

**TENTH MEETING OF ASEAN-INDIA TOURISM MINISTERS**  
**4 February 2023, Yogyakarta, Indonesia**

**CO-CHAIRS' STATEMENT**

1. The Tenth Meeting of ASEAN and India Tourism Ministers was held on 4 February 2023, in conjunction with the 26<sup>th</sup> Meeting of ASEAN Tourism Ministers (M-ATM), in Yogyakarta, Indonesia. H.E. Sandiaga Salahuddin Uno, Minister of Tourism and Creative Economy, Republic of Indonesia, chaired the Meeting and H.E. Jayant N. Khobragade, Ambassador of India to ASEAN, India, as Co-Chairman. The 10<sup>th</sup> M-ATM India was preceded by the 29<sup>th</sup> ASEAN-India Tourism Working Group Meeting on 3 February 2023.
2. Both sides celebrated the year of 2022 which commemorated the 30<sup>th</sup> Anniversary of ASEAN-India Dialogue Relations and were pleased to note the strengthening of relations over the last 30 years, which has provided a robust foundation for ASEAN-India cooperation in the tourism sector. The Meeting also noted that the Strategic Partnership has been elevated to the Comprehensive Strategic Partnership in which tourism has been identified as one of the important areas for collaboration. In view of this, the Meeting welcomed opportunities to promote practical cooperation between ASEAN and India in key priority areas identified by both sides.
3. Despite the challenges brought about by the pandemic, the Meeting was pleased to note India is a major source market for inbound tourist with approximately more than 2.5 million Indians travelling to ASEAN in 2022.
4. The Meeting commended the efforts related to the swift and strategic response in dealing with the crisis in all possible dimensions. Rigorous measures by both parties to mitigate the impact of the pandemic have been put in place since the onset of COVID-19 in 2020. Policy makers from both ASEAN and India agree to invite various stakeholders and partners to expedite the recovery of the tourism industry post pandemic.
5. The Meeting deliberated and exchanged views on the progress of ASEAN-India Tourism Cooperation based on the ASEAN-India Tourism Work Plan 2021-2022.
6. The Meeting agreed to provide support to the implementation of the ASEAN Framework on Sustainable Tourism Development, which seeks to capitalise on the work that is already being undertaken by the tourism sector and other relevant sectors in the ASEAN Community, in the pursuit of sustainable tourism development.
7. The Meeting emphasised the need to continue supporting tourism micro-small-medium enterprises (MSMEs) and promote equal opportunities to enhance jobs for local communities, as stated in the Phnom Penh Declaration on Transforming ASEAN Tourism, which was adopted by the ASEAN Leaders during the ASEAN Summit in November 2022.
8. On tourism marketing activities, the Meeting reiterated its support for the activities under the ASEAN Promotional Chapter for Tourism (APCT) India, with the aim to raise awareness of ASEAN destinations within the Indian Market. Identified activities include widening the reach of the new ASEAN Tourism Brand, "A Destination

for Every Dream", which embodies the concept of diversity and possibilities of travel in the region while showcasing the many beautiful experiences that can be enjoyed in each of the ASEAN Member States, and highlighting the changes the region is making towards sustainable tourism.

9. To further strengthen the ASEAN-India cooperation in tourism, the Meeting endorsed the ASEAN-India Tourism Work Plan 2023-2027, which covers 17 activities for the next 5 years to support the implementation of the ASEAN Tourism Strategic Plan (ATSP) 2016-2025, the ASEAN Tourism Marketing Strategy (ATMS) 2021-2025, the Post-COVID-19 Recovery Plan for ASEAN Tourism, the ASEAN Framework on Sustainable Tourism Development, and the Phnom Penh Declaration on Transforming ASEAN Tourism.

10. The Meeting reaffirmed its commitment to intensifying collaborative efforts among public, private, cross-national, and regional partnerships to accelerate tourism recovery in ASEAN and India.

11. The Meeting acknowledged several areas of ASEAN strategic priorities for 2023 under the ASEAN Economic Community (AEC), such as circular economy and decarbonisation, digitalisation, and ecotourism. Moving forward, ASEAN National Tourism Organisations and India are encouraged to identify areas of cooperation for future collaboration between the respective countries while taking into consideration the identified priorities.

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