

## ABSTRAKSI

ASEAN menawarkan model tata kelola pariwisata regional melalui *ASEAN Tourism Strategic Plan 2011-2015* yang dihasilkan oleh forum khusus pariwisata mereka, ASEAN Tourism Forum. ATSP sendiri berisi strategi-strategi yang digunakan sebagai rekomendasi bagi negara-negara anggota ASEAN untuk membuat kebijakan pariwisata agar mencapai integrasi ASEAN dan menghilangkan hambatan-hambatan pariwisata regional Asia Tenggara tahun 2011-2015. Terdapat beberapa konsep turunan dari modes of governance yaitu *modes of governance in the policy dimension* dan *typology of modes of governance in the policy dimension* yang dapat digunakan untuk menganalisis ATSP. Indikator-indikator didalam modes of governance in the policy dimension akan menentukan karakteristik dari ATSP yang nantinya digunakan untuk mengidentifikasi ATSP ke dalam jenis tipologi modes of governance. ATSP sendiri masuk ke dalam jenis tipologi sukarela yang ada di dalam *typology of modes of governance in the policy dimension*. Dampak dari tipologi sukarela membuat implementasi ATSP menjadi berbeda-beda.

Kata Kunci: ASEAN, *ASEAN Tourism Forum*, *ASEAN Tourism Strategic Plan 2011-2015*, *Modes of Governance*, *Modes of Governance in the Policy Dimension*, *Typology of Modes of Governance in the Policy Dimension*.

## **ABSTRACT**

*ASEAN offers a governance model of regional tourism through ASEAN Tourism Strategic Plan 2011-2015, which was generated by their special tourism forum, the ASEAN Tourism Forum. ATSP itself contains strategies that are used as recommendations for ASEAN member countries to create a tourism policy in order to achieve ASEAN integration and remove obstacles to the Southeast Asian regional tourism in 2011-2015. There are several concepts derived from the modes of governance: modes of governance in the policy dimension and typology of modes of governance in the policy dimension that can be used to analyze the ATSP. Indicators in modes of governance in the policy dimension will determine the characteristics of the ATSP that will be used to identify ATSP into a type from typology of modes of governance. ATSP itself can be put down into voluntary typology in the typology of modes of governance in the policy dimension. The impact of the voluntarism typology cause different implementation in each country.*

*Keyword: ASEAN, ASEAN Tourism Forum, ASEAN Tourism Strategic Plan 2011-2015, Modes of Governance, Modes of Governance in the Policy Dimension, Typology of Modes of Governance in the Policy Dimension*