



34th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-34)

Luang Prabang, Lao PDR
November 2014 18-19

Report by:
Mekong Tourism
Coordinating Office





Tad Kuang Sii, Luang Prabang, Lao PDR

ABBREVIATIONS

ACMECS	-	Ayeyawandy Chao Phraya Mekong Economic Cooperation Strategy
ADB	-	Asian Development Bank
ASEAN	-	Association of Southeast Asian Nations
ASEANTA	-	ASEAN Tourism Association
AusAID	-	Australia Agency for International Development
CLMV	-	Cambodia-Laos-Myanmar-Vietnam
EU	-	European Union
GMS	-	Greater Mekong Subregion
GIZ	-	Deutsche Gesellschaft Fur Internationale Zusammenarbeit (GIZ) GmbH
HRD	-	Human Resource Development
ILO	-	International Labour Organization
IOM	-	International Organization for Migration
JICA	-	Japan International Cooperation Agency
KOICA	-	Korea International Cooperation Agency
LANITH	-	Lao National Institute of Tourism and Hospitality
MI	-	Mekong Institute
MOU	-	Memorandum of Understanding
NZAID	-	New Zealand Aid Programme
ODA	-	Oversea Development Assistance
PATA	-	Pacific Asia Travel Association
PPP	-	Public Private Partnership or Phnom Penh Plan
PRC	-	People's Republic of China
SNV	-	Netherlands Development Organization
TA	-	Technical Assistance
USAID	-	United States Agency for International Development



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Luang Prabang, Lao PDR
18 November 2014**

Introduction

1. The 34th Meeting of the GMS Tourism Working Group (TWG-34) was held in Luang Prabang, Lao PDR, on 18 November 2014, attended by representatives of the National Tourism Organizations (NTOs) of the six GMS countries (Cambodia, PRC, Lao PDR, Myanmar, Thailand, and Viet Nam), the Mekong Tourism Coordinating Office (MTCO), and the Asian Development Bank (ADB). Representatives of development partners including Swisscontact, GIZ and Luxembourg Development Cooperation also attended. A List of Participants is in [Appendix 1](#).

Opening Session

2. In his welcome remarks, Mr. Saysamone Khomthavong, Vice Governor of Luang Prabang province, extended his warm welcome to all delegates to historic Luang Prabang, the center of Lao culture and declared in 1995 by UNESCO as a World Heritage site. Because of its strategic location, Luang Prabang has hosted several national and subregional conferences. Recently, Luang Prabang received the prestigious ASEAN Environmentally Sustainable City Award which was endorsed by the ASEAN Environment Ministers at the ASEAN Ministerial Meeting held in October 2014. He wished everyone a successful meeting.

3. H. E. Mr. Chaleune Warintrasak, Vice-Minister, Ministry of Information, Culture and Tourism (MICT), Lao PDR, recalled that Lao PDR last hosted the Mekong Tourism Forum in 2011 in Champasak Province. Lao PDR highly values the cooperation under the GMS Strategic Framework. Cooperation in tourism has contributed to the success in tourism development and jointly promoting and marketing tourism products to international markets, as well as enhancement of human resources in the tourism sector, professional capacity development, and facilitation of sub-regional and intraregional travel in order to promote the region as a single tourist destination. In 2013, Lao PDR welcomed 3,264,758 visitors from GMS member countries, representing a 14% increase from 2012, and contributing significantly to the social and economic development of the country. He noted that the GMS Strategic Framework 2012-2020 emphasizes the development and promotion of the Mekong subregion as a single destination, and that Lao PDR shall continue to work with TWG towards the attainment of this objective.

4. Mr. Jens Thraenhart, Executive Director, MTCO, expressed his gratitude to the host and all the participants, including ADB for their support, in organizing the meeting. He stated that this was his first TWG meeting as MTCO Executive Director, and expressed his commitment to collaborate with the TWG in promoting tourism in

the subregion. He noted the tremendous opportunities in the GMS, including its people and tourism products that showcase the subregion's unique qualities.

5. In his opening remarks, Mr. Steven Schipani, Senior Portfolio Management Specialist, ADB Lao Resident Mission, noted that the subregion has seen international tourist arrivals increase from 10 million in 1995 to 52 million in 2013, placing it among the world's fastest-growing tourist destinations. But while this growth is contributing to broad economic and social development in all GMS countries, more needs to be done to ensure that such benefits reach underdeveloped areas and the cultural, natural, and historic resources are adequately protected. ADB is pleased to be working with TWG to support the GMS tourism industry, and recently approved financing for the GMS Tourism Infrastructure for Inclusive Growth Project. The ongoing ADB-supported technical assistance to strengthen the MTCO is making good progress and TWG's guidance is requested on the draft MTCO Operations Plan and directions on the updated subregional marketing strategy. These projects are top-ranked priorities for the tourism sector under the Regional Investment Framework Implementation Plan covering 2014-2018 which is a key deliverable for the upcoming 5th GMS Summit in December 2014 in Bangkok, Thailand. He noted that the key achievements in subregional tourism cooperation will be reported to the GMS Leaders and mentioned in their Joint Summit Declaration.

6. Copies of the welcome and opening remarks are in [Appendix 2](#).

Agenda Item 1: Adoption of the Agenda

7. The Meeting was chaired by Mr. Sounh Manivong, Director General, Tourism Development Department, Ministry of Information, Culture and Tourism (MITC), Lao PDR, and co-chaired by Mr. Schipani, ADB.

8. The Meeting adopted the provisional agenda, copy in [Appendix 3](#).

Agenda Item 2: Business Arrangements

9. The meeting secretariat from MICT informed the participants about the arrangements for the TWG-34 and the Closed Meeting of the MTCO Board later in the afternoon, as well as the technical session on RETA 8516: Strengthening the Mekong Tourism Coordinating Office, and technical tours the following day. The meeting was held in plenary. Secretariat support was provided by the MTCO and the GMS Secretariat based at ADB.

Agenda Item 3: Report and Follow-up of the 33rd GMS Tourism Working Group Meeting, 9 June 2014, Mandalay, Myanmar

10. Mr. Tay Zar Oke Kyaw, Assistant Director, ASEAN and Regional Cooperation Department, Ministry of Hotels and Tourism of Myanmar, briefed the participants on the highlights of TWG-33, Closed Meeting of the MTCO Board, and other events held in June 2014 in Mandalay, Myanmar. These included the report on the status of implementation of the GMS Tourism Sector Strategy and program updates by representatives of the countries and MTCO on the Subregional Joint Marketing and Product Development Program, Tourism-related HRD Program, and Pro-poor Sustainable Tourism Development Program. TWG-23 also discussed regional cooperation with development partners (including the new ADB-funded TA on

Strengthening of the MTCO), private sector and other countries, GMS tourism performance for 2013 and Q1 of 2014, implementation of thematic circuits, and plans for the 2015 Mekong Tourism Forum to be held back-to-back with TWG- 35 in June 2015. At a closed meeting, the MTCO Board selected the new MTCO Executive Director, Mr. Jens Thraenhart, from a shortlist of 4 candidates. A copy of Myanmar's presentation is in [Appendix 4](#).

Agenda Item 4: Implementation of the GMS Tourism Sector Strategy 2011-2015 Road Map

Sub-regional Marketing and Product Development

11. The Meeting discussed joint activities implemented between June-December 2014 and provided updates on the implementation of the refocused Tourism Sector Strategy Priority Programs including (i) Tourism-related Human Resource Development; (ii) Pro-poor Sustainable Tourism Development, and (iii) Sub-regional Marketing and Product Development.

4.1 Cambodia: Community Development through Tourism

12. Mr. Sok Sokun, Director of Planning Department, Ministry of Tourism, Cambodia, reported on community based tourism and ecotourism (CBET) best practice in Cambodia. There are 23 protected areas and 26 areas with potential for CBET. Since 2002, CBET has grown fast with support from MoT and other government agencies, UNWTO and NGOs. CBET in Cambodia emphasizes the true Khmer lifestyle experience through homestays. Community participation is important in planning and product development, construction of small-scale tourism infrastructure, community establishment and strengthening, and monitoring. He identified 5 key factors for successful CBET development, namely: attitude of local people, access to tourism, accommodations, attractions, and advertising and promotion. He shared some lessons learned: poorest families that were unable to participate in homestays could not get the benefits of tourism; lack of trust in networking as a community; lack of promotion, marketing and partnerships between CBT villages and tour operators; lack of young labor that can undertake CBT activities; and lack of cooperation among CBT stakeholders. Some of the challenges he cited are: lack of legal framework, little collaboration among stakeholders, lack of land use zoning, lack of human capital, lack of connected infrastructure, lack of waste management facilities, and budgetary support. He emphasized the need for tourism 4 Ps: public sector, private sector, partnerships, people and tourists, and development partners.

Open Discussion:

13. Cambodia and Thailand emphasized the importance of sharing information and experiences in CBET development and establishing CBET network. The meeting requested MTCO to work towards the establishment of such a network. (**ACTION LINE:** MTCO will work towards establishing a CBT Network for the GMS, managed by MTCO, to collaborate, set standards, and share best practices. The GMS CBT Network should be combined with the Mekong Responsible Tourism Guide.)

4.2 PRC: ADB PPP Tourism Management in the GMS Learning Program

14. Mr. Jason Zhu, Director of International Affairs, Guilin Institute of Tourism, PRC, reported on the 2014 ADB PPP (Phnom Penh Plan for Development Management) Tourism Management in the GMS Learning Program held at Guilin Institute of Tourism on 13- 18 October 2014, attended by 19 participants and co-organized by PATA. Themes and topics covered included tourism as a system, community- based tourism (CBT) in the GMS countries, challenges to conventional CBT, value chain analysis and interventions, GMS regional cooperation in tourism, and negotiating a CBT development in Paradise Waterfall. The program included discussions on models of CBT in the GMS, extracurricular activities, field visits, and PATA experts' inputs. An award of excellence was presented to Guilin Institute of Tourism for its outstanding contribution to the organization of the learning program. **(ACTION LINE:** MTCO will work to support the Tourism Management in the GMS Learning Program, and act as secretariat, possibly with PATA involvement, to continue the program, hosted by Guilin Institute of Tourism.)

Open Discussion:

15. Mr. Schipani noted that the program showed that CBT works in some areas and does not in others, and emphasized that the establishment of a CBET network could help in sharing of information and successful experiences. Noting that the Tourism Management in the GMS is one of the successful programs of the PPP, and with the PPP coming to a close soon, he looked forward to the possibility that resources from GMS countries could be mobilized for a similar program in the future. Viet Nam underscored the need to share information on the success and failure of CBT programs.

4.3 Myanmar: E-visa

16. Mr. Tay Zar Oke Kyaw, Assistant Director, ASEAN & Regional Cooperation Department, Ministry of Hotels and Tourism, Myanmar, stated that they launched an E-visa system in September 2014 for 43 countries. An additional 24 countries were added in October 2014, reaching a total of 67 countries that are now allowed to use the E-visa system. He outlined the major requirements for E-visa application.

Open Discussion:

17. Viet Nam noted that GMS countries could learn from Myanmar on the latter's experience in implementing the E-visa.

4.4 Thailand: GMS Thematic Routes and Southern Economic Corridor

18. Mrs. Urairatana Naothaworn, Director of International Affairs Division, Ministry of Tourism and Sports, Thailand, recalled that in the past Cambodia worked on the Mekong Discovery Trail project that was supported by UNWTO and SNV, one of the 7 GMS thematic routes identified under the Refocused Tourism Sector Strategy. She reported on the workshop on GMS Thematic Routes and Southern Economic Corridor held on 1 September 2014 in Bangkok, Thailand, and attended by participants from Cambodia, Myanmar and Thailand. The workshop agreed on the following priority routes for implementation: (i) Mekong Delta and Southern Coastal Corridor; (ii) Mekong Discovery Trail; and (iii) Mekong Heritage Trail. From among these 3 routes, the workshop has proposed the Mekong Discovery Trail for consideration of TWG-34 as a priority route to be developed in 2015. Thailand also

reported on a Workshop for ASEAN Beyond Borders: RETHINK ASEAN Ecotourism held in September 2014 and attended by 26 delegates from ASEAN countries and the ASEAN Secretariat.

Open Discussion:

19. Viet Nam stressed the need to promote the development of thematic routes to the private sector. Mr. Schipani noted that government to government partnerships are important to tourism cooperation, and underscored the importance of selecting the specific routes to be given priority, and what important sites and products in these routes would be sold by the private sector, particularly those that are important for cross-border tourism.

4.5 Viet Nam: GMS Tourism Cooperation: It's Time to Make It Better

20. Mr. Dinh Ngoc Duc, Acting Director, International Cooperation Department, Viet Nam National Administration of Tourism, gave a quick inventory of the goals and achievements and past developments in GMS tourism cooperation. He noted that the legal status of MTCO has not been resolved, budget contributions from member countries are mainly spent for operation, and TWG meetings held twice a year covered mostly presentations for information sharing. He stressed that TWG should have a very good action plan that would cover projects and activities to address the following issues: how TWG and MTCO could contribute to branding GMS tourism, increase tourist flow to and within the region, improve product development and marketing, and PPP and involvement of private sector. He also suggested that TWG should focus on branding and marketing, standardization of services (accommodation, training, MRA, statistics), and that TWG agenda and report should be thematic activity orientated. MTCO concern about legal status needs more resources and the MTCO should be more focused with a clear plan. ADB is requested to provide advice to MTCO and TWG towards developing a concrete plan and execution schedule.

Open Discussion:

21. Chair remarked that the reorientation thrusts proposed by Viet Nam could start with Viet Nam as host of TWG meeting next year. Lao PDR added that TWG could consider revisiting the set up back in 2005 when it had a good strategy supported by ADB and appointed each country to be the lead for organizing specific activities with the participation of the other countries, and reported on those activities to TWG after 6 months. MTF should be better organized and rethought in the context of benefits to be derived by participants besides listening to presentations.

4.6 Lao PDR: ASEAN Homestay Standard

22. Ms. Phonemany Soukhathammavong, Chief of Tourism Planning Section, Tourism Development Department, MICT, reported on the development of Lao homestay standard in line with ASEAN Homestay Standard. Community-based tourism in Laos started in 1999 in Luang Namtha Province, supported by UNESCO and the New Zealand government. She gave an overview of the elaboration of Lao homestay standard based on 8 criteria and 20 principles, and gave examples of homestay in Hatkai Village and Naduang homestay village. ASEAN homestay

standard, on the other hand, is based on 9 criteria and 27 principles. Among the challenges in implementing homestay standard in Lao PDR are budget constraints, insufficient qualified staff responsible for CBT development, low awareness of target local communities about CBT, poor road access, and lack of coordination and cooperation between public and private sectors and local communities. Future plans include: improving quality of homestay standard by adopting best practice in the ASEAN Homestay standard, improving and providing some necessary equipment to host families, more training programs/study tours, more promotion, and improving cooperation with the private sector.

4.7 MTCO: Explore Mekong Single Destination Marketing

23. Mr. Jens Thraenhart, MTCO, presented MTCO activities to support GMS single destination marketing, multi-country product development, and tourism knowledge management. Regarding operations, the position of operations manager was advertised and Mr. Krisda Dhiradityakul was recruited recently to replace outgoing Mr. Supicha Homekong. Mr. Wasin continues to provide support during the transition period and also trains Mr. Krisda. MTCO signed an MOU with PATA to engage interns. Preparations are underway for MTF 2015 in coordination with Viet Nam, with plans to initiate some modifications to make the event more relevant and engaging e.g., by organizing thematic mini-seminars. Regarding MTCO's strategic operation plan, he outlined a number of issues and opportunities, and described a framework for Mekong Innovative Partnerships, the various actors involved, its pillars, supporting events, communication channels, and Mekong tourism businesses database. MTCO has cleaned up its web and email hosting domain, launched a new website as a first step towards creating a new visual platform and information hub with tourism statistics, and building social media presence. He cited food as a tool for tourism branding and marketing. Regarding Mekong tourism product development, he outlined elements such as theme, product and distribution, the thematic routes and itineraries to be developed based on research. He mentioned the reactivation of the Mekong Responsible Tourism guide to leverage it for the Tourism strategy, and possibly a Mekong Specialist Program to provide product information. He talked about a new concept "Hot 30 under 30" (to recognize 5 people from each country to talk about the future at MTF and connect with counterparts in other GMS countries). He enumerated a number of speaking events and related activities he participated in between June and November 2014.

Open Discussion:

24. Mr. Schipani stressed the need for MTCO to work closely with the governments, the private sector and development partners to mobilize resources (besides those from ADB), and suggested that the new MTCO Executive Director should limit his speaking engagements, and focus over the next 6 months on how to translate the plans of TWG into concrete actions. Meanwhile, ADB stands ready to support MTCO with assistance under TA 8156.

4.8 ADB: GMS Tourism Performance Scorecard 2013-2014

25. Ms. Pawinee Sunalai, ADB Consultant, recalled that TWG- 33 agreed to do away with country presentations on tourist statistics, and instead requested MTCO to compile country statistics based on 20 key indicators. She summarized the GMS Tourism Performance for 2013 in her matrix, and requested the cooperation of

countries to provide the still missing information and guidance on the desired frequency of preparing the report by communicating their views to MTCO.

Agenda Item 5: Regional Investment Framework Implementation Plan and M&E System – Prioritized List for Tourism Sector

26. Mr. Shunsuke Bando, Senior Regional Cooperation Specialist, Regional Cooperation and Operations Coordination Division, Southeast Asia Department, ADB, briefed the meeting on developments regarding the preparation of the GMS Regional Investment Framework Implementation Plan (RIF IP) and M&E System as a key deliverable for the upcoming 5th GMS Summit scheduled in December 2014 in Bangkok, Thailand. Included in the RIF IP are 6 top-ranked tourism projects (3 investment and 3 technical assistance projects). He noted that the tourism sector is on track in implementing its priority projects under the RIF IP. Mr. Bando also outlined the elements of the M&E System and mentioned tourism-related paragraph of the Draft Joint Summit Declaration (JSD) to be issued at the conclusion of the 5th GMS Summit.

Open Discussion:

27. With regard to the tourism portion of the Draft JSD, Thailand remarked that they would provide additional inputs through their government focal point. With regard to RIF IP, Thailand commented that TWG should start early in studying its inputs to the next phase. Mr. Bando responded that the JSD has been discussed extensively with the GMS National Coordinators and any additional comments should be communicated to the GMS National Coordinators. He also noted the need to assess the results of the first RIF IP as it plans for the next cycle. In response to Thailand's suggestion that the Ministry of Tourism of each GMS country should be invited to the Summit, Mr. Bando said that the National Economic and Social Development Board (NESDB) of Thailand is handling invitations and he will bring the suggestion to their attention during their meeting the following day. On Thailand's suggestion to have the TWG summary of proceedings uploaded in the website, Mr. Schipani noted that this has been the practice, and also emphasized the importance for TWG to arrive at concrete actions that should be in the MTCO work plan for review at the next meeting.

28. Lao PDR suggested that before MTCO carries out any activity, there should be an annual product development plan approved beforehand, so that MTCO could align its activities accordingly.

29. Viet Nam observed that TWG needs to approve MTCO's operational plan every year, but MTCO needs to report on how the plan is moving forward so that TWG and MTCO could move in the same direction. MTCO should outline what kind of activities on marketing to pursue, what resources are required – for consideration of TWG. On product development, MTCO should define clearly what products should be developed that were consistent with the thinking of the private sector, and all stakeholders should be able to understand MTCO's "story". Viet Nam further supported leveraging Food as a thematic campaign to create meaning why tourists should visit the GMS. It was decided to leverage Food as the main thematic campaign for the next two years, with a potential launch of the campaign at MTF 2015, and with development of the campaign leading up to MTF 2015.

30. Mr. Thraenhart responded that he completely agreed with the need for a clear plan, that is time-bound and with clear indication on how it could be executed, and that MTCO's strategic operation plan is intended for discussion by TWG and aimed to be aligned with the countries' national strategies too.

Agenda Item 6: Regional Tourism Cooperation Initiatives and Lessons: Development Partners, Country-to-country assistance and private sector collaboration

6.1. LANITH

31. Ms. Saysavath Chasane of Lao National Institute of Tourism and Hospitality shared their experience under a Luxembourg Development Cooperation bilateral assistance program on improving tourism service quality with Lao PDR. LANITH's mission is to build a tourism and hospitality center of excellence to educate, train, innovate, communicate and unite the next generation of career-minded hospitality and tourism professionals and service sector leaders. Currently, there are 60 students enrolled in their school and graduating in 2015, after which they will recruit another batch. The program received a PATA grand award in 2012. She emphasized the need to sustain the program.

6.2. Mekong River Race & Canoe Trail

32. Dr. Gayle Mayes, Professor, University of the Sunshine Coast, Australia, presented a proposal for a Mekong Discovery Canoe/Bike Trail to cover CLV with possible extension to include the entire Mekong Basin. She discussed the threats to the survival of freshwater dolphins and noted that the race would help to promote awareness to conserve them. The concept of the proposed race follows the experience of the Mighty Murray River Race whose event staff has met with Cambodian officials to plan the event. The next step is capacity building, training and trial race covering 3 stages.

Open Discussion:

33. Thailand shared their experience on the Golden Triangle Triathlon held in the middle of this year and announced their plan to hold another event next year.

34. Dr. Gayle noted that multi-sports activities are very high in the consciousness of travelers who are looking for exotic destinations and that the Mekong subregion presents a great destination for such travelers. Small communities could be involved in providing related products and services for travelers.

35. Mr. Shipani suggested other points of interest in Thailand's Ubon Ratchatani province could be considered in the planning of this race and other events in the future.

Agenda Item 7: Mekong Tourism Forum 2015 and TWG-35

36. Viet Nam briefed the meeting regarding plans for MTF 2015 and TWG-35 planned on 16-19 June 2015 in Da Nang, Viet Nam, including tourism sites, accommodation facilities, international and domestic flight routes, and cuisine. He showed a video brief about Da Nang.

37. Mr. Thraenhart stated that MTCO would soon be introducing the event to the industry and work on the program, arrange speakers, and other preparations to firm up the concept. He further introduced the concept of creating more relevance of MTF to the industry by adding mini events during the two TWG meeting days, hosted by specialist companies, to bring in important industry segments, and add value. For MTF 2015, there will be a Mekong Tourism Investment Summit (hosted by Hotel Valuation Services – HVS), an E-Tourism Asia Boot-Camp (hosted by Digital Innovation Asia – DIA), as well as a possible China Travel Marketing Seminar. In addition, it is planned to organize a Mekong Tourism Advisory Group Meeting (MeTAG). All these events are still TBD, and in discussions with the partners.

Agenda Item 8: Preparing the Ministerial Meeting (during ATF 2015 in Myanmar)

38. The meeting noted that based on past experience, the next GMS Tourism Ministers' Meeting could be held back-to-back with the ASEAN Tourism Forum 2015 in Myanmar, and that past GMS Tourism Ministers' Meeting held on the sideline of ATF were held for only one hour as ATF covers many other activities. This in a way had served to minimize the significance of the GMS Tourism Ministers' Meeting and the ownership by the GMS countries of the event especially since PRC is not a member of ASEAN. The meeting exchanged views on other possible options to raise the profile of the GMS Tourism Ministers' Meeting and the ownership by the GMS countries, including the possibility of having it back-to back with GMS Summits that are held every 3 years, or having it every two years or back-to-back with MTF. Chair proposed that MTCO in coordination with Myanmar start preparing the agenda if the meeting will push forward. .

39. Mr. Thraenhart would consult ADB and the TWG on how to proceed in cooperation with the Ministry of Hotels and Tourism of Myanmar. MTCO would also consult TWG members on points that they would like the Ministers to endorse.

40. Chair requested Myanmar to confirm the time allocation for the GMS Tourism Ministers' Meeting and communicate this to MTCO in order that MTCO could prepare the draft Joint Statement early and circulate to TWG for review and additional inputs.

41. Viet Nam saw merit in combining the MTF and the Tourism Ministers' Meeting since NTOs would be there but would still consult their home Ministry and revert to TWG.

42. Thailand inquired whether there would be need to upgrade MTF as well, and noted that since PRC has not yet hosted a Tourism Ministers' Meeting, PRC could consider hosting one.

43. Chair proposed that this issue be reported to respective Ministers, with two proposed options: hold the GMS Tourism Ministers' Meeting jointly with MTF or jointly with ATF.

44. Thailand suggested that TWG should be able to decide on its own rather than elevating it to the Ministers. If Viet Nam is not ready for 2015, Thailand would be willing to host the Ministers' Meeting to coincide with the Golden Triangle Triathlon.

45. Chair stated that TWG members would need to report and consult their respective ministries on this matter, although he noted that timing the ministerial meeting with MTF might be better

46. Viet Nam will try and consult internally if it is possible to host the MTF and Ministers' Meeting in 2015.

47. Myanmar initially indicated readiness to host the GMS Tourism Ministers' Meeting together with ATF 2015. However, after consulting with authorities back home, Myanmar subsequently advised TWG that there was no time slot for the GMS Tourism Ministers' Meeting in the 2015 ATF program. Viet Nam advised that they would consult their authorities internally if they could host it back-to-back with MTF 2015. If Viet Nam is unable to do so, Thailand offered to host the Ministers' Meeting in early May 2015 in conjunction with the Golden Triangle Triathlon. The frequency of Tourism Ministers' Meeting could be decided at the next ministerial meeting.

Agenda Item 9: Preparing the Tourism Working Group 2015 Work Plan

48. The meeting agreed to take up this matter at the closed meeting of the MTCO Board later in the afternoon.

Agenda Item 10: Other Matters

49. No other matter was discussed.

Closing Session

50. The Chair, Co-Chair, and MTCO thanked all the participants for their active contribution and support to the success of the meeting and related side events.

LIST OF APPENDICES:

- Appendix 1: List of Participants
- Appendix 2: Opening Remarks
- Appendix 3: Welcome Speech
- Appendix 4: Agenda

Appendix 1

List of Participants



List of Participants

18 November 2014 Luang Prabang Lao PDR.

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NGOS AND INTERNATIONAL ORGANIZATIONS				
No	Name	Designation	Organization	Contact detail
1.	Mr. Tim Gamper	Country Manager (Laos, Cambodia and Myanmar)	Swiss Contact	tim.gamper@swisscontact.org
2.	Ms. Saysavath Chasane	Director	LANITH	saysavath@lanith.com

3.	Dr. Sabine Muller	Advisor	GIZ Laos	Sabine.muller@giz.de
4.	Dr. Gayle Mayers		University of Sunshine Coast	Gmayers@usc.edu.au
ASIAN DEVELOPMENT BANK				
No	Name	Designation	Organization	Contact detail
1.	Mr. Shunsuke Bando	Senior Regional Cooperation Specialist	ADB	sbandon@adb.org
2.	Ms. Floroeliza Melensez	Consultant	ADB	fmelendez.consultant@adb.org
3.	Ms. Malina Sisavanh	Operations Assistant	ADB	msisvanh@adb.org
4.	Ms. Pawinee Sunalai	ADB Consultant	ADB	psunalai@yahoo.com
5.	Mr. Steven Schipani	Senior Portfolio Manager Specialist	ADB	sschipani@adb.org
6.	Mr. Thipsasone Donekhamyoy	Associate Project Analyst	ADB	tdonekhamyoy@adb.org

Appendix 2

Opening Remarks



THIRTY-FORTH MEETING OF THE GMS TOURISM WORKING GROUP
08:30 – 15:00 hrs, 18 November 2014
Chitchareune Mouang Luang Hotel
Luang Prabang, Lao PDR

Opening Remarks by
H.E. Mr. Chaleune Warinthrasak,
Vice Minister, Ministry of Information, Culture and Tourism
at the 34th GMS Tourism Working Group
18 – 19 November 2014, Luang Prabang Province

- *His Excellency Mr. Saysamone Khomthavong, Vice Governor of Luang Prabang province.*
- *Mr. Steven Schipani, Senior Portfolio, Management Specialist, ADB Lao Residence Mission.*
- *Mr. Jens Thraenhart, Executive Director of Mekong Tourism Coordinating Office.*
- *Distinguished Delegates from GMS Member Countries.*
- *Representatives from development partner agencies,*
- *Distinguished guests, ladies and gentlemen.*

Sabaidee,

On behalf of Ministry of Information, Culture and Tourism of Lao PDR, I would like to extend my warmest welcome all of you to the 34th GMS Tourism Working Group, which is being held in the World Heritage City of Luang Prabang Province. Lao PDR feels highly honored to host this meeting, since we last hosted Mekong Tourism Forum (MTF) back in 2011 in Champasak province.

Distinguished Delegates, Ladies and Gentlemen,

Lao PDR highly values the cooperation of our GMS member countries, which includes bilateral, trilateral and multilateral cooperation under the GMS Strategic

Framework. Our cooperation has contributed to the success in development of tourism and jointly promoting and marketing tourism products to international markets, as well as enhancement of human resources in the tourism sector, professional capacity development, and facilitation of sub-regional and intra-regional travel in order to promote this region as a single tourist destination.

As a result of our cooperation, in 2013 Lao PDR has welcomed visitors from GMS member countries 3,264,758 visitors, increasing 14% from 2,859,935 visitors in 2012. This progressive growth has significantly contributed to social and economic development of Lao PDR.

Ladies and Gentlemen,

As we are aware, the Greater Mekong Subregion Strategic Framework 2012-2020 was formally endorsed by GMS Leaders in Nay Pyi Taw, Myanmar in 2011. The Strategic Framework emphasizes the development and promotion of the Mekong Subregion as single destination, offering a diversity of quality and high-yielding subregional products that help to distribute income to local people more widely. The Framework also prioritizes human resources development for the government and private sectors, and focuses on pro-poor sustainable tourism development.

Therefore, the objectives of this meeting are to review activities implemented in the last 6 months, agreed in our previous GMS Tourism Working Group Meeting in Mandalay, Myanmar, and also to discuss on strategies and activities to be implemented in the coming year. In order to ensure the fruitful implementation of GMS Strategic Framework 2012-2020 among GMS member countries, the Ministry of Information, Culture and Tourism of Lao PDR shall continue to work and cooperate closely with the GMS member countries to develop and promote the GMS as single destination.

Ladies and Gentlemen,

In this crucial meeting, I would like to thank the Asian Development Bank for the continuous support to the tourism sector in our GMS member countries in terms of financial and technical assistance. I also appreciate all GMS countries and development partners for your participation at this meeting. In addition, great thanks also goes to the Luang Prabang authorities for their kind cooperation on logistic

arrangements for the meeting, and thanks to staff from MTCO for your supporting and cooperation.

On this auspicious occasion, I wish the meeting a great success, and wish you all good health, happiness, have a memorable and pleasant stay in Luang Prabang province.

May I now officially declare the 34th GMS Tourism Working Group Meetings open.

Thank you.

Appendix 3

Welcome Speech



THIRTY-FORTH MEETING OF THE GMS TOURISM WORKING GROUP

08:30 – 15:00 hrs, 18 November 2014

Chitchareune Mouang Luang Hotel

Luang Prabang, Lao PDR

Speech by

**Deputy Governor of Luang Prabang Province for the 34th Meeting of the
GMS Tourism Working Group
18 November 2014.**

- His Excellency Mr. Chaleune Warintrasak, Vice Minister of Information, Culture and Tourism.
- Mr. Steven Schipani, Senior Portfolio Management Specialist, ADB Lao Residence Mission.
- Mr. Jens Thraenhart, Executive Director of MTCO
- Delegates from GMS member countries.
- Distinguished Guests, Ladies and Gentlemen,

It is a great honour for me to attend this remarkable 34th Meeting of the GMS Tourism Working Group in Luang Prabang, the World Heritage Town.

On behalf of the Luang Prabang Provincial authorities and the people of Luang Prabang I would like to extend our warm welcome to all delegates to this historic town. Moreover, I would like to congratulate and express our gratitude to the Ministry of Information, Culture and Tourism, particularly, Tourism Development Department and also all the GMS countries for selecting Luang Prabang as a host for organizing this 34th Meeting of the GMS Tourism Working Group.

Honorable Guests, Ladies and Gentlemen

According to the legend, people have settled in Luang Prabang since the fifth century. Luang Prabang is the center of Lao culture boasting monasteries, natural beauty, cultural uniqueness, and a long history. These combined qualities made Luang Prabang become a world heritage site listed by UNESCO in 1995. Because of its potential and strategic location in the center of the northern part of Lao PDR and the GMS, Luang Prabang has been chosen as the host to organize several important meetings at the different levels such as ASEAN national and sub regional conferences.

Distinguished delegates, on this meaningful occasion, I would like to inform you that Luang Prabang received the prestigious ASEAN Environmentally Sustainable City Award, which was endorsed by the ASEAN Environment ministers at the ASEAN Ministerial meeting held in Vientiane on 30th of October 2014. Lao people are very proud of this prestigious award especially the people of Luang Prabang.

Once again, on behalf of the provincial authorities and on myself I would like to take this opportunity to thank the Ministry of Information, Culture and Tourism

of Lao PDR, especially Tourism Development Department, and related agencies and organizations for the support and contribution to the preparation of this meeting.

On this auspicious occasion, I would like to wish the 34th Meeting of the GMS Tourism Working Group have a great success and hopefully Luang Prabang will welcome more GMS meetings in the future. Please enjoy your stay in Luang Prabang , feel at home, and have a safety trip back to your countries.

Thank you

Appendix 4

Agenda



THIRTY-FORTH MEETING OF THE GMS TOURISM WORKING GROUP
08:30 – 15:00 hrs, 18 November 2014
Chitchareune Mouang Luang Hotel
Luang Prabang, Lao PDR

AGENDA (Day 1)

- 0830 – 0845 Registration
- 0845 – 0900 Welcome and Opening Remarks
Remarks by Deputy Governor of Luang Prabang Province
Remarks by Vice Minister, Ministry of Information, Culture and Tourism, Lao PDR (MICT)
Remarks by Mekong Tourism Coordinating Office (MTCO)
Remarks by Asian Development Bank (ADB)
- Photo session
- Agenda Item 1: Adoption of the Agenda
- Agenda Item 2: Business Arrangements
Ministry of Information, Culture and Tourism, Lao PDR
- Agenda Item 3: Report and Follow-Up of the 33rd GMS Tourism Working Group Meeting
0900 – 0915 Ministry of Hotels and Tourism, Myanmar will brief the meeting on the outcomes of the 33th GMS Tourism Working Group Meeting held on 9 June 2014 in Mandalay, Myanmar.
Presenter: Mr. Tay Zar Oke Kyaw, Assistant Director, ASEAN & Regional Cooperation Department
- Agenda Item 4: Implementation of the GMS Tourism Sector Strategy
- The meeting will discuss joint activities implemented during June – December 2014 and provide updates on the implementation of the refocused GMS Tourism Sector Strategy Priority Programs including (i) Tourism-related Human Resource Development, (ii) Pro-poor Sustainable Tourism Development, and (iii) Sub-regional Marketing and Product Development. Country briefs will be a maximum of 15 minutes, focusing on achievements and proposed next steps for joint actions.

- 0915-0930 Cambodia: Community Development through Tourism.
Presenter: Representative from Cambodia
- 0930-0945 China: ADB PPP Tourism Management in the GMS Learning Programme
The Asian Development Bank (ADB) in partnership with the Guilin Institute of Tourism (GIT) and the Pacific Asia Travel Association (PATA) organized the ADB-Phnom Penh Plan (PPP) for Development Management Learning Programme on “Tourism Management in the Greater Mekong Subregion.”
Presenter: Mr. Jason Zhu, Director of International Affairs, Guilin Institute of Tourism
- 0945-1000 Myanmar: E-visa.
Myanmar’s e-Visa system was launched on September 1st and has so far been used by 1,500 tourists during the first month, according to airport officials. In the initial phase, 41 nationalities are eligible for e-Visas. The e-Visa introduction is part of Myanmar’s Tourism Master Plan. This session will highlight some of the lessons in setting up the program.
Presenter: Mr. Tay Zar Oke Kyaw, Assistant Director, ASEAN & Regional Cooperation Department
1000 – 1015 Break
- 1015 – 1030 Thailand: GMS Thematic Routes and Southern Economic Corridor.
The Ministry of Tourism and Sports will present the outcomes of the workshop on GMS Thematic Routes and Southern Economic Corridor held on 1 September 2014 in Bangkok, Thailand. Thailand’s plans for implementation and proposals for collaboration with other TWG members.
Presenter: Mrs. Urairatana Naothaworn, Director of International Affairs Division, MoTS
- 1030 - 1045 Viet Nam: Discussion on GMS tourism cooperation
Presenter: Mr. Dinh Ngoc Duc, Director General, International Cooperation Department, Viet Nam National Administration of Tourism
- 1045 - 1100 Lao PDR: ASEAN Homestay Standard.
The Tourism Development Department, Ministry of Information, Culture and Tourism will present its experience in supporting small entrepreneurs to develop homestay accommodation, Lao

PDR's plans for implementing the ASEAN Homestay Standard, and proposals for collaboration with other TWG members on the Homestay Standard.

Presenter: Ms. Phonemany Soukhathammavong, Chief of Tourism Planning Section, Tourism Development Dept, MICT

1100 -1125

MTCO: Mekong Tourism Single Destination Marketing.

The MTCO Executive Director will inform about the work undertaken over the past three months to develop an operational strategy to support GMS single destination marketing, multi-country product development, and tourism knowledge management with a focus on (i) private sector participation and partnerships, (ii) enhancing the effectiveness of www.mekongtourism.org, (iii) MTCO's participation in regional travel events.

Presenter: Mr. Jens Thraenhart – Executive Director, MTCO

ADB: GMS Tourism Performance Scorecard 2013-2014

Presenter: Ms. Pawinee Sunalai - ADB Consultant

Agenda Item 5:

GMS Regional Investment Framework Implementation Plan and M&E System - Prioritized List for Tourism Sector

1125 – 1135

ADB: GMS Regional Investment Framework Implementation Plan

Mr. Shunsuke Bando, Senior Regional Cooperation Specialist, Regional Cooperation and Operations Coordination Division, Southeast Asia Department, ADB, will brief the meeting on the status of the preparation of the GMS Regional Investment Framework Implementation Plan and M&E System, including the prioritized list of investment and technical assistance projects for the tourism sector. The Implementation Plan and M&E System is a key deliverable for the upcoming 5th GMS Summit scheduled on 19-20 December 2014 in Bangkok, Thailand. The meeting will discuss the prospects of funding support for the prioritized tourism projects.

Presenter: Mr. Shunsuke Bando – ADB, Senior Regional Cooperation Specialist South-East Asia Dept, ADB

1135 – 1200

Open Discussion on issues raised during the Morning Session

1200 – 1300

Lunch

Agenda Item 6:

Regional Tourism Cooperation Initiatives and Lessons: Development Partners, Country-to-Country Assistance and Private Sector Collaboration

1300 – 1310

Luxembourg Development: Improving Tourism Service Quality. The Lao National Tourism and Hospitality Institute will present Lux-Development's experience and lessons in improving

service quality and implementation of ASEAN tourism standards in the Lao PDR and Viet Nam.

Presenter: Ms Saysavath Chasane - Lao National Institute of Tourism and Hospitality (Lanith)

1310 – 1320 Mekong River Race & Canoe Trail
The University of the Sunshine Coast, Australia, by suggestion of the Cambodia Ministry of Tourism, is proposing a multi-country river race on the Mekong River. Plans for implementation, and proposals for collaboration with other TWG members.

Presenter: Dr. Gayle Mayes, Professor, University of the Sunshine Coast, Australia

Agenda Item 7: Mekong Tourism Forum 2015 and TWG-35

1320 – 1330 Viet Nam together with MTCO will update the TWG on presentations for the Mekong Tourism Forum 2015, to be held back-to-back with TWG-35.

Presenter: Mr. Dinh Ngoc Duc, Director General, International Cooperation Department, Viet Nam National Administration of Tourism & Jens Thraenhart, Executive Director, MTCO

Agenda Item 8: Preparing the Ministerial Meeting (during ATF 2015 in Myanmar)

1330 – 1350 The meeting will discuss the organization and agenda of the GMS Ministerial Meeting during the ASEAN Tourism Forum 2015 in Myanmar and the progress of GMS tourism cooperation and achievements to be presented at the Ministerial Meeting for endorsement.

Agenda Item 9: Preparing the Tourism Working Group 2015 Work Plan

1350 – 1420 MTCO Executive Director will facilitate a discussion on opportunities to strengthen collaboration among GMS countries, development partners and private sector under the refocused GMS Tourism Sector Strategy Priority Programs. The discussion will focus on jointly identifying regional activities that could be included in the Tourism Working Group's annual work plan 2015.

Facilitator: Mr. Jens Thraenhart – Executive Director, MTCO

Agenda Item 10: Other Matters



TA-8516: Strengthening the Mekong Tourism Coordinating Office

TECHNICAL SESSIONS

19 November 2014
 Chitchareune Mouang Luang Hotel
 Luang Prabang, Lao PDR

TENTATIVE PROGRAM (Day 2)

0830 – 0945 Plan	<p>Presentation and Discussion on a Draft MTCO Operations Plan</p> <p>MTCO Executive Director will brief the meeting on progress made developing the MTCO Operations Plan and seek guidance from the TWG on key elements of the plan.</p>
0945 – 1000	Break
1000 – 1115	<p>Presentation and Discussion on updating the Explore Mekong Marketing Strategy</p> <p>Mr. Alex Rayner, Marketing Specialist engaged under ADB TA 8516, will present progress and seek guidance from the TWG on strategic directions of the updated Explore Mekong Marketing Strategy.</p>
1115 – 1130	<p>Overview of Afternoon Field Learning Program</p> <p>Luang Prabang Provincial Department of Information, Culture and Tourism, will provide an introduction to the learning program on the management model for Kuangsi Waterfall Park. The international nongovernment organization Free the Bears (www.freethebears.org.au/) will introduce the Tat Kuang Si Bear Rescue Centre situated inside the park.</p>
	1130 – 1230 Lunch
1230 – 1630 National	<p>Field Learning Program to the Kuang Si Waterfall and Lao National</p> <p>Tourism and Hospitality Institute</p> <p>1230: Depart hotel</p> <p>1315: Arrive and visit Kuangsi Waterfall Park and Tat Kuang Si Bear Rescue Centre</p> <p>1500: Depart Kuangsi Waterfall Park</p> <p>1530: Arrive and visit the Lao National Institute of Tourism and Hospitality – Luang Prabang Campus</p> <p>1630 Return to Hotel</p>

1830

Cultural Program and Farewell Dinner at The Grand Hotel,
Hosted by the Ministry of Information, Culture and Tourism.

Agenda 3

Report of 33rd GMS TWG Meeting



Highlights of 33RD GMS TWG

Presented by
Ministry of Hotels and Tourism
Republic of the Union of Myanmar



The 33RD GMS TWG was held in Mandalay, Myanmar, on 9th June 2014 with 63 representatives from GMS Countries, ADB, MTCO, TICA and ILO back to back with Digital Boot Camp (Digital Innovation Asia) on 10th June, 2014, Mekong Tourism Forum- 2014 on 11th June, 2014 and UNWTO International Conference on Tourism and Heritage Protection on 12th June, 2014 respectively.







Implementation of the GMS Tourism Sector Strategy 2011-2015 Road Map

- Sub-regional Marketing and Product Development
- GMS Multi-Country FAM Trips
- Tourism-related HRD Program
- Pro-poor, Sustainable Tourism Development Program



GMS Multi-Country FAM Trips

- **Media FAM Trip (Cambodia – Thailand)**
- **Media FAM Trip (VNAT – Japan)**
- **6 - Country FAM Trip (Tour De Mekong) proposed by PATA**
- **A Golden Triangle Triathlon (May,2014)**



Sub-regional Marketing and Product Development

- **Private Sector Advisory Group and Other Meetings**
- **Production of Promotional materials & www.mekongtourism.org updates**
- **Progress on Explore Mekong Giveaway/Responsible Tourism Guide**
- **Progress on “How to sell the Mekong” Manual Project**
- **Mekong Tourism Forum – 2014**
- **MTCO’s participation in Regional Travel Fairs**



Tourism-related HRD Program

- **Thailand – Palestine Tourism Cooperation**
- **Cooperation Between Myanmar and Thammasat University**



Pro-poor, Sustainable Tourism Development Program

- **Tourism Infrastructure for Inclusive Growth in the GMS(Cambodia)**
- **Supported by ADB (19 US Million) , second tourism loan project**
- **Costal area of Cambodia (Koh Kong, Kampot and Kep)**
- **Thailand, Cambodia and Vietnam through Southern economic Corridor**



Regional Cooperation with Development Partners/ Private Sectors/ Other Countries

- **ADB Activities in Supporting the GMS Tourism Development and Strengthening the MTCO**
- **GMS RIF Implementation Plan (2014 – 2018)**
- **Tourism – Environment Synergies**
- **PATA & MTCO initiated Tour De Mekong**



GMS Tourism Performance 2013 and 2014(Q1)

The member countries presented the tourism performances for 2013 and first quarter of 2014 respectively.



Implementation of Thematic Circuits 2011 – 2015

- **Workshop on Implementation of GMS Thematic Routes (Thailand)**
- **Thematic routes cover Mekong Discovery Trail, Mekong Delta and Southern Coastal Corridor, Mekong Heritage Trails, Mekong Kart Landscapes, Mekong Tea Horse Trail, and Steps of Shiva and the Lord Buddha**



Closed Meeting of MTCO Board

The Meeting selected a new ED, Mr Jens Thraenhart from the four shortlisted Candidates.



Mekong Tourism Forum – 2015

Vietnam briefed the meeting on plans to host the MTF – 2015, back to back with 35th TWG Meeting in June 2015.

Agenda 4.1

Cambodia Community Based Tourism

Cambodia Community Based Tourism

Community Development Through Tourism



**34th GMS Tourism Working Group meeting
Luang Prabang, 18-19 Nov. 2014**

By Mr. Sok Sokun
Director of Planning Development, Ministry of Tourism

1

CONTENT

- 1 CBET Best Practice in Cambodia
- 2 Process of CBET Involvement
- 3 Lessons learned from implementing past CBET projects in Cambodia
- 4 The challenge of CBT and Ecotourism
- 5 Conclusion





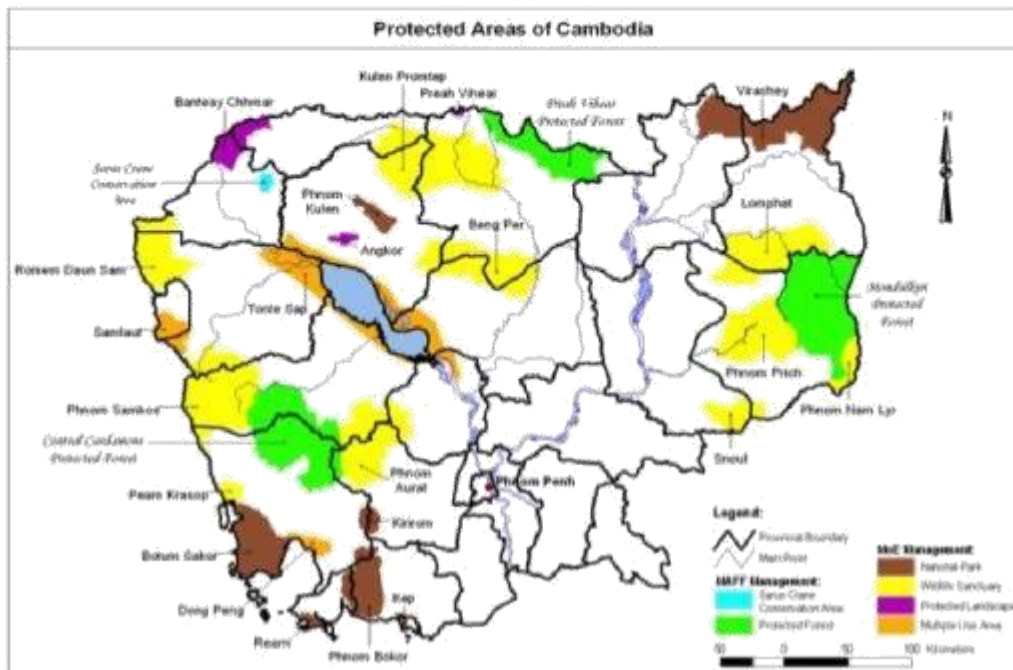
CBT and Ecotourism Best Practice in Cambodia



- There're 23 protected area (7 national Parks, 10 wildlife sanctuaries, 3 protected land scapes and 3 multiple used areas) and 3 protected forest.
- Total 26 potentially for CBT and ecotourism



Potential of CBT and Ecotourism in Cambodia





CBET Development Model



- Since 2002 to present; CBET Development have growth fast;
- There're a few of Ecotourism and communities development model; which supported by MOT, Government agencies, UNWTO, and other NGOs.
- 56 CBT and Ecotourism has been classified in Cambodia;



CBT and Ecotourism Experience in Cambodia



Experience True Khmer Lifestyle; the Khmer village home-stay is unique community based tourism which captures the essence of village life in the heartland of Cambodia.





Community-Participation

- Involve in planning and Product Development
- Construction of small scale-infrastructure related tourism
- Community establishment and strengthening
- Monitoring



Process of community involvement

1. Participatory Planning
2. Identify products
3. Develop local working group or Community Tourism Organization
4. Community Capacity Building Program
5. Market Study
6. Promotion



Establish Services Groups

- Reception group
- Home Stay group
- Local guide group
- Transportation group
- Food preparation group
- Elderly group (traditional massage, spa, handicraft, etc)



Workshop & Training

- Awareness programs on CBT
- Training on CBT planning
- Training on tourism information center management
- Village-based hospitality training
- Village and provincial guide trainings
- Training in traditional music and dance
- Village development fund and micro-credit management



Marketing & Promotion

- Mainly targeting international long-haul market
- Now promoting more heavily to the regional market
- Publication and maintenance of website
- Printing and advertisements in travel magazines
- Printing and distribution of brochures, maps, guidebooks, calendars, etc.
- Construction and operation of visitor information centers through out the Country.
- Correspondence with guidebook writers

Ecotourism Best Practice in Cambodia



The Five keys of Successful in CBET Development

The most important ingredients for developing a successful in CBT and Ecotourism Development are:

1. Attitude
2. Access
3. Accommodations
4. Attractions
5. Advertising





Successful of CBT and Ecotourism Development

CBT and Ecotourism:

- The success of CBT and Ecotourism 4P (public, Private, people and partnership)

Evaluation of CBT and Ecotourism:

- 10% of CBT and Ecotourism can run itself (70%-100%)
- 60% of CBT and Ecotourism can run (40%-70%)
- 30% of CBT and Ecotourism can run (less 40%)

Ecotourism Best Practice in Cambodia



Lessons learned from implementing In the past of CBT and Ecotourism projects in Cambodia

- The poorest families had no chance to provide home stay for tourists or participate in guiding services, cooking groups and other activities; therefore they could not get benefits from tourism.
- Lack of trust on networking as community
- Lack of promotion, marketing and partnerships between CBT villages and tour operators.
- Lack of young labor who can undertake CBT activities. Most of them migrate to the big cities.
- Lack of cooperation among CBT.

Ecotourism Best Practice in Cambodia



The challenge of CBT and Ecotourism in Cambodia



- Lack of laws and regulations.
- Lack of collaboration of the relevant stockholders
- Lack of Land use zoning
- Lack of human capital
- Some CBT and Ecotourism are under mining.
- Lack of connected infrastructures related.
- Lack of waste managements
- Budget support



Conclusion



There is the need of the relevant stockholders in tourism 4P:

❖ Public sector

- Develop infrastructures
- Set up law and regulations
- Set up standards
- Strengthens security and safety

❖ Private sector

- Support CBT
- Use of local products
- Set up tour circuit

❖ People and Tourist

- Use of renewable energy
- Produce of locals products
- Maintain locals culture and environment

❖ Development Partners

- Provide technical assi. and fund
- Assist to strengthens the CBT
- Play as the middle man for





**THANK YOU FOR YOUR
ATTENTION**

Agenda 4.2

China PPP Tourism Management by GIT

China PPP Tourism Management by GIT

ADB PPP Tourism Management in the GMS Learning Programme

Laura Zhou
Guilin Institute of Tourism
Assistant to the President
Guilin
China



2014 ADB PPP Tourism Management in the GMS Learning Programme

Sponsor



Organizer



Co-organizer



The 2014 **PPP Tourism Management in the GMS Learning Programme** was held, sponsored by ADB and participated by 19 participants from 6 GMS countries.

The 2014 program was co-organized by PATA. Two guest speaker was invited to join in the program.

PPP Program Objectives

- ♣ Develop participants' abilities to analyze tourism issues and their implications for **value chain analysis**
- ♣ Expose participants to best practices and failure case studies in tourism planning and management for **poverty alleviation**
- ♣ Sharpen **problem solving**, analytical, and strategic action skills of the participants.
- ♣ **Share experiences** with their counterparts in other countries and develop a **network** of GMS managers and leaders

The 2014 Program was held in Guilin Institute of Tourism



2014 program was held in the campus of Guilin Institute of Tourism

The campus of GIT





Oct,13-18 2014

Total: 19 Pax

Cambodia(4)	1	Mrs. Long Sela
	2	Mr. Chhoeum Sann
	3	Mr. Sann Chan Virak
	4	Ms. Sok Somara
CHINA (3)	5	Mr. Cheng Daxing
	6	Mrs. Li Yan
	7	Mr. Huang Wei
LAO PDR (3)	8	Mrs. Soudaphone Khomthavong
	9	Mr. Hinpheth Sayavong
	10	Mr. Linthone Suvanhone
MYANMAR (4)	11	Mr. Myat Swe
	12	Mr. Myo Myint
	13	Ms. San San Nwe
	14	Mr. Htut Ko Ko Kyaw
THAILAND (3)	15	Mrs. Wilchane V. Thongsomchit
	16	Mr. Khomchedtha Charungphan
	17	Ms. Chanokamon Ruyaporn
VIETNAM(2)	18	Mr. Nguyen Ky Anh
	19	Mr. Tran Phu Cuong



The Guilin Learning Program”?

The program therefore included the following themes and topics:

1. Tourism as a system;
2. CBT in the GMS countries (participants' presentations);
3. A challenge to conventional CBT projects, their poor overall success rate, and their limited effect on poverty alleviation,
4. Value chain analysis and interventions, including the importance of stakeholder analysis and public/private sector/people partnerships in 'mainstreaming' for community-based tourism;
5. GMS regional cooperation in tourism; and
6. Negotiating a community based tourism development – Paradise Waterfall.



Models of Community Based Tourism in the GMS were presented by a representative from each country.

These examples revealed a range of different approaches – public-private-community partnerships, community operated ventures and state owned enterprises in partnership with communities and sometimes private investors as well.



Extra-curricular Visits 1. GIT Campus

On Day Two, there were two special tours.

The first was a familiarization tour of the GIT campus.

It included a performance by the Institute's new orchestra, which all participants agreed was excellent.



Extra-curricular Visits

1. GIT Campus Tour

The Group also toured the news Creative Arts Centre with its excellent displays.

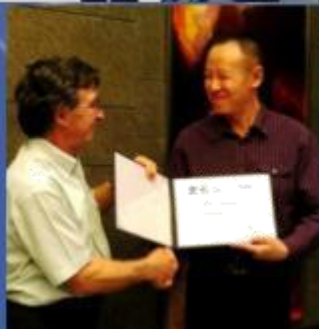


Extra-curricular Visits: 2. Tang Dynasty Tour Corporation

Participants paid a field visit to one of the biggest tour company in Guilin, which is very successful in doing internet tour business.



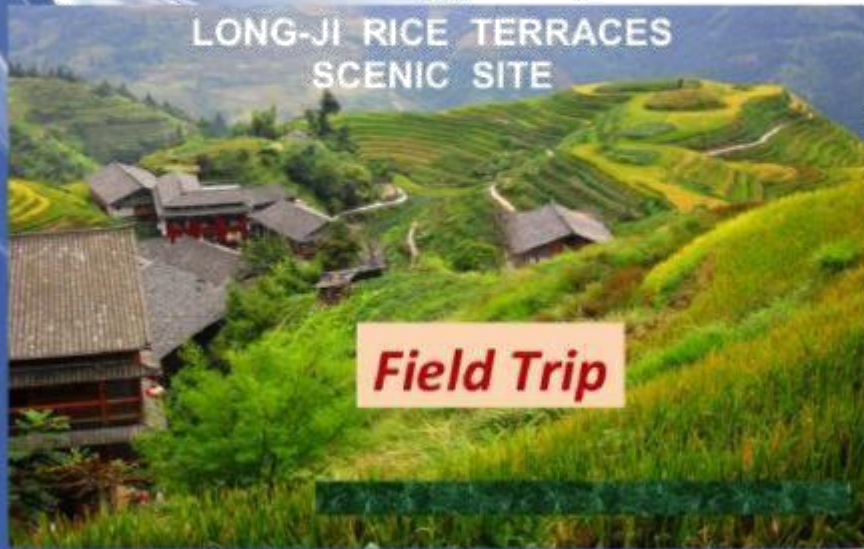
First was a tour of his office (150 staff) and a briefing on the activities of the Company.



Mr Zhou was presented with a certificate in recognition of his contribution to the ADB/GIT Workshop

Value Chain Analysis - Field Trip to Long Ji

At the end of Day 2 the presentations on CBT, CBtT and VCA were drawn together to prepare a series of surveys to interview stakeholders at Long Ji Scenic Site.



The research began by interviewing the GM of the Long Ji Tourism Company, Mr Lu



Every year for 4 years Mr Lu has briefed the Workshop teams on Longji, and in appreciation of his contribution we presented him with an award for best-practice community based tourism development.



Zhang Farmers Cultural Performance



Field Trips – Debriefing and discussions:

Participants made presentation of field visit reports and share their thoughts and findings in the field visits.



Day 4 PATA Experts' Input

PATA provided the speakers for the afternoon sessions, and first we had Mr Leslie Chu explaining the design, development and the very significant role that **TripAdvisor** is playing in the tourism market place.

Introduction: The Life Cycle of the Traveller

The slide features a circular diagram with a central silhouette of a traveler. The cycle is divided into several stages:

- Week -30+ "Get the Ready"**: Includes Research, Inspiration, and Booking.
- Week -10**: Includes 5 Destinations and 8 Hotels.
- Week -10**: Includes 3 Destinations and 6 Hotels.
- Week -4**: Includes 1 Destination and 10 Hotels.
- Week 0**: Includes Booked.
- Week 10**: Includes Window for competitive (and marketing) move.

Additional text on the slide includes:

- Already thinking about next trip!**
- Book Additional Activities**: Restaurants, Attractions, Tours, etc.





PATA



Mr George Cao, President of Dragon Trail Interactive, who outlined advances in e-technology and the increasing use by millions of travelers of social media.

Mr Cao then gave a presentation on characteristics of the **outbound Chinese traveller**, emphasizing that in fact there was no such person as THE outbound Chinese traveller, but different segments with quite different characteristics.

DAY 5, morning: Regional Cooperation in Tourism



Mr Steven Schipani took the Workshop through the details of the GMS Tourism Sector Strategy and emphasized the need for cross boundary projects.



PPP Program Output

- **Development Perspectives** - provide opportunities for participants to build on their previous exposure to tourism management with additional tools, insights and perspectives in global and regional development trends in tourism particularly in the GMS, e.g. through such concepts as value chain analysis.
- **Ideas Generation for Cooperation in GMS Tourism** - analyze and design workable proposals (plans, projects and strategies) at the national levels and for greater cooperation in GMS tourism
- **Competencies Development** - enhance competencies of the participants in the areas of national and regional tourism management by building on their previous knowledge base to incorporate latest best practice models and concepts
- **Network of GMS Managers and Leaders** - establish a network of GMS managers and leaders to foster a sense of community in line with the objectives of regional cooperation. All the participants will form part of the PPP alumni network.

The Award of Excellence
to
Guilin Institute of Tourism
for Outstanding Contribution to the Organization of the Learning Program



Thank you !

Agenda 4.3

Myanmar E-visa

Myanmar E Visa



Launching E-Visa System

Presented by
Tay Zar Oke Kyaw
Ministry of Hotels and Tourism
Republic of the Union of Myanmar



Present Visa System

- **Entry Visa** **(28) Days** **40 Us**
- **Business Visa** **(70) Days** **50 Us**
- **Tourist Visa** **(14) Days** **30 Us**
- **Transit Visa** **(24) Hours** **20 Us**



Visa Free Countries

- **Cambodia**
- **Lao PDR**
- **Vietnam**
- **Indonesia**
- **Philippines**



E – Visa

- **Myanmar launched E – Visa system on the First September, 2014 for (43) Countries**
- **Additional (24) Nations were extended for E – Visa System on the Second October, 2014**
- **Totally (67) Countries are permitted by E – Visa**
- **Total amount of permitted Tourists 11464 (13.11.14)**



Major Requirements to apply E – Visa

- E-Visa Online System is currently only available to Tourists for Tourism purpose only.
- If you are seeking entry for business, meetings, seminars purposes please apply at a Myanmar embassy in your respective country.
- The applicant should complete individual personal data whether passenger is FIT or package tour.



Major Requirements to apply E – Visa

- You will need the following before you apply:
 - (a) Your passport validity must have at least (6) months.
 - (b) You have to upload one color photo (4.8 cm X 3.8 cm) taking during last (3) months.
 - (c) You will need your **visa or master** credit card for the payment of USD 50.



Major Requirements to apply E – Visa

- Visa processing information
 - (a) Length of stay is (28) days from the date of arrival in Myanmar.
 - (b) E-Visa service is none refundable.
 - (c) You will receive an email acknowledgement within 1 hour after successful payment.
 - (d) The processing time is up to (3) working days.
 - (e) The validity of E-Visa approval letter is 90 days from the issued date. If it is expired, entry will be denied.



Major Requirements to apply E – Visa

- E-Visa is a only valid for a single entry. Re-entry will require a new visa.
- Currently passengers with E-Visa are only permitted to enter via Yangon International Airport, Nay Pyi Taw International Airport and Mandalay International Airport
- For more information please go to evisa.moip.gov.mm and information on restricted area go to mip.gov.mm.



Thank You

Agenda 4.4

Thailand Thematic Routes

Thematic Routes

OUTCOMES

**WORKSHOP ON THEMATIC ROUTES
SOUTHERN ECONOMIC CORRIDOR MEETING
PREPARATORY WORKSHOP FOR THE GMS**

Organized on 1 September 2014
Bangkok, Thailand



WORKSHOP ON THEMATIC ROUTES

Background & Objectives

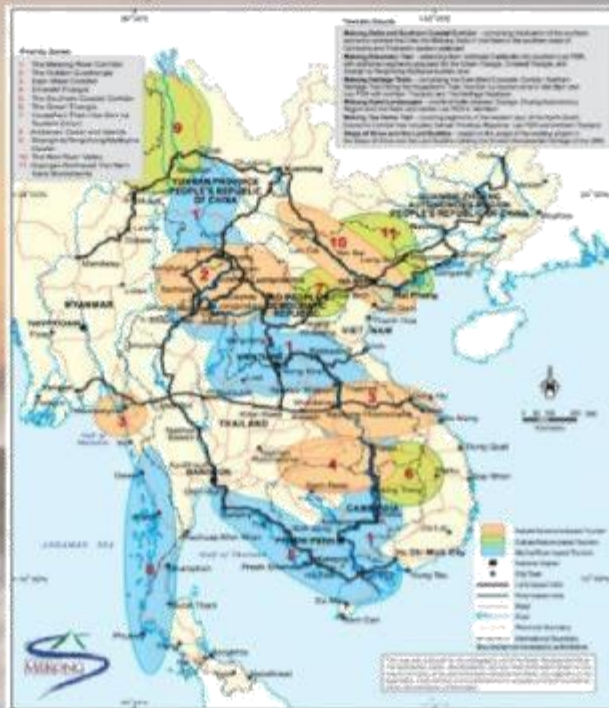
The thematic circuits are identified as part of the Refocused GMS Tourism Sector Strategy (endorsed at the 3rd Meeting of GMS Tourism Ministers, January 2011, Cambodia). Its focus is on segments of the Mekong River Corridor and linked circuits. It provides a more market oriented approach towards implementing the reorganized strategic programs without detracting from the strategic agenda of poverty reduction, gender equity and sustainable development.

In the past, Cambodia worked on the Mekong Discovery Trail project that was supported by UNWTO and SNV.



THEMATIC ROUTES

GMS Priority Tourism Zones and Thematic Circuits 2011-2015



GMS Thematic Routes

- ✦ **'Mekong Discovery Trail'** extending from northeast Cambodia into southern of Lao PDR and including new segments of the river in the Green Triangle, Emerald Triangle, Shangri-la-Tengchong-Myitkyina tourism zone in northern Yunnan and Myanmar, among others;
- ✦ **'Mekong Delta and Southern Coastal Corridor'** comprising the Southern Economic Corridor that links the Mekong Delta in Viet Nam to the southern coast of Cambodia and Thailand's eastern seaboard;
- ✦ **'Mekong Heritage Trails'** represented by the East-West Economic Corridor and the TSS Heritage Necklace. The Northern Heritage Trail under development in Lao PDR proposes to link Northern Thailand, Lao PDR and Northern Viet Nam. There are many options for developing trails and circuits that link to the Mekong River;
- ✦ **'Mekong Karst Landscapes'** linking Luang Prabang and Houaphanh, Lao PDR to Northern Viet Nam, Guangxi Zhuang Autonomous Region, and central Viet Nam and south-central Lao PDR;
- ✦ **'Mekong Tea Horse Trail'** covering segments of the North-South Economic Corridor and Mekong River that link northern Thailand to northwest Lao PDR, northern Myanmar, and Yunnan, PR China;
- ✦ **'Steps of Shiva and the Lord Buddha'** retaining the same focus as the TSS priority project 11 - In the Steps of Shiva and the Lord Buddha: Linking the Ancient Monumental Heritage of the GMS.

WORKSHOP ON THEMATIC ROUTES

OUTCOMES

1. Participations from 3 countries including Cambodia, Myanmar and Thailand.
2. The Meeting agreed that it is important to prioritizing the routes for implementation in 2015.
3. The meeting discuss on the priority routes to be implemented and the criteria is that thematic route must be included more than two member countries. 3 Routes are proposed as follows.
 - Mekong Delta & Southern Coastal Corridor
 - Mekong Discovery Trail
 - Mekong Heritage Trail



WORKSHOP ON THEMATIC ROUTES

OUTCOMES

4. '**Mekong Discovery Trail**' is proposed for discussion at 34th GMS TWG that this trail could be identified as a priority route to be developed in 2015.
5. Cambodia agreed to provide background information and a brief presentation on the Mekong Discovery Trail project that was supported by UNWTO and SNV in the past.
6. In summary, issues for discussion at 34th GMS TWG are:
 - The priority thematic route for development in 2015
 - Work plan and activities for thematic route development (the priority one agreed by GMS countries) from January – December 2015.







Workshop for ASEAN Beyond Borders: RETHINK ASEAN



Workshop for ASEAN Beyond Borders: RETHINK ASEAN Ecotourism

- Key Concepts

- Adding Value through **product development**
- Adding Value through smart **pricing strategies**
- Adding Value through **partnerships**
- Adding Value through **promotion**

Workshop for ASEAN Beyond Borders: RETHINK ASEAN Ecotourism Objectives

- Understand ecotourism and Community based tourism (CBT) concepts and practices
- Understand new ecotourism product development and market opportunities which will be created by a borderless ASEAN community
- Understand how to add value to ecotourism products, so they are more attractive to target tourist, can sell better, and satisfy tourists' needs
- Bring home lessons from Thai experiences in ecotourism and CBT



Workshop for ASEAN Beyond Borders: RETHINK ASEAN Ecotourism Participants

26 Delegates from 6 ASEAN countries namely Brunei, Cambodia, Indonesia, Malaysia, Thailand and Singapore as well as a representative from ASEAN secretariat



Workshop for ASEAN Beyond Borders: RETHINK ASEAN Ecotourism

Opening Remarks : Mr. Pasit Poomchusri,
Deputy Director General, Department of Tourism



Activities - Keynote speech by Mr. Pradech Phayakvichien

***"RETHINK ASEAN ecotourism development:
borderless markets, limited resources and brave new directions"***



*"Kinship or neighboring countries is ingrained within this region."
Thus, a borderless ASEAN can be considered not only a move
into the future, but also a "return to the past, where connections
between race, ethnics, cultures and trades have been established
for centuries."*

The following recommendations for ASEAN ecotourism:

- Pick the right target group of tourists, suitable to limited and fragile supply;
- Build a sustainable supply base, in line with the tourists we want and aim for;
- Prioritize tripartite partnerships between the private sector and civil society under the support of the government, spreading tourism into communities.



Workshop for ASEAN Beyond Borders: RETHINK ASEAN Ecotourism Country Presentations



Workshop for ASEAN Beyond Borders: RETHINK ASEAN Ecotourism Facilitating Team



Ms. Jaranya Daengnoi
Director of CBT – I



Mr. Peter Richards
Sustainable Tourism Expert

Field Visit

1) Ban Jumrung Community, Rayong Province



Field Visit (cont.)

2. Ban Huai Raeng Community, Trat province



Field Visit (cont.)

3. Faasai Resort and Spa, Kung Wiman, Chantaburi province



Group Assignment

Participants divided into three working groups, based on their skills and interests. Each group was responsible for investigating different aspects of how value was being added to ecotourism experiences in the different field sites:

- Group 1: Focusing on adding value through product and experience development
- Group 2: Focusing on adding value through pricing and promotion strategies
- Group 3: Focusing on adding value through distribution and partnerships





Khob Khun Krub



Agenda 4.5

Vietnam TWG Discussion

34TH GMS TOURISM WORKING GROUP MEETING
LUANG PRABANG, LAO PDR

**GMS TOURISM COOPERATION
IT'S TIME TO MAKE IT BETTER?**

OUTLINE

What is our goal

What happening

Discussion how to make it better

THE GOAL AND ACHIVEMENTS

Develop and promote single destination of GMS

- Develop linkage tourism product
- More tourist (more for the high-end markets)
- Bring in more economic and social benefits (for all stakeholders including local people)

The happenings

- ⦿ TWG Meetings/Minister meeting
- ⦿ MTCO (office, Director, supporting staff, assist TWG,
- ⦿ Governments commitments and ADB, other donors involved
- ⦿ Various activities done (web, brochures, attend events,...)

GMS TWG WHAT GOING ON

- ⦿ **MTCO:**
 - Legal status?
 - Budget: contribution from members mainly for operation
- ⦿ **TWG: meeting - not so serious, should not be just presentation and information sharing**
- ⦿ **ADB Projects: so good, what is the TWG without project activities**

HOW IT CAN BE BETTER

- ◉ How TWG and MTCO could contribute to branding GMS tourism, tourist flow to and within the region
- ◉ How we can do with product development and marketing
- ◉ PPP - How involvement of private sector?

HOW WE CAN DO FOR THE BETTER

- ◉ Focussing: branding and marketing, standardize services (accommodation, training - MRA, statistics...)
- ◉ TWG:
 - > change the agenda and report
 - > should be thematic activity orientation and review (create, allocate and update activities - joint fam, web, joint booth)
- ◉ MTCO: legal status, more resources and more focus orientation with clear plan
- ◉ PPP: FAM, business meeting, association meeting,...
- ◉ ADB: involve more in MTCO, TWG with concrete plan and execution schedule

Agenda 4.6

Lao 's Homestay Standard

Lao 's Homestay Standard



Development of Lao Homestay Standard in line with ASEAN Homestay Standard

Prepared by Tourism Development Department
Ministry of Information, Culture and Tourism

Background

Community Based Tourism in Laos

- Started in 1999 in LuangNamtha Province.
- Supported by UNESCO and the New Zealand government.



Community Lodge



Homestay



Overview on the Elaboration of Lao Homestay Standard

Criteria: (8 criteria, 20 Principle)

1. Host
2. Accommodation
3. Activities
4. Management
5. Location
6. Hygiene and Cleanliness
7. Safety and Security
8. Marketing and Promotion

Homestay in HatKai Village



Homestay in NaDuang Village



Activities in Homestay



Visitors visited Naduang Homestay Village



ASEAN Homestay Standard

Criteria: (9 criteria, 27 Principle)

1. Host
2. Accommodation
3. Activities
4. Management
5. Location
6. Hygiene and Cleanliness
7. Safety and Security
8. Marketing and Promotion
9. Sustainability Principles





Challenges in Implementing Homestay Standard in Lao PDR

- Budget Constrains
- Insufficient of qualified staff who are responsible for CBT development
- Low awareness of target local communities on CBT
- Poor road access to the village (most homestay villages located in outside of the city and the road access to the villages are in a poor condition)
- Lack of coordination and cooperation between public and private sectors and local communities.

Future Plans

- Improve quality of Homestay Standard by using best practice from ASEAN Homestay Standard (Especially Learn from outstanding countries like Malaysia, Thailand, and others)
- Improve and provide some necessary equipment to the host families by government.
- Provide more training programs and study tours
- Do more Promotion
- Cooperate more with private sector

Thank you!



Agenda 4.7

MTCO Update

MTCO Update

Jens Thraenhart




MTCO UPDATE

34th Meeting of the GMS Tourism Working Group

18-19 June 2014
Luang Prabang, PR Lao



1



Operations

2

MTCO Operations Manager



Mekong Tourism Coordinating Office (MTCO)

**MEKONGTOURISM.ORG**
Official Website of the
Mekong Tourism Coordinating Office

Operations Manager

Great high-profile Job Opportunity for qualified travel and tourism professional, as Operations Manager for the Mekong Tourism Coordinating Office.

The Mekong Tourism Coordinating Office (MTCO) is a collaborative effort between the six countries of the Greater Mekong Sub-region (GMS): Cambodia, the People's Republic of China (PRC) (Yunnan and Guangxi Provinces), the Lao People's Democratic Republic (Lao PDR), Myanmar, Thailand and Vietnam. The mission of the MTCO is to help GMS National Tourism Organizations develop and promote the Mekong as a single destination.

The primary objective of the Operations Manager is to provide secretarial and administrative support to the Executive Director, and to assist with the implementation of the GMS Tourism Strategy, Marketing Strategy, and MTCO Work plan. Additionally, the Operations Manager is to support the implementation of marketing activities in the GMS countries and support the establishment of MTCO and the marketing of a single destination over the long term by establishing linkages with the private sector and developing effective communication, online and offline.

[Please have a look at the detailed job description](#)



apply until August 23rd, 2014



MTCO Operations Manager



MR. KRISDA DHIRADITYAKUL



MR. SUPICHA HOMKONG

Language Selection

Type and press enter to search






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JOIN THE PATA INTERN ASSOCIATE PROGRAMME



About PATA Intern Associate Programme

The PATA Intern Associate Programme provides students with the opportunity to learn about PATA and PATA activities including advocacy, research, membership and events. The PATA programme has attracted intern associates of different nationalities from various destinations and backgrounds around the world. PATA intern associates will be required to perform operational, support, and administrative tasks in various parts of the organisation at PATA Headquarters in Bangkok, Thailand.

Testimonials

JC Wong
 Degree in International Tourism Management
 Multimedia University, Malaysia

"I am part of the PATA Family! We celebrate each other's birthday, cover each other up when there are unfinished duties, organise gatherings and hangout with people from different countries! It's a dream to be in a career that we like. I dream of making the tourism industry a better place for everyone especially youths as I was the chairperson for PATA Malaysia Taylor's Student Chapter and lead me to PATA HQ's internship programme. Through my internship, I get to connect with "Industry Changers" and young tourism professionals. Apart from that, being able to assist student chapters gave me great satisfaction as well. PATA HQ gave me a wider and clearer view of the tourism industry and opened up so many opportunities for my future in this field. Glad I made the right choice to join this warm family!"

Preparations for the Mekong Tourism Forum 2015

- The Mekong Tourism Forum 2015 will be held in June 2015 in Danang, Vietnam.
- It is expected to have industry professionals participating from both public and private sectors, to discuss and share ideas on the importance of promoting, protecting and conserving the natural and cultural heritage of the GMS for future generations.



Mekong Tourism Forum 2015



Strategy

WHAT ARE THE ISSUES & OPPORTUNITIES





Marketing

Web & Email Hosting Domain Name Control



The newly created Mekong Tourism Website features:


- A contemporary layout
- An increased use of photography
- User-friendly interface
- Dedicated section for travel professionals
- Integration of social media links






English | Français





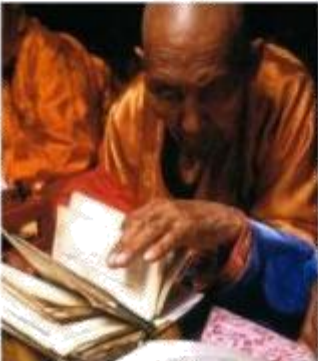
SILK ROAD
DIALOGUE, DIVERSITY & DEVELOPMENT



ABOUT THE SILK ROAD |
 THEMES |
 KNOWLEDGE BANK |
 INSTITUTIONS |
 COUNTRIES |
 CONTACTS

Home > Knowledge Bank

Knowledge Bank



The 'Integral Study of the Silk Roads, Roads of Dialogue' project, launched by UNESCO in 1988, brought together hundreds of researchers around the world, both from the Organization and from partner institutions, resulting in a great number of studies and projects on different aspects of the Silk Road. These initiatives have been continued by a variety of academic, cultural and artistic institutions across the world.

The findings of this research have been brought together in the knowledge bank of the Silk Road Online Platform, which is an access portal for the reader to these many scientific papers, articles, and reports. Links to these articles can be found below, and can be filtered for facility of access – either according to route (land or maritime), or to the nine principal themes presented in the menu. There is also a keyword search, via which articles of special interest to a particular theme can be located, and they can similarly be searched according to author's name or IDs.

In addition, the latest studies undertaken by UNESCO and its partners in this field can be found in the 'Recent Studies' menu.

UPCOMING EVENTS

- Mon, 10/07/2013 - 09:00 to Tue, 10/08/2013 - 19:00
Silk Roads Heritage Corridors Tourism Strategy Workshop
- Mon, 10/14/2013 - 10:00 to 14:00
The International Forum on the Great Silk Roads
- Wed, 03/19/2014 - 18:00 to 20:00
Celebration of Nowruz at UNESCO

Themes


- Any -

Route

- Any -

Country

- Any -

 **Recent Studies**

English Home

SILK ROAD
DIALOGUE, DIVERSITY & DEVELOPMENT

ABOUT THE SILK ROAD THEMES KNOWLEDGE BANK INSTITUTIONS COUNTRIES CONTACTS

Home > Silk Road on the Map

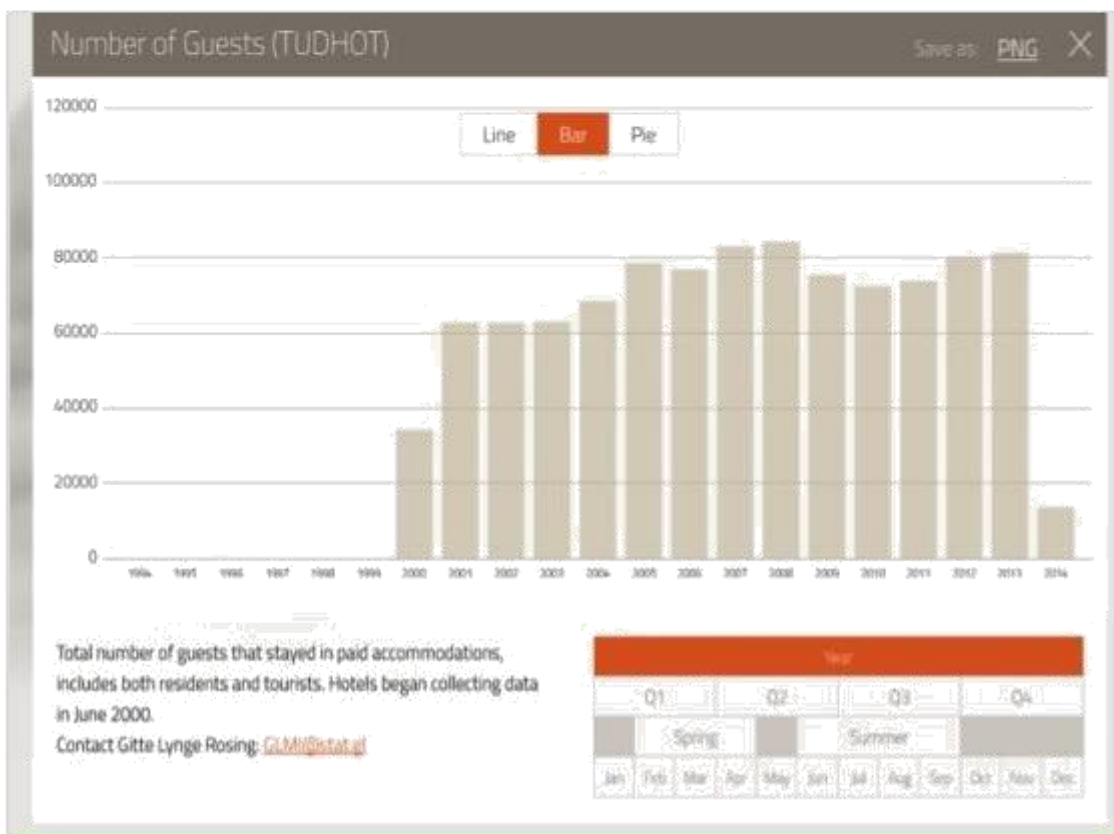
Silk Road on the map

UPCOMING EVENTS

- Mon, 18/07/2013 - 09:00 to Tue, 19/08/2013 - 19:00
Silk Roads Heritage Corridors
Toussaint-Sovigny Workshop
- Mon, 18/14/2013 - 10:00 to 14:00
The International Forum on the Great Silk Roads
- Wed, 03/18/2014 - 16:00 to 20:00
Celebration of Novruz at UNESCO

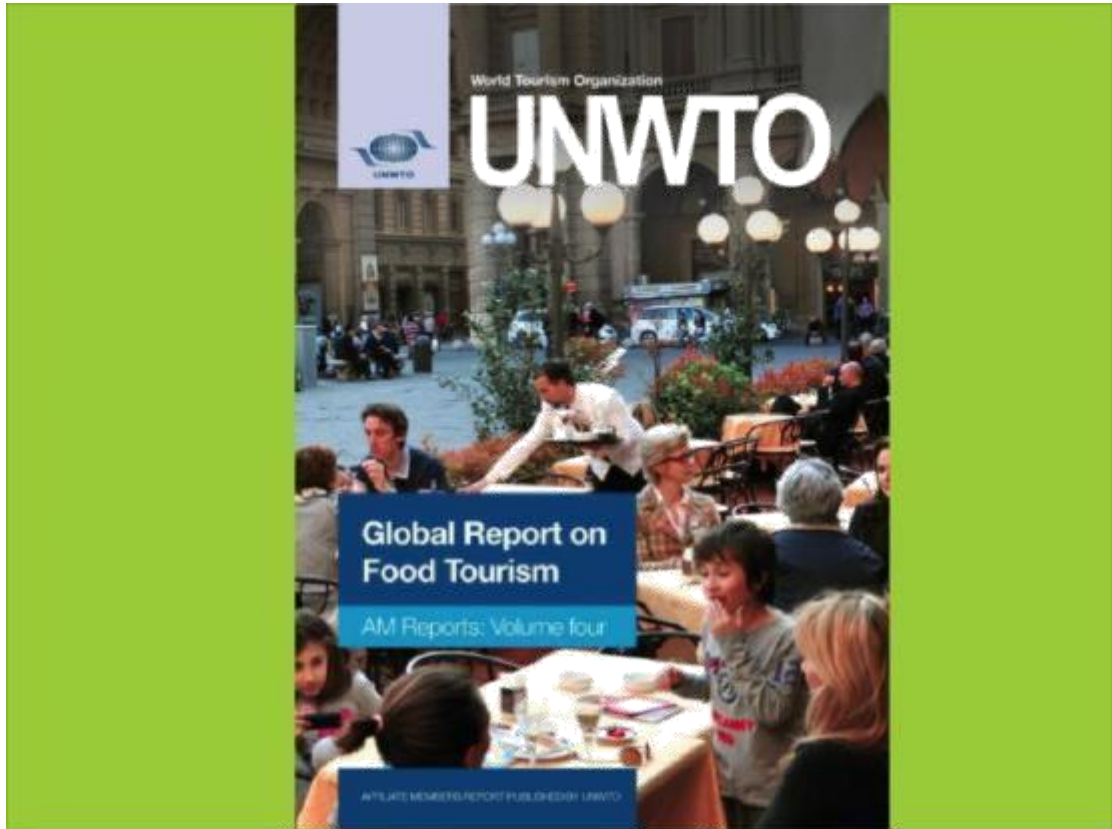
Powered by Leaflet — OpenStreetMap

- Festival
- World Cultural Heritage
- World Natural Heritage, Biosphere Reserves and Geoparks
- Museums
- Intangible Cultural Heritage
- Creative Industries
- Movable Heritage and Artifacts
- Documentary Heritage
- Languages & endangered languages



The screenshot shows the Twitter profile page for 'Mekong Tourism Forum' (@mekongtourism). The profile picture is a green and white logo with the text 'MEKONG TOURISM FORUM 2011' and '27-28 May 2011'. The bio states: 'The Mekong Tourism Forum 2011 will take place in Pakse, Champasak Province, Laos, 27-28 May 2011'. The page shows 48 tweets, 3 followers, 47 following, and 1 favorite. Two tweets are visible, both retweets of @ScottAsia. The right sidebar shows 'Who to follow' with users like Alex Halley, Scott Hall, and Antonio Lopez de Letona.

The screenshot shows the Facebook page for 'Mekong Tourism Forum'. The page header includes the Facebook logo, the name 'Mekong Tourism Forum', and navigation links for 'Home' and '20+'. The profile picture is the same logo as in the Twitter screenshot. The page is categorized as a 'Website'. The 'Timeline' tab is active, showing a post from 'Mekong Tourism Forum' dated '25 April 2010'. The post text reads: 'Former CEO of the Singapore Tourism Board, Lim Neo Chian, will share Mekong-region travel encounters from his 2009 "ASEAN On Wheels" se drive adventure. He will highlight the opportunities that he sees for Mek tourism growth in the years ahead.' The left sidebar shows '175 likes' and a list of people who liked the page, including Achim Munz, Kathy Dragon, and 5 others.







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Product

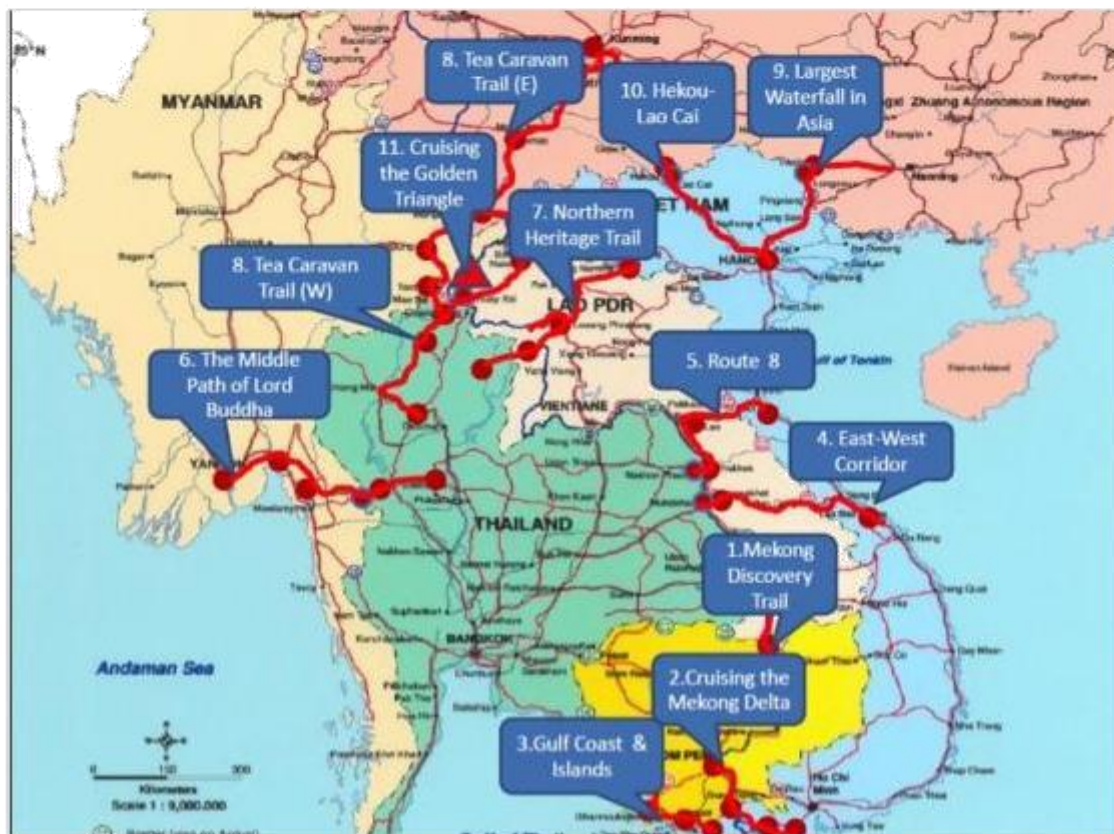
MEKONG TOURISM PRODUCT DEVELOPMENT

THEME	PRODUCT	DISTRIBUTION
FOOD	RIVER CRUISE	TRAVEL TRADE
HERITAGE	RESPONSIBLE TOURISM	MEDIA
WELNESS	COMMUNITY-BASED TOURISM	CONSUMER
	LUXURY TOURISM	

THEMATIC ROUTES & ITINERARIES

RESEARCH

MEKONG TOURISM BUSINESSES DATABASE (Location / Type)



Selecting Destination and Route Focals

Route	CAM	PRC	LAO	MYA	THA	VIE	Focal
1. Mekong Discovery Trail	*		*				
2. Cruising the Mekong Delta	*					*	
3. Gulf Coast & Islands	*				*	*	
4. East-West Corridor			*		*	*	
5. Route 8			*		*	*	
6. Middle Path of Lord Buddha				*	*		
7. Northern Heritage Trail			*		*	*	
8. Mekong Tea Caravan Trails (E & W)		*	*	*	*		
9. Largest Waterfall in Asia		*				*	
10. Hekou-Lao Cai		*				*	
11. Cruising the Golden Triangle		*	*	*	*		

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Mekong Responsible Tourism
Supporting cultural and environmental protection, alleviation of poverty

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Walk the Fair Walk with Trekking Collective...
A leader in responsible tourism since 1995, organising authentic, ethical explorations of culture and nature in northern Thailand ...

POPULAR LINKS


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- Enter the Kingdom of Wonders
- Why Responsible Tourism?
- Mystical Myanmar
- Pressing Information About China
- Find the Hidden Charm of Viet Nam

The Incredible Mekong: Cambodia, Laos and Vietnam

108


Message Response

1 of 10 20

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FINE TUNE RESULTS HERE

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 HOLIDAY HOMES

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33


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The Canadian Tourism Commission presents the Canada Specialist Program

The Canada Specialist Program is an educational tool designed by the CTC to train travel trade professionals like you about travel to Canada.

[View all of the benefits.](#)

Message from Travel Trade Manager



Welcome to the new and improved Canada Specialist Program. Come and explore a world of extraordinary experiences with me, Nathan!



Capacity

36

hot
30 
UNDER 30

The text "hot" is in a large, bold, orange sans-serif font. Below it, the number "30" is also in orange, but the zero is replaced by a stylized lightbulb icon. A horizontal line is positioned below the "30" and the lightbulb. Underneath the line, the words "UNDER 30" are written in a smaller, orange, all-caps sans-serif font.



**Mekong
Tourism**

**2014 MTCO ACTIVITIES
IN PICTURES
June - November**





MTCO-VNAT MEETING HA NOI, VIETNAM – JULY 1, 2014

APTA CONFERENCE – HO CHI MINH CITY, VIETNAM – JULY 3-4, 2014



Preparations for the Mekong Tourism Forum 2015

- The Mekong Tourism Forum 2015 will be held in June 2015 in Vietnam.
- It is expected to have industry professionals participating from both public and private sectors, to discuss and share views on the importance of preserving, protecting and conserving the natural and cultural heritage of the GMS for future generations.





**Ministry of Tourism,
Kingdom of Cambodia**

**MTCO-MOT MEETING
PHNOM PENH, CAMBODIA
JULY 23, 2014**





**WORKSHOP ON THEMATIC ROUTES
SOUTHERN ECONOMIC CORRIDOR MEETING
BANGKOK - SEPTEMBER 1-2, 2014**





**FEALAC Conference
Tourism Seminar on Connecting
East Asia with Latin America –
Bangkok, Thailand
September 2014**



**PATA Travel Mart & ASEAN
Tourism Investment Forum -
Phnom Penh, Cambodia –
September 2014**



Meetings at PATA HQ, Bangkok, October 2014



ITB Asia 2014 Singapore – Responsible Tourism Forum & Hotel Technology Conference



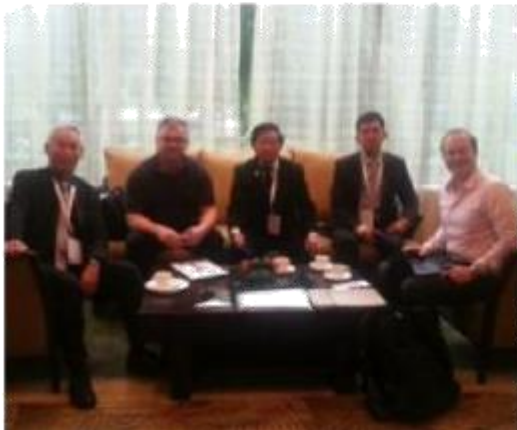
**Meetings with Private Sector in Myanmar -
Indochina Trails
Myanmar, Yangon –
October 2014**



**Oktoberfest Myanmar,
Yangon – October 2014**



ASEAN Tourism Workshop on Strategic Planning – Manila, October 2014





The 3rd Lower Mekong Tourism Cities Mayors Summit – Bangkok, November 2014



Global Youth and Student Travel Conference – Dublin, Ireland – October 2014



Thank you

Mr. Jens Thraenhart, Executive Director
The Mekong Tourism Coordinating Office (MTCO)

Tel: +66 2612 4150 – 1 Fax: +66 2612 4152

Email: jens@mekongtourism.org



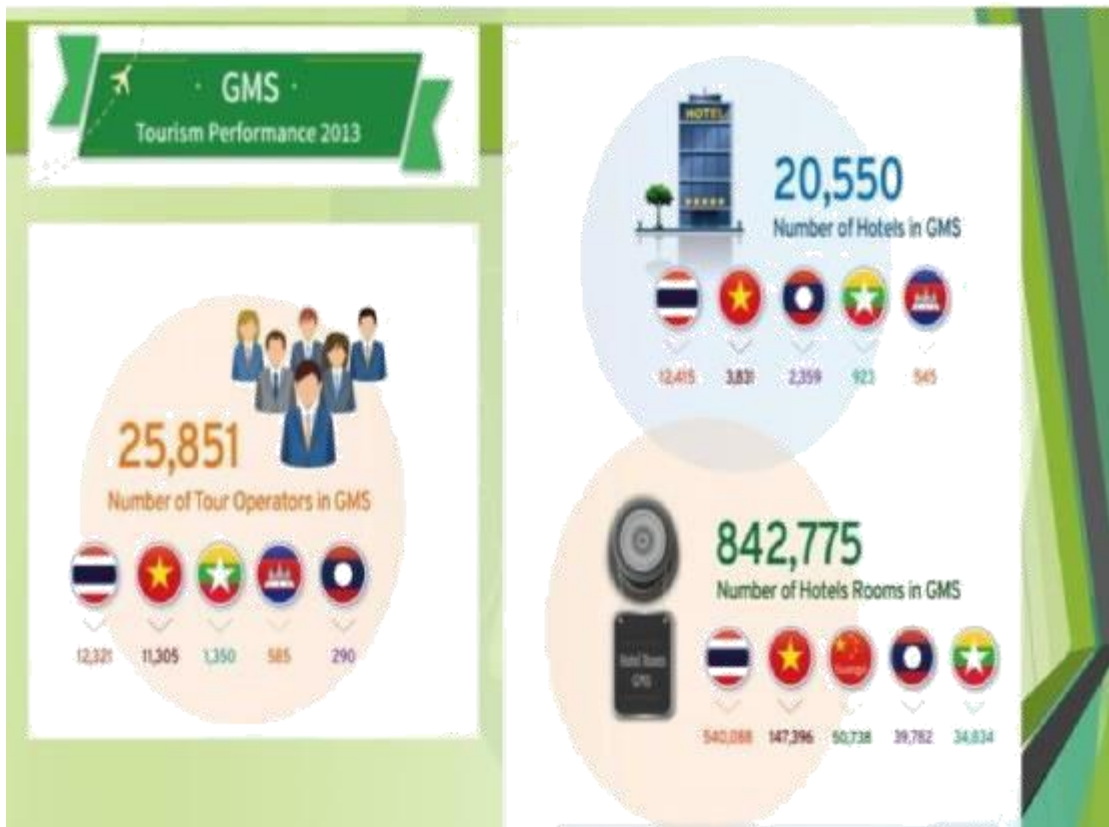
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Agenda 4.8

GMS Scorecard

GMS Scorecard: GMS Tourism Performance 2013 2014





Scorecard | Key Indicators for GMS Tourism Performance 2013

Key Indicators Year 2013	Cambodia	Lao PDR	Myanmar	Thailand	Vietnam	China Yunnan	China Guangxi	Total
International Visitor Arrivals								
1. Number of International Visitor Arrivals	4,212,188	3,779,490	2,044,337	26,546,725	7,572,362	3,213,000	2,123,148	51,088,198
2. Average Length of Stay (days)	6.75	6.40	7.36	6.65	-	-	1.97	6.78
Source Markets by Region								
3.1 Asia & Pacific	3,251,862	3,432,210	433,336	17,264,860	6,110,000	-	-	30,492,268
3.2 Europe	468,117	212,188	28,048	6,326,242	1,248,108	-	1,280,426	10,363,221
3.3 Americas	283,175	85,888	87,263	1,168,033	107,201	-	-	2,471,621
3.4 Oceania	152,712	48,983	28,076	1,021,636	352,560	-	-	1,645,234
3.5 Africa	3,602	2,914	2,684	183,028	-	-	255	179,817
3.6 Middle East	11,228	-	3,546	632,243	-	-	-	646,817
Travel Facilitation								
4. % of Tourist Arrivals by Air	47.90	32.40	44.20	62.80	76.97	-	-	56.86
5. % of Tourist Arrivals by Land	50.30	67.60	55.80	37.20	23.03	-	-	47.74
6. % of Tourist Arrivals by Sea	1.80	-	-	0.99	2.50	-	-	1.40
7. Scheduled International Inland Flights	36,320	48,214	13,533	162,711	54,227	54,227	-	34,207.50
8. Inland Air Seat Capacity	3,764,055	1,271,483	2,333,356	30,342,839	10,269,469	-	-	50,458,113
9. Number of Countries able to obtain tourist visa on arrival	All countries, except 10 countries that are required to obtain visa in advance	19 countries, except 10 countries that are required to obtain visa in advance	50	18/37 countries, except 10 countries that are required to obtain visa in advance	18 countries, except 10 countries that are required to obtain visa in advance	-	-	-
10. Number of International Border Checkpoints (land, sea, air) offering tourist visa on arrival	1 international airport & 11 land checkpoints	4 international airports & 15 border checkpoints	2 international airports	4 international airports & 18 border checkpoints	1 international airport	-	-	-
Accommodations and Tour Services								
11. Number of Hotels	746	2,389	623	12,418	6,831	-	477	20,494
12. Number of Hotel Rooms	28,327	92,742	34,854	542,188	147,566	-	32,738	847,715
13. Average Occupancy Rate in Hotels (%)	71.50	64.30	66.30	66.20	64.30	-	-	67.34
14. Number of Tour Operators	585	240	1,356	12,321	11,388	-	-	25,890
15. Number of Registered Tour Guides	604	3,907	3,907	12,900	18,214	-	-	33,532
Expenditures								
16. Tourism Receipts (USD Millions)	2,547.50	568.92	638.59	26,262.32	6,524.30	-	18,273.98	46,345.61
17. Average Expenditure (USD per person per day)	120.10	65.92	141.32	146.23	137.23	-	-	121.24
18. Tourism Investment (USD Millions)	0.34	0.32	0.13	7.48	3.01	-	18.30	11.58
19. Tourism Employment (FTE / Full-time equivalent)	726,700	128,380	198,038	2,981,334	1,880,038	-	488,321	6,402,481
20. Direct Contributor to GDP	10.40%	2.70%	1.60%	6.00%	4.80%	-	14.30%	7.40%

Source: GMS Member Countries, ADB, PATA, WTTC

Scorecard | Source of Market to GMS by Country 2013

Key Indicators Year 2013	Cambodia	Lao PDR	Myanmar	Thailand	Vietnam	China Yunnan	China Guangxi	Total
Top Five Market Sources by Country								
1. China (PRC)	463,123	248,023	36,555	4,637,235	1,867,794	-	-	7,242,630
2. Malaysia	130,754	28,625	28,758	3,247,687	329,610	-	-	3,574,834
3. Thailand	227,258	2,959,424	138,710	-	289,989	-	-	2,995,431
4. Korea (ROK)	436,939	87,769	54,834	1,299,342	148,727	-	-	2,015,611
5. Vietnam	254,124	870,184	-	725,057	-	-	-	2,449,365
6. Japan	281,832	48,644	68,787	1,538,425	604,053	-	-	2,481,741
7. Russia	131,675	11,649	4,117	1,748,585	268,128	-	-	2,164,154
8. USA	184,864	81,828	53,653	823,485	432,228	-	-	1,555,058
9. Lao PDR	414,531	-	-	876,639	122,823	-	-	1,413,993
10. Australia	132,528	35,450	24,718	962,480	319,658	-	-	1,472,784
11. UK	123,819	41,741	33,233	905,024	184,863	-	-	1,288,680
12. Singapore	57,828	9,685	28,740	992,488	168,760	-	-	1,257,891
13. India	23,610	4,851	21,542	1,052,859	-	-	-	1,102,862
14. France	131,489	32,411	35,462	611,562	209,948	-	-	1,040,872
15. Taiwan	98,862	4,771	30,689	502,178	368,860	-	-	1,035,628
16. Germany	81,585	28,262	27,712	737,658	87,873	-	-	975,888
17. Cambodia	-	12,180	-	481,580	542,347	-	-	1,036,107

Source: GMS Member Countries, ADB, PATA, WTTC

Remarks: This does not include data from Yunnan and Guangxi

Key Indicators Year 2013	Cambodia	Lao PDR	Myanmar	Thailand	Vietnam	China Yunnan	China Guangxi	Total
Top Five Market Sources by Country (Outside GMS & ASEAN)								
1. China (PRC)	463,123	248,023	36,555	4,637,235	1,867,794	-	-	7,242,630
2. Korea (ROK)	436,939	87,769	54,834	1,299,342	148,727	-	-	2,015,611
3. Japan	281,832	48,644	68,787	1,538,425	604,053	-	-	2,481,741
4. Russia	131,675	11,649	4,117	1,748,585	268,128	-	-	2,164,154
5. USA	184,864	81,828	53,653	823,485	432,228	-	-	1,555,058
6. Australia	132,528	35,450	24,718	962,480	319,658	-	-	1,472,784
7. UK	123,819	41,741	33,233	905,024	184,863	-	-	1,288,680
8. India	23,610	4,851	21,542	1,052,859	-	-	-	1,102,862
9. France	131,489	32,411	35,462	611,562	209,948	-	-	1,040,872
10. Taiwan	98,862	4,771	30,689	502,178	368,860	-	-	1,035,628
11. Germany	81,585	28,262	27,712	737,658	87,873	-	-	975,888

Source: GMS Member Countries, ADB, PATA, WTTC

Remarks: This does not include data from Yunnan and Guangxi

Scorecard | Key Indicators for GMS Tourism Performance 2014 (Quarter 1 & Quarter 2 : January 2014 - June 2014)

Key Indicators Year 2013	Cambodia	Lao PDR	Myanmar	Thailand	Vietnam	China Yunnan	China Guangxi	Total
International Visitor Arrivals								
1 Number of international visitor arrivals	2,201,268	2,025,426	547,808	11,776,494	4,287,885			
2 Average length of stay (days)				9.79				
Source markets by region								
3.1 Asia & Pacific	1,862,717	1,889,656		7,028,702				
3.2 Europe	260,308	107,754		3,263,409				
3.3 Americas	149,235	44,733		574,362				
3.4 Oceania	72,928			469,482				
3.5 Africa	2,759			74,922				
3.6 Middle East	8,582	2,495		247,526				
Mode of arrival								
4 % of Tourist Arrivals by Air	51.70				79.83			
5 % of Tourist Arrivals by Land	48.30				18.22			
6 % of Tourist Arrivals by Sea	2.10				0.95			
7 Scheduled International Inbound Flights	28,183	9,907	16,086	166,374	57,809			
8 Inbound Air Seat Capacity	4,143,444	1,170,409	2,754,291	38,573,898	11,489,043			
9 Number of Countries able to obtain tourist visa on arrival	All countries, except 10 countries that are required to obtain visa in advance.	All countries, except 30 countries that are required to obtain visa in advance.	50	19 (9 countries are not required to obtain visa.)	All countries but required to have an approval letter from Vietnam Department of Immigration.			
10 Number of International Border Checkpoints (land, sea, air) offering tourist visa on arrival	3 international airports & 15 border checkpoints	4 international airports & 13 border checkpoints	2 international airports	8 international airports & 18 border checkpoints	3 international airports			
Accommodations and Tour Services								
11 Number of Hotels	239				3,831			
12 Number of Hotels Rooms	16,042				147,399			
13 Average Occupancy Rate in Hotels (%)	75.00				58.00			
14 Number of Tour Operators		290.00		12,321.00	11,421.00			
15 Number of Registered Tour Guides		804.00		52,900.00	15,062.00			
Economics								
16 Tourism Receipts (US\$ Million)				16,862.76	6,962.60			
17 Average Expenditure (USD per person per day)				4,524.84				
18 Tourism Investment (US\$ Billion)								
19 Tourism Employment (FTE Full-time equivalent)								
20 Direct Contribution to GDP								

Sources: GMS Member Countries, ADB, FATI, WTTC

Agenda 5

Status Report on RIF Implementation Plan

Status Report on RIF Implementation Plan (2014-2018)

And Summit Related Issues



**Status Report on RIF
Implementation Plan (2014-2018)
and Summit Related Issues**

**34th GMS Tourism Working Group
Meeting**

18 November 2014

Shunsuke Bando
Southeast Asia Department
Asian Development Bank



**Status Report on RIF
Implementation Plan
(2014-2018)**



Preparation of the RIF Implementation Plan

- Preliminary prioritization of sector pipeline projects done by ADB sector divisions
- Prioritized projects lists presented/discussed at sector working groups and/or circulated to working groups for confirmation
- At the TWG-33 meeting, confirmation had been secured for Tourism Sector



ADB

Tourism Sector Top ranked Priority Projects (RIF IP 2014-2018)

	Name of Project	Country Coverage	Cost Estimate (US\$ million)
Investment Projects			
1	GMS Tourism Infrastructure for Inclusive Growth	Cambodia, Lao PDR, and Viet Nam	120.0
2	Construction of the Sino-Vietnamese Detian-Ban Gioc Waterfalls International Tourism Cooperation Zone	PRC (Guangxi), Viet Nam	200.0
3	GMS Tourism Infrastructure for Inclusive Growth II	Cambodia, Myanmar, Lao PDR, and Viet Nam	130.0
TA Projects			
1	Strengthening the Mekong Tourism Coordinating Office	All GMS countries	0.2
2	Preparing the New GMS Tourism Sector Strategy 2016–2026	All GMS countries	0.8
3	Preparing the GMS Tourism for Infrastructure for Inclusive Growth II	Cambodia, Lao PDR, Myanmar, and Viet Nam	1.4



ADB

Preparation of the RIF Implementation Plan

- Prioritized sector lists and context write-ups form part of RIF Implementation Plan paper
- Draft RIF Implementation Plan and M&E System paper discussed in recent meetings of the Summit Task Force and finalized for Senior Officials' endorsement
- Ad referendum endorsement by GMS Ministers in November
- Presentation at the 5th GMS Summit on 20 Dec 2014.



ADB

Proposed Elements of the M&E System

Objectives

- To provide a regular mechanism for determining and assessing progress in the IP
- To support the periodic review and updating of the Plan
- To identify problems and bottlenecks in implementing projects
- To provide feedback and guidance in the identification and formulation of new initiatives



ADB

Proposed Elements of the M&E System (1)

Components

- Milestones and indicators for monitoring progress of proposed projects
- Institutional arrangements and mechanisms for collecting, analyzing, collating and reporting project information
- Agreed procedures, frequency and timing of collection and reporting



ADB

Proposed Elements of the M&E System (2)

Milestones/Indicators

- Pre-feasibility study (on-going; completed)
- Feasibility study (on-going; completed)
- Financing (source identified; financing being negotiated; agreement on financing reached)
- Approval (project submitted for approval; project approved)
- Implementation (prior conditions for commencement completed; implementation commenced)



ADB

Proposed Elements of the M&E System (3)

Task	Responsibility
1 Initiate preparation of Project Status Reports for all sectors	GMS National Secretariats
2 Prepare Project Status Reports for individual projects in all sectors	Responsible ministry or agency for defined sectors
3 Consolidate the Project Status Reports for individual sectors across all GMS countries into Sector Progress Reports	GMS Secretariats and/or Working Group, Sector Forum, or Task Force
4 Review and verify Sector Progress Reports, and indicate any need for amendments to the RIF and the RIF-IP	Working Group, Sector Forum, or Task Force
5 Consolidate Sector Progress Reports into a single RIF-IP Progress Report, including recommendations for amendments to the RIF and RIF-IP if any, on a bi-annual basis	GMS Secretariat
6 Disseminate the RIF-IP Progress Report on a bi-annual basis to Senior Officials Meeting for review	GMS Secretariat
7 Based on the timing of the GMS Ministerial Conference, prepare RIF-IP Progress Report and present amendments to the RIF and RIF-IP for endorsement by GMS Ministers	GMS Secretariat, Senior Officials, and GMS Ministers
8 Prepare a Review of the RIF-IP	GMS Secretariat, Senior Officials, and GMS Ministers



ADB

Timeline of the RIF Implementation Plan and M&E System



ADB

Issues related to Tourism at the 5th GMS Summit



ADB

Issues related to HRD at the Summit

- Joint Summit Declaration

In tourism, building on improved physical connectivity and simplified visa requirements, tourist arrivals to the GMS continued to rise, reaching 52 million in 2013. The GMS Tourism Infrastructure for Inclusive Growth Project was approved in 2014, and a new initiative to help strengthen the Mekong Tourism Coordinating Office (MTCO) is underway. An updated GMS Tourism Sector Strategy covering 2016-2026 is under preparation and will provide the blueprint for expanded subregional cooperation in this sector over the next decade.



ADB

Thank You



ADB

Agenda 6.1

Lao National Institute of Tourism and Hospitality



Luxembourg Development Cooperation (Bi-Lateral Donor)

- Vietnam : 2000 - Present
 - Various hotels schools (support teacher training and curriculum development)
 - Villa Hue (practical hotel)
- Laos : 2008 - Present
 - Establishment of Lanith
 - Establishment of the Balcony Luang Prabang
 - Teacher Training and curriculum development
 - Workforce development programme (PtS)
- Myanmar : 2015 -
 - Support to human resource development in tourism sector (Ministry of Hotels and Tourism)
 - Private sector support (Myanmar Tourism Federation)



Project LAO/020

- R1 Elaborating an integrated Human Resource Development (HRD) Strategy and Action Plan (2010-2020);
- R2 Strengthening the capacity of tourism education and training providers to deliver quality education and training;
- R3 Upgrading and/or developing selected hospitality and tourism curricula, training programmes, teacher packs and teaching resources to support education delivery;
- R4 Design, build, operate and transfer a 'centre of excellence' in hospitality and tourism education and training; and
- R5 Implementing an Outreach Programme providing training and support services to tourism training providers in strategic locations throughout Lao PDR.

Lanith 
Lao National Institute of Tourism and Hospitality

Advance service quality in Laos

LANITH Mission

Build a tourism and hospitality “Centre of Excellence” to educate, train, innovate, communicate, and unite



Educate

The LANITH Diploma offers four, two-year internationally benchmarked majors - food and beverage production, food and beverage service operations, accommodation operations, and travel and tourism operations - at its Vientiane campus. It targets the next generation of career-minded hospitality and tourism professionals and service sector leaders.

Train

LANITH's *Passport to Success* industry training programme offers modules aimed at Laos' current tourism and hospitality workforce. Internationally educated Lao trainers deliver instruction in the Lao language. *Passport to Success* collaborates with tourism businesses to change attitudes of their workforce and mould skills. It plots trainee's progress and presents a path for professional development by meeting ASEAN standards for competency-based training programs.





Innovate

Innovation is at the core of LANITH. Rather than employ a standard model for destination human capital development, LANITH customizes its approach to fit Laos' burgeoning requirements through sustainable strategies. LANITH also pursues public private partnerships (PPPs).

Communicate

LANITH is committed to communicating its activities and progress, creating project awareness, and raising cross-cutting industry issues among travel professionals, trade staff and management, relevant government agencies, development organizations, educators, students, the Lao public, visitors, and the greater service sector. LANITH uses multimedia to guarantee a platform for engagement by all stakeholders.





Unite

LANITH unites the entire visitor industry through a common vision and shared ideological conviction.

1. Lanith Advanced Diploma

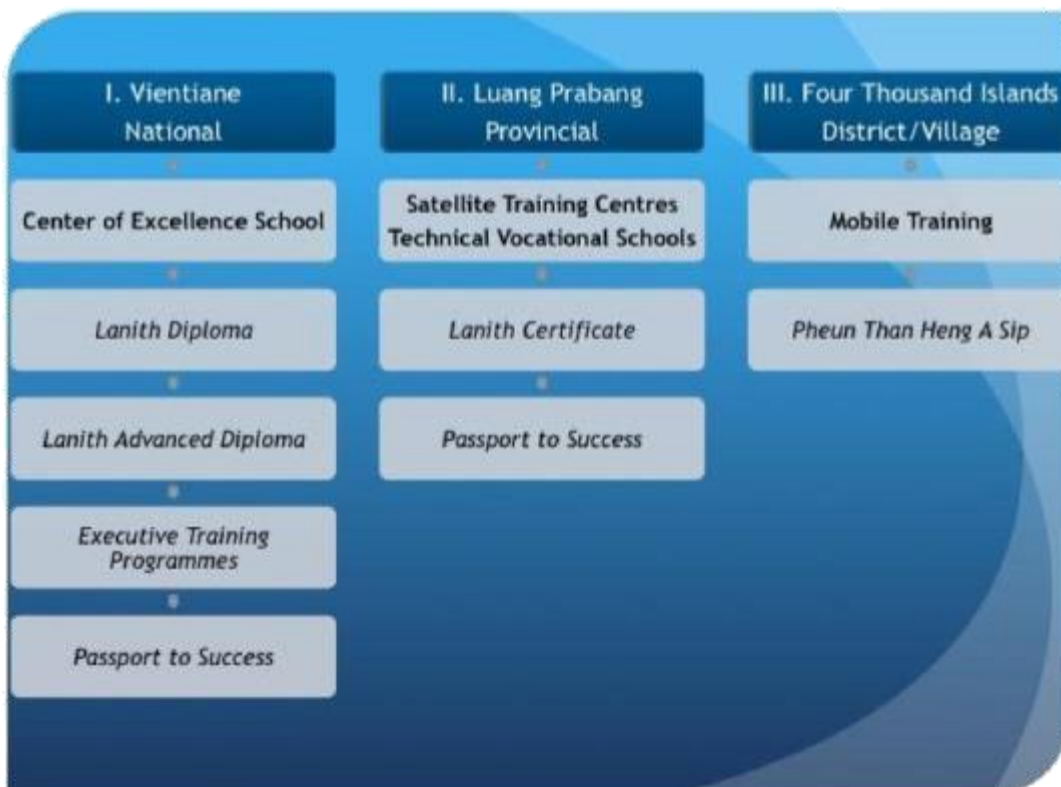
2. Lanith Diploma

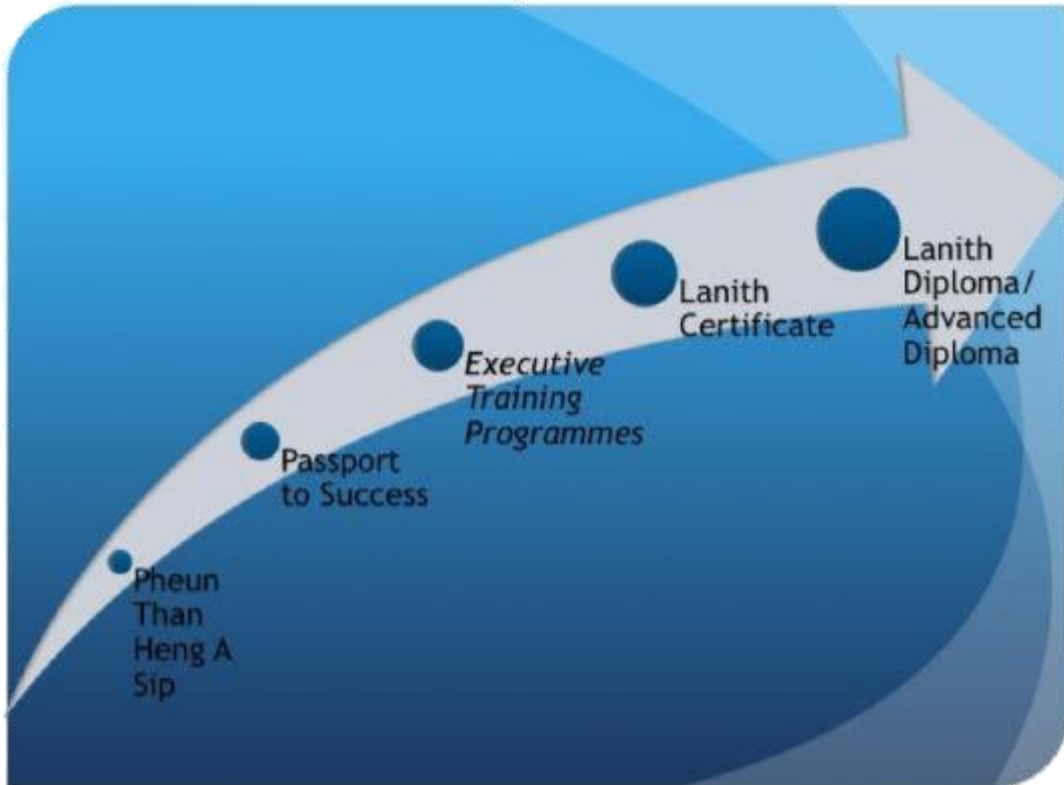
3. Lanith Certificate

4. *Executive Training Programmes*

5. Passport to Success

6. Pheun Than Heng A Sip





International Recognition





Agenda 6.2

River Race

River Race

Dr. Gayle Mayers



MEKONG RIVER RACE & DESCENT - DEVELOP PRO-POOR COMMUNITY BASED TOURISM & ASSIST IN CONSERVATION OF THE ICONIC MEKONG RIVER DOLPHIN

Mekong Tourism Organising Committee, 34th GMS Tourism Working Group Meeting, October 18/19 2014

Dr. Gayle Mayes; University of the Sunshine Coast; Sustainability Research Centre Member
Lecturer in the Faculty of Arts and Business; School of Business; Tourism, Leisure & Events Discipline



MEKONG RIVER RACE & DESCENT – Dr Gayle Mayes

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MEKONG RIVER RACE & DESCENT – Dr Gayle Mayes

Contents of the presentation

1. WHO? Introduction and background - Dr Gayle Mayes
.... Relationship with Cambodian Ministry of Tourism
2. WHAT? WHERE? Recommendations and the way forward
3. WHY? Aims and objectives of the race and the descent
4. HOW? Seeking partnership and plan to run the pilot for race & descent



MEKONG RIVER RACE & DESCENT = DEVELOPMENT OF COMMUNITY BASED TOURISM



- » ... CANOE FOR CONSERVATION
- » ... PADDLE FOR PRESERVATION



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1. WHO? Introduction – Professional/Academic Background



- Masters Outdoor/Environmental Edc'n
- PhD Sustainable Wild Dolphin Tourism Interaction & Practices
- National Award - Teaching Excellence
- 25 years lecturing in universities
 - Outdoor/adventure & environmental education/recreation/conservation
 - Sport and event marketing
 - Tourism, SPORT, leisure, events
 - International internships and student-based projects and expeditions
 - Tourism Policy and Planning
- Expertise in international projects
 - Asia/Pacific: Cambodia, Fiji, Indonesia
 - All levels – ministry - community
 - Sustainable wildlife tourism
 - Sustainable coastal and marine tourism international development/management

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1. WHO? International Business & Sporting Background



- Small business owner – tourism - 6 years
- International health consultant – 6 years
- Elite paddle sports athlete – 6 years
- World class athlete – 15 years
- World champion: ultra marathon paddle events
- **Olympics 1992 Barcelona**
 - Represented Australia Women's Kayak Team
- **12 times World Champion (1988 - 2014)**
 - Kayaking, outrigger canoeing, dragon boats
 - **Current world champion and coach 2014**
- 25 years coaching, managing and competing at international, national, state, regional local level
 - **National Coach for Outrigger Canoeing**
 - **National Coach & Coordinator for Adaptive Paddling**
 - **International Committee for Adaptive Paddling**

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1. WHO? USC relationship with Cambodian MoT

Relationship – Cambodian Ministry of Tourism

- Working with MoT since 2010 = 5 years
- Long-term strong relationship with MoT
- Collaborative ecotourism & CBT conference papers
- International professional development programs
- Three Cambodian AusAID training programs in Australia
- Staff & student research projects each year
- Development of Tourism Policy & Planning
- Student-based research & education expeditions
- Presentation at international CBT conference in 2014



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January 2013 – 6 USC students & 4 USC staff – generous support and sponsored by CMoT

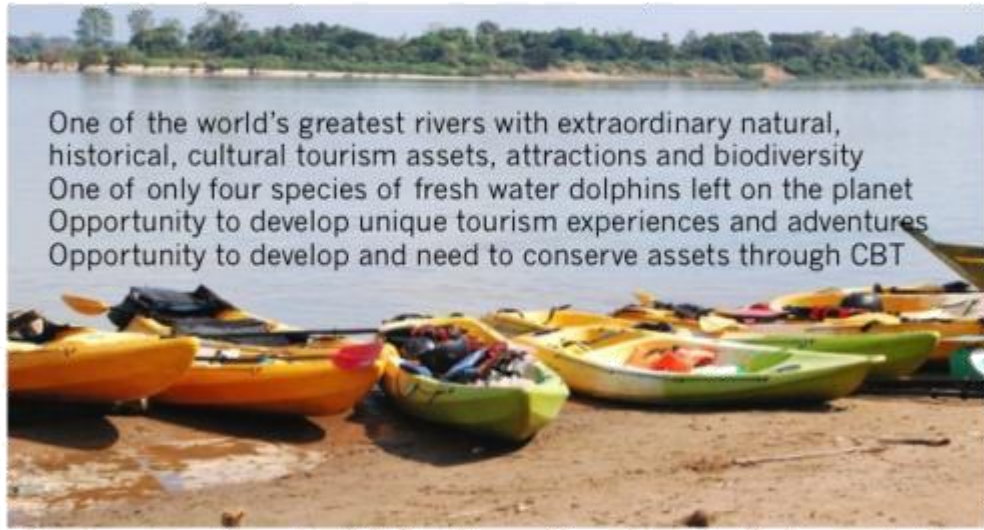
Mekong River Race feasibility study + report + recommendations + promotion on developing an annual ultra marathon canoe and descent on the extended canoe trail for the full length of the Cambodian Mekong River through 3 countries: Laos, Cambodia and Vietnam

Develop the descent of the Mekong River through all 7 countries



Mekong Discovery Canoe/Bike Trail

Congratulations WTO – A Wonderful Tourism Initiative – let's build on this



One of the world's greatest rivers with extraordinary natural, historical, cultural tourism assets, attractions and biodiversity
One of only four species of fresh water dolphins left on the planet
Opportunity to develop unique tourism experiences and adventures
Opportunity to develop and need to conserve assets through CBT

7

WHAT? Mekong River Paddle & Peddle

7 Countries Tibet, Myanmar, China, Laos, Thailand, Cambodia, Vietnam



Each country selects a part of the Mekong River in their country for the race event/descent/cycle

Choose between 1 and 5 days
Offer an extraordinary adventure

Upper reaches first – Tibet
China
Myanmar
Laos
Thailand
Cambodia

Finish in Vietnam (HCMC)
Canoe/cycle for conservation
Paddle/Peddle for preservation
Mekong River Dolphin

8

Mekong River - Paddle & Peddle

Train/Trial Laos, Cambodia, Vietnam then include all 7 countries
for SUP, canoe, kayak, paddlers, cyclists = sports/adventure tourists

Competitive paddlers



Recreational paddlers



Cyclists



Stand Up Paddlers



Canoe/Cycle for conservation
Paddle/Peddle for
preservation
Mekong River Dolphin



9

Threats to the survival of freshwater dolphins



Unsustainable human-wildlife conflicts & dams

- Constantly growing human population – high human population densities
- Thousands of years of environmental exploitation
- Deforestation, decrease in food sources
- Toxicity of river water from industry, waste, pollution, mercury from gold mining
- Intensive farming and agriculture plus runoff in the water from fertilizer and chemicals
- Transformation/degradation of ecosystems and habitats
- Competition with humans for food in local communities
- Fishing and/or gill netting by local communities
- Dolphins used for food or bait by local communities
- Boat and/or propeller strikes by locals and/or river transport
- **Mainstream dams**

10

WHY? Goals of Mekong River Race, Descent and Bike Trail

1. Develop and contribute to community-based tourism and help alleviate poverty in the Mekong River communities in all 5 countries
2. Provide alternative income to communities through adventure tourism experiences/services/products and associated activities
3. Raise awareness of the beauty and biodiversity of the Mekong River and environment to international sport and adventure tourists
4. Raise awareness of the status of the critically endangered Mekong River Dolphin at all levels and convey the need to protect and conserve the iconic species and all Mekong River flora and fauna
5. Raise funds for research, conservation & protection of the critically endangered Mekong River Dolphins - on the brink of extinction
6. Develop an iconic annual international down-river race on an iconic and extraordinary river and extended canoe and bike trails
8. Develop a long-term sister-river relationship between the Mekong and Murray River (in Australia)



The YMCA + volunteers + partners currently market, promote, manage and run the Mighty Murray River Race each year in Australia

The Mighty Murray River Race

- Iconic Australian Event
- Five days & 404 kilometres
- Five stages each day
- 700 – 1000 paddlers
- > 2000 supporters
- > 300 volunteers
- Longest ultra marathon race in the southern hemisphere
- Charity event – fundraiser
- \$300,000 in funds to projects
- \$1.5 mill to regional economy

Discover Murray
MurrayRiver.com.au

0 100 200 Kilometres



International Agreement between Murray Race & CMoT

- Murray Race event staff met with HE Dr Thong Khon CMoT and Thok Sokhom in 2014
- Will train & give in-country support to 14 volunteers in river event management
- Will partner & collaboratively run the down river event annually in S.E. Asia
- Will market and cross-promote the Mekong Race and Descent and Bike Trail
- International long-term collaborative relationship between Murray River and CMoT
 - YMCA Victoria run international community projects in Cambodia
 - Significant number of S.E. Asian youth in Victoria looking for "country connection"
 - Ideal opportunity to train S.E. Asian youth for international sport/event project

MEKONG RIVER RACE & DESCENT – Dr Gayle Mayes

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WHERE? Mekong River Ultra Marathon Canoe/Kayak Race – 3 countries

**The proposed race/descent in Cambodia: 410k
5 days of racing + 5 days of sight-seeing**

Part A: Laos/Cambodian Border to Phnom Penh: 310 k,
4 days of paddling, 4 days of sight-seeing

Part B: Phnom Penh to Cambodian/Vietnam Border:
100 k 1 day of paddling + 1 day of sight-seeing

**Equivalent to the Mighty Murray River Ultra Marathon
Race distance = Approximately 404 kilometers in
total**



MEKONG RIVER RACE & DESCENT – Dr Gayle Mayes

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WHERE? HOW? Mekong River Marathon Canoe Race – variations/extensions

5-Day Challenge - individually or in teams of 8 to 10 people
Full or Half day – 50 or 100k per day

4-Day Challenge
Full or Half day

3-Day Challenge
Full or Half day

2-Day Challenge
Full or Half day

1- Last day challenge
Full or Half day



ADD Adventure race components – mountain bikes, runs, hill climbs
Traditional Cambodian Canoe Race using traditional canoe craft
Dragon Boat Race in Phnom Penh – 50 to 80 people craft

The WATER FESTIVAL grand finale and entry to Phnom Penh

Incorporate "service" at pagodas to assist monks in cleaning & renovations

MEKONG RIVER RACE & DESCENT – Dr Gayle Mayes

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WHERE? HOW? Mekong River Marathon Canoe/Kayak Race – 3 countries

5 Days off between 5 race days – use the Amazon River tourism model

- Expeditions on water to natural/cultural attractions with fast or slow boats
- Visit neighbouring natural areas and attractions on foot, by bike, vehicle
- Visit villages, towns, communities, local inhabitants, dolphin watching
- Explore markets, weaving, pottery, shop, memorabilia, photography etc
- Learn Cambodian language, cooking, dancing, music, culture, etc
- Visit pagodas and spiritual places, volunteer labour to renovate pagodas
- Watch wildlife, volunteer to monitor, manage, feed wildlife
- Eat, relax, enjoy, recover, sports massage, springs, swim, spa, mend gear



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NEXT STAGES – CAPACITY BUILDING, TRAINING & TRIAL the RACE

TRAINING OF GMS BY MURRAY RIVER TEAM & TRIAL RACE

Gear and equipment for all water and land event aspects

Risk management of all participants and safety on land and water

Communications and logistics, accommodation, transport, food

Community awareness and education program - how to leverage off the event & develop a range of event services and alternative tourism experiences for the days off – between race days

Manage minimal impact on dolphins, environment, people and culture, training in natural & cultural guiding and interpretation



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The gaps and needs for the first three stages

- **Stage 1 RECONNAISSANCE, TRAINING by Murray River Team**
 - Murray River race management team of 12 to Cambodia the Mekong River to refine the maps, check the distances and confirm the check points. Need 4 speed boats, 4 vehicles, accommodation x 24 pax
 - **Train 14 volunteers from GMS countries in race prep/planning**
 - **Stage 2 RACE TRIAL & TRAINING OF GMS TEAM (CAMBODIA)**
 - 12 paddlers from Australia and 12 craft from China (Epic kayaks)
 - 12 Murray River Race experts
 - 14 volunteers from GMS countries train in Cambodia Mekong River
 - **Race trial with paddlers and all aspects of race promotion**
 - **Stage 3 GMS COUNTRIES DEVELOP RACE DISTANCE & DATES**
 - 1 TO 5 DAYS IN NOVEMBER/DECEMBER MAX OF 100K PER DAY
 - BEGIN WITH TIBET, FINISH WITH VIETNAM SECTION
 - COORDINATE TO CREATE MEKONG RIVER RACE/DESCENT JOURNEY
 - **SUSTAINABILITY, LONG TERM SUPPORT FOR THE RACE**
 - **MURRAY - MEKONG RIVER TEAM PARTNERSHIP/TWINNING**
- Stage 1 RACE "RECCIE" TRAINING OF GMR
*Airmiles for 12 Aussies
*In-country support - Cambodia
*Training of 14 GMS volunteers \$30,000 approximately
- Stage 2 – RACE TRIAL
*Airmiles for 12 paddlers
*12 craft from China
*Training of 14 GMS volunteers \$30,000 approximately
- Stage 3 – RACE DEVELOPMENT
GMS COORDINATION of DATES & DISTANCES
- SUSTAINABILITY OF MEKONG DESCENT – BUILD IN FACTORS
Economic, Socio-Cultural, Environmental

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Mekong River Race & Mekong River Descent Mekong River Canoe/Bike Trail

Canoe/Cycle for Conservation, Paddle/Pedal for Preservation

*'Do not wait until you have all the facts before you act –
you will never have all you would like.'*

*'Action is what brings change, and saves endangered
animals, not words'* Don Merton, Chatham Island black
robin recovery program (Turvey 2008)



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Thank you for your efforts and assistance
and generous support of our USC projects

Mekong Tourism Organising Committee – 34th GMS Tourism Working Group Meeting

H.E. Dr Thong Kohn– Cambodian Minister for Tourism, Chair of Cambodian Olympic
Committee

Mr Thok Sokhom - Director, Department of International Cooperation and ASEAN, Ministry
of Tourism

Mr Porsoeun Orn – National Project Liaison and Logistics Consultant, Mekong Discovery Trail
Project, currently working as the Tourism Officer and CBT development officer in Stung
Tren

H.E. Touch Seang Tana - Chairman of Commission for Conservation and Development of
Mekong River Dolphin Eco-Tourism Zone

Mr Phay Somany – WWF, Cambodia

Mr Bunthok Deth – YMCA National General Secretary, Cambodia

YMCA Victoria CEO, Land & Water Risk Management, Mapping, International Projects.

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MEKONG RIVER RACE & DESCENT - DEVELOP PRO-POOR COMMUNITY BASED TOURISM & ASSIST IN CONSERVATION OF THE ICONIC MEKONG RIVER DOLPHIN

Mekong Tourism Organising Committee, 34th GMS Tourism Working Group Meeting, October 18/19 2014

Dr. Gayle Mayes; University of the Sunshine Coast; Sustainability Research Centre Member
Lecturer in the Faculty of Arts and Business; School of Business; Tourism, Leisure & Events Discipline



MEKONG RIVER RACE & DESCENT – Dr Gayle Mayes

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Agenda 6.3

Kuang Sii Development Project

Kuang Sii Development Project

Welcome to the 13th Meeting of GMS Tourism Working Group
Welcome to Kuang Si Waterfall



Presented by : Vongdavone VONGXAYARATH .
Luang Prabang Provincial Information, Culture and Tourism
Department.

www.tourismluangprabng.org

19 /11/2014.



I. Management of Kuang Si Waterfall

- **Park Management**
 - Employees: 11 people, 9 males and 2 females
 - Duties include:
 1. Management of car parking and food and beverage stalls in car park area
 2. Providing facilities for tourists such as signs, map, WC's and change sheds
 3. Cleaning the WC's and change sheds inside the park
 4. Maintaining the trail to main waterfall and trekking trails to top of waterfall
 5. Collecting the rubbish
 6. Selling entry ticket with help from DICT-LP staff
 7. Small scale infrastructure development
- **Bear Rescue Centre, managed by INGO Free the Bears**
 1. Contributes infrastructure development and maintains facilities in Centre
 2. Receives no income from ticket sales
 3. Employs 6 staff from Ban Thapene village
 4. Education signage due for completion in next 2 months.
 5. Supported development of Information Centre
 6. Supports marketing and promotion of Kuang Si (billboard, brochure)
- **Development in Progress: Forest and Wildlife Discovery Trail** from entrance to main waterfall and **Tat Kuang Si Visitor's Guide**.

Natural Beauty



II. Income Generation (2014)

Ticket prices:

1. Foreign tourist: 20.000 KIP
2. Domestic tourist: 10.000 KIP

Total number of tourists (**215.869**)

1. Foreign tourists: 145,652
2. Domestic tourists: 70.215

Total Income from ticket sales: **3.615.210.000**

(100 % of income generated goes to Provincial Finance Department.

The budget spending in to administration development Kuang si waterfall is 13,99%. Divided as below:

- Administration and salary of staffs is 4,73%
- Small scale infrastructures development is 9,26%

Income for Ban Thapene Village

People from the village are directly involved in services such as selling food & beverages, car park provision and management, employment in Park Management and at Bear Rescue Centre and indirectly as tuk-tuk drivers or tour guides. Tourism to Kuang Si has created more jobs that have improved their living condition over the last 10 years.

Advantages for people by developing the road linkage to Kuang Si Waterfall.

- 15 years ago, the road condition to the waterfall was very poor dirt road.
- In 2004 ADB provided funding of US\$ 1.355 million to pave the road to Kuang Si improving access to more than 12 villages along the 25 km section from Ban Phong Wanh to Ban Thapene.
- Kuang Si is rated the number 1 thing to do on Trip Advisor in Luang Prabang and in the Top 10 natural swimming Pool in the world and most popular tourism attraction (Tourism Satisfaction Survey June 2014)
- Due to high volume of traffic to Kuang Si Waterfall the condition of the road and bridge crossings is again poor to very poor.
- Key risks include road accidents and therefore reduced income from tourism if tourist numbers fall or the reputation of access to Kuang Si declines
- This road is important to the 12 villages for communication, transportation and access to services.
- Specific benefits of the road linkage include:
 - Increased tourist income for Ban Thapene and other villagers
 - Increased income for Luang Prabang Province including income to reinvest into Kuang Si Development
 - Improved access to other CBT projects (e.g Hmong Cultural Village Ban Na Ouan) on way to Kuang Si.

Thank you for your kind attention

Q&A



www.tourismluangprabang.org

Agenda 7

Introduction to Danang

Introduction to Danang

Vietnam
Timeless Charm

MINISTRY OF CULTURE, SPORTS AND TOURISM
VIETNAM NATIONAL ADMINISTRATION OF TOURISM

DANANG

MEKONG TOURISM FORUM 2015 AND THE 35TH GMS TWG MEETING

34th Meeting of the GMS Tourism Working Group
Luang Prabang, Laos PDR 2014

Vietnam
Timeless Charm

CONTENTS

- TIME AND ACTIVITES
- TENTATIVE PROGRAM
- DA NANG WELCOMES MTF



TIME AND ACTIVITIES

- Time: 16th – 18th June 2015
- Location: **Da Nang City, Viet Nam**
- The activities:
 - Meetings
 - Social functions
 - Tourism awards
 - Technical tours
 - GMS performances and/or culinary showcase



TENTATIVE PROGRAM

DATE	ACTIVITIES
Day 1 16 th June 2015	- 35 th Meeting of the GMS Tourism Working Group - Thematic Tourism Workshop - Meeting of Mekong Tourism Council
Day 2 17 th June 2015	- Meeting of ADB Projects Steering Committees - Tourism conference
Day 3 18 th June 2015	- Mekong Tourism Forum 2015 - Mekong Tourism Awards and Gala dinner hosted by Ministry of Culture, Sports and Tourism of Viet Nam
Day 4 19 th June 2015	- Technical visit



DA NANG WELCOMES MTF

- Located in the central of Viet Nam, Da Nang is the gateway to the four world heritage sites:
 - Phong Nha National Park
 - Hue Citadel
 - Hoi An Ancient Town
 - My Son Sanctuary
- On the EWEC (East-West Economic Corridor)
- Tourist arrivals statistic (2013)
 - International tourists: 743,183
 - Domestic tourists: 2,374,375



DA NANG WELCOMES MTF

- Accommodation (2014 statistic)





DA NANG WELCOMES MTF



DA NANG WELCOMES MTF

- **07 frequent international flight routes**

International airline routes	Airline
Siem Riep – Da Nang	Vietnam Airlines
Singapore – Da Nang	Silk Air
Hong Kong – Da Nang	Dragon Air
Incheon – Da Nang	Asiana Airlines Korean Airlines Vietnam Airlines
Guangzhou – Da Nang	Vietnam Airlines
Kuala Lumpur – Da Nang	Air Asia
Narita – Da Nang	Vietnam Airlines



DA NANG WELCOMES MTF

- **Upcoming international flight routes (2015)**

- Shanghai – Da Nang
- Osaka – Da Nang
- Bangkok – Da Nang



DA NANG WELCOMES MTF

- **Domestic daily flight routes**

- Ha Noi
- Ho Chi Minh city
- Hai Phong
- Nha Trang
- Da Lat
- Vinh
- Buon Ma Thuot
- Pleiku

(by Vietnam Airlines, Vietjet Air and Jetstar Airways)



- **Da Nang beach:** One of the most luxurious beaches in the world (Forbes Magazine)
- **Ba Na Hills:** 25 km away from the city center, with the famous "4 seasons in a day" feature. The Entertainment Complex with Cable Car System; Indoor Entertainment Complex-Fantasy Park; the Love Paradise.
- **Marble Mountains:** 07 km to the Southeast of the Da Nang city centre, Marble Mountains are considered as the "Landscape of the Southern Sky" with five mountains: Metal, Wood, Water, Fire, Earth.



- **Han River Bridge:** It is the first swing bridge to be built in Vietnam. The bridge is an important part of Da Nang's cityscape.
- **The Dragon Bridge:** The Dragon Bridge represents the strength, the strong desire for the future development of Da Nang City.
- **Tran Thi Ly Bridge:** Tran Thi Ly Bridge reflects the image of a sailing boat heading to the sea.
- **Thuan Phuoc Bridge:** Thuan Phuoc Bridge is a suspension bridge that crosses the lower Han River at Da Nang, Vietnam.





DA NANG WELCOMES MTF



Da Nang cuisine



Thank you for your attention!



Agenda 8

Concept Note on GMS Ministerial Meeting

Organization and Agenda for the next GMS Tourism Ministerial Meeting in 2015

About the meeting:

The GMS Tourism Ministers' Meeting is held whenever the ASEAN Tourism Forum takes place in one of the GMS countries. The day before the Tourism Ministers' Meeting, GMS NTOs are convened in order to prepare all proceedings for the following day.

Main objectives

The objectives of Tourism Ministers' Meeting are to:

- *Provide leadership and policy guidance to the implementation of the GMS Tourism Sector Strategy and its programs/ projects;*
- *Review progress and achievements on the implementation of the strategy and recommend adjustments as necessary.*

GMS tourism cooperation progress and achievements

GMS TWG will present progress and achievements on the followings.

1. *Strategic directions of GMS Tourism Marketing Strategy 2015 - 2020*
2. *Tourism knowledge management platform*
3. *A development plan for GMS thematic routes*

Outputs

The GMS Ministerial Meeting will have the following key outputs:

- *Endorsement of strategic directions of GMS tourism marketing strategy and other elements of the report of the GMS TWG meeting*
- *Joint ministerial statement*

