

ASEAN experts meet in Cambodia to boost tourism cooperation



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PHNOM PENH, March 20 (Xinhua) — Tourism experts from the Association of Southeast Asian Nations (ASEAN) gathered here on Tuesday to discuss ways to boost tourism cooperation in order to turn the bloc as a world-class tourist destination by 2015, said a senior Cambodian official.

Speaking at the opening of the 3-day ASEAN Tourism Working Group meeting, Tith Chantha, director general of Cambodia's Tourism Ministry, said the meeting was attended by ASEAN tourism officials, ASEAN's Tourism Association, and ASEAN Secretariat.

He said it focused on ways to promote ASEAN tourism and to enhance ASEAN tourism quality through the establishment of ASEAN tourism standards such as the standards of green hotels, clean tourism cities, spas, guesthouses, and public sanitary facilities.

Besides, it discussed ways to develop ASEAN cultural and natural tourism products and to promote traveling by cruises among ASEAN countries.

“Our ambitious goal is to become the ASEAN as a world class tourist destination by 2015 based on the ASEAN tourism strategic plan 2011-2015,” Tith Chantha said.

He said that Cambodia and other ASEAN member states alike have envisaged China as a big market to boost the tourism industry in the future.

The ASEAN groups Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam.