.45 – 11.45 | Workshop Session I:  **“The Impact of Terrorist Attack on Tourism-based Economy”**  Speaker 1: Mr. Tony Ridley, CEO, Intelligent Travel, Melbourne, Australia  Speaker 2: Ms. Fitriani, Ph.D, Researcher of the Centre for Strategic and International Studies (CSIS) Jakarta (CSIS) Jakarta  Speaker 3: Ms. Rachel Doherty, Regional CT Coordinator for Southeast Asia, US Embassy in Kuala Lumpur  Moderator: Ms. Nia Niscaya, Director for International Tourism Promotion, Ministry of Tourism of Indonesia. |
| 11.45 – 13.00 | Lunch  Venue: Pre Function-Mengiat Ballroom, Inaya Putri Bali  Hotel |
| 13.00 – 15.00 | Workshop Session II:  **“Effective Measures and Policies To Prevent Tourism from Terrorist Attack”**  Speaker 4: Insp. Gen. Petrus R. Golose, Chief of Bali Police  Speaker5: Dr. David Beirman, Senior Lecturer, Management Discipline Group-Tourism, University of Technology, Sydney, Australia  Speaker 6: Ms. Lin Tsai-shiuan, Executive Officer of National Police Agency of Chinese Taipei; and  Speaker 7: Ms. Tsai Ming-ling, Executive Officer of Tourism Bureau of Chinese Taipei    Moderator: Mr. Solahudin, Head of Centre for Terrorism and Social Conflicts Studies, University of Indonesia |
| 15.00 - 15.15 | Coffee Break |
| 15.15 – 17.15 | Workshop Session III:  **“Managing the Effects of Terrorism on Tourism: the Role of Business Community, Media and Civil Society”**  Speaker 8: Ms. Nia Niscaya, Director of International Tourism Promotion, Ministry of Tourism of Indonesia  Speaker 9: Mr. Joseph Franco, Research Fellow, Centre of Excellence for National Security, S. Rajaratnam School of International Studies, Singapore  Speaker 10: Dr. Satyapal Singh, Member of Parliament of India, former Police Commisioner of Mumbai  Moderator: Mr. Andhika Chrisnayudhanto, Director of International Cooperation, Indonesia National Agency for Combating Terrorism (BNPT) |
| 19.00 – 21.00 | Gala Dinner hosted by the Governor of Bali Province  Venue: Governor’s Residence, Gedung Jayasaba  Dress code: Batik / Smart Casual |

**END OF DAY 1**

**Day 2** – Wednesday, 10 May 2017

Venue: Mengiat Ballroom, Inaya Putri Bali Hotel

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| 09.30 – 11.30 | Workshop Session IV:  **“The Importance of Regional Response and Efforts to Help Recover Tourism Business in the aftermath of Terrorist Attack in the region”**  Speaker 11: Mr. Hamidin, Deputy for International Cooperation, National Counter Terrorism Agency of Indonesia (BNPT)  Speaker 12: Prof. Brent Ritchie, School of Business- Faculty of Business, Economics and Law, University of Queensland, Australia  Speaker 13: Dr. Tan Awang Besar, Undersecretary of Tourism Policy and International Affairs Division, Ministry of Tourism and Culture Malaysia  Moderator: Mr. Benyamin Carnadi, Director of Asia-Pacific and African Intra and Inter Regional Cooperation, Ministry of Foreign Affairs of Indonesia.  Dress code: Business Formal Attire |
| 11.30 - 13.00 | Lunch  Venue: Pre Function-Mengiat Ballroom, Innaya Putri Bali  Hotel |
| 1. – 14.30 | * Finalization and adoption of Workshop Policy Recommendation, led by Chair of APEC CTWG Mr. James Nachipo and Director of International Cooperation, Indonesia National Agency for Combating Terrorism (BNPT) Mr. Andhika Chrisnayudhanto * Closing Remarks by Deputy for International Cooperation National Counter Terrorism Agency of Indonesia Mr. Hamidin |
| 16.00 – 19.00 | City Tour/Site Visit : City Tour to Krishna and Sunset Panorama at Seminyak Beach  Dress code: Smart Casual |
| 19.00 – 21.00 | Dinner hosted by Chief of Bali Police  Venue : Ku De Ta, Seminyak Beach |

**END OF WORKSHOP**

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