



PRESS RELEASE  
TOURISM DEVELOPMENT DEPARTMENT  
MINISTRY OF PRIMARY RESOURCES AND TOURISM

**THE 27<sup>th</sup> MEETING OF THE ASEAN TOURISM MINISTERS  
25 January 2024, Vientiane, The Lao People’s Democratic Republic.**

**FOR IMMEDIATE RELEASE**

---

1. The **27<sup>th</sup> Meeting of ASEAN Tourism Ministers (27<sup>th</sup> M-ATM)** and Related Meetings, in conjunction with the ASEAN Tourism Forum 2024 (ATF 2024) was held on from 23<sup>rd</sup> to 26<sup>th</sup> January 2024 in Vientiane, The Lao People’s Democratic Republic. The delegation was led by Yang Berhormat Dato Seri Setia Dr Haji Abdul Manaf bin Haji Metussin, Minister of Primary Resources and Tourism. Also present were Yang Mulia, Hajah Tutiatty binti Haji Abdul Wahab, Permanent Secretary of the Ministry of Primary Resources and Tourism and officials from the Tourism Development Department.
2. The 27<sup>th</sup> M-ATM was preceded by the 59<sup>th</sup> Meeting of the ASEAN National Tourism Organisations (NTOs) and other Senior Official Meetings with Dialogue Partners. With the theme of “**Quality and Responsible Tourism – sustaining ASEAN Future**”, the Meeting emphasised the importance of forging a closer collaboration among the ASEAN Member States in all relevant sectors to ensure the sustainability and resiliency of ASEAN tourism. Based on the preliminary figures of 2023, ASEAN saw a 153.09% year-on-year increase in international arrivals.
3. The Meeting was pleased to note that 76.6% of activities under the **ASEAN Tourism Strategic Plan (ATSP) 2016-2025** have been implemented. The Meeting encouraged ASEAN Member States to continue implementing the activities under the ATSP 2016-2025 as planned. With regard to the development of the ATSP post-2025, the Meeting agreed to task the ASEAN NTOs to start developing the subsequent Strategic Plan in 2024 in consultation with all the relevant stakeholders including other ASEAN Sectoral Bodies, private sector and academia. The Meeting emphasised that the post-2025 Strategic Plan should be in line with the subsequent document to the ASEAN Economic Community Blueprint 2025. The Meeting expressed appreciation to the Philippines for leading the development of the ATSP post-2025.
4. The meeting also took note on activities conducted towards **strengthening ASEAN Tourism Competitiveness**, including the successful launch of the two marketing campaigns in 2023, namely **imaginASEAN** and **intra-ASEAN Tourism Recovery Campaign**. The Meeting also commended the success of the Interface Meeting between **ASEAN Tourism Ministers and ASEAN Transport Ministers** as the first high-level cross-sectoral collaboration between two key sectors to advance the economic recovery in the region. The Meeting agreed to establish an Ad-hoc Task Force comprising of representatives appointed by the ASEAN NTOs and the ASEAN Senior Transport Officials Meeting (STOM) to facilitate dialogues with the relevant agencies to ensure a more systematic and coherent approach.



5. The meeting also noted on strategies towards **advancing human resources in the tourism sector** such as providing ASEAN Tourism Professionals with the appropriate training, assessment and certification, latest knowledge and skills upgrade to ensure that they remain relevant and adaptive to the industry change. The meeting also put emphasis on **ensuring sustainable and inclusive tourism development for all** which includes endorsement of the Action Roadmap for Sustainable Tourism Development in ASEAN led by Economic Research Institute for ASEAN and East Asia (ERIA).

### **ASEAN – Plus Three Tourism**

6. The Meeting emphasised the importance of upskilling and reskilling the tourism workforce and equipping them with valuable tools, including digital technology to enable them to adapt to the new ways of doing business in the tourism sector. Thereby, the Meeting expressed appreciation to the Plus Three countries for their continued commitment in advancing the skills and knowledge of ASEAN Tourism Professionals through various training programmes and activities.
7. The Meeting also expressed appreciation to the ASEAN-China Centre (ACC), ASEAN-Japan Centre (AJC) and ASEAN-Korea Centre (AKC) for their continued support in strengthening people-to-people connectivity and cultural understanding through various activities and projects. The Meeting encouraged the Centres to continue supporting the APT NTOs by contributing to the implementation of the APT Tourism Cooperation Work Plan, awareness campaigns and marketing efforts to increase the competitiveness and sustainability of the tourism sector.

### **ASEAN – India Tourism**

8. The Meeting agreed to explore joint projects to promote sustainable tourism in ASEAN and India, taking into account the Action Roadmap for Sustainable Tourism Development in ASEAN, as well as the Goa Roadmap for Tourism that was endorsed at the G20 Ministerial Meeting held in Goa, India. To promote cultural exchanges, connectivity and people-to-people ties, the Meeting also exchanged views on ways to enhance the ASEAN-India capacity building programme for ASEAN tour agencies, which would provide relevant insights on Indian culture and the needs of Indian tourists. Thereby, the Meeting tasked the ASEAN National Tourism Organisations and India to explore possible joint actions to expedite the tourism recovery in ASEAN and India through innovative approaches in implementing the programmes and activities identified in the ASEAN-India Tourism Work Plan 2023-2027.

### **ASEAN – Russian Federation Tourism**

9. The Meeting reaffirmed the commitment to support the progress towards sustainable tourism in ASEAN and the Russian Federation, as well as to strengthen cooperation on sustainable and inclusive growth ensuring that tourism benefits reach a broad spectrum of society. Thereby, the Meeting tasked ASEAN National Tourism Organisations and the Russian



Federation Senior Officials to explore possible joint actions to expedite tourism recovery in ASEAN and Russia through innovative approach in implementing the programmes and activities identified in the ASEAN-Russia Federation Tourism Work Plan 2022-2024.

10. To further promote people-to-people contact, the Meeting supported the project proposal to promote less-explored destinations led by Brunei Darussalam, which seeks to promote new and latest tourism product offerings, as well as the diverse attractions of the lesser-known and lesser-explored destinations, to visitors ASEAN and Russian Federation.

### **ASEAN Tourism Standards Awards Ceremony**

11. The ASEAN Tourism Standards Awards Ceremony was held on 26 January 2024. One entity from Brunei Darussalam received the 4th ASEAN Clean Tourist City namely Kuala Belait. Meanwhile, the 9th ASEAN Green Hotel was awarded to Radisson Hotel, whereas the 4th ASEAN MICE Venue (Meeting Room) was awarded to 3 entities namely Radisson Hotel, Empire Hotel and An-Naura Hall, Yayasan, whilst the recipient for the 1st ASEAN MICE Venue (Exhibition Venue) is Empire Hotel. Additionally, Freme Travel received the 4th ASEAN Sustainable Tourism Award (Gastronomy Tourism Theme).