



49th

Meeting of the GMS Tourism Working Group (TWG-49)

12 May 2022,

Vientiane Capital

Hosted by Lao PDR and

Mekong Coordinating Office

(Virtual Meeting)

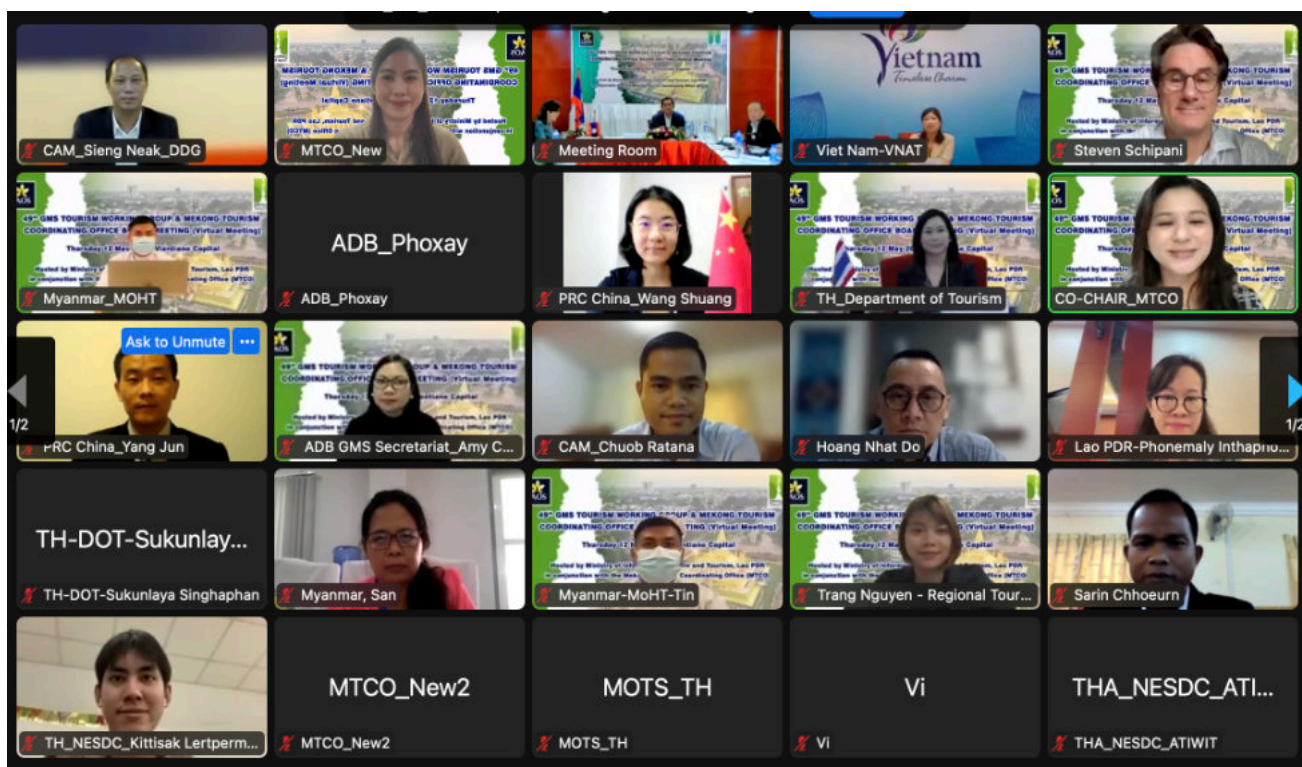
**Draft Summary
Proceedings**

Table of Contents

Introduction	3
Appendix 1 List of participants	12
Appendix 2 Agenda	16
Appendix 3 The Opening Remarks	20
Appendix 4 GMS Situation Updates	24
Cambodia	25
China PRC	36
Lao PDR	41
Myanmar	47
Thailand	62
Viet Nam	69
Appendix 5 MTCO Activities	80
Appendix 6 Updates from the Asian Development Bank (ADB)	84
Appendix 7 GMS Tourism Infrastructure for Inclusive Growth Project	92
Cambodia	93
Lao PDR	103
Viet Nam	138



Introduction



1. The 49th GMS Tourism Working Group Meeting (TWG-49) was held on 12 May 2022 via videoconference (Zoom). It was chaired by the Ministry of Information, Culture, and Tourism (MICT) of Lao PDR, and organized/moderated by the Mekong Tourism Coordinating Office (MTCO). It was attended by senior and mid-level officials representing the National Tourism Organizations (NTOs) of the six Greater Mekong Subregion (GMS) countries (Cambodia, People’s Republic of China [PRC], Lao PDR, Myanmar, Thailand, and Viet Nam), MTCO, and ADB. (List of participants is in Appendix 1.)
2. TWG-49 was convened to (i) share NTO updates on progress of implementing tourism recovery initiatives and strategies; (ii) the COVID-19 and tourism situation of GMS countries; (iii) provide updates on MTCO activities; (iv) discuss the outcomes of the GMS Senior Officials Meeting (SOM) in March 2022 re Tourism Report and SOM guidance and the new GMS Regional Investment Framework (RIF 2023-2025); (v) discuss the various GMS tourism support initiatives; and (vi) report ASEAN Tourism Standards implementation progress, issues and lessons under the GMS Tourism Infrastructure for Inclusive Growth Project (TIIG 1& 2).

Item 1: Housekeeping Notes

3. The MTCO, as moderator of the meeting, gave some housekeeping and time management reminders. MTCO then opened the floor for comments on the meeting agenda. Hearing no comments, the TWG-49 agenda was deemed approved. A copy of the approved agenda is in Appendix 2.

Item 2: Opening Session

- 4. Remarks from the Meeting Chair, MICT Lao PDR.** Director General Khom Douangchantha of MICT welcomed all the delegates to TWG-49 and appreciated MTCO's excellent arrangements for the meeting. He remarked that although COVID-19 did not allow TWG-49 to be in-person, the meeting will still have a fruitful outcome through a comprehensive discussion, updating and exchange of views on various tourism initiatives, activities, projects and other matters which are in line with the GMS Strategic Framework 2030, including the GMS COVID-19 Response and Recovery Plan and in particular, the GMS Tourism Recovery Communication Plan. He believed that the meeting would strengthen tourism coordination and forge cooperation to bring benefits to GMS people during this difficult time of the COVID-19 pandemic. He wished everyone happiness, good health and success.
- 5. Remarks from ADB.** Mr. Steven Schipani, ADB representative, thanked Lao PDR's MICT for hosting TWG-49 and chairing the discussions. ADB values the opportunity to join the meeting as well as the participation of all GMS country delegations and development partners. He appreciated MTCO efforts to organize the meeting and welcomed again the new MTCO Executive Director Ms. Suvimol Thanasarakij, the MTCO Operations Manager Ms. Phairpailin and ADB's new regional tourism specialist, Ms. Trang Nguyen, who is supported by ADB's Southeast Asia Sustainable Tourism Facility. He raised four points regarding tourism recovery. First, international tourist arrivals are still down by 90% compared to 2019 figures and many travel and tourism businesses are suffering and continue to need help to survive, especially in the areas of creative destination marketing and staff training to help kickstart recovery now that borders are starting to reopen. Second, GMS tourism destinations must continue COVID-19 vaccination programs to enable destinations to ease travel restrictions and end cumbersome testing and entry protocols—this is essential for stimulating domestic and international tourism demand. Third, the GMS must redouble its efforts to mobilize public and private Sustainable Development Goal-aligned finance to restore and protect the environment, make tourism more inclusive, and produce talented workers. Lastly, with climate change threatening to close tourism permanently in some destinations, more support is needed to scale low carbon air, ground, and water transport options, finance energy saving retrofits, and for climate adaptation. Regulatory incentives, concessional financing, consumer awareness-building and intelligent tax policies can accelerate the low-carbon transition. ADB is helping governments finance such measures with its COVID-19 Pandemic Response Facility, Asia Pacific Vaccine Access Facility, and by raising climate finance ambition to \$100 billion by 2030. He noted the meeting will review and discuss preparation of the new GMS Regional Investment Framework's tourism pipeline, the ADB Frontier Fund, as well as other ADB tourism sector assistance. He looked forward to the meeting's guidance on these initiatives. Finally, on behalf of ADB, he thanked all GMS country delegations for their active participation in the meeting.
- 6. Remarks from MTCO Executive Director** Ms.Thanasarakij expressed appreciation to GMS member countries for the support and trust they have been extending to her. She indicated she aims to effectively manage MTCO activities and foster cooperation in the GMS tourism industry through this GMS framework. She noted that over the past two years the global tourism industry has been severely impacted by the COVID-19 pandemic but recently most of the countries in the world including in the GMS are opening borders and welcoming tourists back. She pointed out that this time is a great opportunity to really step-up implementation of GMS Tourism Recovery Communication Plan that was endorsed by the TWG late last year. She again thanked the Lao PDR for organizing and hosting this meeting, the ADB for the technical support and advice, and the member countries for timely provision of insightful inputs and presentation materials. She also thanked MTCO operations manager who joined recently but has made significant contributions to

TWG/MTCO activities. She looked forward to working closely with TWG members in this GMS tourism cooperation framework.

7. Copies of the opening remarks in this session are in Appendix 3.

Item 3: GMS NTO Interventions

8. NTO representatives of the six GMS countries presented on the situation and progress of implementing tourism recovery initiatives and strategies. The updates focused on three key areas, (i) reopening plans, (ii) government support for tourism businesses, and (iii) good tourism reopening practices, as well as common issues and challenges.
9. **Cambodia** reported that in March and April 2022, their government eased international travel entry requirements by waiving RT-PCR testing, Antigen tests upon arrival, and COVID-19 insurance for vaccinated travelers. They also resumed allowing visa on arrival for international travelers. Mandatory wearing of mask in public places was lifted. As of 17 March 2022, 92.56% of the total population of 16 million were fully vaccinated. It was also noted that as of 7 May 2022 until today, there has been zero COVID-19 transmission in Cambodia. In terms of 2021 tourist arrivals statistics, international tourist arrivals totaled 196,495 (85% reduction from 2020 figures), almost all coming from GMS countries. However, international tourist arrivals look promising in 2022 as the 1st quarter of 2022 figure was 151,680 (+114% yoy) and domestic tourists: 2.75 million (+48% yoy).
10. Regarding Cambodia's tourism recovery, this is guided by the Roadmap for Cambodia Tourism Promotion and Recovery Plan During and Post COVID-19 2020-2025 which is now in its second phase (2022-2023). Several tourism strategic plans and standard operating procedures for tourism industry were also developed, approved and implemented as part of tourism recovery measures.
11. On connectivity and travel facilitation measures, Cambodia highlighted the recently inaugurated New Poipet Checkpoint (March 2022), available self-driving tour facilities between Cambodia and Viet Nam, Thailand and Lao PDR, airport improvements/upgrades, other tourist infrastructure facilities like the Morodok Techno National Stadium Complex in preparation for hosting events such as 32nd SEAGAME in 2023 and the 12th ASEAN Para Games in 2023.
12. **PRC** updated the TWG on newly introduced tourism recovery measures as provided in their 14th Five Year Plan for Tourism Development. Six items were highlighted: (i) continue to advance internet + tourism scheme, promote the development of smart tourism; (ii) coordinate tourism development among different regions, and cultivate new tourism cities; (iii) build scientific protection and utilization system, so as to protect and use cultural and natural resources well; (iv) enrich supply of tourism products; (v) upgrade public tourism consumption; and (vi) establish modern tourism governance system. Among PRC policies to help deeply hit industries in the service sector to recover, the following four are specifically for tourism industry: (i) return the tourism service quality deposit to enterprises; (ii) tourism enterprises in some regions, where conditions permit, enjoy delay payment of unemployment insurance and employment injury insurance; (iii) moderately raise credit ceiling for tourism enterprises; and (iv) support hotels and tourism agencies through government procurement.

13. In terms of statistics on domestic tourist arrivals and revenue, PRC reported that in 2021, these increased to 3.246 billion and 2.92 trillion RMB, respectively. Compared to 2020, these represent increases of 12.8% and 31%, respectively. However, for the 1st tourist season of 2022, domestic tourist arrivals are lower by 19% while the revenue still increased by 4% compared to same period in 2021.
14. Planned events to be hosted by PRC in 2022 are as follows: (i) Asia Conference on Marine Tourism 2022, Ningbo, Zhejiang, August (TBD); (ii) Asia Conference on Mountain Tourism, Guiyang, Guizhou, July (TBD); (iii) Intelligent Asia Forum on Digital Tourism Development, Xi'an, Sha'anxi, July (TBD); and (iv) Conference on Asia Tourism and Climate Change (Carbon Neutral), Wuhan, Hubei, September (TBD).
15. **Lao PDR** updated the TWG on their tourism and COVID-19 situation as well as their tourism recovery implementation. In 2021, Lao PDR had 828,592 domestic tourists compared to 886,447 domestic tourists in 2020. For 1st quarter of 2022, Lao PDR started to receive international tourists, but the number is still low possibly because of challenges experienced in the pilot opening of the country to international travelers such as lack of understanding of a common cooperation among the stakeholders and the cumbersome entry and exit procedures were barriers for international tourists. Moreover, TWG was informed that COVID-19 cases reached 208,936 as of 9 May 2022, of which 1,075 remained active cases. This represents a 1,000% increase from the total cases in September 2021 (which was at 18,059 only) as reported during TWG-48. Public and private sector stakeholders are preparing plans and will propose for Government's consideration the full opening of the country to international travelers. Lao PDR also shared other tourism COVID-19 recovery initiatives that are guided by their Tourism Recovery Road Map for 2021-2025. These include LaoSafe program which is training and certification on operational health standards for the tourism sector.
16. Entry requirements to Lao PDR have been significantly eased as the Prime Minister's office announced that Lao PDR is fully open to international travelers by air, water and land starting 9 May 2022, with no testing or registration requirement for vaccinated travelers. Public and private transportation can freely enter and exit Lao PDR. In support of tourism linkage/transport connectivity, the Lao PDR – PRC railway was officially opened in December 2021 with two domestic trips per day of high-speed trains and 1 trip per day of regular trains. Each trip can accommodate at least 500 to 700 passengers. The railway will link to other ASEAN countries in the future.
17. **Myanmar** first shared information on 2021 tourist arrivals and receipts in the country which continued to dramatically decline to 0.13 million (-85.49%) and 30.21 million USD (-94.45%), respectively, compared to 2020. In terms of COVID-19 situation, the cumulative total of positive cases has reached 613,053 (as of 8 May 2022) or an increase of 40% from cases as of 15 September 2022. Good progress is seen in Myanmar's vaccination program with 56.6 million vaccine doses administered as of 8 May 2022 which is more than 600% increase from the 8 million doses as of 15 September 2021 reported in TWG-48.
18. The Government has undertaken relief and stimulus measures to support businesses and the public private marketing efforts. These are, among others, (i) soft loan with an amount of 21.4 billion kyats to hotels and travel agencies; (ii) tax payment exemptions like Corporate Income Tax, Commercial Tax, and Withholding Tax (2%) of prioritized industries such as hotel and tourism businesses, and SMEs; (iii) exemptions from license fees for hotels, guesthouses and tour companies including the tour guide; (iv) reduced the 50% of rental fees for FDI hotels and granting the deferred payments; (v) conducted Basic Tourism Training Courses 74 times which benefited 1480 persons working in the tourism industry in states and regions; (vi) provided hospitality trainings (refresher courses such as Supervisory Skills Training, Digital Marketing, Workplace

Health and Safety, Crisis Management Seminar, Responsible and Sustainable Tourism, Destination Planning and Management 28 times benefiting a total of 1120 persons working in the hotel industry; (vii) COVID-19 Safe Service Master Trainer (ToT) and Inspector Training for Inspection (TRS) training will be conducted for 300 trainees in states and regions; (viii) offered the tourism industry stakeholders as a priority in national vaccination program.

19. On Myanmar's tourism reopening, destinations that follow COVID-19 health rules were opened for domestic tourism such as religious pilgrimage (October 2021), famous beaches like Ngapali beach (November 2021), and various cycling festivals (December 2021 and January 2022). On 17 April 2022, international flights to and from Myanmar resumed. The entry requirements to Myanmar (Visa and other documents, including a travel accident insurance policy that can cover COVID-19 infection) were presented in detail. The Government is also pursuing accessible or barrier-free tourism whereby services to persons with disabilities at hotels and tourism destinations are provided to create a comfortable and convenient tourism environment for tourists with disabilities.
- 20. Thailand** reported that 2021 tourist arrivals in the country declined to less than a million from 6 million in 2020. However, for the first quarter of 2022, the figures are looking better with half a million tourist arrivals recorded. In terms of COVID-19 situation, as of 12 May 2022, statistic on new positive cases is declining to 8,000 and it is hoped that this trend will continue in the coming days so Thailand can be opened to more tourists. Moreover, Thailand shared that 80% of Thai population have been vaccinated with 25 million of them received 3 doses.
21. To revive the tourism industry, Thailand reopened to international tourists this year with some entry requirements/measures in place. Starting 1 May 2022, one of the requirements to enter Thailand is registering prior departure for a Thailand Pass. Another requirement is proof of insurance with at least 10,000 USD coverage for medical treatment (for non-Thais). Quarantine exemptions may apply depending on status of vaccination and/or availability of negative RT-PCR test result. International travelers may visit Thailand Ministry of Foreign Affairs website for more information on the entry measures/protocols including vaccination criteria and approved COVID-19 vaccines.
22. The Government also put in place support programs for tourism businesses and public private marketing efforts as part of COVID-19 relief and recovery measures. These include: (i) reduced the contributions to the Social Security funds of salaried employees, former employees and independent workers (May-July 2022) to help reduce the cost of living; (ii) "We Travel Together" Phase 4 (Rao Tiew Duay Kan), where travelers receive government subsidies of up to 40% on accommodation, air tickets and meals and entrance fees to tourist attractions; and (iii) Soft Loan Project which aims to help SMEs restore their businesses and retain their employees, this was approved on 4 January 2022 and will run until 30 September 2022.
- 23. Viet Nam** shared about the Government support programs and policies to help tourism businesses recover from COVID-19 effects, among others, (i) discount on electricity for accommodation establishments; (ii) 50% off travel service license fees and tour guide card insurance; (iii) deposit reduced by 80% for travel businesses; and (iv) cash support for tour guides (VND 3,710,000/person). These policies and programs benefitted and ease difficulties for 16,000 tour guides who received cash support totaling more than 58.5 billion VND; 300 tour operators who applied to get 80% off deposit; and 700 tour operators who availed of 50% off their licensing fees.
24. In addition, the Viet Nam Ministry of Culture, Sports and Tourism designed the road map to reopen tourism industry to international visitors with three phases: (i) Phase 1- from November 2021, a pilot scheme to

welcome back international tourists was launched whereby international tour packages were offered in selected tourist destinations through charter flights; (ii) Phase 2- from February 2022, expanded the international tour packages through regular commercial flights; and (iii) Phase 3- from 15 March 2022, full reopened to international tourist market under the new normal. Under Phase 3 in May 2022, pre-pandemic entry visa policies were restored, and other entry requirements simplified but still ensuring safety for tourists and people of Viet Nam.

25. As a result of Government re-opening of the country and support programs and policies for the tourism industry, international tourist arrivals were estimated at 70,000 for the first 4 months of 2022 and during 4 public holidays (from April 30 to May 3, 2022), the tourism industry received about 5 million domestic visitors, with total revenue of 22,000 billion VND. Tourism promotion activities highlighted were: (i) “Safe and attractive tourism” communication campaign for the domestic market; (ii) “Live Fully in Viet Nam” program launch and e-marketing activities; (iii) “Safe Viet Nam Tourism” campaign; (iv) Promotion of Viet Nam tourism together with hosting of 31st SEA Games; and (v) participate in international tourism fairs.
26. Copies of country reports/presentations are in Appendix 4. Hearing no additional inputs or requests for clarification when floor was opened for discussion, the meeting moved to the next agenda item.

Item 4: MTCO Activities

Digital Performance Update: Website and Social Media Accounts

27. Ms. Thanasarakij reported that as of 30 April 2022, the Mekong Tourism website <mekongtourism.org>, has seen an increasing number of visits, documents in the library and other posts. On a per country share of traffic (number of visitors), Viet Nam is highest at 20% of total traffic. She raised that website analytics plug-in service was deactivated before she joined as MTCO executive director but managed to have the new service installed by April 2022. A new webmaster was also appointed, which improved website performance (faster loading speed) and security. MTCO continued to maintain the following social media accounts: Facebook, Instagram, Twitter and LinkedIn. It was pointed out that there is an increasing reach (total number of persons who see the contents) and impressions (the number of times the content is displayed).

GMS Tourism Performance

28. Ms. Thanasarakij showed the 2021 per country statistics on international tourist arrivals, tourism receipts and hotel occupancy rate taken from various sources such as UNWTO, ASEAN and GMS member countries. She informed that MTCO will review and reconcile these against the statistics provided by the countries in their respective country reports under Agenda Item 3 of this meeting before publishing the statistics on the MTCO website. She invited the countries to also validate and/or inform them of corrections, if any.
29. A copy of Ms. Thanasarakij’s presentation is in Appendix 5.

Item 5: Updates from the Asian Development Bank (ADB)

30. Mr. Schipani shared outcomes of the 10 March 2022 GMS Senior Officials' Meeting (SOM) relevant to the Tourism Working Group. The SOM appreciated the various reported tourism initiatives aiding and assisting tourism businesses and workers to recover from the downturn caused by COVID-19 pandemic. SOM guidance on what are the different response and recovery plan priorities that ADB and other development partners focus on include domestic tourism, streamlining reopening procedures/health & safety protocols, digital marketing, infrastructure, sustainability initiatives, capacity building of human resources. The SOM was also pleased to hear about the appointment of the new MTCO executive director as well as progress made on the charter of MTCO. They also appreciated the very strong ownership of GMS countries over the Mekong Tourism Program.
31. Mr. Schipani informed about the new GMS Regional Investment Framework (RIF), its criteria, process and general timeline. The MTCO will be called upon to facilitate TWG/GMS countries identifying new projects for inclusion in the RIF.
32. Mr. Schipani then updated on ADB's Tourism Support Program for GMS countries which include: (i) Southeast Asia Sustainable Tourism Facility TA 6899; (ii) Southeast Asia Sustainable Tourism Hub; (iii) 2022-2024 Pipeline projects; and (iv) Ongoing Approved Investment Projects such as (CLV) GMS Tourism Infrastructure for Inclusive Growth Projects (\$220m) and other Technical Assistance.
33. Finally, Mr. Schipani summarized some action points as follows: (i) ADB GMS Secretariat and MTCO to coordinate and arrange technical meetings for the identification of tourism projects for inclusion in the new RIF (May/June 2022); (ii) ADB will continue to work with MTCO and Viet Nam on Mekong Tourism Forum program refinements and help to identify speakers and moderators (May-September 2022); (iii) Cambodia, Lao PDR, Thailand, Viet Nam to confirm through email to sschipani@adb.org NTO focal staff to coordinate Southeast Asia Sustainable Tourism Facility in-country TA activities (by 1 June 2022). A copy of Mr. Schipani's presentation is in Appendix 6.
34. The following countries provided inputs and/or comments on ADB presentation:
 - a. **Viet Nam** requested: (i) to schedule the RIF Technical Meetings in June because in May they are busy with the 31st Southeast Asian Games; (ii) ADB confirmation if Viet Nam's No Objection Letter re Southeast Asia Sustainable Tourism Facility has been received; and (iii) to expound on new RIF minimum and aspirational criteria.
 - b. **Cambodia** indicated that they would coordinate with MTCO for the RIF Technical meetings and will send to ADB the requested NTO focal staff for the Southeast Asia Sustainable Tourism Facility.
 - c. **Myanmar** noted that the Southeast Asia Sustainable Tourism Hub is a very good platform for knowledge exchange for Myanmar's academe and private sector. Re Southeast Asia Sustainable Tourism Facility, they asked for additional information on its implementation status and if there is a second phase whether other GMS countries like Myanmar can also participate.

35. **ADB** responded as follows: On RIF Technical Meetings, noted that TWG members may be busy in May and ADB's GMS Secretariat would aim to schedule the meetings in June; ADB GMS Secretariat mentioned the GMS Leaders' guidance on the RIF, which is the basis for the initial proposed RIF inclusion criteria. The criteria are being reviewed by GMS Senior Officials ahead of their 30 June meeting. Regarding the SEA Sustainable Tourism Facility, ADB already received No Objection Letters from all countries included in the TA (CAM, LAO, INO, PHI, THA, VIE) and look forward to nomination of focals. ADB appreciated the TWG/MTCO will share information about the Southeast Asia Sustainable Tourism Hub and invited countries to route any knowledge product contributions for potential posting on the site through MTCO. Regarding MTCO charter to gain legal status as an international organization, ADB supports this initiative as it has been mentioned in past GMS Leader' Summit Statements and would help boost MTCO resource mobilization efforts.

A 60-minute virtual break was made before proceeding to Item 6 of the TWG-49 Agenda. TWG members were requested to reconnect by 13:00 (Bangkok Time).

Item 6: GMS Tourism Infrastructure for Inclusive Growth Project (TIIG 1&2)

36. Cambodia, Lao PDR and Viet Nam presented on the progress and lessons learned from implementation of ASEAN tourism standards with support from the GMS Tourism Infrastructure for Inclusive Growth Project II (TIIG II). For Cambodia and Lao PDR, information on the overall progress of TIIG I and II was also provided, that is, 97% and 100%, respectively for TIIG I while for TIIG II, overall progress reached 58% and 46%, respectively. Following are some of the reported lessons learned: (i) importance of building capacity at national and provincial levels to sustain implementation of ASEAN Tourism Standards; (ii) use of social media platforms in communicating with tourism industry to apply/implement these tourism standards; and (iii) continue to work on sustainable financing systems. Copies of the presentations are in Appendix 7.
37. Mr. Schipani appreciated the presentations made and raised a couple of points as follows: (i) the presentations showed that our job in tourism complex since it requires us to be good coordinators/convenors of many agencies, even among different units within an agency; (ii) mentioned appropriate incentives like marketing support and media recognition are important to widen adoption/implementation of national and regional tourism standards; and (iii) suggested one of the technical discussions in the coming Mekong Tourism Forum (MTF) could be on regional Tourism Standards. ADB offered to support preparation of a background paper/policy brief on this topic for MTF, including recommendations for sustainable financing mechanisms.
38. Cambodia commented that we should support not only the implementation of ASEAN standards but also respective national standards. They also see the importance of capacity building down to provincial level for a wider and sustainable implementation of both national and regional tourism standards.

Item 7: Other Matters & Closing

39. The MTCO Executive Director opened the floor for any intervention as Other Matters and hearing none, recommended for the Chair to proceed with his closing remarks.

40. The Chair expressed his sincere appreciation to all the participants for their valuable contributions in making TWG-49 a success. He was pleased to note information shared by the countries on their tourism recovery plans, including initiatives to reopen to international tourists. He expressed optimism that today's meeting showed GMS countries' commitment to the realization and implementation the GMS Economic Cooperation Program Strategic Framework 2030 and COVID-19 Response and Recovery Plan 2021-2023. He thanked and wished all participants well and declared TWG-49 closed.

APPENDIX 1

List of participants

No	Name	Position	Organization	Email Address
Cambodia				
1	Mr Sieng Neak	Deputy Director General of Tourism Development and International Cooperation	Ministry of Tourism	siengneak@gmail.com
2	Mr Rathasak Thong	Director General of Tourism Development and International Cooperation	Ministry of Tourism	thongrathasak@gmail.com
3	Mr Rathana Chuob	Director of Tourism and Planning Development Department	Ministry of Tourism	rathana_ch@yahoo.com
4	Mr Sinoun Hout	Director of Tourism and Planning Development	Ministry of Tourism	None
5	Mr Sarin Chhoeurn	Chief of GMS Bureau, Tourism and Planning Development Department	Ministry of Tourism	chhoeurnsarin@gmail.com chhoeurnsarin@tourism.gov.kh
6	Mr Phyrum Manit	Bureau Chief of Sub-regional Cooperation	Ministry of Tourism	manitphyrum@yahoo.com ommanitphyrum@gmail.com
China				
8	Mr Yang Jun	Deputy Director For Asia Division, Bureau Of International Exchanges And Cooperation	Ministry Of Culture And Tourism	asia@Mct.Gov.Cn
7	Ms Wang Shuang	Asia Division, Bureau Of International Exchanges And Cooperation	Ministry Of Culture And Tourism	asia@Mct.Gov.Cn, Wangshuang@Chinaculture.Org
Lao PDR				
9	Ms Phoxay Xayyavong	Senior Social Sector Officer	Lao PDR Resident Mission Asian Development Bank	pxayyavong@adb.org
10	Ms Vannakhone Phanolith	Associate project Analyst	Asian Development Bank, Lao Resident Mission	vphanolith@adb.org
11	Ms Phonemaly Inthaphome	Director General	Tourism Development Department	020 22226810
12	Mr Somxay Sipasueth	Deputy Director General	Tourism Development Department	020 55807138
13	Ms Phonemany Soukhathamavong	Deputy Director of Division	Tourism Development Department	020 23669662
14	Ms Deng Phanoudeth	Deputy Director of Division	Tourism Development Department	020 28675888
15	Mr Aloun Bounduangmanosouk	Technical Officer	Tourism Development Department	020 23338763
16	Ms Darany Phommavongsa	Director General	Tourism Management Department	020 55612323
17	Mr Bounsert Xayaseng	Deputy Director of Accommodation, Restaurant and Entertainment Management Division	Tourism Management Department	020 55313208
18	Mr Khom Douangchantha	Director General	Tourism Marketing Department	020 56655750
19	Mr Kettasone Sundara	Director of Division	Tourism Marketing Department	020 22542933
20	Mr Somxay Chongheumoua	Deputy Director of Division	Tourism Marketing Department	020 55696795
21	Mr Phouthone Dalalom	Deputy Director of Hospitality and Tourism Division	Institute of Mass Media, Culture and Tourism	020 56555506
22	Mr Keovichit Hitpanya	Technical Officer	Planning and International Cooperation Department	020 54136065

No	Name	Position	Organization	Email Address	
Myanmar					
23	Mr	Maung Maung Kyaw	Director General	Directorate Of Hotels And Tourism, Ministry Of Hotels And Tourism	dg@tourism.gov.mm , dgoffice.dhtd@gmail.com
24	Mr	Zeyar Myo Aung	Deputy Director General	Directorate Of Hotels And Tourism, Ministry Of Hotels And Tourism	ddg.tourism@tourism.gov.mm, ddg.tourism@gmail.com
25	Ms	Khaing Mee Mee Htun	Director	International And Regional Cooperation Department,	irc@tourism.gov.mm, irc.moht@gmail.com
26	Mr	Tin Myo Aung	Deputy Director	International And Regional Cooperation Department,	tinmyoaung.npt@gmail.com
27	Ms	San San Win	Assistant Director	International And Regional Cooperation Department,	irc@tourism.gov.mm, irc.moht@gmail.com
Thailand					
28	Mr	Patsawut Rattanakarn	International Affairs Officer	Ministry Of Tourism And Sports	asean.mots@gmail.com
29	Ms	Tadinee Phongroob	International Affairs Officer, Practitioner Level	Ministry Of Tourism And Sports	asean.mots@gmail.com
30	Ms	Phantajit Promkutkaew	Chief, Interantional Cooperation Section, Secretariat And International Relations Division	Tourism Authority Of Thailand	phantajit.Prom@Tat.Or.Th
31	Ms	Chantimaporn Khiadsang	International Relations Officer, Interantional Cooperation Section, Secretariat And International Relations Division	Tourism Authority Of Thailand	chantimaporn.Khia@Tat.Or.Th
32	Mr	Phirapat Iamkam	Marketing Officer Asean, South Asia And South Pacific Market Division	Tourism Authority Of Thailand	phirapat.Iamk@Tat.Or.Th
33	Mr	Boonserm Khunkaew	Deputy Director-General	Department Of Tourism	intl.Cooperation@Tourism.Go.Th
34	Ms	Patthanasiri Salyasiri	Director, Division Of Tourism Professional Development	Department Of Tourism	pu2311@Hotmail.Com, Intl.Cooperation@Tourism.Go.Th
35	Mr	Kritsadakorn Pinthong	Foreign Relations Officer	Department Of Tourism	kritsadakorn_P@Tourism.Go.Th Intl.Cooperation@Tourism.Go.Th
36	Ms	Nalanthorn Panumpun	Foreign Relations Officer	Department Of Tourism	Intl.Cooperation@Tourism.Go.Th
Viet Nam					
37	Ms	Thi Phuong Nhung Tran	Deputy General-Director Of International Cooperation Department	Vietnam National Administration of Tourism - VNAT	nhungtp@vietnamtourism.gov.vn
38	Mr	Phong Binh Tran	Deputy General-Director Of Tourism Marketing Department	Vietnam National Administration of Tourism - VNAT	tranbinh210@yahoo.com; tpbinh@vietnamtourism.gov.vn
39	Ms	Ngoc Bich Vu	Official Of International Cooperation Department	Vietnam National Administration of Tourism - VNAT	ngocbich@vietnamtourism.gov.vn

No	Name	Position	Organization	Email Address
Viet Nam				
40	Ms	Thi Minh Que Le	Senor Official Of Travel Management Department	Vietnam National Administration of Tourism - VNAT minhque@vietnamtourism.gov.vn
41	Mr	Quang Minh Do	Official Of Department Of Planning And Finance	Vietnam Ministry of Culture, Sports and Tourism - MOCST minhquang.do@gmail.com
42	Mr	Quoc Anh Trinh	Chief Of Division, International Cooperation Department	Vietnam Ministry of Culture, Sports and Tourism - MOCST quan11082@yahoo.com
Asian development bank (ADB)				
43	Mr	Alfredo Perdiguero	Director, Regional Cooperation And Operations Coordination Division, Southeast Asia Department	Asian Development Bank aperdiguero@adb.org
44	Mr	Asadullah Sumbal	Principal Regional Cooperation Specialist, Serc	Asian Development Bank asumbal@adb.org
45	Ms	Alma Canarejo	Consultant, Gms Secretariat	GMS Unit, Asian Development Bank acanarejo.consultant@adb.org
46	Ms	Giang Nguyen	Senior Social Development Officer (Gender)	Asian Development Bank (Viet Nam) gtnguyen@adb.org
47	Ms	Trang Nguyen	Regional Tourism Consultant	ADB / Clickable Impact (Viet Nam) trang.nguyen@clickableasia.com
Mekong Tourism Coordinating Office (MTCO)				
48	Ms	Suvimol Thanasarakij	Executive Director	Mekong Tourism Coordinating Office dee@mekongtourism-mtco.org
49	Ms	Phairpilin Luangsantimit	Operation Manager	Mekong Tourism Coordinating Office new@mekongtourism-mtco.org
Total 49 participants				

APPENDIX 2

Agenda



**49th GMS TOURISM WORKING GROUP & MEKONG TOURISM
COORDINATING OFFICE BOARD MEETING**

**Thursday – 12 May 2022
Virtual Meeting via Video Conference Call (Zoom)**

PROVISIONAL AGENDA

Thursday, 12 May 2022: GMS Tourism Working Group Meeting	
09:00-09:30	Online Check-in
Item 1 09:30-09:35	Housekeeping Notes <ul style="list-style-type: none"> ➤ MTCO: Video Conference Call Instructions ➤ Call will be moderated by MTCO ➤ ALL: Adoption of Agenda
Item 2 09:35-09:50	Welcome by Host: Ministry of Information, Culture, and Tourism, Lao PDR <ul style="list-style-type: none"> ➤ Remarks from Chairperson, Ministry of Information, Culture, and Tourism (MICT): TBD ➤ Remarks from Asian Development Bank (ADB): TBD ➤ Remarks from Mekong Tourism Coordinating Office (MTCO)
Item 3 09:50-10:50	GMS NTO Interventions <ul style="list-style-type: none"> ➤ GMS Situation Updates: <i>10 minutes for each National Tourism Organization to give an update on progress implementing tourism recovery initiatives and strategies.</i> <ul style="list-style-type: none"> ○ Cambodia (10 min) ○ PR China (10 min) ○ Lao PDR (10 min) ○ Myanmar (10 min) ○ Thailand (10 min) ○ Viet Nam (10 min) ➤ Focus on 3 key areas: <ul style="list-style-type: none"> ○ Government support programs for tourism businesses and public-private marketing efforts ○ Re-opening plans after COVID-19 (planned dates, execution & priorities) ○ Sharing experiences and best practices of tourism reopening including the common issues and challenges

Updated: 9 May 2022

1

INTERNAL. This information is accessible to ADB Management and staff. It may be shared outside ADB with appropriate permission.



**49th GMS TOURISM WORKING GROUP & MEKONG TOURISM
COORDINATING OFFICE BOARD MEETING**

**Thursday – 12 May 2022
Virtual Meeting via Video Conference Call (Zoom)**

PROVISIONAL AGENDA

<p>Item 4 10:50-11:10</p>	<p>MTCO Activities: MTCO</p> <ul style="list-style-type: none"> ➤ GMS Tourism Performance: A yearly summary of Greater Mekong Sub-Region Tourism performance data ➤ Digital Update (MekongTourism.org & social media): Summary update on digital performance of MekongTourism.org website and various social media platforms via several key metrics.
<p>Item 5 11:10-11:20</p>	<p>Updates from the Asian Development Bank (ADB)</p> <ul style="list-style-type: none"> ➤ Outcomes of the GMS Senior Officials Meeting (SOM) March 2022 <ul style="list-style-type: none"> ○ Tourism report and SOM guidance ○ New GMS Regional Investment Framework (RIF 2025) ➤ GMS tourism support initiatives <ul style="list-style-type: none"> ○ Southeast Asia Sustainable Tourism Facility/Hub ○ Online short-term rental policy research & recommendations ○ Smart tourism ecosystem capacity building ○ Investment project and ADB Frontier Fund preparation
<p>Item 6 11:20-12:00</p>	<p>GMS Tourism Infrastructure for Inclusive Growth Project (TIIG 1 & 2)</p> <ul style="list-style-type: none"> ➤ <i>Cambodia, Lao PDR and Viet Nam to present ASEAN tourism standards implementation progress, issues, and lessons. The presentations will cover (i) which standards are being used/adapted, (ii) status of certification body establishment & processes, (iii) assessor trainings, (iv) how standards promoted, (iv) standards implemented and awarded to date (number for each standard), and (v) lessons learned.</i> <ul style="list-style-type: none"> ○ Cambodia (10 min) ○ Lao PDR (10 min) ○ Viet Nam (10 min) ○ Open discussion, ASEAN tourism standards experience and lessons from other GMS countries (10 min)
<p>Item 7 12:00-12:15</p>	<p>Other Matters & Closing</p> <ul style="list-style-type: none"> ➤ All: Open Discussion/Other Issues ➤ Chair: Closing Remarks & Thank You

Updated: 9 May 2022

INTERNAL. This information is accessible to ADB Management and staff. It may be shared outside ADB with appropriate permission.



**49th GMS TOURISM WORKING GROUP & MEKONG TOURISM
COORDINATING OFFICE BOARD MEETING**

**Thursday – 12 May 2022
Virtual Meeting via Video Conference Call (Zoom)**

PROVISIONAL AGENDA

12:15-13:30	End of GMS TWG-49 Meeting Lunch Break <u>Following lunch break:</u> Closed MTCO Board Meeting Restricted to MTCO Board Members only
Item 8 13:30-14:00	MTCO Operations & Finances: MTCO <ul style="list-style-type: none"> ➤ Update from MTCO on its personnel ➤ Update from MTCO on the progress of 2022 GMS TWG work plan ➤ Update from MTCO on its finances, including 2021 Q1-Q4 & 2022 Q1 Financial Statement ➤ Board's feedback and guidance on the workplan and finances
Item 9 14:00-14:30	Mekong Tourism Forum & TWG / MTCO Board Meetings <ul style="list-style-type: none"> ➤ Update from Viet Nam on the arrangement of TWG-50 / MTCO Board in October 2022 ➤ Update from Viet Nam on the arrangement of Mekong Tourism Forum (MTF) in October 2022 ➤ Board's discussion and inputs
Item 10 14:30-15:30	MTCO Legal Status <ul style="list-style-type: none"> ➤ Update from GMS NTOs on the proposed amendments to the draft final Agreement on the Establishment of MTCO. ➤ Roundtable discussion on the proposed amendments to the draft Charter
Item 11 15:30-16:00	Other Matters & Closing <ul style="list-style-type: none"> ➤ All: Open Discussion / Other Issues ➤ Chair: Closing Remarks

Updated: 9 May 2022

3

INTERNAL. This information is accessible to ADB Management and staff. It may be shared outside ADB with appropriate permission.

APPENDIX 3

The Opening Remarks

Opening Remarks at 49th Meeting of GMS Tourism Working Group

Welcome Remark

By **Mr. Khom DOUANGCHANTHA,**

Director General of Tourism Marketing Department

At the 49th GMS Tourism Working Group & Mekong Tourism Coordinating Office Board Meeting

Thursday, 12 May 2022, Virtual Meeting via Video Conference Call (Zoom)

- **Excellencies,**
- **Distinguished Head of Delegation,**
- **GMS Tourism Working Group Meeting Delegates,**
- **Ladies and Gentlemen,**

A very good morning to all of you!

At the outset, it is my great pleasure and honor to express my warmest welcome to you to the virtual meeting of 49th GMS Tourism Working Group & Mekong Tourism Coordinating Office Board, as well as I would like to appreciate MTCO for the excellent arrangements made for this meeting.

As you may aware, despite the outbreak of the COVID-19 that does not allow us to meet in physical manner, therefore I believe that through our comprehensive discussion during the today's meeting we will directly focus on the updating and exchanging views on the various initiative activities, projects and other matters which in line with the GMS Economic Cooperation Program Strategic Framework 2030 including the GMS COVID-19 Response and Recovery Plan in particular the GMS Tourism Recovery Communications Plan.

- **Ladies and Gentlemen,**

I strongly believe that our today's meeting will be fruitful outcome and strengthen coordination and forging cooperation in the area of tourism in order to bring benefits to our people during this difficult time of the COVID-19 pandemic.

I am confidence that with your active participations and contributions of all delegates made for this virtual conference of 49th GMS Tourism Working Group it would be a greater achievement and the fruitful outcomes in the years to come. Lastly, May I wish all distinguished delegates with happiness, good health and success in your noble task.

Thank you!

Opening Remarks at 49th Meeting of GMS Tourism Working Group

Welcome Remark

By Ms. Suvimol Thanasarakij,

Executive Director of Mekong Tourism Coordinating Office

At the 49th GMS Tourism Working Group & Mekong Tourism Coordinating Office Board Meeting

Thursday, 12 May 2022, Virtual Meeting via Video Conference Call (Zoom)

Good morning Chair, Co-Chair and GMS Member Countries.

This is the first time for me to attend this meeting in the capacity of MTCO Executive Director. I feel honored and privileged to receive your trust and support. And I will do my best in running MTCO activities in fostering GMS tourism industry through this cooperation framework.

Over the past two years, the global tourism industry has been severely impacted by the current COVID-19 pandemic. But at this time, most countries including in our region are reopening their borders and welcoming back tourists. This is the great time for us to kick off the Recovery Communication Plan to bring the tourists back.

At this point, I'd like to thank Chair Lao PDR for hosting the meeting, ADB for technical support and advice, and also GMS member countries for inputs and materials prior to the meeting. Besides, I'd like to thank Khun New Phairpilin, the Operations Manager, for her wonderful assistance in preparing for this meeting with me.

I believe this meeting will be another fruitful one. Should there be any suggestions, please don't hesitate to let us know.

Opening Remarks at 49th Meeting of GMS Tourism Working Group

Welcome Remark

Asian Development Bank Opening Remarks

**Mr. Steven Schipani, Principal Tourism Industry Specialist
Southeast Asia Department**

**At the 49th GMS Tourism Working Group & Mekong Tourism Coordinating Office Board Meeting
Thursday, 12 May 2022, Virtual Meeting via Video Conference Call (Zoom)**

- On behalf of the Asian Development Bank, we thank the Lao PDR's Ministry of Information, Culture and Tourism for hosting the 49th GMS Tourism Working Group meeting – and for chairing today's discussions.
- ADB highly values the opportunity to join today's meeting and the participation of all GMS country delegations, and development partners. We also appreciate the Mekong Tourism Coordinating Office' efforts to organize the meeting and once again welcome Ms. Suvimol 'Dee' Thanasarakij as the new MTCO Executive Director. Please also allow me to welcome Ms. Prairpailin as the MTCO Operations Manager, and ADB's new regional tourism specialist, Ms. Trang Nguyen, who will be with us for the next two years or so, supported by ADB's Southeast Asia Sustainable Tourism Facility.
- Ahead of this morning's country presentations on tourism recovery initiatives and strategies, I'd like to raise four points regarding the recovery. First, recent UN World Tourism Organization data show that international tourist arrivals are still down by 90% or more across Asia compared to 2019. Many travel and tourism businesses are suffering and continue to need our help to survive, especially in the areas of creative destination marketing and staff training to help kickstart recovery now that borders are starting to reopen.
- Second, GMS tourism destinations must continue COVID-19 vaccination programs, strengthen health systems, and expand sanitation and hygiene certification programs to restore consumer confidence to travel. High vaccination rates enable destinations to ease travel restrictions and end cumbersome testing protocols–this is essential for stimulating domestic and international tourism demand.
- Third, we have a once in a lifetime opportunity to reinvent tourism and make it better for people and the planet. The GMS must redouble its efforts to mobilize public and private Sustainable Development Goal-aligned finance to restore and protect the environment, make tourism more inclusive, and produce talented workers. Tourism destinations and businesses that do so will emerge from the pandemic more competitive and resilient to future shocks.
- And finally, with climate change threatening to close tourism permanently in some destinations, more support is needed to scale low carbon air, ground, and water transport options, finance energy saving retrofits, and for climate adaptation. Regulatory incentives, concessional financing, consumer awareness-building and intelligent tax policies can accelerate the low-carbon transition.
- ADB is helping governments finance such measures with our COVID-19 Pandemic Response Facility, Asia Pacific Vaccine Access Facility, and by raising our climate finance ambition to \$100 billion by 2030. Today we will also discuss preparation of the new GMS Regional Investment Framework's tourism pipeline and the ADB Frontier Fund, as well as other ADB tourism sector assistance. We look forward to the meetings guidance on these initiatives.
- Again, on behalf of ADB, we sincerely thank all GMS country delegations for your active participation in today's meeting. Thank you.

APPENDIX 4

GMS Situation Updates



49th Meeting of the GMS Tourism Working Group

“Embracing the Opportunity for Tourism Development in Cambodia”

Virtual Meeting, May 12th, 2022

By: Mr. Sieng Neak
Deputy Director General of Tourism Development & International Cooperation
Ministry of Tourism Cambodia



Contents



- 1 Facts and Statistics
- 2 Tourism Recovery Implementation Progress
- 3 Travel Facilitation and Connectivity

Facts and Statistics

3



Facts and Statistics



➤ As of 17th March 2022 & 26th April 2022

No PCR test
Waive the requirement to show negative Covid-19 PCR test result

Visa On Arrival
Allow Visa on Arrival for all international passengers, either by air, land and sea

No Rapid Test
Waive the requirement to do Rapid Test (ATK) on arrival

- ▶ Passengers must show their **Covid-19 Vaccination card** or Certificate on arrival
- ▶ Passengers who are not yet fully vaccinated are subjected to under go **7-day Quarantine** at location as designated by Ministry of Health or competent authority
- ▶ All passengers are recommended to do a self - rapid test (**ATK**) **before traveling**
- ▶ Covid-19 Insurance not required
- ▶ Face Mask not required at the public place

Southeast Asia
26 April 2022



International Arrivals



- **2019** : 6.6M + 6.61%
- **2020** : 1.3M - 80.2 %
- **2021**: international arrivals **196,495 -85%**

Total arrivals from GMS countries to Cambodia 2020-2021

	2020	2021	2021/2020
China	329,673	45,775	-86.1%
Laos	34,352	282	-99.2%
Myanmar	3,100	493	-84.1%
Thailand	210,876	81,844	-61.2%
Vietnam	182,199	22,120	-87.9%
Total	760,200	196,289	-74.18%



Reopen Country



- As of March 17th, Vaccination Status: 92.56% of the total population of 16 millions were fully vaccinated.
- **On 1st November 2021**: The PM's announcement
- **1st Quarter of 2022**: **2.9M** tourists (international tourists: **151,680** +114%, domestic tourists: **2.75M** +48%)
- **Khmer New Year 14th– 17th April 2022**: **5.17M** (domestic tourists), Revenue **275M USD**.



UPDATES

TOURISM RECOVERY

IMPLEMENTATION

7

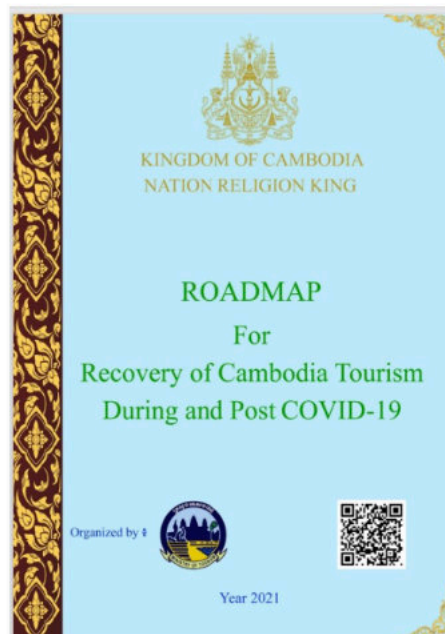
Impact of COVID-19 on Local Tourism Businesses

- **2,957** Tourism businesses had been closed
- **56,113** Direct jobs in Tourism Industry at risk

8

Fighting Against Covid-19 to Restart Cambodia's Tourism

- The Roadmap for Cambodia Tourism Promotion and Recovery Plan During and Post COVID-19 2020-2025 was endorsed by the Royal Government of Cambodia on 31st March 2020 with three (3) phases:
 - Phase 1 (Resilience & Restart) : 2020-2021
 - Phase 2 (Recovery) : 2022-2023
 - Phase 3 (Relaunch) : 2024-2025



9

Fighting Against Covid-19 to Restart Cambodia's Tourism (cont.)

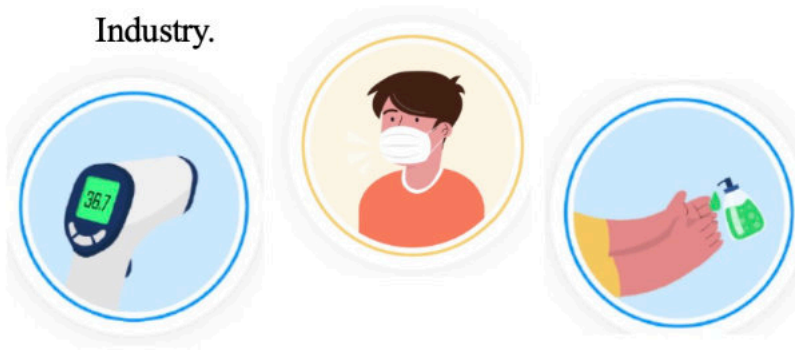
- Strategic Plan On Promotion of Cambodia Domestic Tourist 2021-2023 was approved in 2021.
- Strategic Plan On Reopening of Vaccinated Tourism was approved in 2021.
- Strategic Plan on New Normal Living in Covid-19 Context was adopted in 2021.



10

Fighting Against Covid-19 to Restart Cambodia's Tourism (cont.)

- Safety and hygiene measure was approved immediately in 2020.
- Preparation and Implementation of Standard Operating Procedures (SOPs) for the Tourism Industry.



11

Fighting Against Covid-19 to Restart Cambodia's Tourism (cont.)

- The stimulus cash relief packages for registered tourism workers and Tourism Businesses
 - Discounts on public commodities
 - Tax exemption
 - Facilitation of bank reimbursement
 - Cash incentive
 - Free Tourism License Fees (2020-2022)
- Upskilling and Reskilling Programs
 - Physically and Virtually



12

Cambodian Standard Operating Procedures (SOPs)

1. Nightclub and Discotheque
2. Karaoke
3. Beer Garden
4. Massage (Spa and Wellness)
5. MICE (Meeting, Incentive, Conference and Exhibition)
6. Sports Tourism (Golf)
7. Accommodation Services
8. Tourism Transportation Businesses (Land and Water)
9. Restaurant and Food Court Businesses
10. Tourism Resorts

13



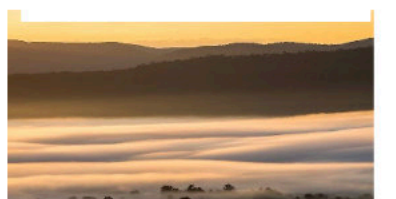
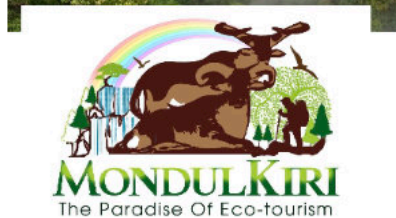
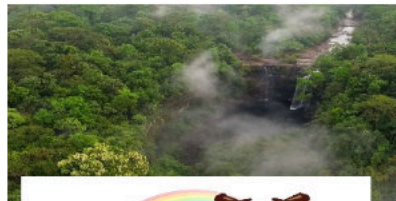
Tourism Development Master Plans



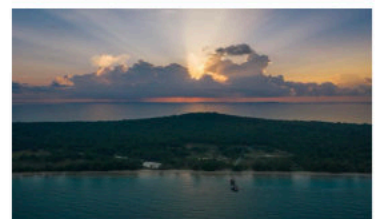
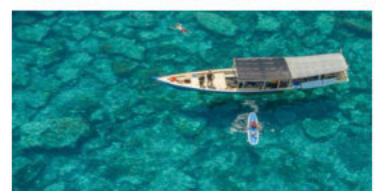
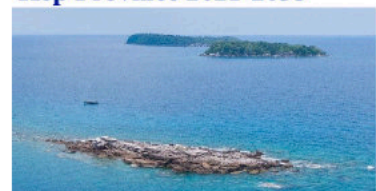
Siem Reap Province 2021-2035



MondulKiri Province 2021-2035



Kep Province 2021-2035



14

TRAVEL FACILITATION AND CONNECTIVITY

15

CONTECTIVITY AND TRAVEL FACILITATION

Total: 19 International Check Points



CROSSINGS WITH THAILAND (06)

- Aranyaprathet, Thailand / Poipet, Cambodia
- Hat Lek, Thailand / Koh Kong, Cambodia
- Chong Jom, Thailand / Osmach, Oddar Meanchey, Cambodia
- Chong Sa Ngam, Thailand / Anlong Veng, Oddar Meanchey, Cambodia
- Ban Pakard, Chantaburi, Thailand / Phsar Prom Pailin, Cambodia
- Ban Laem, Chantaburi, Thailand / Daung Lem, Battambang, Cambodia



CROSSINGS WITH VIET NAM (08)

- Bavet Checkpoint: Moc Bai, Viet Nam / Bavet, Svay Rieng, Cambodia
- Ving Xuong, Viet Nam / Kaam Samnor, Kandal, Cambodia
- Tinh Bien, Viet Nam / Phnom Den, Takeo, Cambodia
- Trapeang Phlong Border Pass: Xa Mat, Viet Nam / Trapeang Phlong, Kampong Cham, Cambodia
- Xa Xia, Viet Nam/Prek Chak, Cambodia
- Le Tanh Gia Lai Province, Viet Nam / O'Yadaw, Ratanakiri, Cambodia
- Trapeang Srer International Border Checkpoint, Kratie Province
- Banteay Chakrey International Border Checkpoint, Prey Veng Province



CROSSINGS WITH LAO PDR (01)

- Voeng Kam, Lao PDR/Dom Kralor, Cambodia

- 1 International Sea Port

- 3 Airports



TRAVEL FACILITATION AND TOURISM INFRASTRUCTURE IMPROVEMENT



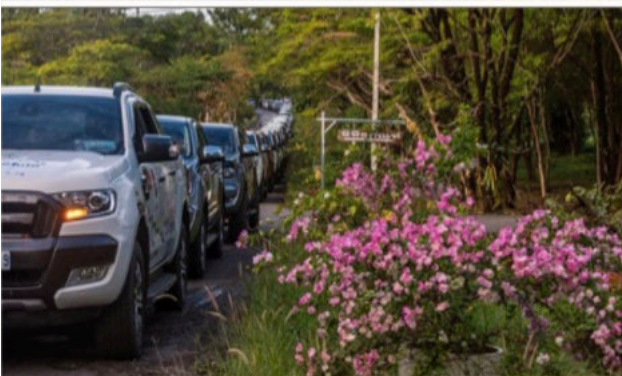
The Achievement of New Poipet Checkpoint Construction, which was inaugurated in March 2022.

	<p>Phnom Penh International (PNH) Airport Category: 4D (upgrade to 4E) Terminal size: 16,000 m² Capacity: 2 million passengers Runway: 3,000m x 45m Taxiways: 2 Parking Stands: 14 (4 aerobridges) Rescue and Fire Fighting: Cat 9 Cargo Terminal: 6,500 m²</p>	
	<p>Siem Reap International (REP) Airport Category: 4C Terminal size: 13,000 m² Capacity: Over 2 million passengers Runway: 2,550m x 45m Taxiways: 2.5 Parking Stands: 16 stands Includes fire fighting</p>	
	<p>Sihanouk International (KOS) Airport Category: 4E Terminal size: 16,000 m² Capacity: 500 thousand passengers Runway: 2,500m x 40m Taxiways: 2 Parking Stands: 5 stand Rescue and Fire Fighting: ICAO Level Cat 5</p>	

AIRLINES FLYING TO/FROM CAMBODIA

 Air Asia	 Delta Air Lines	 Qatar Airways
 Air France	 Dragon Air	 Royal Brunei
 Apsara Air	 Etihad Airways	 Shandong Airlines
 Asiana Airlines	 EVA Air	 Siberia Airlines
 Bangkok Airways	 Hong Kong Airlines	 Silk Air
 Bassaca Air	 Japan Airlines	 Singapore Airlines
 Cambodia Angkor Air	 Jetstar Airways	 Thai Air Asia
 Cambodia Bayon Airlines	 KLM Royal Dutch Airlines	 Thai Airways
 Cathay Pacific	 Korean Air	 Tianjin Airlines
 China Airlines	 Lufthansa Airlines	 Tigerair
 China Eastern Airlines	 Malaysia Airlines	 Vietnam Airlines
 China Southern Airlines	 Myanmar Airways International	 Virgin Australia Airlines
 Condor	 Qantas	

Facilities for Self-Drive

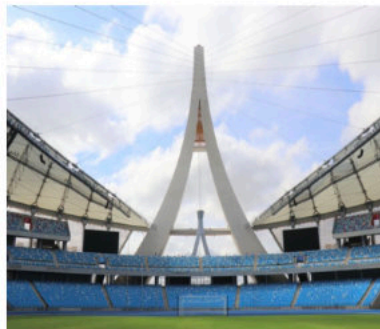




MORODOK TECHNO NATIONAL STADIUM COMPLEX



- Cambodia will host
- The 32nd SEA GAME in 2023 (Sport Live in Peace) and the 12th ASEAN Para Game in 2023
 - The 5th Asian Youth Game in 2029



Tourism Update

Presented by:
Asia Division
Bureau of International Exchanges and Cooperation
Ministry of Culture and Tourism, China

GMS TWG-49 & MTCO BOARD Meeting

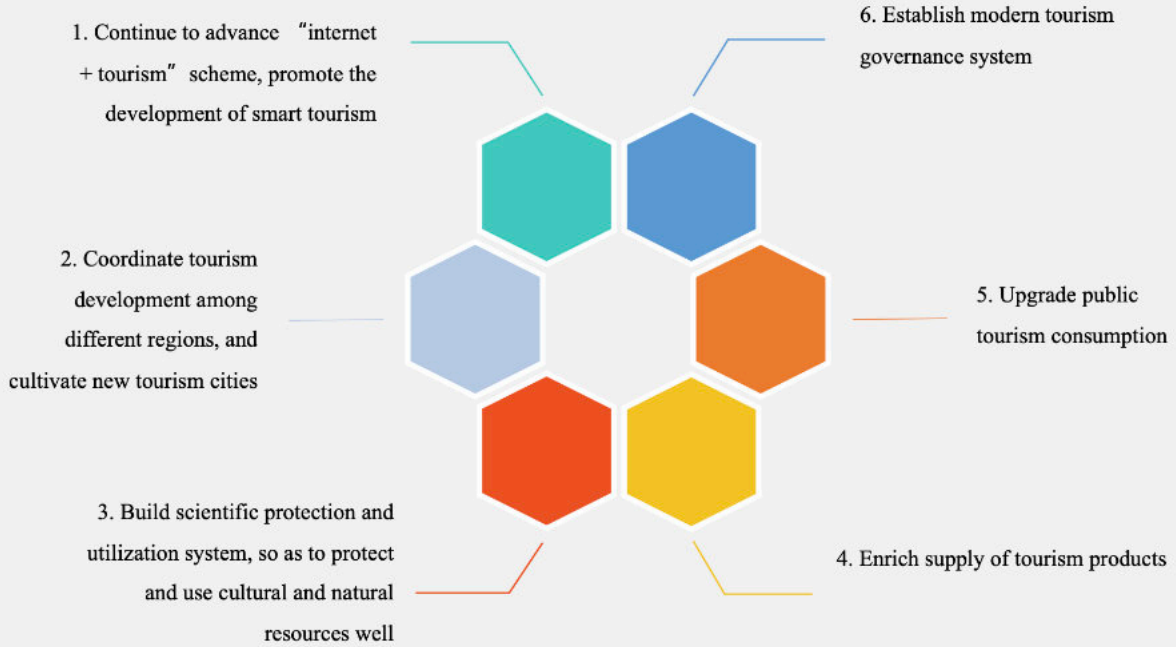


1 Part 01 Newly introduced Measures for Tourism Recovery

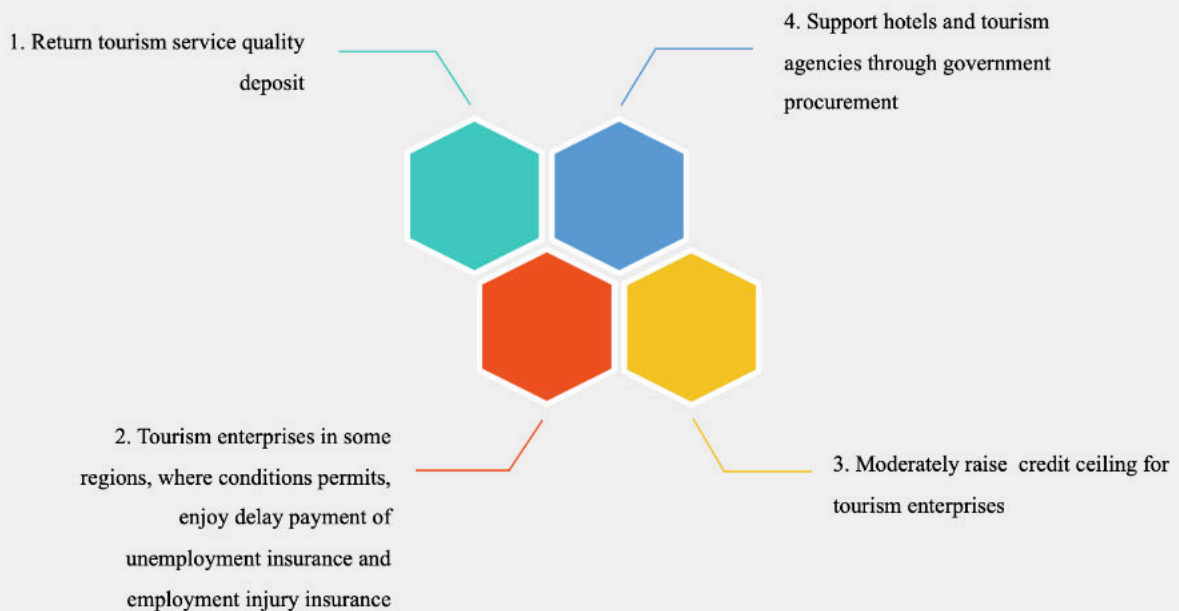
2 Part 02 Events to come



The 14th Five-Year Plan for Tourism Development



Policies for the recovery of deeply hit industries in the service sector (regarding tourism)



State Council



Industries including tourism and civil aviation can enjoy delay payment of endowment insurance.

Tourism Recovery : Domestic Tourists and Tourism Revenue (2021)

Domestic Tourists of China	3.246 Billion
Domestic Tourists Increasing by	367 million
Growth Rate (compared to the same period of 2020)	12.8%

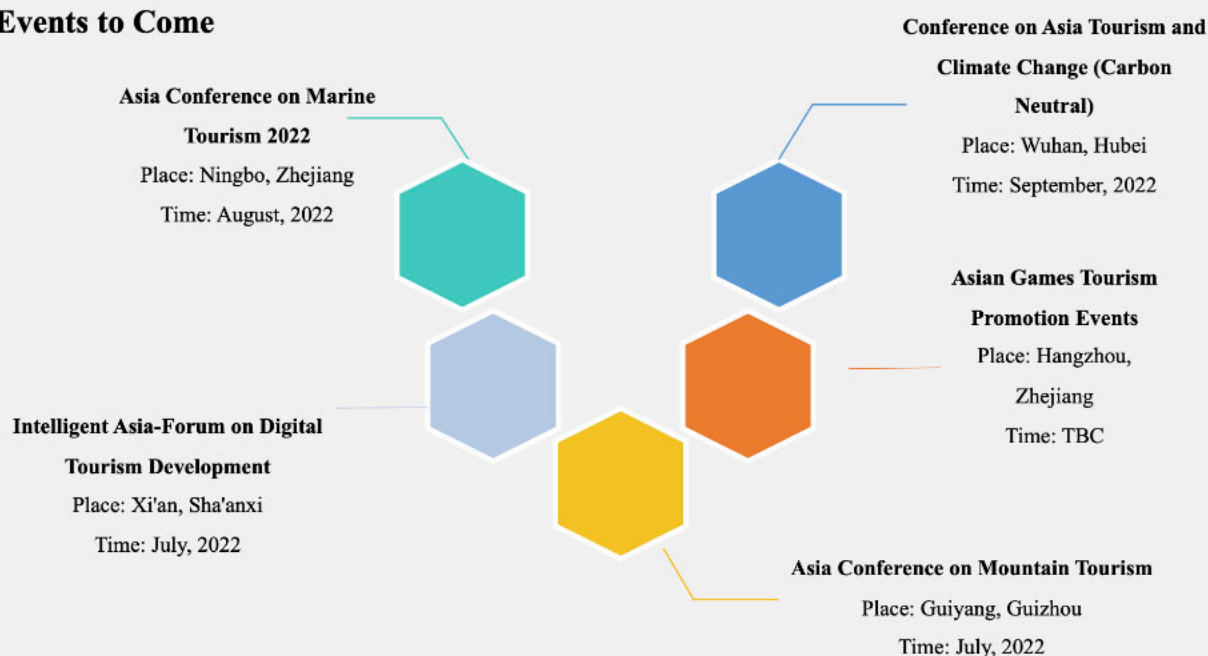
Domestic Tourism Revenue of China	2.92 Trillion RMB
Domestic Tourism Revenue Increasing by	0.69 Trillion RMB
Growth Rate (compared to the same period of 2020)	31.0%

6

Tourism Recovery : Domestic Tourists and Tourism Revenue (1st season of 2022)

Domestic Tourists of China	830 Million
Domestic Tourists Increasing by	-194 million
Growth Rate (compared to the same period of 2021)	-19%
Domestic Tourism Revenue of China	770 Billion RMB
Domestic Tourism Revenue Increasing by	30 Billion RMB
Growth Rate (compared to the same period of 2021)	4%

Events to Come



Thanks!





49th GMS Tourism Working Group and MTCO Board Meeting 12 May 2022



Presented by Lao PDR



Presentation Outline



- Tourism Current Situation
- Covid-19 situation in Laos
- Lao PDR Tourism Recovery Implementation and requirements for entry to the Lao PDR



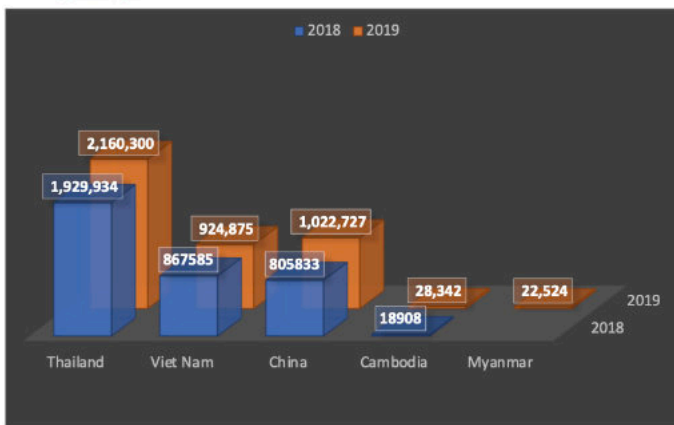
Tourist Arrivals to Laos



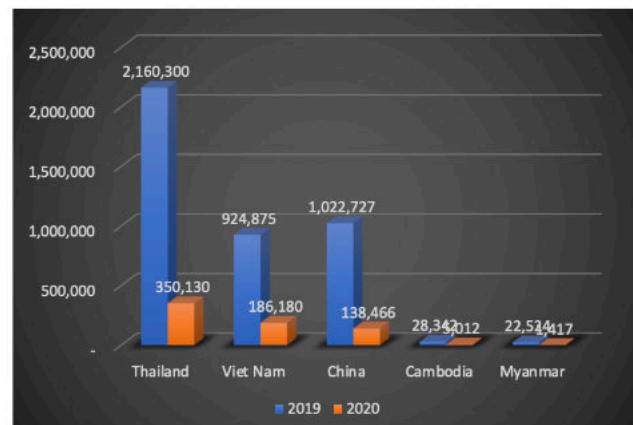
Year	Tourist Arrivals	Change (%)
2012	3,330,072	+ 22.0
2013	3,779,490	+ 13.0
2014	4,158,719	+ 10.0
2015	4,684,429	+ 13.0
2016	4,239,047	- 10.0
2017	3,868,838	-8.7
2018	4,186,432	8,2
2019	4,791,065	14,4
2020	886,447	-81.5
2021 (Jan-Dec)	828,592 (Domestic Tourist)	-46,7%
2022 (Jan – Mar)	302,763 (Domestic Tourist)	-29,4%
	1,251 (International Tourist)	



GMS Tourists Arrival in Laos



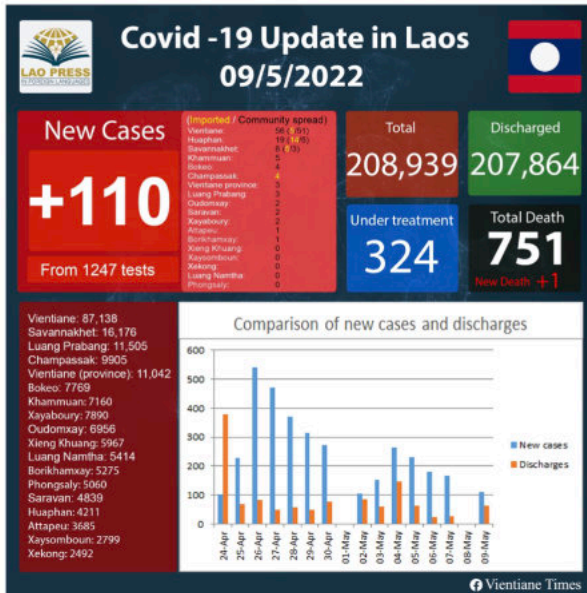
2018-2019



2019-2020



COVID-19 Situation Updated



COVID-19 Vaccinated for 1st dose: 5,781,800 (78,80%) (Update 3 May 2022)

COVID-19 Vaccinated for 2nd dose: 4,910,742 (66,92%) (Update 3 May 2022)

Lao PDR Tourism Recovery Roadmap for 2021-2025

1. Overall objectives of Lao PDR's Tourism COVID-19 Recovery Roadmap

01

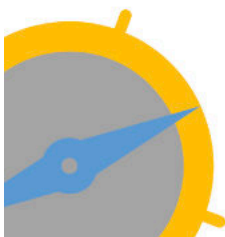
Economic relief to revive the tourism sector

02

Build confidence in travel and strengthen the sector

03

Upgrade, expand and diversify



PROPOSED RECOVERY PRIORITIES AND ACTIONS

3 THEMES, 8 STRATEGIC PRIORITIES

Theme	1. Economic relief to revive the tourism sector	2. Build confidence in travel and strengthen the sector	3. Upgrade, expand and diversify
Strategic priority	<p>1. Intensify strategic engagement between Government and private sector</p> <p>2. Deploy tourism support package and provide businesses with liquidity (tourism relief fund, incentivize job retention and protect vulnerable groups)</p>	<p>3. Implement health protocols and communication strategy</p> <p>4. Invest in market intelligence (market research, data collection & analysis), training and digital tools & platforms</p> <p>5. Strengthen brand and boost marketing to reignite travel (domestic, top source markets through bubble)</p>	<p>6. Stimulate capital investment (renewing of assets)</p> <p>7. Diversify products (specific focus on greening and sustainability)</p> <p>8. Diversify markets (secondary source markets)</p>



Operational for health Standard (LaoSafe)



8

From 09 May 2022

REQUIREMENTS FOR ENTRY INTO THE LAO PDR
BY AIR, LAND, AND WATER

- ✓ All international borders are open for foreign travelers
- ✓ Visa exemptions, visas-on-arrival, and E-visas are in place like before Covid
- ✓ Private and public transport are allowed to enter and exit the Lao PDR
- ✓ Foreigners entering the Lao PDR who contract Covid-19 shall be responsible for their own treatment costs

Fully Vaccinated Travelers

- Certificate of Vaccination

Unvaccinated or Partially Vaccinated Travelers

- Certificate of Vaccination is not required
- ATK test result issued within 48 hours before departure to the Lao PDR, except for children under 12 years old

Per the Notice from the Prime Minister's Office 627/PMO, dated 07/05/2022

The Ministry of Information, Culture and Tourism

9

Tourism linkage

Central and Northern Routes

Domestic Route

- Vientiane-Phonhong
- Vientiane-VangVieng
- Vientiane-LuangPrabang
- Vientiane-Oudomxay
- Vientiane-Luang Namtha



Train Stations

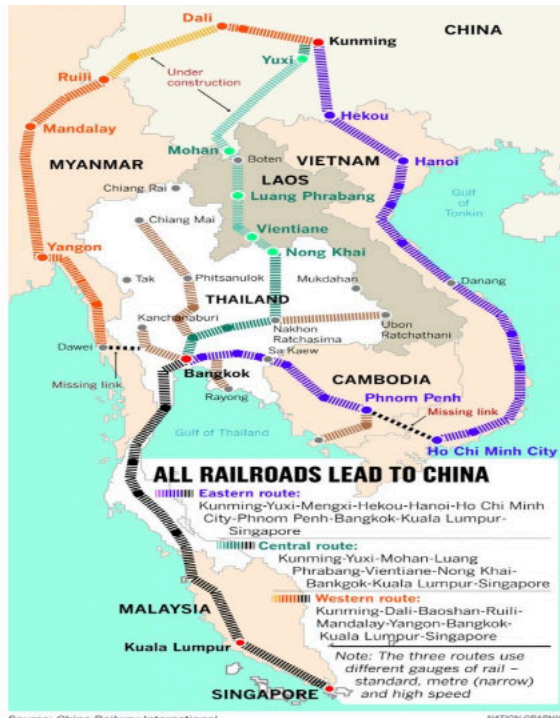
- | | |
|----------------------|---------------|
| 1. Vientiane Capital | 6. Mueang Gna |
| 2. Phonhong | 7. Mueang Xay |
| 3. VangVieng | 8. Namor |
| 4. Kasi | 9. Natuey |
| 5. LuangPrabang | 10. Boten |

10



Region Route

- Thailand (Nongkhai)-Laos-China
- Link to others countries



11

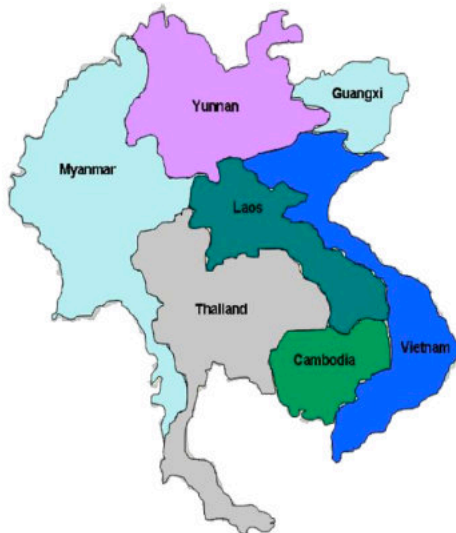


Thank you





The Republic of the Union of Myanmar
Ministry of Hotels and Tourism



GMS Situation Update

Presented by,
Ms. Khaing Mee Mee Htun
Director
Ministry of Hotels and Tourism, Myanmar
Ph: +95 67 3 406248
Fax: +95 67 3 406104
Email: irc@tourism.gov.mm,
irc.moht@gmail.com



Contents



- 01 Government support programs for businesses and public-private marketing efforts
- 02 Tourism Re-opening in Myanmar
- 03 Sharing experiences and best practices of tourism reopening including issues and challenges





Impacts of COVID-19



Visitor Arrivals



Tourism Receipt



COVID-19 Situation in Myanmar

- Total Specimens Tested - 8,024,984
- Laboratory Confirmed Cases - 613,053
- Death among Laboratory Confirmed Cases - 19,434
- Recovered - 591,964

(As of 8-5-2022, 8:00 p.m.)

Source: www.mohs.gov.mm/page/18164

COVID-19 Vaccination Coverage in Myanmar

- Cumulative fully vaccinated people - 24,084,296
- Cumulative one dose vaccinated people - 6,846,930
- Cumulative booster dose vaccinated people - 1,594,761
- Cumulative vaccinated people - 30,931,226
- Cumulative vaccinated doses - 56,610,283

(As of 8-5-2022, 8:00 p.m.)

Source: www.mohs.gov.mm/page/18164





Government support programs for businesses and public-private marketing efforts



Relief and Stimulus Measures



- ❖ Provided the soft loan with an amount of 21.4 billion kyats to hotels and travel agencies.
- ❖ Exempted the Tax payments such as Corporate Income Tax, Commercial Tax, and Withholding Tax (2%), of prioritized industries such as hotel and tourism businesses, and SMEs.
- ❖ Exempted the license fees for hotels, guest houses and tour companies including the tour guide.
- ❖ Reduced the 50% of rental fees for FDI hotels and granting the deferred payments.





Relief and Stimulus Measures (Cont.)



- ❖ Provided the Basic Tourism Training Courses for (74) times which benefited the total people of (1480) working in the tourism industry in States and Regions.
- ❖ Provided hospitality trainings (refresher courses such as Supervisory Skill Training, Digital Marketing, Workplace Health and Safety, Crisis Management Seminar, Responsible and Sustainable Tourism, Destination Planning and Management) for (28) times benefiting the total of (1120) working in the hotel industry.
- ❖ COVID-19 Safe Service Master Trainer (ToT) and Inspector Training for Inspection (TRS) training will be conducted for 300 trainees in States and Regions.
- ❖ Offered the tourism industry stakeholders as a priority in national vaccination program.



Tourism Re-opening in Myanmar





Domestic Tourism Reopening



Reopening Tourism for Domestic in line with COVID-19 health rules

- ❖ Kyaik-Htee-Yoe Pagoda, Mon State (Thadingyut Festival, 20th October 2021)
- ❖ Ngapali , Ngwe Saung and Chaung Tha Beach Travel Season Opening (14th and 15th November 2021)
- ❖ Opening of Virtual Reality Tours Showroom in Bagan (6th February 2022)
- ❖ Rural Cycling Festival in Pyin Oo Lwin (25th December 2021)
- ❖ Rural Cycling Festival in Pyay (30th January 2022)



Inbound Tourism Reopening



Resumption of International Flights on 17th April 2022.





Visa and Documents Requirements



Visa

- Myanmar reopens to international visitors for the first time on April 17, 2022.
- **Business E-Visa** applications have resumed on April 1, 2022. Other types of Myanmar eVisa should be available soon.
- International travelers need to meet Myanmar's COVID-19 requirements including PCR testing.
- E-Visa holders must print out at least one copy of their Myanmar eVisa Approval Letter
- Upon arrival at Myanmar travelers must present their eVisa at the immigration checkpoint.
- Travelers are required to have their eVisa with them at all times during their stay.
- E-Visa holders must stay in registered hotels, inns, motels, hostels, guest houses and resorts while visiting Myanmar.



(www.myanmaronlinevisa.com)

Insurance

- Inbound Travel Accident Insurance Policy with COVID-19 coverage purchased from Myanmar Insurance. Insurance Certificate must be attached to eVisa application. (Detailed information can be obtained at the Myanmar Insurance's website www.mminsurance.gov.mm and the insurance can be purchased online at www.mminsurance.gov.mm/inbound-travel-accident-insurance.)



Myanmar Insurance
myanmar insurance is for the people



Public Health Requirements for Travelers Entering Myanmar Through International Flights (1-5-2022)



1. Travelers shall have the following documents:
 - (a) a COVID 19 vaccination certificate showing that they were fully vaccinated, at least 14 days before arrival to Myanmar, with one of the following vaccines which has been approved by the Ministry of Health (MOH)-
 - CoronaVac (Sinovac Biotech Ltd.);
 - AstraZeneca or Covishield (AstraZeneca & University of Oxford/SK Bioscience (Korea)/Siam BioScience/ Serum Institute of India (SII));
 - Pfizer- BioNTech COVID-19 Vaccine or Comirnaty (Pfizer Inc., & BioNTech);
 - Janssen or Johnson & Johnson (Janssen Pharmaceuticals Companies of Johnson & Johnson);
 - Moderna (ModernaTX, Inc.);
 - Sinopharm or COVIL0 or BIBP-CorV (Beijing Institute of Biological Products Co., Ltd);



Public Health Requirements for Travelers Entering Myanmar Through International Flights (1-5-2022)



- Johnson & Johnson);
- Moderna (ModernaTX, Inc.);
 - Sinopharm or COVIL0 or BIBP-CorV (Beijing Institute of Biological Products Co., Ltd);
 - Sputnik V (Gam-COVID-Vac) (Gamaleya National Research Centre of Epidemiology and Microbiology);
 - Sputnik Light (Gamaleya National Research Centre of Epidemiology and Microbiology);
 - Covaxin by Bharat Biotech; and
 - Myancopharm by Ministry of Industry, Myanmar.
 - Nuvaxovid (NVX-CoV2373) vaccine, Novavax Co.Ltd

(Children under 12 years old are exempted from this requirement, if they travel with fully vaccinated parent(s) or guardian(s). The country, name and date(s) of vaccination must be



Public Health Requirements for Travelers Entering Myanmar Through International Flights (1-5-2022)



- (b) a negative COVID-19 RT-PCR test result issued at most 72 hours before arrival to Myanmar

(Children under 6 years old are exempted from this requirement. The negative COVID-19 RT-PCR test result and the date of the test taken [or] information regarding COVID-19 recovery must be clearly stated in English, with the particulars of the travelers according to their passport.)

- (c) (For travelers who are foreigners) a COVID-19 medical insurance purchased from Myanma Insurance.

(Detailed information can be obtained at the Myanma Insurance's website [Myanma Insurance \(mminsurance.gov.mm\)](http://mminsurance.gov.mm). Diplomats, UN officials and their families can submit the health insurance from their respective country)



Public Health Requirements for Travelers Entering Myanmar Through International Flights (1-5-2022)



2. Travelers shall present a printed copy of each document mentioned in the paragraph 1 to airline staffs upon check-in before boarding the aircraft destined for Myanmar as well as to the respective airport health authorities upon arrival to Myanmar.

3. Travelers shall submit a Health Declaration Form to the respective airport health authorities upon arrival to Myanmar.

(A legal action will be taken against a traveler, if he or she provides any incorrect information in the Health Declaration Form.)

4. Travelers shall be subject to a thermal screening to be conducted by the respective airport health authorities, upon arrival to Myanmar.

5. Travelers shall be tested by RDT on COVID-19 at MOH and airport operators approved COVID-19 Rapid Diagnostics Test (RDT) testing counters at their own costs. Travelers will be charged 15,000 MMK for testing.

6. Travelers may leave the airport after receiving their test results showing negative for COVID-19 from the respective health authorities.



Public Health Requirements for Travelers Entering Myanmar Through International Flights (1-5-2022)



(The test results will take approximately one hour to be conveyed by the respective health authorities.)

7. Travelers shall report to the respective health authorities, if they have developed signs and symptoms of COVID-19 during their stay in Myanmar.

(Contact details of the respective health authorities can be obtained from the designated hotels.)

8. Travelers shall be immediately isolated and taken to a medical facility or treatment center or hotel designated by the MOH as per health protocols, if they are tested positive for COVID-19 during the RDT test or they are found to be symptomatic of COVID-19.

9. Before departure from Myanmar, travelers may take COVID-19 tests, as required by the countries they will travel to and transit through, at laboratories designated by the MOH, at their own cost.



Public Health Requirements for Travelers Entering Myanmar Through International Flights (1-5-2022)



10. Travelers who can't present the documents mentioned in the paragraph 1 (a) and (b) may enter Myanmar only by relief flights, and shall fulfill the Quarantine and Testing Requirements of International Travelers to Myanmar issued and updated by the MOH. Vaccinated travelers will be quarantine for 3 days and unvaccinated travelers will be quarantine for 5 days. They will be tested for COVID-19 during quarantine period.

(Travelers who are foreigners shall not be allowed to take relief flights to Myanmar from 17 April 2022 onward.)

11. The travelers shall strictly follow the instructions made by the respective health authorities and airport authorities. A legal action will be taken against the traveler concerned, if there is a breach of COVID-19 control regulations.

12. Foreigners are not allowed to transit through Myanmar.

13. State guests or foreign delegates visiting Myanmar by state flights or special flights may seek exemptions from the above requirements by submitting a request letter to the Central Committee for Prevention, Control and Treatment of COVID-19, the Ministry of Foreign Affairs and the MOH, at least (5) working days prior to the date of arrival.



Public Health Requirements for Travelers Entering Myanmar Through International Flights (1-5-2022)



14. Foreign air crew who need a layover in Myanmar are subjected to self-isolation at hotels designated by the MOH until their next flight, as per respective health protocols.

15. Travelers shall access the website of Ministry of Immigration and Population (<https://evisa.moip.gov.mm>) for their visa requirements or exemptions and other visa-related matters.

16. Travelers shall enter Myanmar only through Yangon International Airport.

17. These requirements are subject to changes.

18. These requirements shall take effect from 1 May 2022 0000 hours Myanmar Standard Time, and supersede the Public Health Requirements for Travelers Who Wish to Enter Into Myanmar Through Air Transport (7-4-2022).

www.mohs.gov.mm/page/18137



PUBLIC HEALTH REQUIREMENTS FOR FOREIGN TRAVELERS WHO WISH TO ENTER INTO MYANMAR THROUGH AIR TRANSPORT (27-4-2022)

Foreign Travelers who wish to enter Myanmar through air transport must use the commercial flights and they must prepare the requirements according to their flight plan.

- After getting entry Visa and the commercial flight air ticket, document needed -
- a COVID-19 fully vaccinated certificate at least 14 days before arrival to Myanmar, with one of the following vaccines which has been approved by the Ministry of Health (MOH)
 - a negative COVID-19 RT-PCR test issued at most 72 hours before arrival
 - a COVID-19 medical insurance purchased from Myanmar insurance
(The health insurance of Diplomats, UN officials and their family members from their respective countries will be accepted)
 - a Health Declaration Form
 - COVID-19 Rapid Test Requisition Form

Check-in at airport health quarantine and immigration departments

Swab taken in Airport Swab Counter and wait for RDT Test Result (the result will be given within 1 hour after the swab is taken)

If RDT test is COVID-19 negative, the traveler can continue the trip

If RDT test is COVID-19 positive, the traveler will be isolated, transferred and treated in a designated hospital or treatment center or hotel

PUBLIC HEALTH REQUIREMENTS FOR FOREIGN TRAVELERS WHO WISH TO ENTER INTO MYANMAR THROUGH AIR TRANSPORT (27-4-2022) can be downloaded at www.msh.gov.mm. Ticketing agents must thoroughly inform the foreign air travelers on commercial flights health quarantine requirements in Myanmar. Travelers who are going to buy air tickets must know the information on commercial flights and completely understand the health quarantine requirements. Airlines and ticketing agents must understand thoroughly, and responsibly follow this SOP.



Testing and Quarantine Requirements for Travelers to Myanmar by cross border PoEs (1-5-2022)



Requirements for fully vaccinated travellers

- Travelers who are fully vaccinated with one of the following vaccines approved by Ministry of Health for more than 14 days prior to departure and travelers must submit their vaccination card.
 - CoronaVac (Sinovac Biotech Ltd.);
 - AstraZeneca or Covishield (AstraZeneca & University of Oxford/SK Bioscience (Korea)/Siam BioScience/ Serum Institute of India (SII));
 - Pfizer- BioNTech COVID-19 Vaccine or Comirnaty (Pfizer Inc., & BioNTech);
 - Janssen or Johnson & Johnson (Janssen Pharmaceuticals Companies of Johnson & Johnson);
 - Moderna (ModernaTX, Inc.);
 - Sinopharm or COVILCO or BIBP-CorV (Beijing Institute of Biological Products Co., Ltd);
 - Sputnik V (Gam-COVID-Vac) (Gamaleya National Research Centre of Epidemiology and Microbiology);



Testing and Quarantine Requirements for Travelers to Myanmar by cross border PoEs (1-5-2022)



- Sputnik Light (Gamaleya National Research Centre of Epidemiology and Microbiology)
- Covaxin by Bharat Biotech; and
- Myancopharm by Ministry of Industry, Myanmar.
- Nuvaxovid (NVX-CoV2373) vaccine, Novavax Co.Ltd

(Children under 12 years old are exempted from this requirement, if they travel with fully vaccinated parent(s) or guardian(s). The country, name and date(s) of vaccination must be clearly stated in English and/or Myanmar, with the particulars of the travelers according to their passport.)

2. Travelers must submit health declaration card to Health officials present at the airport upon arrival to Myanmar.
3. Thermal screening would be carried out in respect of all the passengers by the health officials present at the airport.



Testing and Quarantine Requirements for Travelers to Myanmar by cross border PoEs (1-5-2022)



4. The travelers found to be symptomatic during screening shall be immediately isolated and taken to medical facility as per health protocol.
5. All travelers who are fully vaccinated will be subjected to 3-day facility quarantine or hotel quarantine on arrival.
6. All travelers will be tested for COVID-19 RT-PCR on Day 2 during their quarantine period.
7. Travelers who tested positive for COVID-19 shall be immediately isolated and taken to a medical facility/treatment center/hotel as per health protocol. Myanmar nationals shall bear the medical cost and other costs related to isolation and treatment in designated private hospital and hotel.



Testing and Quarantine Requirements for Travelers to Myanmar by cross border PoEs (1-5-2022)



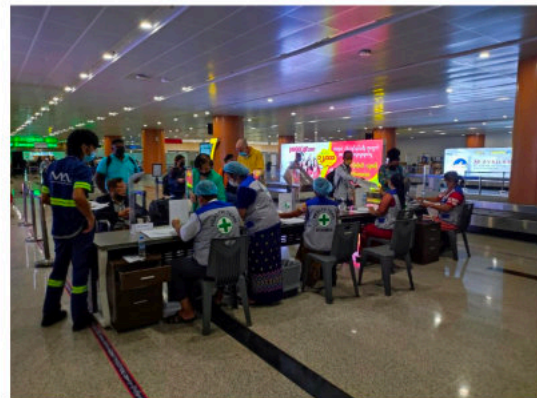
Requirements for incomplete or non-vaccinated travelers

1. Travelers must submit health declaration card to Health officials present at the airport upon arrival to Myanmar.
2. Thermal screening would be carried out in respect of all the passengers by the Health officials present at the airport.
3. The travelers found to be symptomatic during screening shall be immediately isolated and taken to medical facility as per health protocol.
4. All incoming Travelers will be subjected to 5-day facility quarantine or hotel quarantine on arrival
5. All travelers will be tested for COVID-19 by RDT on Day 1 and RT-PCR on Day 4 during their quarantine period.
6. Travelers who tested positive for COVID-19 shall be immediately isolated and taken to a medical facility/treatment center/hotel as per health protocol. Myanmar nationals shall bear the medical cost and other costs related to isolation and treatment in designated private hospitals and hotels.

www.mohs.gov.mm/page/18137



COVID-19 tests conducted using RDT for passengers arriving by commercial flights at Yangon International Airport





HSP Certified Hotels (Regional)



Enchanting Myanmar: Health and Safety Protocol
For Safe Tourism Myanmar

Our Promise

We are committed to ensure the health and safety of our guests through the ongoing implementation and surveillance of a Covid-19 Health and Safety Protocol Certification system.

No.	Region	Hotels (Update List)	
		Licensed	Safe Service Certified
1	Nay Pyi Taw	96	82
2	Yangon	485	154
3	Mandalay	580	430
4	Bago	99	57
5	Sagaing	59	26
6	Tanintharyi	52	31
7	Ayeyarwady	120	98
8	Magway	50	40
Total		1541	918

No.	State	Hotels (Update List)	
		Licensed	Safe Service Certified
1	Kachin	57	17
2	Kayah	34	24
3	Kayin	53	53
4	Chin	13	10
5	Mon	73	39
6	Rakhine	101	75
7	Shan	416	309
Total		747	527



HSP Certified Hotels(National)



No.	Region & State	Hotels (Update List)	
		Licensed	Safe Service Certified
1	Nay Pyi Taw	27	25
2	Mandalay	4	2
3	Yangon	17	4
4	Sagaing	1	1
5	Ayeyarwady	9	4
6	Magway	2	-
7	Rakhine	2	2
8	Shan	18	13
Total		80	51



Barrier Free Tourism Initiative

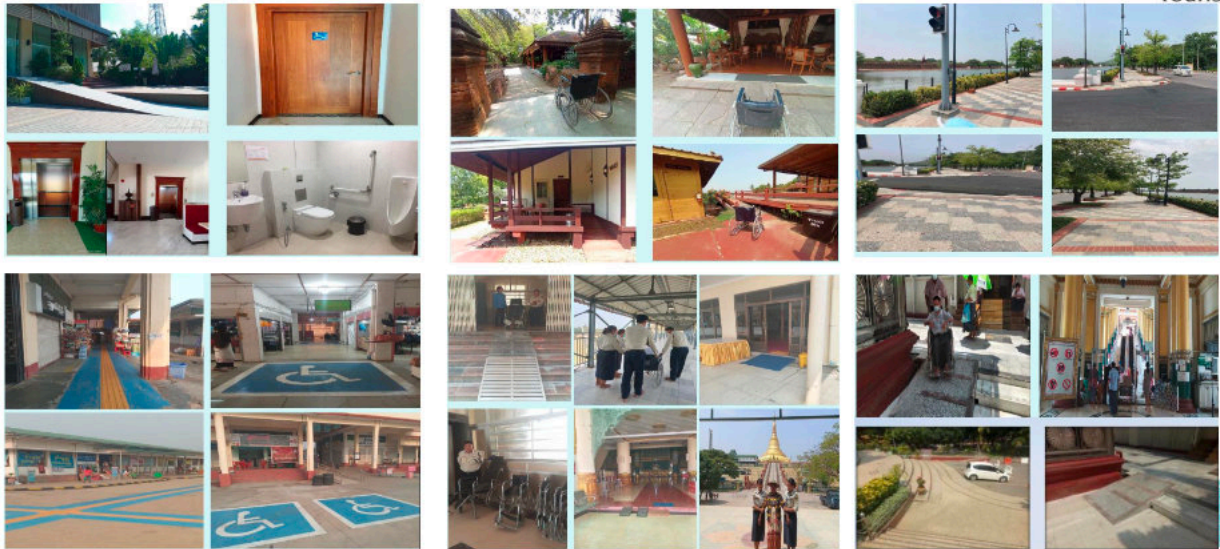


Barrier Free Tourism: Pilot Project will be implemented for PWDs

- Drafting Barrier Free Tourism Pilot Project, and as the initial step, arrangements will be made for providing services to the **Persons With Disabilities** at Hotels and tourism destinations.
- Creating a comfortable and convenient tourism environment for tourists with any kind of disabilities to visit tourist destinations.
- Drafting overall barrier-free tourism project for the entire nation to reduce barriers such as transport barriers, agricultural barriers and building barriers
- Adding supportive ways in Myanmar tourism plans to create barrier free tourism for PWDs in line with the recommendations stated in Assessable Tourism of the World Tourism Organization.



Barrier Free Tourism Initiative





**Thank You Very Much
for Your Kind Attention!**



GMS Situation Updates



1



Re-opening Plan

2

As of 25 April 2022



Entry Measures into Thailand by Air travel

(Effective on 1 May 2022 onwards / Register from 29 April 2022)

PRE-DEPARTURE

• Register on Thailand Pass >>> tp.consular.go.th 🔍

REQUIRED DOCUMENTS

Exemption from Quarantine

1 Fully Vaccinated Persons

- Passport
- Certificate of vaccination (according to Thai Ministry of Public Health regulations)
- Proof of insurance with at least 10,000 USD coverage for medical treatments in Thailand (for non-Thais only)
- Thai Visa (if required)


2 Unvaccinated / Not Fully Vaccinated Persons

- Passport
- RT-PCR test result issued within 72 hours before departure (must be uploaded in Thailand Pass only)**
- Proof of insurance with at least 10,000 USD coverage for medical treatments in Thailand (for non-Thais only)
- Thai Visa (if required)




Quarantine

Unvaccinated / Not Fully Vaccinated Persons




- Passport
- Alternative Quarantine (AQ) hotel confirmation for 5 days (including 1 RT-PCR test* and airport transfer)
- Proof of insurance with at least 10,000 USD coverage for medical treatments in Thailand (for non-Thais only)
- Thai Visa (if required)

*undergo a RT-PCR test on Day 4 - 5 in Thailand during the mandatory 5-day quarantine at AQ hotel



Vaccines approved by Thailand



Vaccination Criteria for travellers into Thailand

☎ 02-572-8442 Department of Consular Affairs Ministry of Foreign Affairs **DC**

As of 1 May 2022



Entry measures into Thailand by Land travel

(Effective from 1 May 2022 onwards)



Passport Holders >>>

Register on Thailand Pass

land.tp.consular.go.th

- ✓ Passport
- ✓ Certificate of vaccination or an RT-PCR test result issued within 72 hours before departure (must be uploaded in Thailand Pass)
- ✓ Proof of insurance with at least 10,000 USD coverage for medical treatments in Thailand (for non-Thais)

If not vaccinated / Not fully vaccinated and do not present an RT-PCR result issued within 72 hours before departure

- ✓ AQ hotel confirmation for 5 days including 1 RT-PCR test on day 4-5 (not required for Thai nationals choosing SQ as place of quarantine)


5



Border Pass Holders >>>

Do not have to register on Thailand Pass

- ✗ Do not need proof of insurance
- ✓ Must provide proof of complete vaccination at the border checkpoint
- ✓ Travel is permitted only in the area as stipulated by the agreements between the two countries
- ✓ Period of stay for non-Thai holders of border pass must not exceed 3 days








(Vaccines approved by Thailand)




(Vaccination Criteria)

 02-572-8442
 Department of Consular Affairs
 Ministry of Foreign Affairs

6

Revised 2 May 2022

Vaccination Criteria for Travellers into Thailand





Aged below 6

Aged 6-17

Aged 18 and over

- Can enter Thailand under the same scheme as their guardians if accompanied by their guardians
- Can travel alone if vaccinated with at least 1 dose of COVID-19 vaccine at least 14 days before travel
- If unvaccinated but accompanied by guardians, can enter Thailand under the same scheme as their guardians
- Must be fully vaccinated at least 14 days before travel

Remarks*

- Persons who are vaccinated with at least 1 dose of COVID-19 vaccine after their recovery from COVID-19 infection (must have a medical certificate certifying their recovery) are considered fully vaccinated

Call Center
 Department of Consular Affairs
 Ministry of Foreign Affairs

02-572-8442 DC

COVID-19 VACCINES

Vaccines approved by Thailand

- CoronaVac (Sinovac)
- AstraZeneca (Vaxzevria, Covishield)
- Pfizer-BioNTech (Comirnaty)
- Moderna
- COVIL0 (Sinopharm)
- Janssen (Johnson & Johnson)
- Sputnik V
- Covaxin
- Novavax / Covovax
- Medigen
- TURKOVAC / ERUCOV-VAC

Mixed Vaccination

Thailand fully recognizes mixed vaccination. The second dose needs to be administered based on the recommended timeframe for each vaccine type (first dose)

2nd dose after 2 weeks

1st dose **Sinovac**

2nd dose after 3 weeks

1st dose

- Pfizer-BioNTech
- Sinopharm
- Sputnik V
- Novavax / Covovax

2nd dose after 4 weeks

1st dose

- AstraZeneca
- Moderna
- Covaxin
- Medigen
- TURKOVAC / ERUCOV-VAC

REMARKS

- To be considered fully vaccinated, your 2nd dose must be administered at least 14 days before your travel
- Those vaccinated with the 1st dose of Janssen (Johnson & Johnson) vaccine are considered fully vaccinated

DC Department of Consular Affairs
 Ministry of Foreign Affairs 02-572-8442



Government Support Programs



Measures to boost economy

5 Apr 2022

Reduce contributions (The Social Security Fund)

(May - July 2022)



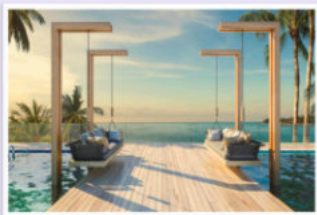
- > Salaried employees
- > Former employees
- > Independent workers



เราเที่ยวด้วยกัน

“We Travel Together” phase 4 (Rao Tiew Duay Kan)

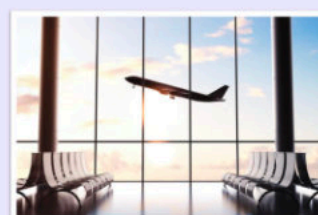
(Feb - May 2022)



40%
Accommodation



600 THB
Meals /Used



40%
Air ticket



4 Jan 2022



Soft Loan Project

(Until 30 Sep 2022)

Expanding target group

- > Small producers
- > Wholesalers
- > Retailers

Thank You

14



**AGENDA ITEM 3:
Update on Progress Implementation Tourism
Recovery Initiatives and Strategies
May 12th, 2022**



Content



- I. Government Support Programs for Tourism Businesses**
- II. Re-opening Plans after COVID-19**
- III. Vietnam's experience in Re-opening after COVID-19**

The tourism industry has proposed to the Government and Ministries to issue policies to support tourism as follows:

A discount on Electricity for Accommodation Establishments

50% off on travel service license fees and tour guide card issuance

Deposit reduced by 80% for travel businesses

Cash support for tour guides (VND 3,710,000/person)

Policies to support the tourism industry have a direct effect, contributing to removing difficulties for the tourism industry:

+16,000/29,000 tour guides have received funding totalling more than 58.5 billion VND.

+ 300/2,200 tour operators have done procedures to get 80% off deposit.

+ 700 tour operators have been reduced by 50% of their licensing fees.

Re-opening Plan after COVID-19

5

II. Re-opening Plan after COVID-19

From November 2021:

- A pilot scheme to welcome back international tourists was launched.
- Welcome international arrivals under package tours through charter flights and commercial flights. The tours are operated by selected tourist service providers in selected areas, including:
 - Phu Quoc city (Kien Giang)
 - Khanh Hoa
 - Quang Nam
 - Da Nang
 - Quang Ninh.

From Feb 2022:

- Expand the international tourist market by connecting destinations through regular international commercial and charter flights.

From 15th, March, 2022:

- **Fully** reopened to the international tourist market.
- Following the directions of the government and the Prime Minister, the Ministry of Culture, Sports, and Tourism issued Guidance to reopen tourism activities under the new normal in the spirit of "adapting safety, flexibly, and effectively controlling the COVID-19 pandemic."

6



Guidance on Tourism Activities from 15th, March, 2022

APPLICABLE OBJECTS

- Inbound visitors
- Outbound visitors
- Domestic visitors

FOR OUTBOUND VISITORS

Comply with regulations on immigration, health and related regulations of Vietnam and countries and territories of destination

FOR INTERNATIONAL VISITORS TO VIETNAM

VISA POLICY

Unilateral visa exemption for citizens

13
Countries

Restore the policies on entry visas for foreigners as before the pandemic outbreak

Ensure conditions on exit and entry

DISEASE PREVENTION

Install/use PC-COVID application

Self-monitor health for 10 days after entry

Notify health authority if having signs and symptoms of COVID-19

Suspending medical declaration requirement for all international arrivals from April 27, according to Official Dispatch No. 2118/BYT-DP of the Ministry of Health

TEST REQUIREMENT

12h RT-PCR/ RT-LAMP
24h Rapid antigen test
Before departure

12h RT-PCR/ RT-LAMP
24h Rapid antigen test
Before departure

Undergo SARS-CoV-2 test at border gate before entry in case no proof of negative test result.

Not required to be tested for SARS-CoV-2

INSURANCE

Cover payment for COVID-19 treatment with a minimum liability of USD 10,000



GUIDANCE ON TOURISM ACTIVITIES

under new normal from 15th March 2022

According to Guidance 829/PA-BVHTTDL dated 15th March 2022 of the Ministry of Culture, Sports and Tourism

FOR DOMESTIC TOURISM ACTIVITIES

- 1 Implement following Resolution 128/NQ-CP dated 11th October 2021 of the Government
- 2 Organise stimulation and promotion activities for domestic tourism nationwide

VIETNAM NATIONAL ADMINISTRATION OF TOURISM
<https://vietnamtourism.gov.vn>, <https://vietnam.travel>

7



III. Vietnam's experience in re-opening after Covid-19

1. Vietnam focuses on tourism development from intra-province to domestic and international pilot scheme to welcome back international tourists on the principle of ensuring safety and controlling the epidemic.
2. We plan to cooperate and work closely with other countries in the region and globally to have suitable policies and solutions for each stage, to respond to and, overcome the consequences of the pandemic, gradually recover tourism activities and develop the economy with the requirement of ensuring safety for tourists and people.
3. Based on the results of the Pilot Scheme, Viet Nam fully opened to the international tourist markets. The conditions for welcoming international tourists into Viet Nam have been simplified.



Results

1. In the first 4 months of 2022, international tourists to Viet Nam are estimated at 70,000 arrivals.

The total number of international tourists to Viet Nam reaches approximately 92,400 arrivals.

2. The number of foreigners entering Viet Nam from March, 15th to April, 15th is estimated at 100,741 arrivals.

In which, tourists arrivals are nearly 41,000, accounting for over 40% of the total number of visitors.

3. During 4 public holidays (from April 30th to May 3rd, 2022), the tourism industry received about 5 million domestic visitors, with total revenue of 22,000 billion VND.

9



Results

Through the results of tourism activities during the holidays of April 30 – May 1, it has been shown that the strong recovery of the tourism industry, thereby demonstrating a very high demand for travel, people after 2 years of fighting the COVID-19 pandemic, affirming customers' confidence in Domestic tourism initially overcame apprehension and concern about the epidemic by participating in activities.

10



Thank you for your attention!
Xin trân trọng cảm ơn!



- 1. Reopening for International Tourist**
- 2. Promotion activities have been done**
- 3. Plans for coming period**



REOPENING FOR INTERNATIONAL TOURIST

- On March 15th 2022, the Government decide to reopen door for international tourist to Vietnam.
- The plan to reopen tourism activities, ensuring safety and efficiency in the new normal condition issued by Ministry of Culture, Sports and Tourism.



PROMOTION ACTIVITIES

Domestic market:

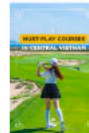
- Implement the communication campaign "Safe and attractive tourism"

International market:

- Launch Program *Live Fully in Vietnam*
- Announce Safe Vietnam Tourism to the world
- Promote Vietnam Tourism together with SEA Games 31 being hosted in Vietnam



VIETNAM TOURISM READY TO SERVE SEA GAMES 31





Official Hotels - SEA GAMES 31

Ha Noi (14)	Hyatt Regency West Hanoi Hotel; Daewoo Hanoi Hotel; Pan Pacific Hanoi Hotel Grand Plaza Hanoi Hotel; Dolce by Wyndham Hanoi Golden Lake; Lotte Hotel; Grand Vista Hanoi Hotel; InterContinental West Lake Hanoi Hotel, Sheraton Hanoi Hotel; Inter Continental Hanoi Landmark 72 Hotel; Melia Hanoi Hotel, Novotel Thái Hà Hotel; Novotel Suite Hanoi Hotel; Duparc Hanoi Hotel
Quang Ninh (05)	Legacy Yên Tử; Tuần Châu resort; FLC Grand Hạ Long; Hải Yến Hotel; Hoàng Tâm Hotel
Hai Duong (01)	Nam Cường Hải Dương Hotel
Hai Phong (01)	Vinpearl Hải Phòng Hotel
Vinh Phuc (04)	Sài Gòn – Phú Thọ Hotel; Mường Thanh Luxury Phú Thọ Hotel; Dic Star Vinh Phúc; Flamingo Resort
Hoa Binh (01)	Sakura Hotel
Ha Nam (01)	Vinpearl Hà Nam Hotel
Nam Dinh (01)	Nam Cường Nam Định Hotel
Bac Ninh (02)	Grand Phoenix Hotel; Le Indo China Hotel
Ninh Binh (01)	The Reed Hotel



Tours - SEA GAMES 31

	Free Tours	Charged Tours
Ha Noi		27
Quang Ninh		8
Hai Duong	3	
Hai Phong		14
Hoa Binh	8	2
Nam Dinh	4	
Bac Ninh	2	
Bac Giang	7	
Phu Tho	4	



TOURISM PROMOTION PLAN 2022

- Continue E-marketing activities with program Live fully in Vietnam;
- Organize on-site Vietnam tourism promotion program in key markets (Japan, Korea, China, Taiwan, India, West Europe, East Europe, Australia...);
- Participate and promote Vietnam Tourism at JATA, ASEAN-China, WTM, Travex 2023, ITB 2023;
- Receive FAM trips from Japan, Korea, Europe, Singapore;
- Promote Vietnam Tourism by organizing events: GMS meeting,...



THANK YOU

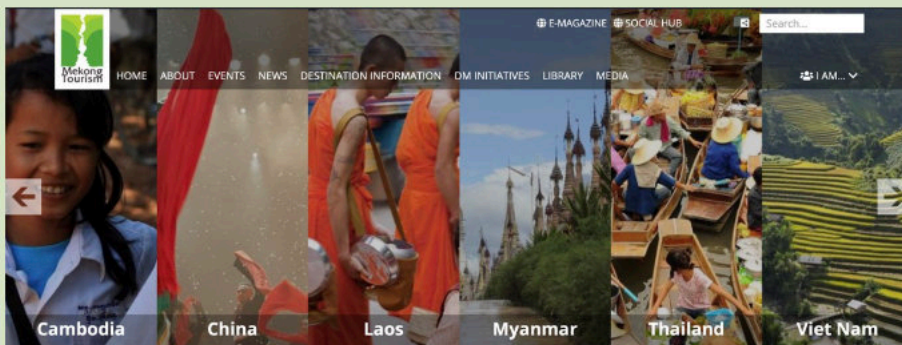


Visit us at www.vietnam.travel
www.vietnamtourism.gov.vn
www.facebook.com/VietnamTourismBoard

APPENDIX 5

MTCO Activities

Mekong Tourism Coordinating Office Website and Social Media Updates



Website: Mekongtourism.org

As of 30 April 2022

Visits	Website Visitor	Posts	Library Docs	Website Posts
2,134	505	91	641	3,705

Top 10 pages visit

- [Fueling tourism recovery with micro tours](#)
- [PM pushes for 'new normal' to ramp up tourism revival](#)
- [THAILAND & ASEAN MICE VENUE STANDARDS – 8th Edition Directory](#)
- [MTCO Appoints Suvimol Thanasarakij as Executive Director](#)
- [COVID-19 and the Future of Tourism in Asia and the Pacific](#)
- [Northern provinces strengthen ties with Guangxi Zhuang Autonomous Region](#)
- [Will Thailand Become The Next Cannabis Tourism Hotspot?](#)
- [Ecotourism to be Developed in Cambodia's Siem Reap](#)
- [Sustainable Travel Study](#)
- [Mekong's "Digital Hub for Collaboration" wins PATA Award](#)

Distribution by Country

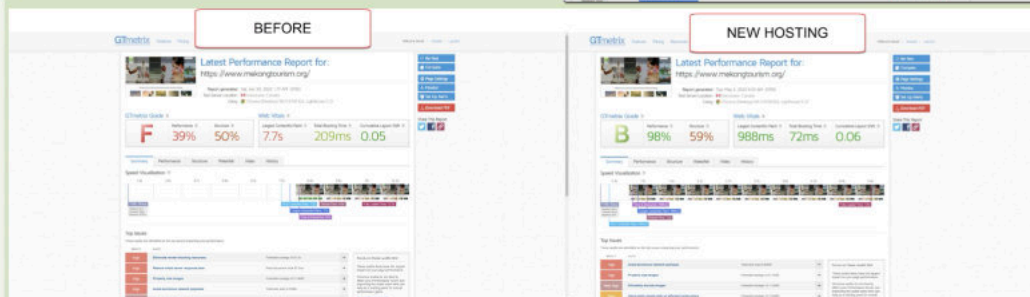
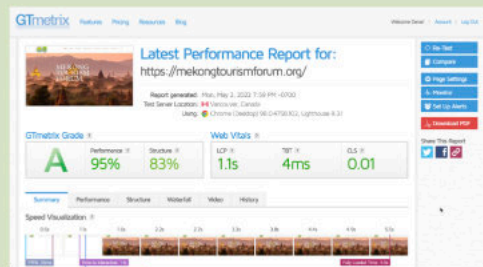
Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	592	517
VN	20%	118	77
TH	13%	75	56
PH	11%	66	54
US	3.4%	20	51
Other	53%	313	279

*Since website analytics plug-in service was deactivated when we joined MTCO, we are unable to access the web analytics prior to April 2022.
*New plug-in service was installed in April 2022.



Webmaster service

- New webmaster has recently been appointed.
- Web hosting has been changed. Since then, website score and security have improved.
- Previous web hosting loaded 12 seconds.
- Current web hosting loads only 5 seconds – loading speed improves significantly



Social Media Updates

As of 30 April 2022



Facebook	Instagram	Twitter	LinkedIn
3,711 followers	810 followers	704 followers	452 followers
50 posts	30 posts	29 tweets	42 posts
Reach 3684	↑ 32% impressions	↑ 182.7% impressions	↑ 23% impressions

- Facebook: Mekong Tourism
- Instagram & Twitter: TourismMekong
- LinkedIn: Mekong Tourism Coordinating Office (MTCO)
- Reach is the total number of people who see your contents.
- Impressions are the number of times that contents is displayed



Tourism Performance

Countries	international visitor arrivals	Tourism receipt (in million USD)	Hotel Occupancy Rate
Cambodia	196,495	184	15.5%
Lao PDR	N/A	N/A	N/A
Myanmar	130,947	30.231	11.43%
Thailand	427,869	6,288	14.02%
Viet Nam	157,269	7,829	10%
China Yunnan, Guangxi	N/A	N/A	N/A

Source: UNWTO
ASEAN Tourism Statistics for ATSP 2016-2025 (Thailand)
Member countries

Note: Occupancy Rate = Number of Occupied Rooms / Total Number of Available Rooms x 100 %



APPENDIX 6

Updates from Asia Development Bank (ADB)



GMS Tourism Updates

49th GMS Tourism Working Group Meeting
12 May 2022
Online, Hosted by Lao PDR

Steven Schipani
Southeast Asia Department
Asian Development Bank



Overview

- **Outcomes of the GMS Senior Officials Meeting (SOM) 7 March 2022**
 - Tourism report and SOM guidance
 - New GMS Regional Investment Framework (RIF 2025) – tourism pipeline

- **Updates: ADB's GMS Tourism Support Program**
 - Southeast Asia Sustainable Tourism Facility TA 6899/ Sustainable Tourism Online Hub
 - Online short-term rental policy research & recommendations
 - Smart tourism ecosystem capacity building, small scale tourism PPPs
 - Investment project preparation status and ADB Frontier Fund preparation
 - Ongoing investment projects


- **Action Points & Brief Discussion**





Recap: GMS Senior Officials Meeting

GMS Tourism Working Group Initiatives

Priority Area	Key Activities
Aid and assist tourism businesses and workers 	<ul style="list-style-type: none"> • Waived/reduced business fees and taxes • Low-interest loans, cash grants, unemployment compensation payments • Reduced utility charges (e.g., electric and water) • Provided domestic travel subsidies • Digital and “new normal” skills training programs
Tourism health and safety protocols 	<ul style="list-style-type: none"> • Cambodia: Standard Operating Procedures, various tourism businesses • PRC: MoCT Guidelines for Prevention of COVID-19 • Lao PDR: LaoSafe Health and Hygiene Certification • Myanmar: Enchanting Myanmar: Health and Safety Protocol • Thailand: Amazing Thailand Safety and Health Administration Certification • Viet Nam: Safe Travel, regulations and application
Tourism communications, marketing and promotion 	<ul style="list-style-type: none"> • GMS Tourism Recovery Communications Plan & Toolkit • Heavily promoting domestic tourism • Destination awareness for international markets, reopening announcements • In-person 2022 ASEAN Tourism Forum, Sihanoukville, Cambodia (January) • 2022 Mekong Tourism Forum, Hoi An, Viet Nam (October)



Recap: GMS Senior Officials Meeting

GMS Tourism Working Group Initiatives

Priority Area	Key Activities
Green and resilient infrastructure 	Implementing GMS Tourism Sector Strategy strategic program 2 <ul style="list-style-type: none"> • Cambodia: Community-based Tourism COVID-19 Recovery Project • Lao PDR-PRC: railway opened, Dec 2021 • PRC: Guangxi Li River Comprehensive Ecological Management and Demonstration Project (Q2 2022 approval) • Thailand-Lao PDR: Second Nongkhai-Vientiane road & rail bridge • GMS Tourism Infrastructure for Inclusive Growth projects • Viet Nam: Hoa Binh, Lao Cai tourism infrastructure development projects (2023/4)
Inclusive digital transformations 	<ul style="list-style-type: none"> • Southeast Asia Sustainable Tourism Facility (TA 6899) digital initiatives • Southeast Asia Development Symposium digital knowledge sessions • Mekong Innovations in Sustainable Tourism • Digital resource and e-commerce capacity building programs • Several GMS country airlines and laboratories trialing IATA travel pass
Mekong Tourism Coordinating Office 	<ul style="list-style-type: none"> • Effective tourism working group secretariat, strong GMS ownership • Tourism Sentiment Index, social media listening to assess market sentiment • GMS tourism recovery communications plan and toolkit • New executive director recruitment (position vacant since October 2021) • Establishment as an international organization ongoing





Recap: GMS Senior Officials Meeting

Questions for SOM's Guidance & Summary Responses

- 1 | *Given current cross-border entry requirements will continue to suppress international tourism demand, which GMS COVID-19 Response and Recovery Plan tourism priorities should ADB and other development partners be focusing on?*
 - **Domestic tourism, streamlining reopening procedures/health & safety protocols, digital marketing, infrastructure, sustainability initiatives, human resources**

- 2 | *What can be done to accelerate efforts to recruit the new Mekong Tourism Coordinating Office (MTCO) Executive Director and transform MTCO into an international organization?*
 - **Executive director appointment announced at meeting**
 - **Continued dialogue on draft MTCO Charter**

ADB



GMS Regional Investment Framework 2025

Rationale



A new pipeline of projects to support the strategic and operational priorities of GMS Strategy 2030



Leaders mandate to develop a realistic and implementable pipeline of projects



Projects-based development remains a comparative advantage of the GMS Program.



Mobilize greater financing from development partners and the private sector.

ADB



GMS Regional Investment Framework 2025

Project Inclusion Criteria: Minimum Criteria and Aspirational Criteria

Minimum Criteria

- Projects with regional impact or spill-over effects
- Projects must be supported and proposed through an active sector (i.e., TWG) working group
- Projects align with GMS subregional and/or national and sector strategies
- Have strong project ownership and a clear project sponsor
- Have completed some project preparation (initial feasibility study completed, viable source of financing identified)

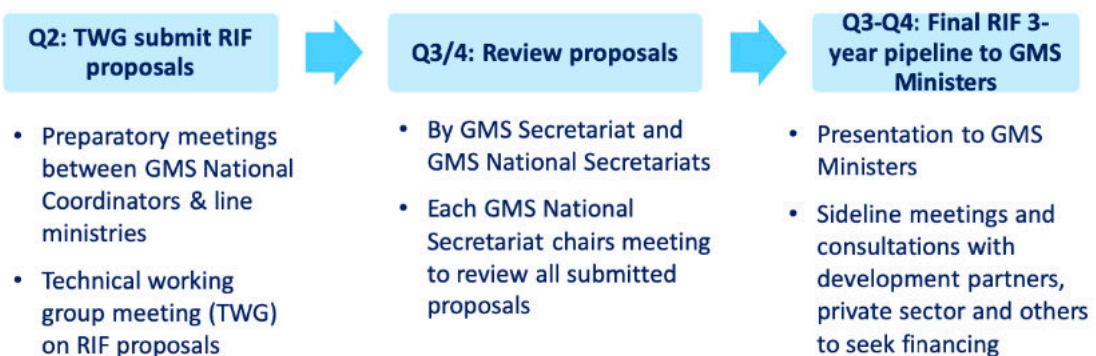
Aspirational Criteria

- Align with international principles for quality infrastructure
- Multi-country projects with regional benefits
- Foster digitalization
- Support spatial development (economic corridors and/or city clusters)
- Have private sector participation
- Have more impact on the poor
- Have strong gender elements
- Green projects or projects that support the blue economy



GMS Regional Investment Framework 2025

Process for Proposals, Review and Approval



- ❖ Project proposals continue to be originated through sector working groups
- ❖ Strengthen role of GMS National Secretariats as Chair to review/endorse proposals
- ❖ RIF will become a 3-year rolling pipeline
- ❖ Project monitoring linked to forthcoming GMS Program Results Framework





GMS Regional Investment Framework 2025

GMS Secretariat Support for the RIF Process & Next Steps



Capacity Building:
Project identification
& proposals



Meetings with Development Partners: Identify co-financing opportunities

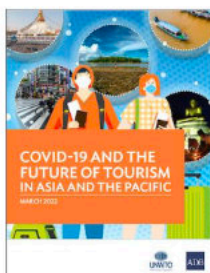
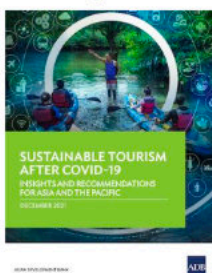


Private Sector Roundtables: Present projects for PPP or private sector financing



Updates: ADB's GMS Tourism Support Program

- **Southeast Asia Sustainable Tourism Facility TA 6899 (\$1.7 million, CLVT/MTCO)**
 - Smart tourism ecosystem plans, trainings, and pilots; long-stay visa and online short-term rental policy research and recommendations; small-scale tourism PPP structuring and procurement support; other regional knowledge support; project preparation advice. Expected to start in Q4 2022/Q1 2023.
- **Southeast Asia Sustainable Tourism Hub**
 - Launched at ADB's [Southeast Asia Development Symposium](#) in March 2022, the Hub brings together diverse expertise from within and outside of ADB to help clients develop and finance innovative tourism projects, build destination management capacity, and provide relevant knowledge solutions aligned with the Sustainable Development Goals and ADB Strategy 2030. The site features GMS tourism projects, news, and a knowledge resource center. Visit <https://seads.adb.org/tourism-hub>





Updates: ADB's GMS Tourism Support Program

- **2022 Pipeline** (1 Project, \$371 million)
 - (PRC) Guangxi Li River Comprehensive Ecological Rehabilitation Project (\$371m, \$247m ADB-KfW, \$124m Government)

- **2023/24 Pipeline** (3 Projects, \$194 million, 1 Fund, \$28 million)
 - (Regional) ADB Frontier Fund – a nonsovereign investment fund that will invest in growth-orientated SMEs in SE Asia (emphasizing Lao PDR and Cambodia) and the Pacific that produce goods and services to sell into national and regional tourism supply-chains (\$28m)
 - (Lao PDR) Urban Environment Improvement Investment Project (\$33m)
 - (Viet Nam) Hoa Binh Tourism Infrastructure Development Project (\$75m)
 - (Viet Nam) Lao Cai Sustainable Urban and Infrastructure Development Project (\$86m)

- **Ongoing Approved Investment Projects & Technical Assistance**
 - (Thailand) Policy Advice for COVID-19 Economic Recovery in Southeast Asia-TA 9964 (\$0.1m)
 - (Cambodia) Cambodia Community-Based Tourism COVID-19 Recovery Project (\$3.0 m)
 - (CLV) GMS Tourism Infrastructure for Inclusive Growth Projects (\$220m)



Action Points / Discussion

- ADB's GMS Secretariat coordinates with MTCO, co-organize TWG technical meeting to develop/collect GMS Regional Investment Framework project proposals – **May/June 2022**

- ADB works with MTCO and Viet Nam on Mekong Tourism Forum program refinements, website and communications, help identify speakers and moderators – **May-September 2022**

- Cambodia, Lao PDR, Thailand, Viet Nam to confirm through email to sschipani@adb.org NTO focal staff to coordinate Southeast Asia Sustainable Tourism Facility in-country TA activities – **May/June 2022**

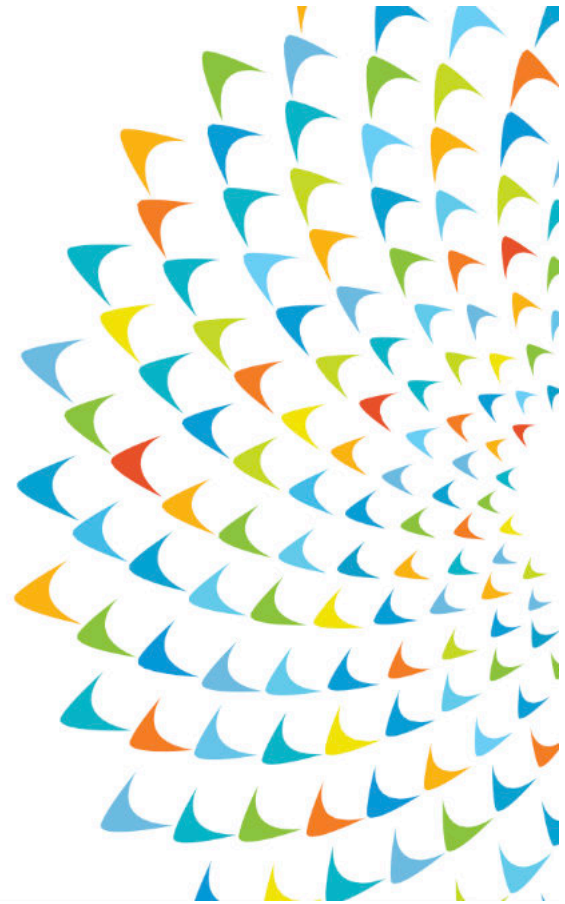
- Other issues – to be raised by the TWG





Thank you

[ADB Strategy 2030](#)
Achieving a Prosperous, Inclusive, Resilient, and Sustainable Asia and the Pacific



APPENDIX 7

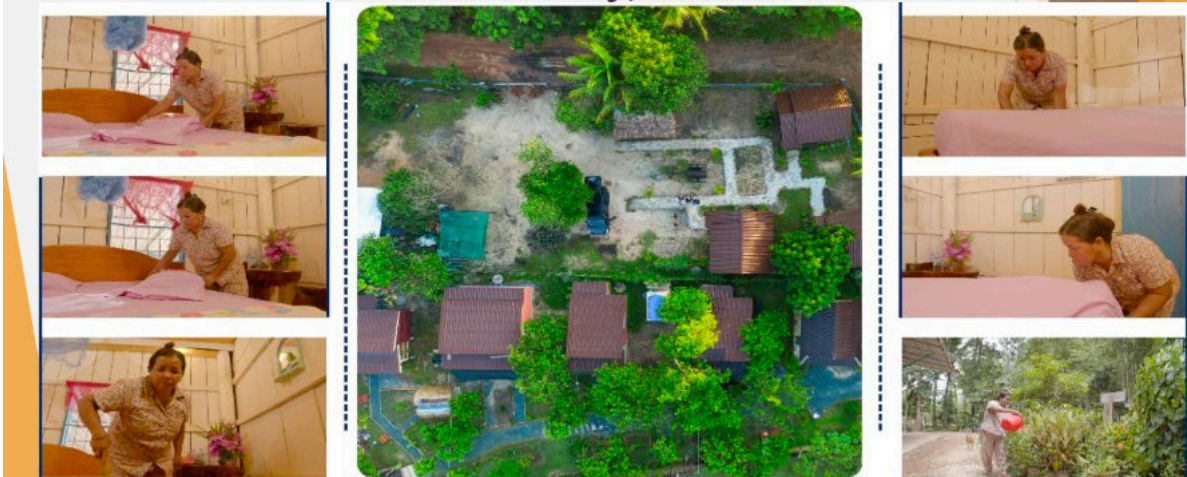
GMS Tourism Infrastructure for Inclusive Growth Project



ADB

**PROGRESS REPORT ON THE
GMS TOURISM INFRASTRUCTURE FOR INCLUSIVE
GROWTH PROJECT (2nd GMS TIIG No. 3701-CAM(COL))
ON THE ASEAN TOURIM STANDARD**

12th May, 2022



The Overview GMS TIIG II No. 3701-CAM

- 1. Loan signing: October 24, 2018**
- 2. Loan Effective: December 25, 2018**
- 3. Project closing date: 30 June 2024**
- 4. The period of implementation is 68 months**
- 5. Executing agency: MoT,**
- 6. Implement agencies: MoT & MPWT**
- 7. Progress till end of 1st quarter 2022: 57.05%,**
- 8. Time Elapsed Since Loan Signing 58,12% (40 of 68 months)**

Output 2: Implementation of ASEAN tourism standards is implemented in the four target project provinces, the Progress of this OP 54,38% of the target 13% (7.20%)

- **Consultant mobilization, on 25 Nov. 2019**
- **Conduct Meeting Joined by PCU, PIUs and ATS Consultant, the 5 ATS have been selected, Green Hotel, Clean City, Public Toilet, CBT and Homestay, approved by Project Director.**
- **4 MOT Departments:**
 1. Green hotel Standard is implanted by Accommodation and Food Service Department
 2. Clean City Standard, by Clean City Assessment Department
 3. Public Toilet Standard, by Clean City and Contest Promotion Department
 4. CBT and Homestay Standards, Tourism Product Development Department -

Output 2: Implementation of ASEAN tourism standards (Con)

Certification body Establishment

- **Three National Assessment Committees established**
 1. Green Hotel Assessment Committee
 2. Clean City and Public Toilet Assessment Committee and
 3. CBT and Homestay Assessment Committee
- **Four Provincial standards assessment committees. One in each of the 4K provinces for each standard**

Output 2: ASEAN Tourism Standards					
Standard	Green Hotel Standard	Clean City Standard	Public Toilet Standard	Homestay Standard	CBT Standard
Responsible Agency	Accommodation Services and Food Depart.	Clean City Assessment Department	Clean City and Contest Promotion Department	Products Development Department	
1. ASEAN Standards Translated from English to Khmer	Yes	Yes	Yes	Yes	Yes
2. ASEAN Standards adapted to Cambodia Context	Yes	Yes	Yes	Yes	Yes
3. Adapted Cambodian ASEAN standards translate to English	Yes	Yes	Yes	Yes	Yes
4. Approved of adapted ASEAN standards for Cambodia	100%	90%	100%	100%	100%
5. Establishment of National and provincial certification bodies	Yes	Yes	Yes	Yes	Yes
6. Procure equipment certification bodies	Yes	Yes	Yes	Yes	Yes

Output 2: ASEAN Tourism Standards					
Standard	Green Hotel Standard	Clean City Standard	Public Toilet Standard	Homestay Standard	CBT Standard
Responsible Agency	Accommodation Services and Food Depart.	Clean City Assessment Department	Clean City and Contest Promotion Department	Products Development Department	
7. Review, updating and preparation of national guidelines and manuals for certification processes	100%	80%	100%	100%	100%
8. Capacity Building for Certification Bodies	80%	40%	80%	100%	100%
9. Assessor Training	30%	20%	30%	40%	40%
10. Training Program Implementation	30%	10%	30%	30%	30%
11. ATS promotion activities and online resource center	5%	0%	5%	5%	5%
12. Implement ATS and ATS Awards	70%	0%	10%	10%	10%

Outputs 2 ASEAN Tourism Standards



Second GMS Tourism Infrastructure for Inclusive Growth

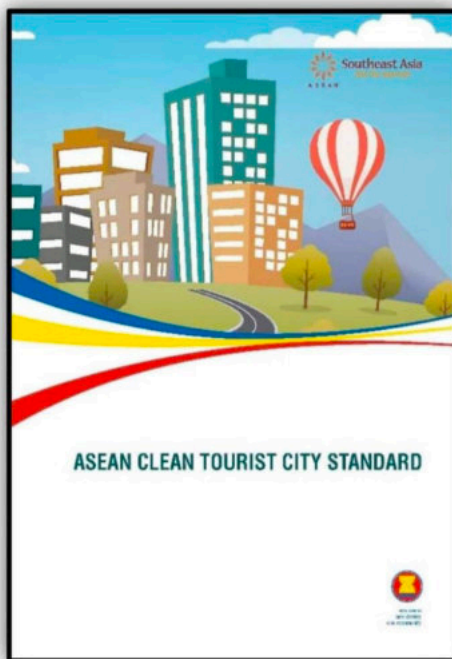
ASEAN Tourism Standards Meeting and Training



Output 2: ASEAN Tourism Standards Green Hotels Assessment Committee



Output 2: ASEAN Tourism Standard Awards



Output 2: ASEAN Tourism Standards

Under support by T2 project on the ATF 2022 in Sihanouk Ville Cambodia has received:

- Preh Sihanouk Province is the ASEAN Clean City Award
- Two ASEAN Green Hotel Awards, Jing Bie Hotel and Koh Sangsa Resort.

Output 2: ASEAN Tourism Standards

How Standard Promoted :

- Received Cambodia Standard Award
- MOT makes announcement to the ASEAN standard Award
- Assessment by MOT, related department and send to ASEAN.

Benefit:

- Post in ASEAN and MOT website.
- Promote by social medias, newspaper, Magazine...

Output 2: ASEAN Tourism Standard Awards In the Coastal Provinces, Project Target Area

- ▶ Clean City: 3 (Kep 2018, Kampot 2020, SHV 2022)
- ▶ Green Hotel: 4 (2018, 2020, 2022)
- ▶ Public Toilet: 0
- ▶ Community Based Tourism: 2 (2017, 2019)
- ▶ Community Homestay: 1 (2019)

Key Funding Sources

- ▶ Mainly sources from GMS TIIG 1st and 2nd Project
- ▶ Government Fund, implement by relevant department in MoT.

Lesson Learned, Suggestion and Next Step

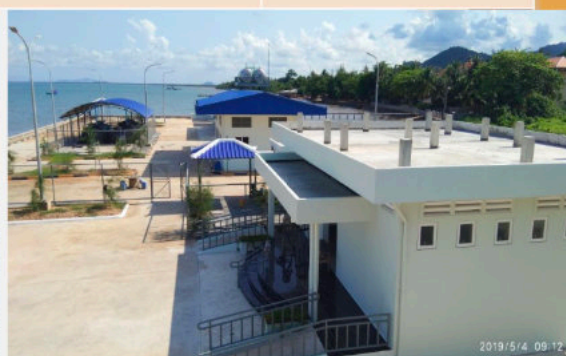
- Implementation of AEAN Standards support by GMS TIIG Project is crucial,
- Standard are difference, environment, Hygiene
- Accelerate the OP 2, and prepare to join 49th GMS TWG.



Annex for 1st and 2nd GMS TIIG

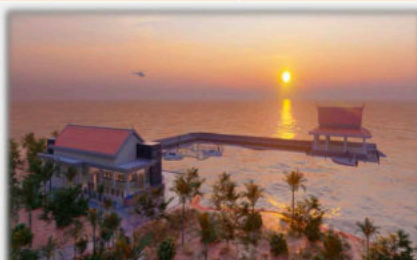
GMS TIIG No.3194-CAM, Overall Progress and by Output

Item	Target %	Actual %	Weighted %
Total Progress	100		97.85
Output 1	49	46.13	96.42
Output 2	19	19.00	100
Output 3	12	12.00	100
Output 4	20	19.54	98.85



2nd GMS TIIG No.3701-CAM, Overall Progress and by Output

Item	Target %	Actual %	Weigh %
Total Progress	100		58.12
Output 1	61	38.06	62.39
Output 2	13	7.20	55.38
Output 3	17	5.90	34.71
PMA	9	6.96	77.33





GMS Tourism Working Group

ADB

Implementation of ASEAN Tourism Standards in Lao PDR

Ministry of Information, Culture and Tourism

Second GMS Tourism Infrastructure for Inclusive Growth Project

12 May 2022

1. ASEAN Tourism Standards in Laos



ADB

These Standards are being implemented:

- Clean Tourist City
- Green Hotel
- Homestay
- Community Based Tourism
- Public Toilet
- MICE (Meetings, Events, Exhibitions)
- Spa Service
- Sustainable Tourism Award



Second GMS Tourism Infrastructure for Inclusive Growth Project

2. Certification Bodies

1. Ministry of Information Culture and Tourism (MICT) is the lead agency for ASEAN Tourism Standards in Laos
2. ASEAN Tourism Standards Secretariat (MICT) coordinates implementation for ALL ASEAN Standards and maintains registry of certifications issued
3. Each ASEAN Standard has an Assessment and Certification Committee at National level (8 technical committees)
4. Provinces have ONE Assessment Committee for all standards
5. Multiple public agencies and private sector associations are represented on each Committee at National and Provincial levels
6. Certification bodies all have at least 30% women members
7. Audits undertaken by Provincial Committee members with support from National level Certification Bodies where needed

Certification Bodies



3. Assessor Training



1. Assessor training is coordinated by MICT
2. There are 12 Master Trainers (5 females) who train other trainers at provincial level
3. There are 62 National trainers (34 females), 105 Provincial trainers (33 females)
4. Assessor training has been carried out for all ASEAN Standards in Laos
5. To date, a total number of 199 assessors (81 females) : have been trained
 - 94 National assessors (48 females),
 - 105 Provincial assessors (33 females)

Assessor Training

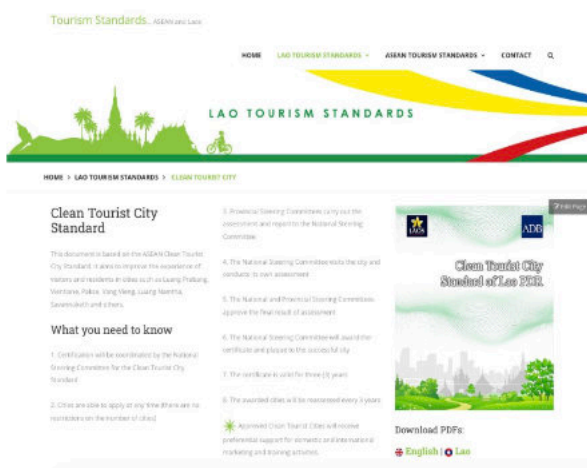


4. Promotion of Standards



1. Conduct dissemination workshop for Tourism stakeholders
2. Produce print and electronic promotional materials for selected ASEAN Tourism Standards targeting public sector, private sector and communities
3. A dedicated website will be launched for ASEAN Tourism Standards that have been adapted to Laos
4. Promotion video for each standard
5. Promote ASEAN Standards via newspaper, video, YouTube
6. This will provide a central hub so the industry can apply online (Application Form, Self-Assessment Forms for each Standard and Standard Specifications)
7. MICT facilitates the application process
8. Discussions are being held with the industry to assess what value they see in the Standards and what incentives are required
9. Conduct awards ceremony for all standards across the country

<http://tourismstandards.la/>



5. ASEAN Tourism Standards in Laos (Champasak, Luang Prabang and Vientiane provinces)



ASEAN Standard	Certified Since 2008
Clean Tourist City	2
Green Hotel	34
Homestay	22
Community Based Tourism	1
MICE (Meeting, Event, Exhibition)	5
Spa Services	2
ASTA	6
Public Toilet	3

Second GMS Tourism Infrastructure for Inclusive Growth Project

5. Monitoring Certification



Example of keeping track of Certifications

ASEAN Green Hotel Standard	Awarded
Luang Prabang Province	
3 Nagas Hotel	2010
Villa Santi	2010, 2012
Souvannaphoum Hotel	2008, 2012, 2014, 2022
Pullman Hotel	2020
Xiengkeo/Le Grand Hotel	2008, 2014, 2022
Champasak Province	
Paksong Danngarm Hotel	2020
Pon Arina Hotel	2022
Champasak Grand	2010

Second GMS Tourism Infrastructure for Inclusive Growth Project

5. Monitoring Certification



Example of keeping track of Certifications (Luang Prabang, Champasak and Vientiane provinces)

ASEAN Tourism Standard	Issued	Expired	Valid
Green Hotel	34	26	8
Homestay	22	22	0
Clean Tourist City	2	0	2
MICE Venues (All categories)	5	1	4
Spa Services	2	2	0
Public Toilet	3	3	0
Community Based Tourism	1	1	0
ASTA	6	2	4

Second GMS Tourism Infrastructure for Inclusive Growth Project

6. Funding Sources



- Funding for implementation is primarily through MICT and ADB
- Other donors have contributed in the past i.e. GIZ
- A Sustainable Financing Report has been prepared to map out the process for increasing the uptake of Standards across the tourism sector
- The aim is for a financing system that covers operational costs. By applying nominal / modest fees to process applications

Second GMS Tourism Infrastructure for Inclusive Growth Project

12

7. Lessons Learned



- Importance of building capacity at national and provincial levels – ownership and efficiency
- *70% of all ASEAN Tourism Standard certificates ever issued in Lao PDR have occurred since 2012 (the first awards were in 2008)*
- *High priority for 2022 is to re-certify Green Hotel and other certificates that have expired*
- Government plays an important role in coordinating the implementation process for ASEAN Tourism Standards. From 2022 onwards, it will be easier for the tourism industry in Lao PDR to initiate the application process by having a central hub for ASEAN Tourism Standards online

8. Lessons Learned



- Social media platforms will be used to communicate with the industry and direct businesses to the Lao Tourism Standards website so they can apply online
- *Greater uptake of ASEAN Tourism Standards can be achieved by having ongoing communications with the industry and by having practical benefits (such as preferential treatment for destination marketing)*
- Need to be strict in terms of the audit criteria. Be prepared to reject applications if they do not meet the Standard. Have systems in place so that rejected applications can make improvements and reapply.

9. Future Directions



- Sustainable financing system
- *Industry becomes more committed to industry standards so that they initiate the application process rather than government*
- Sustainable set of incentives to maintain and grow industry engagement (for instance, clear marketing benefits, improved business performance, good profile and recognition for those that make the effort)
- *Build on ASEAN Tourism Standards to introduce other global systems like the GSTC Destination Criteria and Activity Standards for adventure tourism – ziplines, cave tours, trekking and kayaking*

Second GMS Tourism Infrastructure for Inclusive Growth Project

15



Thank you

Ministry of Information, Culture and Tourism

Second GMS Tourism Infrastructure for Inclusive Growth Project

Supported by Asian Development Bank

www.tiigp2-laos.org | Facebook: TIIGP 2



L3156-LAO

GMS Tourism Infrastructure for Inclusive Growth Project

GMS TWG-49

Ministry of Information, Culture and Tourism

Second GMS Tourism Infrastructure for Inclusive Growth Project

12 May 2022

Project overview



ADB Loan L3156-LAO

Loan Amount:	USD 40,000,000
Loan Effectiveness:	14 January 2015
Physical Completion Date:	30 June 2021 (extended from 31 Dec 2019)
Loan Closing Date:	31 December 2021
Recipient:	Ministry of Finance, Lao PDR
Executing Agency:	Tourism Development Department, Ministry of Information, Culture and Tourism
Implementing Agency:	Departments of Information, Culture and Tourism of Champasak, Khammouane, Luang Prabang and Oudomxay
Target provinces:	Champasak, Khammouane, Luang Prabang and Oudomxay Province

Project overview



- Impact:** Increased tourism employment for people living in underdeveloped segments of the GMS Central Corridor
- Outcome:** Increased tourism receipts in Champassak, Khammouane, Luang Prabang, and Oudomxay
- Outputs:**
1. Tourism access infrastructure improved
 2. Improved environmental infrastructure in cross border tourism destinations
 3. Strengthened institutional capacity to promote and manage inclusive tourism growth
 4. Effective project implementation and knowledge management

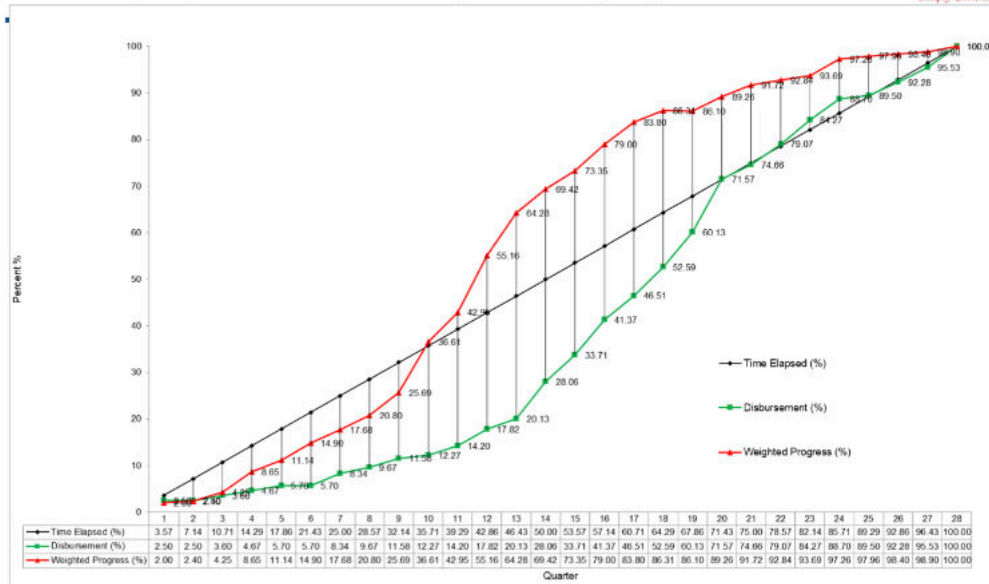
Overall progress



- Elapsed implementation period: **100.0%**
84/84 months, based on the extended project period up to December 2021
- Weighted progress: **100.0%**
- Contract award: **100.0%**
- Disbursement: **100.0%**

Overall progress

Time Elapsed, Disbursement and Weighted Activity Progress

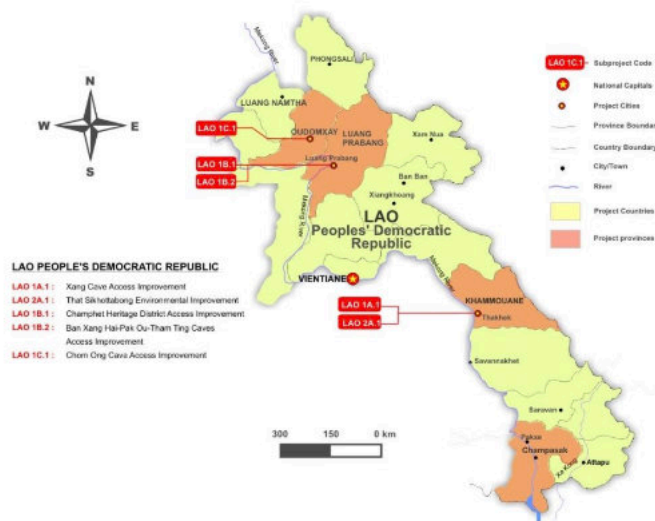


5

Output 1: Last Mile Tourism Access Infrastructure Improved & Output 2: Environmental Services in Cross Border Tourism Destinations Improved



LAO PDR: PROJECT PROVINCES AND SUB PROJECTS



ICB Works Package	Total contract value (incl. any additional work)	Contractor	Original contract signed	(Estimated) Completion date (incl. any additional work)	Physical Completion as of March 2021
Original ICB Works Packages					
TIIG-LAO-W01: Access and Environmental Improvement at Xang Cave and That Sikhottabong, Khammouane province	\$1,899,815.85	Dala Construction Sole Co. Ltd.	29-May-17	06-Sep-2019	100.0%
TIIG-LAO-W02: Chom-Ong cave access improvements, Oudomxay province	\$9,298,023.72	Chitchareune Construction Co. Ltd.	17-Nov-17	30-Dec-2020	100.0%
TIIG-LAO-W03: Chomphet heritage district access improvements and Ban Xang Hai-Tham Ting cave access improvements, Luang Prabang province (incl. additional work for access to Ban Chan Neuan and Ban Chan Tai, Chom Phet District, and bridges along road to Kuangxi Waterfall)	\$6,176,041.49	R8CE-PKCC-TSC J/V	11-Oct-17	May-2020	100.0%
Subtotal original ICB works packages	\$17,373,881.06				
Additional ICB works packages					
TIIG-LAO-W02a: Ban Birtakai-Ban Chom-Ong junction access improvements, Oudomxay province	\$3,785,448.91	68 Trading Construction and Service Joint Stock Company	25-Sep-19	Decr-2021	100.0%
Subtotal additional ICB works packages	\$3,785,448.91				
Total ICB works packages	\$21,159,329.97				

TIIG-LAO-W01: Work Progress Summary



TIIG-LAO-W01: Access and Environmental Improvement at Xang Cave and That Sikhottabong, Khammouane province

Completed: 06-Sep-2019



TIIG-LAO-W03: Work Progress Summary



TIIG-LAO-W03: Chomphet heritage district access improvements and Ban Xang Hai-Tham Ting cave access improvements, Luang Prabang province (incl. additional work for access to Ban Chan Neuan and Ban Chan Tai, Chom Phet District, and bridges along road to Kuangxi Waterfall)

Completed: May 2020

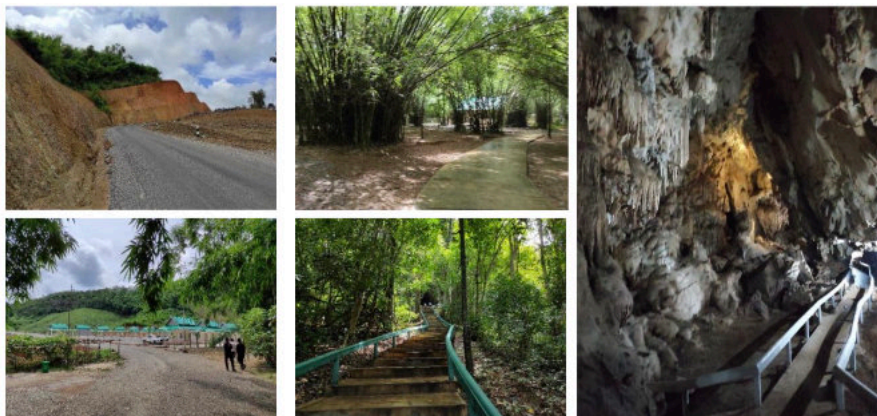


TIIG-LAO-W02: Work Progress Summary



TIIG-LAO-W02: Chom-Ong cave access improvements, Oudomxay province

Completed: 30-Dec-2020



TIIG-LAO-W02a: Work Progress Summary



TIIG-LAO-W02a: Ban Birtakai-Ban Chom-Ong junction access improvements, Oudomxay province

Completed: June 2021



Output 3: Institutional Capacity to Promote Inclusive Tourism Growth Strengthened



3.1 Institutional Strengthening of Destination Management Organizations

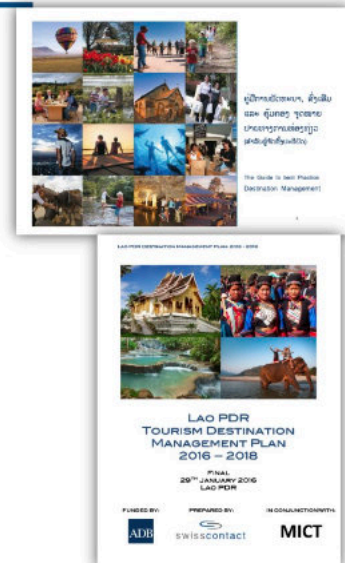
One national and four provincial destination management networks (DMN) were established in target provinces.

Three additional DMNs were formed in collaboration with development partners in Bolikhamxay, Xieng Khouang and Luang Namtha provinces.

261 (43%) out of 607 of all DMN board members are women.

3.2 Preparation of Destination Management Plans

One national and four provincial destination management plans were developed for target provinces, which include prioritized activities and budgeted action plans.



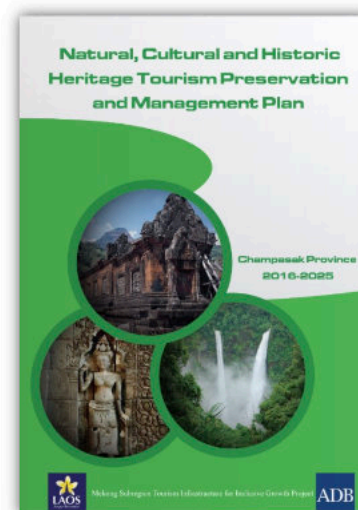
Output 3: Institutional Capacity to Promote Inclusive Tourism Growth Strengthened



3.3 Heritage Protection, Management and Interpretation Program

Natural, Cultural and Historical Heritage Protection and Management Plans developed for four target provinces. The plans have guided implementation of the Heritage Protection, Management, and Interpretation Program. Focus on:

- (i) "The Loop", a touring circuit through Khammouane and Bolikhamxay provinces, with the flagship activity at Sikhottabong Stupa: new visitor center - interpretation panels are being installed, based project-supported archaeological research
- (ii) The greater Vat Phou area in Champasak Province: developed and implemented a comprehensive directional and interpretive signage program
- (iii) Luang Prabang Old Town, Chom Phet District and Pak Ou District: various directional and interpretive signs have been installed, and also intangible heritage is being interpreted and promoted for tourism
- (iv) Xay district in Oudomxay Province: provincial tourist information center was improved, and directional and interpretation signage have been installed at the Chom Ong Cave, the project's flagship activity in Oudomxay.



Output 3: Institutional Capacity to Promote Inclusive Tourism Growth Strengthened

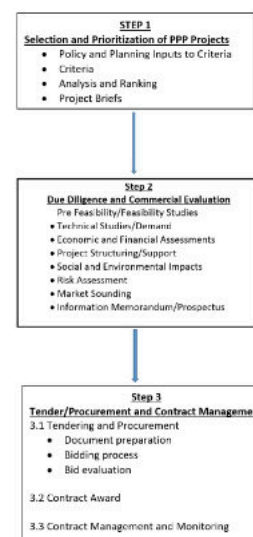


3.4 Facilitate the Establishment of Public Private Partnerships

Scoping and planning work carried out in 2016 by the project's International PPP Specialist.

Concrete opportunities for public-private partnerships (PPP) developed as part of the preparation of O&M plans for tourist facilities in Oudomxay, Luang Prabang and Khammouane provinces:

- (i) at Sikhottabong Stupa in Khammouane Province: renting and operating of a restaurant/café at the tourism information center;
- (ii) in Chom Phet District in Luang Prrabang province:
 - a) operation of the tourist information center at the ferry pier
 - b) operation of aspects of the pottery center,
 - c) operation of the market in Ban Xieng Mene;
- (iii) in Pak Ou District, Luang Prabang Province: operation of the tourist information centers and parking areas in Ban Xang Hai and Ban Pak Ou.



Output 3: Institutional Capacity to Promote Inclusive Tourism Growth Strengthened



3.5 Development of Tourism-Related Micro- and Small Enterprises

Based on DMPs and needs assessments: Capacity building activities and tourist-related business support services for SMEs operating in the tourism sector.

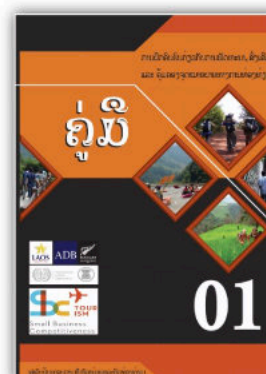
509 tourism and handicraft related SME units received direct support from the project

195 also received financial support and/or equipment in addition to capacity building and training, to upgrade production and product and service quality

Over 50% of these SMEs are women-led. A high proportion of employees of these SMEs are women.

Nearly 5,000 SME operators and staff participated in small and medium enterprise trainings in tourism-related business topics, out of which around 50% were women.

Topics included safe and hygienic food production and marketing, hospitality, service standards, and sharing good practices among small hotels, guesthouses and restaurants owners.



Output 3: Institutional Capacity to Promote Inclusive Tourism Growth Strengthened



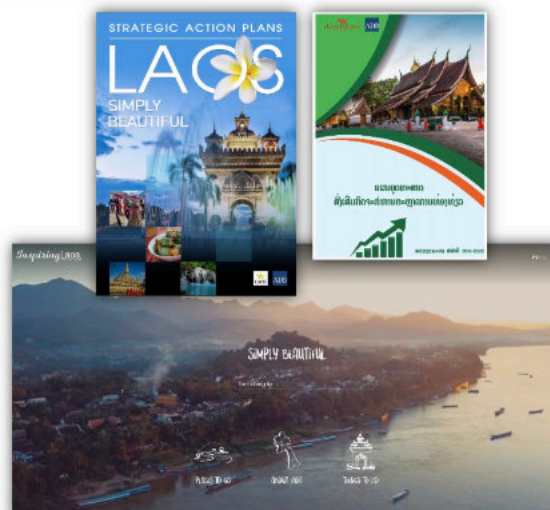
3.6 Destination Marketing and Promotion Program

The project, together with other development partners, supported preparation of a new, official Tourism Marketing Strategy for Lao PDR, which is guiding marketing and promotion activities carried out by the project.

Examples include:

- i. Strategic action plan for implementation of the Laos Simply Beautiful brand
- ii. production of a video to promote Laos tourism on CNN
- iii. contributing project-related content to weekly Lao TV programs

In collaboration with the MTCO, developed a new consumer website "Inspiring Laos" www.inspiringlaos.com, which was launched at ITB Asia in Singapore in October 2018.



Output 3: Institutional Capacity to Promote Inclusive Tourism Growth Strengthened

3.7 Public Health and Safety Promotion Program & 3.8 Tourism Awareness Programs

- Road safety awareness activities
- Training on food safety and sanitation
- Improvements of solid waste management activities

3.9 Program to Combat Child Exploitation and Human Trafficking

DMNs cooperated with the Lao Women's Union and police to conduct child safety and human trafficking prevention workshops in all project provinces and nationally, targeting business owners and employees, officials, and students.

Printed information (brochures and posters) were disseminated at the workshops and posted in tourism and hospitality enterprises, schools and government/village offices.



Output 4: Effective project implementation and knowledge management

4.4 Finalize Monitoring Arrangements, Grievance Redress Mechanisms, and establish the Project Website

- During year 1, a comprehensive PPMS and baseline report was prepared.
- PCU and PIUs report sex-disaggregated statistics on most activities implemented, which is fed into quarterly progress and GAP reports.
- A Grievance Redress Mechanism was also prepared and is operational at ongoing construction sites.
- Project website established and operational.



Knowledge Products

- Destination Management
 - A Guide to Best Practices in Destination Management
 - A Practical Guide to Tourism Destination Management
 - Champasak Province Destination Management Plan 2019-2028
 - Khambouak Province Destination Management Plan 2019-2028
 - Louang Prabang Province Destination Management Plan 2019-2028
 - Mondulkheay Province Destination Management Plan
 - Monitoring and Evaluation for Destination Management
 - Oudomxay Province Destination Management Plan 2019-2028
- Heritage Protection
 - Champasak National Cultural and Historic Heritage Tourism Management Plan (English)
 - Champasak National Cultural and Historic Heritage Tourism Management Plan (Lao)
 - Khambouak National Cultural and Historic Heritage Tourism Management Plan (English)
 - Khambouak National Cultural and Historic Heritage Tourism Management Plan (Lao)
 - Louang Prabang National Cultural and Historic Heritage Tourism Management Plan (English)
 - Louang Prabang National Cultural and Historic Heritage Tourism Management Plan (Lao)
 - Mondulkheay National Cultural and Historic Heritage Tourism Management Plan (English)
 - Mondulkheay National Cultural and Historic Heritage Tourism Management Plan (Lao)
 - Local Funds of Authenticity (LAF)
- SME Support
 - Small Business Competitive Trade Training Manual on Tourism Development, Promotion and Management (Volume 01)
 - Small Business Competitive Trade Training Manual on Tourism Development, Promotion and Management (Volume 02)
- Destination Marketing
 - Laos Travel Strategy and Culture
 - Louang Prabang Province Marketing Strategy 2014-2020
 - Khambouak Province Marketing Strategy 2014-2020
 - Mondulkheay Province Marketing Strategy 2019-2028
 - Mondulkheay Province Marketing Strategy 2019-2028
 - Simply Beautiful Strategic Action Plan in English
 - Simply Beautiful Strategic Action Plan in Lao
- Health & Safety
 - Awareness on Child Exploitation and Human Trafficking in Khambouak
 - Motorbike Safety in Oudomxay Province Brochure
 - Motorbike Safety in Khambouak Province Poster
 - Clean and Safe Restaurants Service Standard Lao PSD
- ASEAN Tourism Standards
 - Environmental Management Plan for Charming Lao Hotel
- Materials
 - Baseline data report 2012

Output 4: Effective project implementation and knowledge management



4.8 GMS Tourism Statistics Harmonization

MICT's statistics unit staff participated in a workshop on statistics improvement organized by MTCO in Cambodia and organized follow-on tourism statistics data collection and reporting training of trainers for MICT and DICT (60 participants, 33% women).

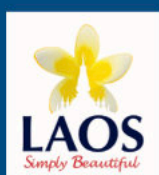
MICT has improved its data collection tools/questionnaires to be able to collect more details about tourist flows and behavior.

Improved annual Statistical Reports on Tourism in Lao PDR have been published.

4.10 ASEAN Tourism Standards Implementation

Preparatory and trial implementation of the ASEAN Public Toilet Standard, ASEAN Clean Tourist Standard, ASEAN Homestay Standard, the ASEAN Community-based Tourism Standard, and the ASEAN Green Hotel Standard in target provinces.

This work has formed the basis for the full-fledged implementation of the Standards as part of the STIIGP.



G0599-LAO

Second GMS Tourism Infrastructure for Inclusive Growth Project

GMS TWG-49

Ministry of Information, Culture and Tourism

Second GMS Tourism Infrastructure for Inclusive Growth Project

12 May 2022

Project overview



ADB Grant G0599-LAO

Grant Amount:	USD 47,000,000
Grant Effectiveness:	25 December 2018
Physical Completion Date:	31 December 2024
Grant Closing Date:	30 June 2025
Recipient:	Ministry of Finance, Lao PDR
Executing Agency:	Ministry of Information, Culture and Tourism
Implementing Agency:	Departments of Information, Culture and Tourism of Champasak, Luang Prabang, and Vientiane Province, and the Vang Vieng Urban Development Administration Authority
Target provinces:	Champasak, Luang Prabang and Vientiane Province

Project overview



Impact: Sustainable, inclusive, and more balanced tourism development achieved

Outcome: Tourism competitiveness of secondary towns increased

Outputs:

- **Output 1:** Urban-rural access infrastructure and urban environmental services improved
- **Output 2:** Capacity to implement ASEAN tourism standards strengthened
- **Output 3:** Institutional arrangements for tourism destination management and infrastructure O&M strengthened

Project implementation progress



As of 31 March 2022 (Q1 2022)

Elapsed Grant Period: 50.0% (39 months/78 months)
 (78 months (6.5 years) is period from Grant Effectiveness to Grant Closing)

Overall Weighted Progress: 45.60%

Cumulative Contract Awards: \$33.97 mln (72.28%)
Cumulative Disbursement: \$14.58 mln (31.02%)

Weighted Progress by output:

- Output 1: 40.1%
- Output 2: 64.3%
- Output 3: 34.5%
- Project management: 76.2%

Second GMS Tourism Infrastructure for Inclusive Growth Project

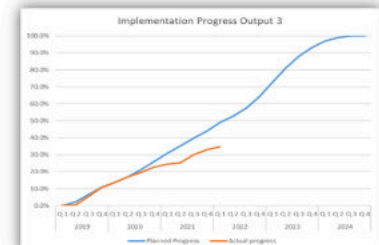
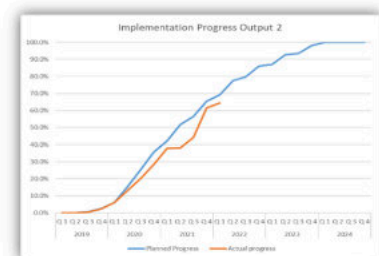
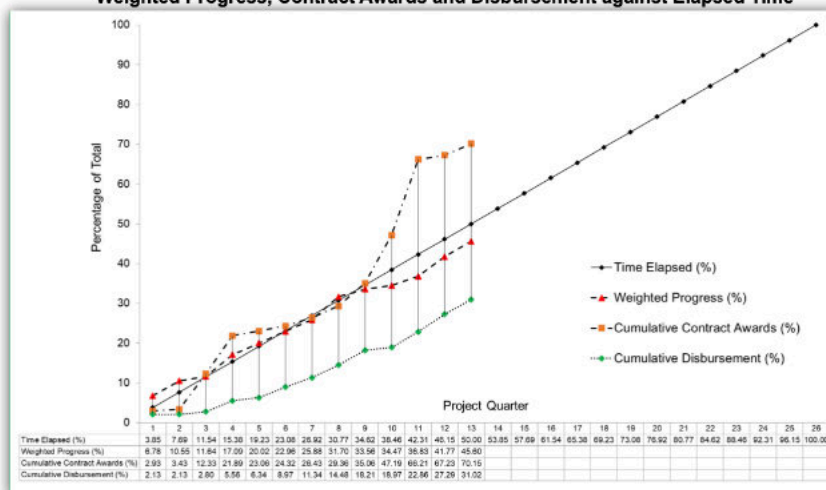
23

Project implementation progress



As of 31 March 2022 (Q1 2022)

Weighted Progress, Contract Awards and Disbursement against Elapsed Time



Project Target Provinces & Target Areas



25

Output 1 infrastructure subprojects



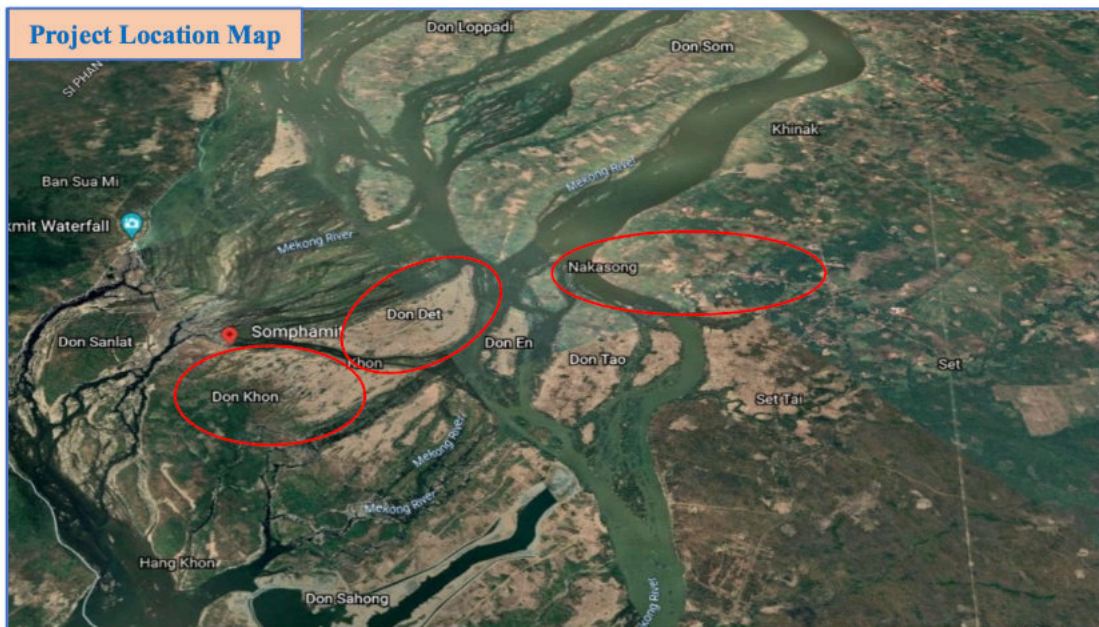
Description	Preliminary Design Cost Estimates (US\$) (PAM procurement plan, version 0)	Current estimates (US\$) (based on BOQ DED by PMCES Consultant/Contracted amount)
TIIGP2-LAO-W01: Nakasang and Don Det-Don Khone Access Improvements	7,227,529	3,964,308.36 (Phoukhong Construction Sole Co. Ltd)
C1. Nakasang Access Road and Port Rehabilitation	3,613,167	
C2. Don Det-Don Khone Access Improvements	3,614,362	
TIIGP2-LAO-W02: Nam Ngum Reservoir Access Improvements	6,142,686	4,669,065.14 (Khamfong Group Sole Company Limited)
V1. Nam Ngum Reservoir Access Improvements	6,142,686	
TIIGP2-LAO-W03: Kaeng Yui Waterfall Access Improvements and Western Loop Rural Access Road and Bridge Improvements	9,658,377	8,829,630.77 (Xayya Construction and Renovation Sole Co.,Ltd)
V2. Kaeng Yui Waterfall Access Improvements	2,180,747	
V3. Western Loop Rural Access Road and Bridge Improvements	7,477,630	
TIIGP2-LAO-W03a Vang Vieng Urban-Renewal	1,015,501	2,090,000 (Under Review)
V4. Vang Vieng Urban Renewal	1,015,501	
TIIGP2-LAO-W04: Vang Vieng Landfill Improvements	5,632,000	3,156,160.09 (CeTeau-Panyathilath Joint Venture)
V5. Vang Vieng Solid Waste Management Improvements	5,632,000	
Total	29,676,093	22,709,164.36

26

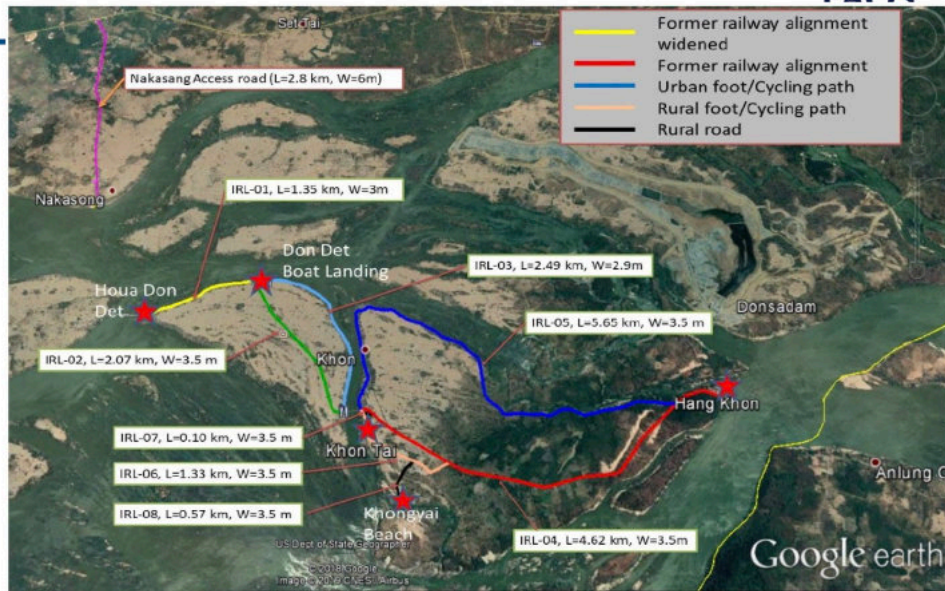
TIIGP2-LAO-W01: Nakasang Don Det Done Khone
Access Improvements, Champasak Province

27

TIIGP2-LAO-W01: Nakasang Don Det Done Khone Access



TIIGP2-LAO-W01: Nakasang Don Det Done Khone Access



29

G0599-LAO: Second Greater Mekong Subregion Tourism Infrastructure for Inclusive Growth Project Champasak Province: Nakasang and Don Det – Don Khone Access Improvements



G0599-LAO: Second Greater Mekong Subregion Tourism Infrastructure for Inclusive Growth Project
Champasak Province: Nakasang and Don Det – Don Khone Access Improvements



TIIGP2-LAO-W02:
Nam Ngum Reservoir Access Improvements (V1)
, Vientiane Province



V1 Existing Location Map



V1 Proposed Map



V1 Facilities



V1 Facilities



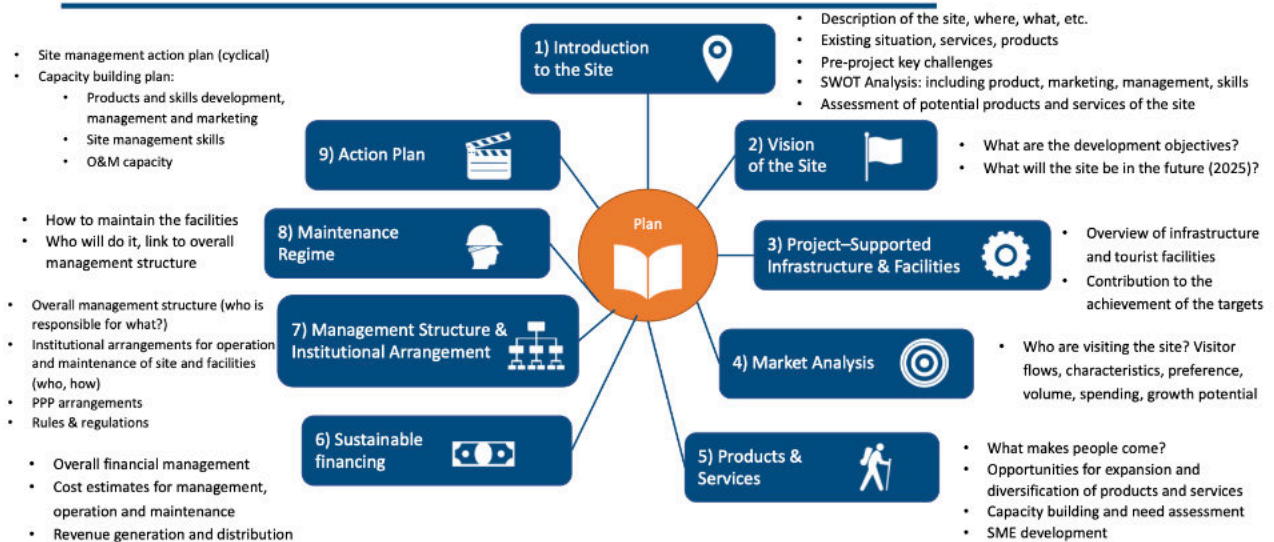
V1 Facilities



V1 Facilities



Site Management and O&M Plan Structure & Order of Development



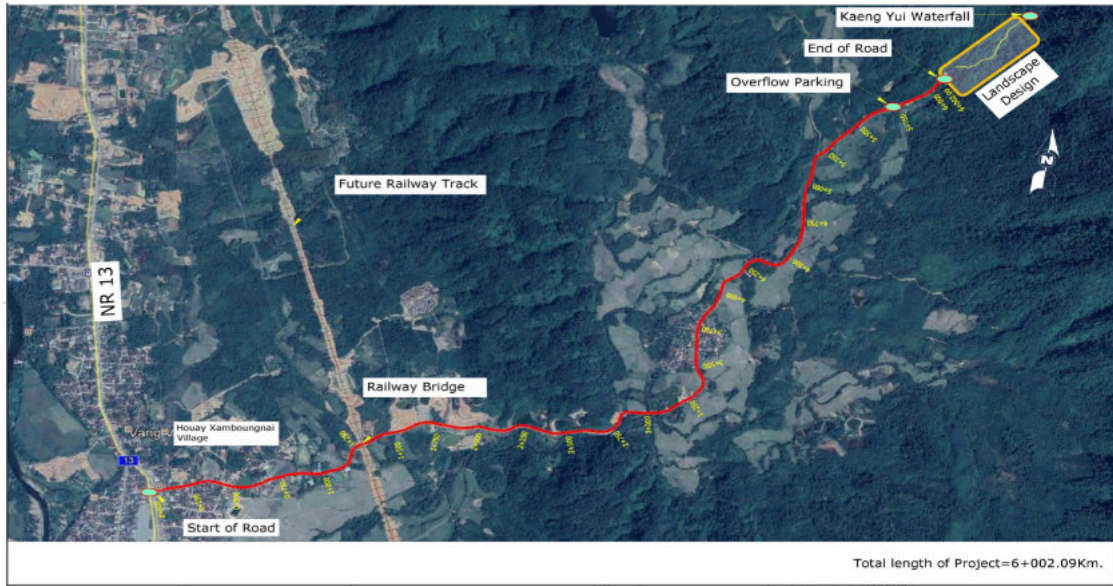
Source: Overview of Site Management and O&M Planning for Project-Supported Tourist Facilities, 2nd February 2021

TIIGP2-LAO-W03: Kaeng Yui Waterfall
Access Improvements (V2), and Western Loop
Rural Access Road and Bridge Improvements (V3),
Vientiane Province

41

Location Map



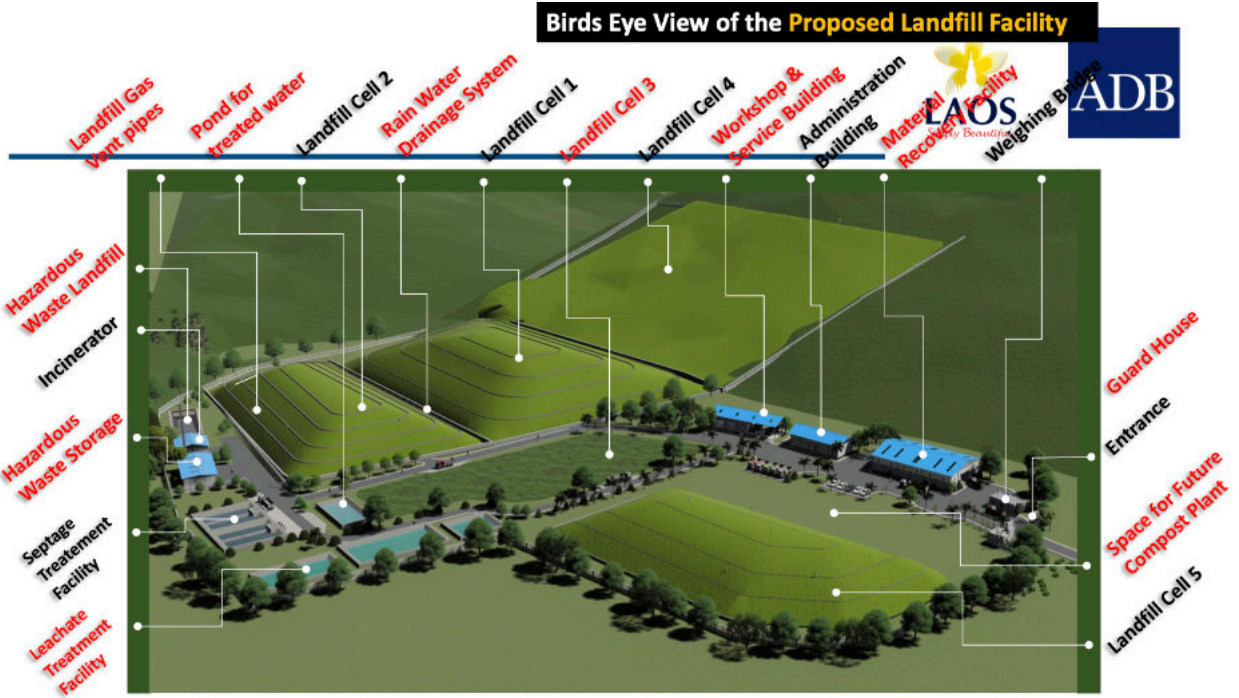


V2 Facilities

- ① SUBMERGE BRIDGE (ENTRANCE)
- ② PARKING
 - Car 20 Units
 - Minibus 4 units
 - Bike 20 Units
- ③ DINING PAVILION
- ④ KITCHEN (4 Units)
- ⑤ TOILET
- ⑥ BUDDHA STATUE
- ⑦ BRIDGE 1
- ⑧ BRIDGE 2
- ⑨ CHANGING HUT
- ⑩ WATERFALL 1
- ⑪ FOREST WALKWAY (STONE TREKKING)
- ⑫ BRIDGE 3
- ⑬ WATERFALL 2
- ⑭ STAIR
- ⑮ VIEWING DECK
- ⑯ WATERFALL 3 (MAIN)



TIIGP2-LAO-W04:
Vang Vieng Landfill Improvements (V5)
Vientiane Province



TIIGP2-LAO-W03a:
Vang Vieng Urban Renewal (V4)



TIIGP2-LAO-W03a:
Vang Vieng Urban Renewal (V4)



49

Output 2 ASEAN Standards



ASEAN Tourism Standard Adaptation	ASEAN Standard								
	Clean Tourist City	Homestay	Tourism	Community-Based Tourism	Public Toilet	Hotel	Green Spa Service	MICE Venue	ASTA
Translation of ASEAN Tourism Standard into Lao language	√	√	√	√	√	√	√	√	√
National ASEAN Tourism Standard adaptation	√	√	√	√	√	x	→	√	x
Publication of Lao language version of National or ASEAN Tourism Standard	√	√	√	√	√	√	√	√	√
Translation of National Tourism Standard into English language	√	√	√	√	√	x	→	√	x
Approval of adapted Lao National Standard by Minister	→	→	→	→	→	x	→	→	x
Awareness / dissemination workshops with National and Provincial Assessment Committees (ASEAN and national standards)	√	√	√	√	√	√	→	√	→
Publication of Lao national standards in Lao and English language	√	√	√	√	√	x	→	√	x
Preparation of assessment and certification manuals	√	√	√	√	√	√	→	√	→
Training of national-level assessor trainers	→	→	→	→	→	→	→	→	→
Training of national-level assessors	→	→	→	→	→	→	→	→	→
Training of provincial/district-level assessors	→	→	→	→	→	→	→	→	→
ASEAN Tourism Standard promotion	→	→	→	→	→	→	→	→	→
ASEAN Tourism Standard implementation support	→	→	→	→	→	→	→	→	→

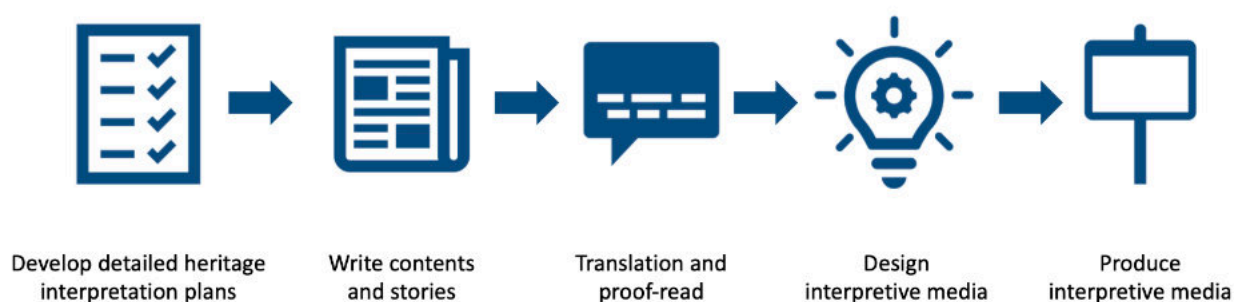
Output 3: Institutional Arrangements for Tourism Destination Management and Infrastructure O&M Strengthened



Second GMS Tourism Infrastructure for Inclusive Growth Project

51

Heritage Interpretation



Second GMS Tourism Infrastructure for Inclusive Growth Project

52

Site Management and O&M Plan Structure & Order of Development



Source: Overview of Site Management and O&M Planning for Project-Supported Tourist Facilities, 2nd February 2021



Thank you

Ministry of Information, Culture and Tourism
 Second GMS Tourism Infrastructure for Inclusive Growth Project
 Supported by Asian Development Bank
www.tiigp2-laos.org | Facebook: TIIGP 2

The logo for the Asian Development Bank (ADB) is displayed in white text on a dark blue rectangular background. Below the logo is the national flag of Vietnam, which consists of a red field with a large yellow five-pointed star in the center.

ADB

ASEAN Tourism Standards Implementation in Viet Nam

May 2022

Main ASEAN standards being used/adapted in Viet Nam

- **ASEAN Standards that have been harmonized and integrated in national standards: Community-based Tourism; MICE Venue; Homestay.**
- **ASEAN Standards that have been awarded: Green Hotel; Community-based Tourism; Clean Tourist City ; Homestay; MICE Venue (Exhibition Venue; Meeting Room); Sustainable Tourism; Spa Services; Public Toilet.**

ASEAN standards certification body establishment & processes



Assessor trainings

Within the scope of the Second GMS Tourism Infrastructure for Inclusive Growth (TIIG 2):

- **Online training, video training, onsite training (5 provinces) for assessors in Provincial Departments of Tourism. Date: Q3-Q4/2022**
- **Organizing agency: Tourism Information Technology Center (VNAT)**

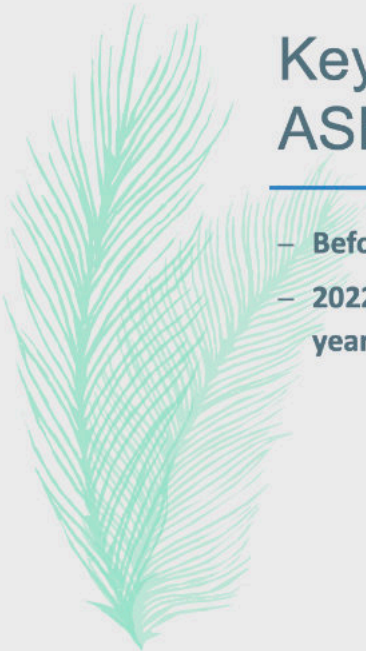
Promotion of ASEAN Standards

Within the scope of the Second GMS Tourism Infrastructure for Inclusive Growth (TIIG 2):

- Conferences (02 locations) for enterprises
- Website
- Promotion videos (social media, websites of VNAT)
- Newspaper articles
- Case studies

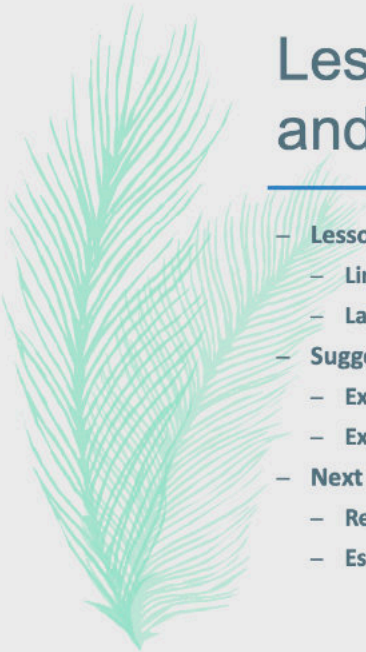
ASEAN Standards implemented and awarded

	Green Hotel	Community-based Tourism	Clean Tourist City	Homestay	MICE Venue (Exhibition Venue)	MICE Venue (Meeting Room)	Sustainable Tourism	Spa Services	Public Toilet	TOTAL
Before 2016	34									34
2016	10			3						13
2017		3		5						8
2018	5		3			5	1			14
2019		3		5				4	3	15
2020	5		3			5	2			15
2021										0
2022	5		3		5	5	2			20
TOTAL										119



Key funding sources supporting ASEAN standards implementation

- Before 2022: TIIG 1 Project - Limited resources
- 2022-2024: Counterpart funds of TIIG 2 Project (80k USD each year)



Lessons learned, suggestions, and next steps

- **Lessons learned:**
 - Limited number of ASEAN Tourism Awardees
 - Lack of sustainable funding
- **Suggestions**
 - Expanding the number of ASEAN Tourism Standards certified enterprises
 - Exploring the possibility of setting up inspection bodies
- **Next steps**
 - Reviewing Law on Tourism and Law on Standards and Technical Regulations
 - Establishing written procedures and guidelines for tourism authorities



THANK YOU !!!!



APPENDIX

List of subprojects – Output 1

No	Subproject	Details	Location
1	Tien Pagoda Access and Environmental Improvements	(i) construct a new 3.5 km access road and improve an existing 4.2 km road segment; (ii) construct a new 3.1 km loop road that connects Pagoda to nearby caves; (iii) develop a 2 ha parking; and (iv) construct a new tourist market (0.5ha site)	Hoa Binh Province
2	Cua Lo Beach Access and Environmental Improvements	(i) upgrade the existing beachfront walkway (2.5 km) and central square; (ii) rehabilitate the seawall and upgrade/build new beachfront walkways (3.0 km); (iii) construct new sections of beachfront walkway in the southern beach sections (1.1km); (iv) upgrade service roads to paved condition; and (v) construct 5 public toilet blocks	Nghe An Province
3	Ru Gam Pagoda Access Improvements	upgrade the existing 3.7 km access road and 1-2m footpaths, drainage and street lighting	
4	Nhat Le – Long Dai River and Road Improvements	develop 4 four passenger boat piers, access roads, recreation areas, footpaths, flood protection measures, parking, lighting, public toilets, service buildings,...	Quang Binh Province

List of subprojects – Output 1 (cont.)

No	Subproject	Details	Location
5	Cua Viet-Cua Tung Beach Access and Environmental Improvements	(i) upgrade existing Cua Viet beachfront walkway with landscaping, public toilets and septic tanks; (ii) improve landscaping and walkways, vehicular access and parking, and better utilities at Gio Hai and Trung Giang; and (iii) construct shops, restaurants, and retail units	Quang Tri Province
6	Con Co Island Access Improvements	(i) pier and seawall, (ii) terminal with waiting rooms, commercial space, ticketing, and toilets; (iii) vehicle parking; and (iv) new 0.35 km concrete access road	
7	Hon Chen Temple Access Improvements	upgrade the 1.2 km access road	Thua Thien Hue Province
8	Hue Tourist Piers Improvement	develop 5 riverside tourist pier sites alongside the Huong River, and 2 Tam Giang lagoon piers, access roads, recreation areas, footpaths, flood protection measures, parking, lighting, public toilets, service buildings, green space,...	
9	Da Bac Access Improvements	(i) upgrade the 6-km access road; (ii) upgrade parking ares and construct kiosks, toilets, and a floating pier with landscaping and lighting	



Funding structure

No.	Executing Agency	Financing		
		ODA loan	Counterpart	Total
1	Hoa Binh Province	8.014	2.370	10.384
2	Nghe An Province	10.734	1.623	12.357
3	Quang Binh Province	10.193	1.770	11.963
4	Quang Tri Province	9.615	1.819	11.434
5	Thua Thien Hue Province	6.444	1.606	8.050
6	Ministry of Culture, Sports and Tourism	-	0.777	0.777
	TOTAL	45.000	9.965	54.965



Important Milestones

- Loan Agreement signed on June 3, 2019
- Project Agreement signed on August 15, 2019
- Loan Agreement ratified on June 11, 2020



Progress (up to 15 September 2021)

Output 1 (ADB financing):

- Hoa Binh, Quang Binh, Quang Tri, Nghe An subprojects: LIC Consultants recruitment and contract awarding completed (using ODA funds).
- Hue subproject: Civil work contracts awarded and construction underway.

Outputs 2-3 (government financing): MCST obtained funds from Ministry of Finance. Activities expected to begin in the June 2022.



Lessons learned

- New regulations could affect the project implementation.
- On-lending procedures to provinces were complex and took several months to complete.
- Project ratification process took several months to complete.
- Consultants recruitment using counterpart funds were much faster than one using ODA funds.

=> 1. Project implementation duration needs to be planned sufficiently.

=> 2. For projects with relatively simple technology requirements, it is better to use counterpart funds to finance LIC consultants in order to save time.



49th Meeting of the GMS Tourism Working Group (TWG-49)

12 May 2022,

Vientiane Capital

Hosted by Lao PDR and

Mekong Coordinating Office

(Virtual Meeting)

Draft Summary Proceedings