



International Cultural Administration

国际文化管理

彭向刚 吴承忠 主编
[美] 玛格丽特·简·怀左米斯基



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国际文化管理 3

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国际文化 发展与战略

International Cultural
Development and Strategy

ASEAN* 2020 Vision: Collective identity building of Southeast Asian visual culture and economy via social media and other participatory venues of international relations

Kristian Jeff Cortez Agustin**

Abstract: The South China Sea has hitherto been boiling with unresolved territorial ownership disputes across Southeast Asian frontiers. While these issues largely concern nations and ‘diasporic’ populations, the ASEAN is, nevertheless, bent on establishing the ‘ASEAN Community’. Best observed in online social media, these on-going efforts are aimed at promoting the ASEAN objective of ‘one vision, one identity, and one community’ (ASEAN Charter 2007), a huge ambition to date given only six years to fulfil.

Gathering information from online social media networks will show how the unstoppable accumulation of images depicting Southeast Asia influences the rise of the Southeast Asian cultural economy—through a perpetual conceptualising, exchanging, borrowing, and even ‘plagiarising’ of images among the region. Thus, in the face of territorial disputes and delineating communities within the region, there exists one domain that enables social invasion and permeation: the World Wide Web 2.0—through participatory environments of the Internet.

Keywords: cultural economy; collective identity; participation

1. Background and Context

The past decade saw a resurfacing of hitherto unresolved sovereignty, ownership, and territorial disputes in Southeast Asia (SEA) —particularly over (1) the *Spratly Islands* (China, Taiwan, Vietnam, Malaysia, and the Philippines, among others); (2) the *Scarborough* or *Panatag Shoal* (China and the Philippines, among others); and (3) the *Sabah* or *North Borneo* territory (Malaysia and the Philippines). Apart from the United Nations (UN) and the UN Security Council, only the Association of Southeast Asian Nations (ASEAN) seems to be the only internationally recognised multinational body actively and consistently called upon to arrive at a

* Association of Southeast Asian Nations

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practicable resolution. However, since the 'ASEAN Way' of non-interference, consensus-building, and informal decision-making among the region is the general political principle or norm engendered by state leaders and political elites of Southeast Asian countries (Nem Singh 2009), the aim of achieving 'One Vision, One Identity, One Community'—the motto specifically declared by the ASEAN Charter of 2007—or a holistic, collective identity of the region threatens to appear as mere 'policy rhetoric' of the ASEAN Vision 2020^①, a huge ambition to date, given only six years to fulfil, much less an 'ASEAN Community'^② by 2015. This means that ASEAN countries will soon enjoy borderless mobility and free flow of human capital, services, goods, and material culture (especially by means of local and regional travel and tourism).

1.1 International Relations and Regional Cooperation

By way of international relations (largely political) and regional cooperation (practically economic), this process of collective identity building will have to involve all ten ASEAN member states—Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Viet Nam—despite their varying and differing government structures (i.e., constitutional monarchy, constitutional democracy, parliamentary, democratic republic, and single-party states) and economic systems (e.g., socialist market, centrally-planned, free-market, free-enterprise, et cetera); not to mention the region's distinct colonial histories and imperial occupations (Spanish, Portuguese, Dutch, British, French, American, including Japanese). As a consequence, local or domestic political/ideological state apparatuses (Althusser 1970) are less likely to shape or 'institutionalise' a unified regional political/ideological system (Nem Singh 2009). In other words, the socio-political and cultural diversity of the region and economic disparities among members states vis-à-vis unresolved territorial disputes still pose a huge challenge to the vision and realization of a 'one' (or unified) SEA in political and economic terms. It goes without saying that an ASEAN-wide political-ideological system cannot supersede individual nation-specific state ideologies.

As if realising this earlier, ASEAN Secretary-General Le Luong Minh expressed that it is utterly necessary for the region to strengthen cooperation and ensure the future of peoples in SEA^③. This realization will eventually compel member states to seek alternative measures that will instigate collective identity building and, more importantly, ensure participation^④ not only of states but citizenries, publics and private sectors inclusive. Thus, an eventual shift of focus towards SEA's cultural economy is increasingly being felt—especially and more rapidly across online communities—through the circulation of cultural images and texts that manifest the notion of

① Asean Vision 2020. [online] Association of Southeast Asian Nations. Available from <<http://www.asean.org/asean/asean-summit/item/asean-vision-2020>> [Accessed 15 December 2012].

② Overview. [online] Association of Southeast Asian Nations. Available from: <<http://www.asean.org/asean/about-asean>> [Accessed 23 December 2012].

③ 'Stronger ASEAN - Key to Bright Future of ASEAN Peoples,' says SG Minh during 46th Anniversary Celebration (23 August 2013). ASEAN. [online] <<http://www.asean.org/news/asean-secretariat-news/item/asean-is-stronger-than-ever-says-sg-minh-during-46th-anniversary-celebrations>> [Accessed 6 September 2013].

④ one example is the ASEAN initiative to strengthen public-private partnerships (PPPs) to develop the so-called 'ASEAN Connectivity', in the 4th ASEAN Connectivity Symposium: 'Partnering Private Sector for ASEAN Connectivity' (27 August 2013). ASEAN. [online] <<http://www.asean.org/news/asean-secretariat-news/item/4th-asean-connectivity-symposium-partnering-private-sector-for-asean-connectivity>> [Accessed 6 September 2013].

'ASEANality' (a collective identity coined by 'netizens' to describe adherence to or a semblance of the theme ASEAN vision, identity, and community).

However, the ASEAN cultural economy, similar to existing political and economic systems, thrives as an intricate network of bustling creative activity and mobility (e.g. tourism industries), therefore it 'cannot be defined in unitary terms' (Mbaye 2011: 27). Nevertheless, the same argument does not prevent the region—member states and nations per se—to 'imagine' (Anderson 2006: 6; Augé 2006: 76) its representative 'oneness' (Snow 2001) in vision, identity, and community. Thus, the member states, in adopting the ASEAN Charter of 2007, envisioned;

'a single market and production base which is stable, prosperous, highly competitive and economically integrated with effective facilitation for trade and investment in which there is free flow of goods, services and investment; facilitated movement of business persons, professionals, talents and labour; and freer flow of capital.' (2008)

This gives the ASEAN the capacity and power, whether imagined or not, as one entity, to rival the largest economies of the world (such as the United States, China, Japan, India, United Kingdom, France, Brazil, and Italy) and emulate the European Union (EU), a globally-prominent geopolitical and economic cluster of nations.

As SEA's collective identity largely involves touristic representations or images of destinations, as exemplified by existing and emerging visual culture (which this paper will further discuss), it can be argued that countries in SEA consider tourism as an integral part of their economies—aside from agriculture, manufacturing, and export. This is evidenced by a trend of increasing international tourist arrivals since 2009 (see Table 1)^① and an enhanced implementation of travel and tourism policies and intraregional cooperation, which led to +9% growth.^②

Table 1 Top 10 country and regional origins of visitors to the ASEAN

Country of origin	2009		Country of origin	2010		Country of origin	2011	
	Number of tourists	Share to total		Number of tourists	Share to total		Number of tourists	Share to total
	thousands	percent		thousands	percent		thousands	percent
ASEAN	31 693.8	48.3	ASEAN	34 820.0	47.2	ASEAN	37 732.9	46.5
European Union-25	6 668.7	10.2	European Union-25	6 971.1	9.5	European Union-25	7 325.9	9.0
China	4 201.7	6.4	China	5 415.9	7.3	China	7 315.6	9.0

① I refer to the numbers published by the ASEAN (30 June 2012). [online] Available from: <<http://www.asean.org/news/item/tourism-statistics>> [Accessed 6 September 2013].

② I refer to the report published by the UN World Tourism Organization (28 January 2013). [online] Available from: <<http://media.unwto.org/en/press-release/2013-01-28/international-tourism-continue-robust-growth-2013>> [Accessed 6 September 2013].