



KINGDOM OF CAMBODIA  
NATION RELIGION KING



MINISTRY OF TOURISM

No. 066.MOT

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### Welcome Message


2021 marks 40 years of active collaboration amongst ASEAN member states to promote Southeast Asia as a single destination and drive the region's sustainable travel and tourism sector. It is with great pride that we host ASEAN Tourism Forum 2021 (ATF 2021) in Phnom Penh Capital City "The Pearl of Asia", **Cambodia – Kingdom of Wonder, Feel the Warmth.**

COVID-19 pandemic is currently spreading all over the world that causes the huge impact to the economy and tourism industry globally and regionally. However, we are optimistic that the COVID-19 will be over very shortly, and Cambodia will still be the host ATF 2021 scheduled from 17<sup>th</sup> – 23<sup>rd</sup> January 2021. ATF 2021 will be the best tourism platform to recover and resume the tourism industry after the crisis.

Under the Theme "**ASEAN - A Community of Peace and Shared Future**", ATF 2021 echoes the vision of tourism playing a key role to foster a unified and collaborative ASEAN. Tourism sows the seeds of a shared future of peace that can bring about economic growth, social, cultural development and progress in the region.

Tourism plays a vital role in Cambodia's national, economic and social development. It is our top priority to build and develop the necessary tourism infrastructure to help drive this industry forward. We have sensibly invested in pro-poor, sustainable and responsible community-based tourism development projects in north-eastern provinces in partnership with international organizations and development partners such as ADB, UNWTO and SNV. We believe this will create positive results analogous to global and regional tourism development trends for the present and in the future, and more importantly, sustain ASEAN tourism's contribution towards the realization of the ASEAN Tourism Strategic Plan (ATSP) 2016-2025 and ultimately the UNWTO's Sustainable Development Goals.

As one of the fastest growing tourism destinations in Southeast Asia, Cambodia welcomes all delegates to strengthen tourism, travel cooperation and partnerships at ATF 2021, and also discover Phnom Penh, along with the richness of Cambodian heritages, culture and nature.



**Dr. Thong Khon**  
Minister of Tourism