



THE 3RD ASEAN SUSTAINABLE TOURISM AWARDS LAUNCHED

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Safe Tourism

*The theme of the third ASEAN Sustainable Tourism Awards 2022 is “**Safe Tourism**”*

Responsible tourism operators in Southeast Asia can now participate to the 3rd ASEAN Sustainable Tourism Awards (ASTA), a prestigious recognition in support to the implementation of ASEAN’s Tourism Strategic Plan 2016-2025.

Twenty sustainable tourism packages – two from each ASEAN Member State (one urban and one rural) – will be highlighted on the respective NTO’s website and will receive exposure as a national best practice operator during press conferences and trade shows such as ATF, TRAVEX, ITB and WTM covering the two years period, in order to raise their business exposure as well as international visibility.

In addition, winners will be highlighted on ASEAN Tourism’s website <https://www.visitsoutheastasia.travel/>

They will be invited on stage to receive a trophy and recognition during the sustainable tourism awards event, which will be part of the ASEAN Tourism Forum in Cambodia, January 2022.



Mr. Khom Douangchantha, Director General of Tourism Marketing Department, Ministry of Information, Culture and Tourism visioned that ASEAN tourism operators have to showcase the best tourism products to be featured in the ASEAN award platform launched. The tourism packages are represented importance of sustainable tourism practices in combating seasonality and rebalancing tourist flows into ASEAN countries.

“The diversity and quality of ASEAN's sustainable tour packages are amazing for tourists to select according to their preferences. The aim of the awards is to prove and foster green tourism practitioners” Mr. Khom stated.

Mr. Khom DUANGCHANTHA

Of the two winners in each country, one will be “rural”, one will be “urban” to reaffirm that city operators can be sustainable as much as rural ones.

The award takes place every two years with a different theme. For 2022-2023, for the 3rd edition of ASTA, the theme is “*Safe Tourism*”.

*“Safe tourism” refers to **trips** made to destinations where all the precautions have been taken to provide visitors with the safest experience and it constitutes the main selling argument.*

Each application will be assessed by ASTA’s Master Assessors in the applicant’s country.

The deadline for submissions is **30th October 2021**. Results will be announced in December and the awarding ceremony will be take place on January 2022 during ASEAN Tourism Forum in Cambodia.

Applicants can read the full rules and regulations and download the application forms and guidelines [here](#) alternatively email asta.asean@gmail.com.

Further information on past edition: <https://www.visitsoutheastasia.travel/>

Dedicated ASTA website: <https://www.tourismlaos.org/>