

JOINT DECLARATION ON A CODE OF ETHICS FOR TOURISM BY ASEAN TOURISM MINISTERS

We, the Tourism Ministers of Member States of the Association of Southeast Asian Nations (hereinafter referred to as “ASEAN”), namely Brunei Darussalam, the Kingdom of Cambodia, the Republic of Indonesia, the Lao People’s Democratic Republic, Malaysia, the Republic of the Union of Myanmar, the Republic of the Philippines, the Republic of Singapore, the Kingdom of Thailand and the Socialist Republic of Viet Nam, gathered in Kuching, Malaysia on 20 January 2014 for the Seventeenth Meeting of ASEAN Tourism Ministers;

NOTING the Global Code of Ethics for Tourism adopted at the thirteenth World Tourism Organization General Assembly held on 27 September – 1 October 1999 in Santiago, Chile;

RECALLING the ASEAN Tourism Agreement signed by the ASEAN Leaders at the Eighth ASEAN Summit on 4 November 2002 in Phnom Penh, Cambodia;

NOTING the Memorandum of Understanding between the Secretariat of the Association of Southeast Asia Nations (ASEAN Secretariat) and the World Tourism Organization (UNWTO) signed in Bangkok, Thailand on 22 January 2008;

MINDFUL of the Spirit of Bali Statement which resulted during the Seminar on Tourism Ethics for Asia and the Pacific: Responsible Tourism and its Socio-Economic Impact on Local Communities, held in Bali, Indonesia on 11 June 2011;

RECOGNISING the need for effective implementation of the ASEAN Tourism Strategic Plan (ATSP) 2011-2015 adopted during the Fourteenth Meeting of ASEAN Tourism Ministers held on 17 January 2011 in Phnom Penh, Cambodia; and

RECOGNISING the importance of sustainable tourism development to the ASEAN Member States.

DO HEREBY:

1. Endeavour to develop awareness of the Global Code of Ethics for Tourism among ASEAN tourism stakeholders.
2. Consider UNWTO's Global Code of Ethics for Tourism as a possible means to sustainable and responsible tourism development.
3. Strengthen information sharing network among ASEAN Member States on the Global Code of Ethics for Tourism.
4. Encourage the private sector such as travel agencies, airlines, hotels, resorts and tourism-related establishments to work in partnership with ASEAN Member States. Such partnership may include sharing of information on the Global Code of Ethics for Tourism

Adopted in Kuching, Sarawak, Malaysia on the Twentieth of January in the Year Two Thousand and Fourteen in a single original copy in the English Language.
