ASEAN Framework on Sustainable Tourism Development in the Post COVID-19 Era
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
  - Promotion of green investment, investment in physical infrastructure and digital infrastructure
  - Sustainability as part of marketing campaign
- More quality jobs in the tourism sector
- Widespread and fair distribution of economic and social benefits
- Address specific vulnerabilities faced by women
  - Targeted interventions for more sustainable locally driven MSMEs
  - Develop public-private-community partnerships/mechanisms to engage and empower local communities
- Low carbon, efficient use of resources
- Environmental protection, ecosystem preservation, and biodiversity conservation
- Mitigating the effects of climate change
- Promote and enhance diverse cultures through cultural tourism
- Safeguard tangible and intangible cultural heritage
- Promote living culture and the creative industries
- Management of security issues to reinforce the reputation of the region as a secure destination
- Crisis preparedness planning
- Multi-hazard risk management and enhanced communication/partnership
- Harness international initiatives for sharing of information

**CROSS-CUTTING FACTORS**

- Governance
- Partnerships
- Monitoring
- Technology

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.
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