



**JOINT MEDIA STATEMENT
OF THE ASEAN-JAPAN TOURISM MINISTERS' SPECIAL DIALOGUE**

28 OCTOBER 2023

TOKYO, JAPAN

1. The ASEAN-Japan Tourism Ministers' Special Dialogue was held on 28 October 2023 in Tokyo to commemorate the 50th year of ASEAN-Japan Friendship and Cooperation, and to discuss the "Next 50 Years with ASEAN and Japan: Designing the Path to Sustainable Tourism Together". The Ministry of Land, Infrastructure, Transport and Tourism hosted this event in collaboration with the Ministry of Information, Culture and Tourism of Lao People's Democratic Republic (as the Chair of the Meeting for the ASEAN Tourism Ministers (M-ATM)).
2. We acknowledged the immense potential of the tourism sector in our region, as well as the importance of concerted efforts by ASEAN and Japan, two of the world's most attractive and promising destinations, to advance tourism cooperation.
3. We noted Japan's pursuit of sustainable tourism to create a virtuous cycle of economy, society, and environment in the local communities under the motto of "Good to Live In, Good to Visit". ASEAN has focused on diversity, hospitality, and sustainability, with a tourism tagline of "A Destination for Every Dream", while working on Community-Based Tourism to empower communities to achieve economic, social, and environmental sustainable development.
4. We agreed to further the development of tourism in our region through enhancing our cooperation in the tourism sector, and reached a consensus on the direction for future cooperation as follows:

Promoting Sustainable Tourism

5. We noted that sustainable tourism in ASEAN and Japan involves not only mitigating environmental impact, but also enhancing the economic and social sustainability of local communities. In line with the ASEAN Framework on Sustainable Tourism Development adopted by ASEAN, and the Tourism Nation Promotion Basic Plan and the Initiatives to prevent overtourism adopted by Japan, we agreed to:
 - i. Promote innovative marketing activities for sustainable tourism, while highlighting the unique cultural and natural attractions of ASEAN and Japan;
 - ii. Reaffirm the importance of developing tourism content to promote the

protection, conservation, and inheritance of important resources such as nature, culture, and traditions, while leveraging these resources for tourism to develop sustainable destinations that benefit both local residents and travelers;

- iii. Reaffirm the importance of the tourism sector's contribution towards the achievement of global net zero carbon emissions through eco-friendly transportation, renewable energy adoption, waste management, and responsible consumption, while enhancing climate change awareness within the tourism ecosystem, stakeholders, and communities;
- iv. Enhance travelers' experience, convenience and encourage exploration of lesser-known tourism offerings while achieving higher productivity and profitability within the tourism sector through the development of high-quality destinations and promotion of innovative tourism digital transformation (DX). This will contribute to better working conditions to further strengthen the tourism workforce and industry;
- v. Explore initiatives that generate more tourism-related job opportunities for communities, which would bridge economic disparities, empower local talent, increase social inclusion, alleviate poverty and more;
- vi. Encourage the use of data to monitor and develop evidence-based strategies to promote sustainable community-based tourism;
- vii. Anticipate potential future crises and implement initiatives to enhance tourism resilience and sustainability within our regions;
- viii. Enhance capability-building and knowledge sharing initiatives in sustainable tourism through the exchange of best practices and technical expertise, as well as conducting training programmes to build the skills and capabilities of tourism workers and relevant stakeholders; and
- ix. Encourage collaboration between governments, private sector, and relevant stakeholders to foster innovation, investment to implement sustainable tourism initiatives.

Advancing Mutual Exchanges

6. It is crucial to enhance international awareness of and foster mutual understanding in our region, as they contribute to peace and prosperity not only in our region but also across the world. While maintaining a focus on the aforementioned sustainable tourism, we recognized that further advancement of mutual exchanges can be achieved through the following initiatives:
 - i. To encourage the development of products to allow travelers to appreciate the authentic experiences of ASEAN and Japan through diverse activities, nature, food and cultures while ensuring a secure and enjoyable environment for tourists;
 - ii. To encourage visits to lesser-known destinations and rural areas through innovative marketing efforts, while raising greater awareness of the ongoing

efforts by ASEAN and Japan to ensure sustainable tourism development;
and

- iii. To broaden the scope of tourism exchanges between ASEAN and Japan across diverse fields, including business, education, research, culture and the arts, sports, nature, wellness and adventure.
7. We welcomed Timor-Leste's participation in the Special Dialogue as an Observer. We commended the ASEAN-Japan Centre for its initiatives in promoting tourism and exchanges between ASEAN and Japan thus far, and we looked forward to the Centre's continued contributions toward advancing sustainable tourism and mutual exchanges between ASEAN and Japan. We appreciated the participation of representatives from the Pacific Asia Travel Association (PATA), the United Nations World Tourism Organization (UNWTO) and the Organisation for Economic Co-operation and Development (OECD). We expressed sincere gratitude to the Japanese government for convening this Special Dialogue.

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