



**Ministry of Primary Resources and Tourism
Brunei Darussalam**

**YANG BERTHORMAT
DATO SERI SETIA AWANG HAJI ALI BIN APONG
Minister of Primary Resources and Tourism
Brunei Darussalam**

**OPENING CEREMONY
WELCOMING REMARKS
ASEAN TOURISM FORUM 2020**

14th January 2020

**Indera Samudera Grand Hall, The Empire Brunei
Bandar Seri Begawan, Brunei Darussalam**

BISMILLAHIR RAHMANNIR RAHIM

**Alhamdulillah Rabbil 'Alameen, Wassalaatu'
Wassalaamu 'Ala Asyarafil Mursaleen, Sayyidina
Muhammaddin, Wa'ala Aalihee Wasahbihee
Ajma'een.**

**Robbish rohli sodri wayasirli amri wahlul
u'qdatamilisaani yafqohu qouli.**

Mengadap Kehadapan Majlis Duli Yang Teramat
Mulia Paduka Seri Pengiran Muda Mahkota Pengiran
Muda Haji Al-Muhtadee Billah Ibni Kebawah Duli
Yang Maha Mulia Paduka Seri Baginda Sultan Haji
Hassanal Bolkiah Mu'izzaddin Waddaulah, Menteri
Kanan di Jabatan Perdana Menteri.

Beribu Ampun,

1. Terlebih dahulu, hamba Duli Tuanku dengan penuh hormat dan takzim selaku wakil pihak:

- Forum Pelancongan ASEAN Kali ke 39 (*39th ASEAN Tourism Forum*);
- Mesyuarat Menteri-Menteri Pelancongan ASEAN Kali Ke 23;
- Mesyuarat Menteri-Menteri Pelancongan ASEAN Plus Three Kali Ke 19;
- Mesyuarat Menteri-Menteri Pelancongan ASEAN bersama India kali ke 8; berserta
- Mesyuarat-Mesyuarat di peringkat Ketua-Ketua Pertubuhan Pelancongan (National Tourism Organisations, NTOs),

sukacita menyembahkan Kehadapan Majlis Duli Tuanku ucapan setinggi-tinggi menjunjung kasih di atas keberangkatan Duli Tuanku bercemar duli

ke Majlis Pembukaan Rasmi Forum Pelancongan ASEAN 2020, dan seterusnya merasmikan Forum Pelancongan ASEAN 2020 serta melancarkan Laman Web Pelancongan ASEAN.

2. Sesungguhnya, keberangkatan Duli Tuanku ke Majlis ini akan menjadi dorongan serta ristaan kepada abis hamba Duli Tuanku semua dari negara-negara ASEAN dan antarabangsa yang ikut serta menghadiri Forum Pelancongan ASEAN 2020 yang diadakan di Negara Brunei Darussalam pada tahun ini.
3. Sebelum meneruskan sembah alu-aluan hamba Duli Tuanku ini, hamba Duli Tuanku menjunjung sabda perkenan Duli Tuanku bagi hamba Duli Tuanku menyampaikan sepatah dua kata kepada para perwakilan dan delegasi dari luar negara ke Forum ini di dalam bahasa Inggeris.

His Royal Highness,

Your Excellencies,

Heads of Delegation,

High Commissioners and Ambassadors,

Distinguished Heads of NTOs,

ASSALAMUALAIKUM

WARAHMATULLAHI

WABARAKATUH

And a Very Good Evening,

4. First and Foremost, on behalf of the Organising Committee of ASEAN Tourism Forum (ATF) 2020 and the Ministry of Primary Resources and Tourism, Brunei Darussalam, it is my great

honour to welcome, His Royal Highness the Crown Prince, Duli Yang Teramat Mulia Paduka Seri Pengiran Muda Mahkota Pengiran Muda Haji Al-Muhtadee Billah Ibni Kebawah Duli Yang Maha Mulia Paduka Seri Baginda Sultan Haji Hassanal Bolkiah Mu'izzaddin Waddaulah, Senior Minister at The Prime Minister's Office to grace and officiate the Opening Ceremony of the ASEAN Tourism Forum 2020 this evening.

5. I would also like to warmly welcome Your Excellency Tourism Ministers; Deputy-Secretary General of ASEAN; High Commissioners and Ambassadors; Distinguished Heads of National Tourism Organisations (NTOs); Delegates; friends from the media; Ladies and Gentlemen; to Brunei Darussalam for the ASEAN Tourism Forum 2020.

**His Royal Highness,
Excellencies,
Ladies and Gentlemen,**

Increased growth in tourist arrivals to ASEAN

6. The ASEAN Tourism industry has seen significant growth in the last decade and continues to be an important contributor to socio-economic development in ASEAN. ASEAN welcomed over 133 Million international arrivals in 2019, an increase by 7 from 2018, with intra-ASEAN travel comprising 36.7 percent of international arrivals in 2018.

Sustainable Tourism Development

7. The increased number of visitor arrivals into ASEAN present itself with opportunities, in terms

of generating economic activities, investment and employment. While the tourism industry has shown significant growth in the number of tourist arrivals, it also faces challenges including, among others, in terms of the carrying capacity of tourist sites, as well as in providing tourism facilities and services expected by different sets of visitor groups in each of the ASEAN Member State.

ASEAN - Towards a Next Generation of Travel

8. This year's theme "**ASEAN – Together Towards a Next Generation of Travel**", reflects the way in which the tourism industry is rapidly progressing. ASEAN Tourism greatly recognizes that innovation and technology brings benefits to the tourism industry, and shapes the way in which governments, key stakeholders and communities

embrace the current trend of digital transformation.

Digital Tourism

9. Industry partners are quickly adapting to the trends of changing travel patterns and tourist behaviours because of technological advancements. These advancements have provided endless possibilities for businesses to grow into new areas, such as offering augmented and virtual reality experiences, mobile applications that can customize to tourists' personal preferences, and providing smart, as well as easy access in making online reservation and purchases at tourist destinations.

10. Digitalization will continue to evolve in a collaborative ecosystem to add value for a more meaningful tourism experience towards the next generation of travelers.
11. In this regard, ASEAN Tourism has also revamped the ASEAN Tourism website to be more user friendly, incorporating the modern needs of rising demand for digital tourism experiences and availability of information whilst reflecting the current trends of today's generation.
12. Now that more people are going online and relying on digitalization, the new website also aims to be a credible online source to drive and attract more interest to the Southeast Asian region as a preferred destination to experience the culture and authentic way of life in the people of ASEAN.

**His Royal Highness,
Excellencies,
Ladies and Gentlemen,**

13. This evening, we are indeed greatly privileged to have His Royal Highness the Crown Prince, Duli Yang Teramat Mulia Paduka Seri Pengiran Muda Mahkota Pengiran Muda Haji Al-Muhtadee Billah Ibni Kebawah Duli Yang Maha Mulia Paduka Seri Baginda Sultan Haji Hassanal Bolkiah Mu'izzaddin Waddaulah, Senior Minister at The Prime Minister's Office to launch the new ASEAN Tourism Website in conjunction with the ASEAN Tourism Forum 2020.

14. The ASEAN Tourism Forum is a platform for the region's Tourism Ministers, Government Officials and travel industry players to come together and discuss ways to grow and enhance tourism

opportunities. We look forward to an active and productive engagement over the next few days.

15. Finally, please allow me again on behalf of the Organising Committee to thank His Royal Highness, The Crown Prince, Duli Yang Teramat Mulia Paduka Seri Pengiran Muda Mahkota Pengiran Muda Haji Al-Muhtadee Billah Ibni Kebawah Duli Yang Maha Mulia Paduka Seri Baginda Sultan Haji Hassanal Bolkiah Mu'izzaddin Waddaulah, Senior Minister at The Prime Minister's Office for gracing this event.
16. Last, but not least, we wish Tourism Ministers, Heads of NTOs and all Delegates a pleasant stay in Brunei Darussalam and a successful ASEAN Tourism Forum.

Beribu Ampun,

17. Sekian sahaja ucapan hamba Duli Tuanku kepada para perwakilan dan delegasi dari luar negara yang menghadiri Mesyuarat ini.

18. Sebelum hamba Duli Tuanku mengundur diri, izinkan hamba Duli Tuanku sekali lagi menyembahkan setinggi-tinggi menjunjung kasih di atas keberangkatan Duli Tuanku bercemar duli ke Majlis Pembukaan Rasmi Forum Pelancongan ASEAN 2020, dan seterusnya berkenan merasmikan Forum Pelancongan ASEAN 2020 dan berkenan melancarkan Laman Web Pelancongan ASEAN.

19. Pada mengakhiri sembah alu-aluan hamba Duli Tuanku ini, hamba Duli Tuanku dengan rendah diri menyembahkan berbanyak-banyak

menjunjung ampun sekiranya terdapat sorok langkah dan tutur kata yang kurang manis dan sebarang kekurangan, sama ada ketika menjunjung keberangkatan Duli Tuanku pada Majlis ini, ataupun dalam sepanjang acara menyaksikan persembahan yang akan disembahkan pada malam ini.

20. Sekian.Wabillahi Taufik Wal Hidayah
Wassalamu 'alaikum Warahmatullahi
Wabarakatuh.

21. Hamba Duli Tuan Ku menjunjung anugeraha.