



## PHNOM PENH DECLARATION ON TRANSFORMING ASEAN TOURISM

**WE**, the Association of Southeast Asian Nations (ASEAN), on the occasion of the 40<sup>th</sup> ASEAN Summit;

**REAFFIRMING** our commitment to strengthen ASEAN cooperation and partnership in order to effectively and in a timely manner revive ASEAN tourism from the unprecedented COVID-19 crisis through re-instilling trust and confidence in tourists and travelers, and transitioning the tourism sector into a post-COVID-19 era, with an emphasis on inclusiveness, sustainability, innovation, digitalisation and the creation of decent employment opportunities for all;

**RECOGNISING** that the COVID-19 pandemic has largely transformed the way ASEAN tourism operates and provides an opportunity to address sustainability challenges that have negatively impacted tourism, thus, necessitating an adaptive approach so as to optimally realise the vast benefits of tourism, including but not limited to, contribution to the sustainable agenda, economic growth, gender-equality, preservation and promotion of national culture and identity;

**UNDERSCORING** the necessity to further reinforce both regional and international cooperation to address the pandemic-induced transformation of ASEAN tourism and reaffirmed our commitments to revitalize the regional tourism sector in line with the United Nations Sustainable Development Goals by 2030 and ASEAN Travel Corridor Arrangements Framework (ATCAF);

**RECOGNISING** that it is important for ASEAN to take every available opportunity to reinstate its tourism sector, and to continue strengthening the coordination among the ASEAN Member States as well as engaging

## FINAL

travelers and relevant stakeholders alike to expedite the resumption of the tourism sector in a more sustainable, inclusive and resilient manner;

**AFFIRMING** the main objective of the Post-COVID-19 Recovery Plan for ASEAN Tourism, is aligned with the ASEAN Comprehensive Recovery Framework and its Implementation Plan, which is to restart the ASEAN tourism sector in a safe and manageable manner, and further affirming that only through inclusive decision-making can sustainable growth and transformative tourism be achieved;

**ACKNOWLEDGING** that sustainability is a pressing concern and that the Phnom Penh Declaration on a More Sustainable, Inclusive and Resilient ASEAN Tourism adopted by ASEAN Tourism Ministers on 4 February 2021, further encourages strong cooperation among ASEAN Member States, and between ASEAN and relevant international as well as regional organisations to build a more sustainable, inclusive and resilient ASEAN Tourism;

**RECALLING** that the ASEAN Comprehensive Recovery Framework and its Implementation Plan, and the ASEAN Declaration on Digital Tourism, which were adopted at the 37<sup>th</sup> ASEAN Summit on 12 November 2020, emphasised the importance of investing in human capital and technology in restarting tourism in the region; and

**EMPHASISING** that digital transformation for the enhancement of innovation and creativity in the tourism sector would require adequate political and financial support so as to ensure a significant contribution to the region's economic growth.

### **DO HEREBY ENDEAVOUR TO:**

**1. FORGE** closer cooperation between ASEAN Member States and tourism stakeholders, as well as relevant international organisations, to transform ASEAN tourism by improving creativity, innovation and digitalization, while balancing social, economic and environmental benefits for the region with the aim of strengthening the resilience of

## FINAL

regional businesses, industry and communities, in preparation for future crises;

**2. STRENGTHEN** regional efforts to restore and build confidence for travel resumption through effective implementation of the Post-COVID-19 Recovery Plan for ASEAN Tourism, ASEAN Guidelines on Hygiene and Safety for Professionals and the Communities in the Tourism Industry, and other safe travel options;

**3. PROMOTE** the ASEAN tourism transformation effort to ensure that tourism recovery is successfully supported to reduce adverse socio-economic impact, strengthen inclusiveness, and create fair and equal competition, in particular for micro, small and medium enterprises (MSMEs), as well as to ensure the creation of an enabling and entrepreneurial environment through relevant policy framework;

**4. ENHANCE** technology and digital knowledge among tourism professionals and entrepreneurs, in particular MSMEs, through the development of transformative and innovative programmes, aimed at equipping them with the necessary digital know-how and skills;

**5. PROMOTE** capacity building and human resource management programmes especially through sharing best practices, short term and long-term training programmes and exchange programmes for those who are from tourism, digital tourism and travel industries and look forward to closer cooperation and policy coordination between member states and other regional organisations; and

**6. AGREE** to regenerating our readiness and resilience in tourism sector for future possible and unprecedented infectious diseases and emerging diseases as well as unforeseeable conditions.

**ADOPTED** on this Eleventh Day of November in the Year Two Thousand and Twenty-Two, in a single original copy, in the English language.