

2025 ASEAN LEADERS' DECLARATION ON QUALITY TOURISM

Adopted in Kuala Lumpur, Malaysia on 26 October 2025

WE, the Heads of State/Government of the Member States of the Association of Southeast Asian Nations (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, on the occasion of the 47th ASEAN Summit;

REAFFIRMING our shared commitment to advancing sustainable, inclusive, responsible and high-quality tourism development in ASEAN;

ACKNOWLEDGING the vital contribution of the tourism sector in driving socioeconomic growth in the region, generating employment, and enhancing people-to-people ties while preserving local cultures, heritage and the environment;

NOTING the shift in demand for quality tourism which focuses more on sustainable, inclusive and responsible tourism development that is enriching and meaningful while offering unique experiences;

ACKNOWLEDGING that quality tourism is a cross-cutting concept that involves all three pillars of the ASEAN Community;

UNDERLINING the need to catalyse investment in tourism infrastructure and innovation, particularly in secondary and tertiary destinations, to ensure equitable and inclusive growth across the region;

UNDERSCORING the importance of alignment in the pursuit of quality tourism with relevant regional frameworks, including the ASEAN Framework on Sustainable Tourism Development in the Post-COVID-19 Era, the ASEAN Blue Economy Framework, ASEAN Carbon Neutral Strategies, and the Framework for the Circular Economy for the ASEAN Economic Community;

EMPHASISING the need for ASEAN to reach a common understanding of quality tourism and to identify collaborative activities among ASEAN Member States, as well as with international and regional partners, in fostering a competitive and quality tourism industry that contributes to the achievement of the United Nations Sustainable Development Goals;

DO HEREBY DECLARE TO:

1. **REAFFIRM** ASEAN's commitment to strengthen efforts to create high quality tourism;
2. **AGREE** that quality tourism refers to sustainable, inclusive and responsible governance and management of infrastructure, facilities, products and services that provide quality, value and unique experiences while preserving natural, cultural and heritage values;
3. **SUPPORT** the strengthening of cooperation among ASEAN Member States to enhance the understanding of quality tourism and further develop quality tourism through, among others, the sharing of best practices, expertise, and resources in tourism policies and regulations; enhancing ASEAN tourism standards; implementing ASEAN guidelines on hygiene and safety, capacity-building and skills training; fostering innovation and digital transformation; and empowering local communities, women and youth to participate in tourism activities;

4. **PROMOTE** greater investment in tourism infrastructure, particularly in lesser-known, secondary, and tertiary destinations, to disperse tourists and support balanced tourism development and regional connectivity;
5. **ENDEAVOUR** to cooperate in raising awareness and promoting quality tourism in ASEAN by engaging and partnering relevant stakeholders such as the private sector, including micro, small and medium enterprises; local communities, women and youth;
6. **WELCOME** ASEAN's external partners to support ASEAN's endeavour to further develop quality tourism with ASEAN being the key driver; and
7. **TASK** the ASEAN Tourism Ministers to work closely together with other relevant ASEAN Sectoral Ministerial Bodies to explore cross-sectoral collaboration to implement activities of common interests, and to consider developing joint programmes and activities.

ADOPTED at the Summit on this Twenty Sixth day of October in the Year Two Thousand and Twenty-Five, in a single original copy, in the English language.