

**KINGDOM OF CAMBODIA  
NATION RELIGION KING**



**Ministry of Tourism**



**PROPOSED INTERVENTION  
H.E. DR. THONG KHON**

**MINISTER OF TOURISM  
KINGDOM OF CAMBODIA**

**G20 TOURISM MINISTERIAL MEETING  
HOST: INDONESIA  
26<sup>th</sup> SEPTEMBER 2022**

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- **Honorable Ministers**
  - **Excellencies, ladies and gentlemen!**
1. First of all, we would like to thank **His Excellency Sandiaga Salahuddin Uno, Minister of Tourism and Creative Economy of Indonesia, Chair of the G20 Tourism Ministerial Meeting**, for extending the invitation to Cambodia, as the current chair of ASEAN, to represent ASEAN Tourism to this important meeting.
  2. The theme of Indonesia G20 Presidency “**Recover Together, Recover Stronger**” is really relevant and stresses strong emphasis on **the unity of all nations and peoples** for accelerating the post-COVID – 19 pandemic recoveries. I believe that it also aligns with the theme of **Cambodia’s ASEAN Chairmanship 2022 “A.C.T: Addressing Challenges Together”** particularly in the context of tourism sector – the hardest-hit sector by COVID-19.
  3. Please allow me to share Cambodia’s experiences. Over the past two years, Cambodia has effectively introduced health, social and administrative measures along with economic interventions against COVID-19.
  4. Proactively, **Samdech Techo HUN SEN, Prime Minister, has adopted vaccination as the key strategic measure to reopen the country**. Cambodia has become one of the countries experiencing the highest coverage rate of vaccinated population and has achieved **Herd Immunity**, which enabled **the country to fully reopen in late 2021** and to **resume all socio-economic activities in the new normal**, including **reopening the borders to fully-vaccinated travelers**.
  5. On the tourism sector, the country is **actively and successfully** implementing the Roadmap for Cambodia Tourism Recovery 2020-2025 with 3 phases:
    - **Phase 1 (Resilience and Restart)** from 2020 to 2021
    - **Phase 2 (Recovery)** from 2022 to 2023
    - **Phase 3 (Relaunch)** from 2024 to 2025

Each phase lays out 3 strategies.

***Excellencies, ladies and gentlemen!***

6. In ASEAN family, fighting against the COVID-19 crisis, we have seen more enhanced solidarity than ever before. To timely respond to the outbreak, the ASEAN Tourism Ministers held the special virtual meeting on COVID-19 in April 2020 and **set out with responsibility and proactivity the next priorities**. Moreover, at the **Opening Ceremony** of ASEAN Tourism Forum 2022 in Cambodia, **as the current chair of ASEAN, Samdech Techo HUN SEN** provided the high recommendations to consider the reopening of the region and further promoting intra-ASEAN travelers. ASEAN Tourism Ministers **jointly supported and announced the Gradual Reopening of ASEAN Tourism along with some future directions**. Since the announcement, the member states have started reopening the countries at different paces.

Here, I am pleased to share some key priorities that prepare the region for tourism future focusing on people-centered tourism and transformation:

7. First, we are proactively working with various governments, private sectors and international organizations to implement the **Post COVID 19 Recovery Plan for ASEAN Tourism** that was adopted in 2021.
8. Second, ASEAN is developing an **ASEAN Framework on Sustainable Tourism Development in the Post COVID-19 Era** to make the ASEAN region a **leading sustainable tourism destination**.
9. Third, ASEAN will place a special focus on **supporting tourism MSMEs and promoting equal opportunities to enhance jobs for local communities** as stated in the **Phnom Penh Declaration on Transforming ASEAN Tourism** to be submitted for adoption by the 40<sup>th</sup> ASEAN Summit in 2022.
10. Fourth, **hygiene and safety** is also a top priority in ASEAN. Early this year at ASEAN Tourism Forum 2022 in Cambodia, the ASEAN Tourism Ministers endorsed **the Guidelines on Hygiene and Safety for the Professionals and the Communities** and the **ASEAN Safe Travel Stamp "Safe & Warm"**.
11. Fifth, on the marketing front, the ASEAN Tourism Ministers have endorsed the **New ASEAN Tourism Logo and Tagline** positioning the region as **"A Destination for Every Dream"**.

12. Sixth, a **Comprehensive Study on the Implementation of the ASEAN Mutual Recognition Arrangement on Tourism Professionals**, as one of the key priorities for ASEAN in 2022, to maximize its benefit to further promote ASEAN tourism human resources development.

13. Last but not least, ASEAN is promoting **digitalization, decarbonization, and circular economy**.

As these agendas play a key role in promoting sustainability, including the tourism sector, we do hope that ASEAN and G20 could formulate **a cooperation framework to identify the key projects and action plans**.

14. We believe that **our collaboration is the key to unlocking a more sustainable, inclusive and resilient tourism**. In this regard, ASEAN wishes to seek support and cooperation with G20 and partners to maximize the **synergies and complementarities**.

ASEAN Secretariat is our main contact point.

15. Before I conclude, I would like to take this opportunity **to renew my sincere thanks to Indonesia for supporting Cambodia** for the **postponement** of hosting ATF 2021 and **the extension** of Cambodia's ASEAN Tourism chairmanship to 2021.

16. Here, on behalf of ASEAN Tourism leaders, I am pleased to join all delegates to **congratulate with high satisfaction** to Indonesia for hosting this event.

17. I'd like to wish the meeting **a great success**.

18. Please **come and visit Cambodia – Kingdom of Wonder, Feel the Warmth and SEA Games 2023**.

*Thank you for your attention!*

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