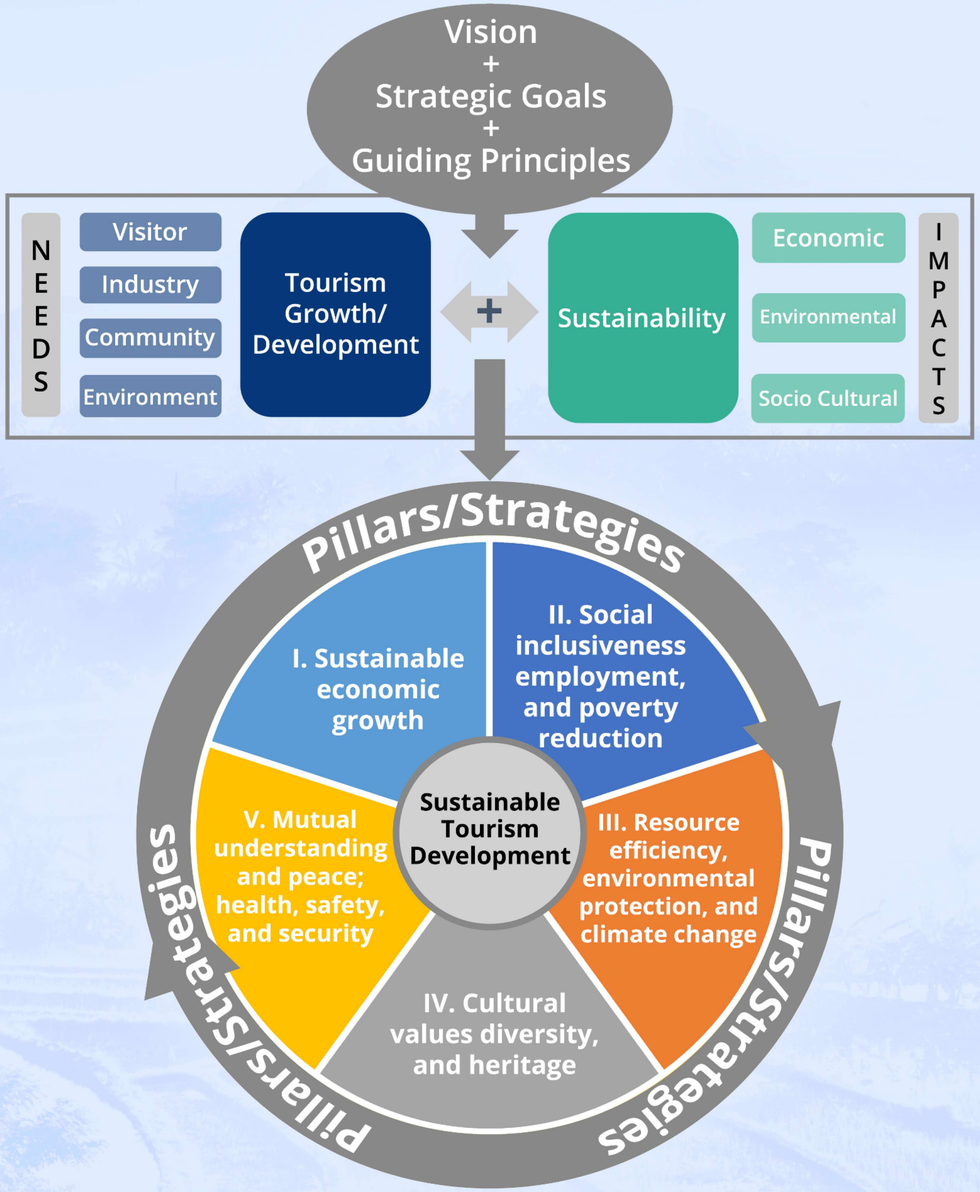
ASEAN Framework on Sustainable Tourism Development in the Post COVID-19 Era

Southeast Asia
A DESTINATION FOR EVERY DREAM

asean

The Framework



Institutional Dimension: Local – National – Regional
(Governance, Monitoring, Technology)

Vision and Strategic Goals

Long-term Vision

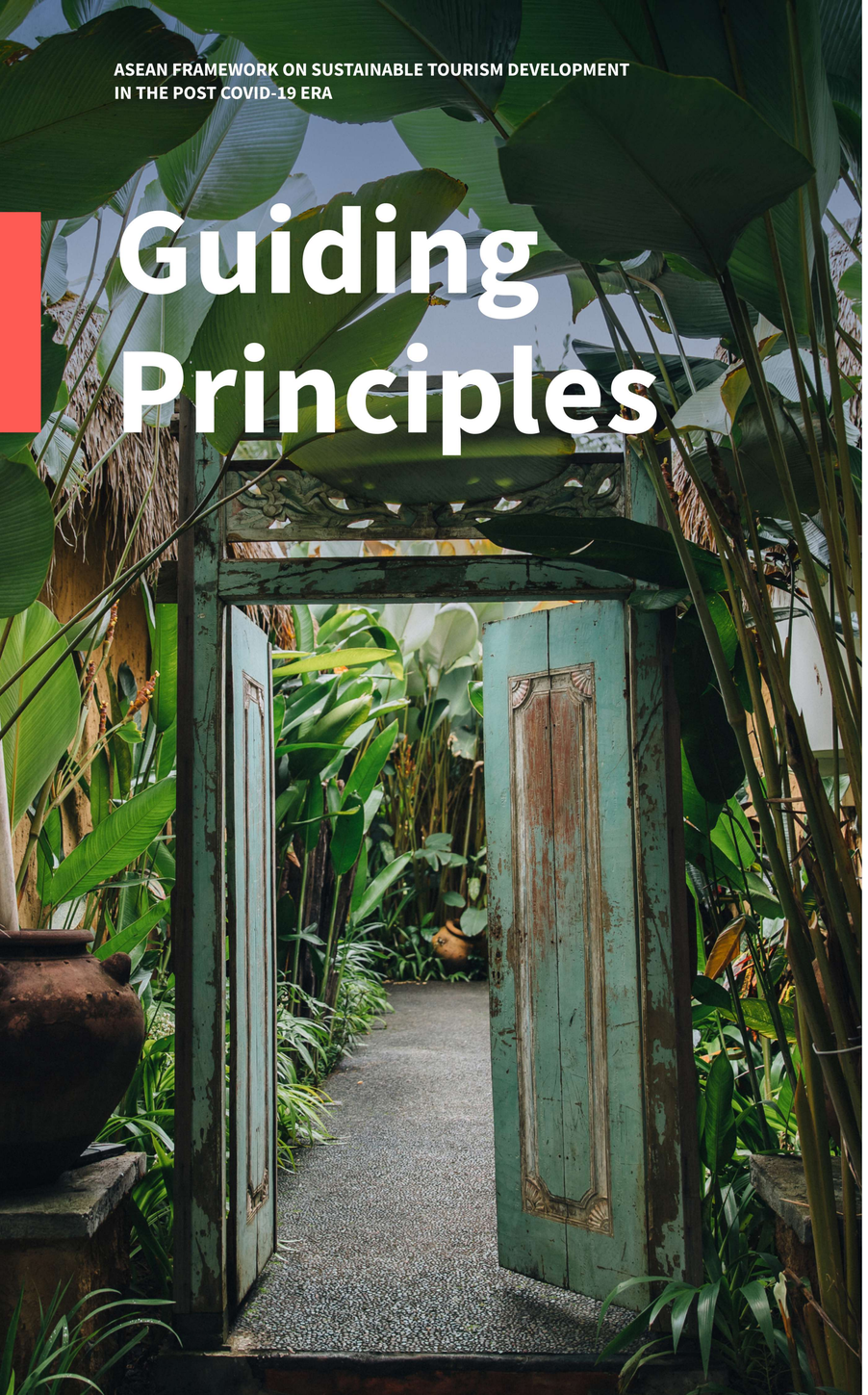
"An ASEAN region that is recognised as a quality sustainable tourism destination, which promotes the economic prosperity, welfare, and engagement of the local community; protects and develops its natural environment and culture; and provides a high-quality experience to responsible and sustainable-minded visitors/tourists."

Overarching Operational Goal

Continue to promote the growth and development of the tourism sector, as a critical contributor to overall economic growth and development, but with a stronger awareness of and focus on the environmental and socio-cultural impacts of tourism activities and resolve to undertake initiatives to reduce tourism's adverse footprint on the environment and communities and enhance the environment and communities' well-being.

Strategic Goals

- Visitor satisfaction and engagement
- Industry profitability/viability
- Community prosperity and engagement
- Environment protection and enhancement



Guiding Principles

Holistic

Applies to all forms of tourism, fits within broader sustainability planning

Flexible

Policies and approaches adapted to local conditions - not 'one-size-fits-all'

Inclusive

Involves all stakeholders: government, private sector, local communities, tourists, among others

Dynamic

Adapts to changing conditions, technologies, and best practices

Measurable

Monitoring and evaluation are key to assessing success

Regional

Involves cooperation across pillars and sectors for effective planning and implementation

Pillars and Strategic Priorities

ASEAN Sustainable Tourism

KEY PILLARS

- Sustainable economic growth
- Social inclusiveness employment, and poverty reduction
- Resource efficiency, environmental protection, and climate change
- Cultural values diversity, and heritage
- Mutual understanding and peace; health, safety, and security

STRATEGIC PRIORITIES

Sustainable tourism policy, regulatory environment, and strategy	More quality jobs in the tourism sector	Low carbon, efficient use of resources	Promote and enhance diverse cultures through cultural tourism	Management of security issues to reinforce the reputation of the region as a secure destination
Promotion of green investment, investment in physical infrastructure and digital infrastructure	Widespread and fair distribution of economic and social benefits	Environmental protection, ecosystem preservation, and biodiversity conservation	Safeguard tangible and intangible cultural heritage	Crisis preparedness planning
Sustainability as part of marketing campaign	Address specific vulnerabilities faced by women	Mitigating the effects of climate change	Promote living culture and the creative industries	Multi-hazard risk management and enhanced communication/partnership
	Targeted interventions for more sustainable locally driven MSMEs			Harness international initiatives for sharing of information
	Develop public-private-community partnerships/ mechanisms to engage and empower local communities			

CROSS-CUTTING FACTORS

Governance | Partnerships | Monitoring | Technology

UNWTO and UNEP (2005). Making Tourism More Sustainable: A Guide for Policymakers. UNWTO/UNEP: Madrid/Paris (p. 12).

Way Forward

ASEAN Framework on Sustainable Tourism Development in the Post COVID-19 Era maybe utilised to guide the development of a more **holistic and long-term action plan** that engages the sectoral bodies and other stakeholders.

Implementing the Framework also involves the development of an **effective governance mechanism**, both at the country and regional levels, requiring (i) effective coordination, (ii) multi-stakeholder governance and management structures, and (iii) community engagement …

… as well as a **strong monitoring system** to measure and monitor performance and impacts and sustainable tourism development in ASEAN, including leveraging on technological solutions such as big data for sustained tourism development and smart destinations.

For inquiries, contact **tourism@asean.org**