



PRESS RELEASE  
TOURISM DEVELOPMENT DEPARTMENT  
MINISTRY OF PRIMARY RESOURCES AND TOURISM

**11<sup>th</sup> APEC Tourism Ministerial Meeting Statement of the Chair on  
“Tourism of the future: Regenerative Tourism”  
19<sup>th</sup> August 2022  
Bangkok, Thailand**

**FOR IMMEDIATE RELEASE**

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1. The Asia-Pacific Economic Cooperation (APEC) Tourism Ministers and senior representatives attended the 11<sup>th</sup> APEC Tourism Ministerial Meeting (11<sup>th</sup> TMM) in Bangkok, Thailand, on 19<sup>th</sup> August 2022, with the theme of “*Tourism of the Future: Regenerative Tourism*”. The Meeting was chaired by His Excellency Mr. Phiphat Ratchakitprakarn, Minister of Tourism and Sports of the Kingdom of Thailand. Brunei Darussalam was represented by Yang Berhormat Dato Seri Setia Dr. Haji Abdul Manaf bin Haji Metussin, Minister of Primary Resources and Tourism, Brunei Darussalam. Also present was Yang Mulia Dayang 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 meeting advances its priorities to develop the region through an inclusive and sustainable growth, to implement the APEC Putrajaya Vision 2040, including through the Aotearoa Plan of Action, while driving APEC towards a sustainable and balanced post-COVID-19 era through the concept of Bio-Circular-Green Economy also known as the BCG Economy Model. The Meeting also underscored the importance of implementation of the APEC Connectivity Blue Print 2015 – 2025, which outlines *People-to-People Connectivity* and reduce uncertainties relating to tourism. Significant new uncertainties and challenges have heightened the need to harness the cooperation amongst APEC Economies and advance work on sustainable tourism, to achieve the vision of an open, dynamic, resilient and peaceful Asia-Pacific community by 2040.
3. During the meeting, Yang Berhormat Dato Seri Setia Dr. Haji Abdul Manaf bin Haji Metussin, Minister of Primary Resources and Tourism stated that Brunei Darussalam continues to implement efforts towards post-pandemic tourism recovery. Resumption and increased air connectivity were crucial in enabling and promoting key economic flows such as trade, investment and tourism. Brunei Darussalam is continuously ramping up flight capacities for the ease of movement to cater for the inbound and outbound travellers including transit passengers. Brunei Darussalam has also managed to attract local and foreign investments in enhancing tourism attractions related to ecotourism efforts. These efforts have served as an impetus to harness opportunities in economic recovery that will contribute to regenerative tourism as a way forward.



4. The APEC Tourism Ministers and senior representatives welcomed the **Policy Recommendations for Tourism of the Tourism of the Future: Regenerative Tourism** which reflects the concerted enthusiasm of all APEC Economies in pursuit of a strong, balanced, secure, sustainable, and inclusive growth. Focusing on priorities and implications through more place-based and meaningful forms of better tourism to enhance the connectivity of the entire tourism eco-system, the policy recommendations may serve as guidance for APEC Economies to develop tourism as a key driver to enhance the multi-faceted well-being of APEC population as a whole.
5. The APEC Tourism Ministers and senior representatives also welcomed the updated **APEC Guidelines for Tourism Stakeholders**. The guidelines for tourism stakeholders are founded on the values of sustainability, inclusivity, respect, responsibility, openness, innovation and partnership of their respective tourism sectors to improve cooperation and coordination mechanisms to optimize the benefits of tourism. The Ministers also endeavor to use the guidelines to improve cooperation and coordination mechanisms to optimize the benefits of tourism within and across all APEC economies.
6. The Ministers commended the APEC Tourism Working Group for its efforts towards implementing the **APEC Tourism Strategic Plan 2020 – 2024**, that focuses on four pillars: (i) Digital transformation, (ii) Human capital development, (iii) Travel facilitation and competitiveness, (iv) Sustainable tourism and economic growth. The APEC Tourism Ministers also recognized the importance of cross-fora collaboration and participation from APEC Tourism Stakeholders and encouraged collaboration between Tourism Working Group and other fora.
7. The APEC Tourism Ministers and senior representatives expressed their appreciation and support for the valuable efforts and involvement of the **APEC Safe Passage Taskforce** to facilitate the resumption of safe and seamless travel as well as the movement of people across borders amidst the COVID-19 pandemic.

