

North Minahasa Declaration

From 05 to 07 June 2024, we, representatives of local and regional governments from the Asia-Pacific region, convened for the First Session of the 2024 UCLG ASPAC Executive Bureau with the theme “Enhancing Sustainable Tourism and Creative Economy through Asia-Pacific Collaboration”. In line with this theme, the event elaborated on sustainable tourism, rural-urban revitalisation, and the creative economy.

We have committed to:

1. Acknowledge the inextricable link of tourism and culture and their role as drivers of development. Furthermore, we affirm the fundamental role of culture as the fourth pillar of sustainable development. Recognising culture as a global public good, we shall develop and implement people-centred culture and tourism policies.
2. Pursue sustainable tourism that protects and conserves the local cultural heritage and the natural environment. This involves empowering local artisans and communities, increasing awareness among tourists on responsible consumerism, and minimising environmental impacts.
3. Accelerate rural-urban revitalisation and integration to support tourism and the creative economy. This involves developing sustainable infrastructure, enhancing access to education and livelihood training, and improving the ease of doing business.
4. Foster the development of the local creative economy. This involves preserving local wisdom, supporting start-ups, encouraging digital innovation, securing intellectual property, and providing market access for creative goods and services.
5. Enhance collaboration between local and regional governments, private sector, academe, non-government organisations, and other stakeholders in ensuring sustainable tourism.
6. Promote responsible tourism investment to reduce carbon footprint on land and in water.
7. Respect local wisdom to develop local economy, nature conservation, social capital, and good collaborative governance at all levels of society.
8. Ensure environmental conservation by engaging all stakeholders, particularly the youth. This involves encouraging early childhood environmental education to develop environmental awareness at an early age.

Adopted on 07 June 2024 in North Minahasa, Republic of Indonesia.

