



41st

MEETING OF THE GMS TOURISM WORKING GROUP (TWG-41)

25 JUNE 2018

NAKHON PHANOM, THAILAND

DRAFT SUMMARY OF PROCEEDINGS



Introduction

1. The Forty First Meeting of the GMS Tourism Working Group (TWG-41) was held on 25 June 2018 in Nakhon Phanom, Thailand. The meeting, hosted by the Government of Thailand, was co-organized by the Ministry of Tourism and Sports (MOTS) of Thailand and the Mekong Tourism Coordinating Office (MTCO), and attended by representatives of the National Tourism Organizations (NTOs) of the six Greater Mekong Subregion countries (Cambodia, PRC, Lao PDR, Myanmar, Thailand, and Viet Nam), Mekong Tourism Coordinating Office (MTCO), the Asian Development Bank (ADB), and other development partners including GIZ, Luxemburg Development Cooperation, PATA, ASEAN-Japan Center, and ASEAN-Korea Center. The List of Participants is in [Appendix 1](#).



Agenda Item 1

Opening Session

Opening Remarks by Permanent Secretary, Ministry of Tourism and Sports, Thailand:

2. Mr. Pongpanu Svetarunda, Permanent Secretary, Ministry of Tourism and Sports of Thailand extended his warm welcome to the participants to the 41st TWG Meeting. In his opening remarks, he noted that tourism is crucial to the development of the economy owing to the sector's contribution to revenue generation, increased jobs, investments in infrastructure, and improvement in living standards. He emphasized that GMS tourism cooperation should serve to unite the six GMS countries, preserve the strength of the sector,

respect the subregion's cultural diversity, ensure that local communities get their fair share of benefits, and is environment-friendly. He wished for the continued success of the tourism sector for peace and prosperity in the GMS.

Remarks from Asian Development Bank

In his remarks, Mr. Steven Schipani, Unit Head, Project Administration, ADB Viet Nam Resident Mission, stated that ADB valued the commitment of GMS countries to support TWG's mission to promote more competitive, balanced,

and sustainable tourism development. He noted that TWG-41 and associated 2018 Mekong Tourism Forum (MTF) presented the opportunity to jointly review GMS Tourism Sector Strategy (TSS) implementation and take stock of achievements and areas for improvement as the GMS Program celebrates its 25th anniversary. He mentioned that copies of the TSS were distributed at the 6th GMS Summit and that the Joint Summit Declaration highlighted the successful campaign to market the GMS as a single destination with tourist arrivals doubling to 60 million over the past decade. Tourism features prominently in the Hanoi Action Plan (2018-2022) and associated GMS Regional Investment Framework 2022 including a pipeline of 12 regional tourism investment projects worth \$1.4 billion and 17 technical assistance projects worth \$83 million. He reaffirmed ADB's commitment to supporting the TWG's cooperative efforts and all GMS countries' ongoing development through their national programs.

**Remarks from Executive Director,
Mekong Tourism Coordinating
Office**

3. Mr. Jens Thraenhart, MTCO Executive Director, underscored the alignment of TSS with the Sustainable Development Goals with the work plan for the GMS as a sustainable tourism destination. He said that both the Marketing Strategy and the TSS were developed for strong public-private partnership and that the MTF continues to serve as platform for dialogue with private industry operators. He mentioned the impact of the internet and social media on the successful marketing of the subregion and looked forward to the eventual establishment of the MTCO as an inter-governmental organization. The theme of the MTF 2018 on "Transforming Travel - Transforming Lives" focused on food, adventure, and wellness in 8 thematic sessions hosted in eight community-based villages around Nakhon Phanom. This year also supported again the plastic free event campaign. He thanked the countries for their confidence in MTCO to execute the tourism work plan and for the honor to be of service to the GMS tourism sector.

4. Copies of the Welcome and Opening remarks are in [Appendix 2](#).

Agenda Item 2

Adoption of the Agenda



5. The meeting adopted the provisional agenda attached as [Appendix 3](#).
6. Representative of Thailand briefed participants on Business Arrangements.
7. The morning session was chaired by Mr. Pongpanu Svetarunda, while the afternoon session was chaired by Dr. Jiraporn Prommaha, Director, International Affairs Division, MOTS, Thailand.

Agenda Item 3

Report and Follow-up of the 40th GMS Tourism Working Group Meeting (December 2017, Yangon, Myanmar)

8. Representative of Myanmar gave a briefing on the outcomes of TWG-40 held in December 2017 in Yangon, Myanmar, copy attached as Appendix 4.

Agenda Item 4

GMS Country Reports



9. Representatives of the six GMS countries presented their country reports in alphabetical order as follows:

5.1 Cambodia

10. Cambodia stated that Tourism is regarded as Green Gold with emphasis on cultural and natural tourism, and one of the top 10 priority sectors for socio-economic development. In 2017, international visitor arrivals reached 5.6 million (+11.8%) and domestic tourists reached 10.86 million (+2.1%), generating revenues of \$3.6 billion. Top 4 source markets were GMS countries, namely PRC, Viet Nam, Lao PDR, and Thailand. They are projecting the number of international tourist arrivals to reach 12 million and generate revenues of \$11 billion by the year 2030.

5.2 PRC

11. PRC reported that domestic tourists reached 5 billion in 2017 (+12.8%), and generated receipts of \$750 billion (+15.9%). International arrivals reached 29.17 million (+3.6%). Top 2 GMS source markets were Myanmar at 9.66 million, followed by Viet Nam at 6.54 million. PRC shared the following points of emphasis for their tourism development: (i) convergence of culture and tourism, with a new Ministry of Culture and Tourism established in March 2018 raising its importance at the ministry level; (ii) holistic tourism destination development involving not only the tourism agency but also other line agencies relating to industrial and commercial, land, environment, transportation, tourist police, and courts concerns; (iii) tourism plus as a platform for integrating tourism with and increasing the value of other industries relating to agriculture, forestry, sports, education, and science and technology towards providing tourism products; (iv) civilized tourism to educate people on proper/good behavior during travels with punishment for improper behavior and emphasizing reasonable consumption; (v) market regulation and crackdown on low-priced packages, regulating ticket price of key national tourist attraction towards preserving unique and good qualities of such attractions; (vi) toilet revolution towards constructing 70,000 toilets between 2015 and 2017, with another batch of 64,000 toilets to be constructed in the next 3 years; (vii) investment in rural tourism development and poverty reduction; (viii) tourism diplomacy through international people-to-people communication, and bilateral and multilateral relations.

5.3 Lao PDR

12. Lao PDR reported that international tourist arrivals in 2017 reached 3.86 million (-8.7%). Top 3 source markets were GMS countries, namely: Thailand, Viet Nam and PRC. Lao PDR has launched “Visit Laos 2018” but has met certain challenges, including small percentage increase in tourist arrivals, lack of product diversification, need for appropriate government policy for product development to meet demand of target markets, improvement of tourism-related infrastructure, and human resource development to improve service quality in the tourism sector.

5.4 Myanmar

13. Myanmar reported international tourist arrivals of 3.44 million in 2017 (+18%). Tourism generated receipts of \$1.9 billion and directly supported 808,500 jobs. Top 2 source markets were Thailand and PRC. Foreign tourism investment in hotels and commercial complexes reached \$4.3 billion.

5.5 Thailand

14. Thailand reported that in 2017 international tourist arrivals reached 35.3 million (+8.77%) and generated receipts of 1.824 trillion THB (+11.66%) while domestic tourists reached 152 million (+3.14%) with receipts of 0.934 trillion THB (+5.93%). Thailand also reported on activities relating to visa scheme and extension of stay in Thailand for medical grounds for CLMV and PRC, sports tourism, action plan on tourism in Mae Kong River Tourism Cluster (2017-2021), Buddhist Tourism in ASEAN and South Asia, and sustainable routes linking Royal Development Projects and tourism destination in GMS countries. Thailand also reported on Lanxang Cultural Tourism Quadrangle Development Cooperation between Lao PDR and Thailand, and proposed the rejuvenation of Emerald Triangle Tourism Development Cooperation among Cambodia, Lao PDR and Thailand.

5.6 Viet Nam

15. Viet Nam reported increased international tourist arrivals of almost 13 million (+26%) in 2017 with PRC and ROK as the two top source markets. Domestic tourism was also booming and reached 73 million in 2017. Tourism receipts reached \$23 billion (7.90% of GDP). Viet Nam passed a new tourism law in 2017 for a more simplified and open business environment for tourism development.

16. Copies of the Country Reports are in [Appendix 5](#).

Open Discussion:

17. Lao PDR expressed full support for the Lanxang Cultural Tourism Quadrangle Development Cooperation and the Emerald Triangle Tourism Development Cooperation.

18. Thailand remarked that road infrastructure and soft infrastructure (capacity building) need to be further improved to allow more flow of tourists in the GMS.

19. Cambodia recalled that there had been meetings on the Emerald Triangle initiative but these stopped in 2009. Cambodia urged ADB to support the revival of this initiative.

20. ADB responded that priority TWG projects are included in the Regional Investment Framework (RIF) 2022 adopted at the 6th GMS Summit, including that on

the Emerald Triangle. ADB noted that besides itself, other development partners could be tapped for financing projects, and encouraged the countries to set aside funds from their national budgets to support Tourism elements of the RIF.

21. PRC requested Viet Nam to provide a copy of their new tourism law.

Agenda Item 5

GMS TWG Key Achievements 2014-2018

22. Mr. Thraenhart reported on the overall achievements of the TWG between 2014-2018 which included the adoption of the GMS Tourism Marketing Strategy and Action Plan 2015-2020 and the new TSS, the various programs and initiatives of the strengthened MTCO with ADB technical assistance to support the TWG work plan including the improved and expanded digital platform which has received several international awards, improved website with key features, regular e-newsletter, e-library; the successful annual MTF featuring

tourism industry experts, partnerships with various tourism organizations and private entities, and other programs and activities (Mekong Trends, Mekong Innovative Startups in Tourism, Mekong Moments, Mekong Stories, Mekong Minis, Experience Mekong Collection, food tourism, promotion of organic tourism). Copy of the presentation is in [Appendix 6](#).

23. Chair congratulated TWG and MTCO for these commendable achievements.

Agenda Item 6

2018 GMS Tourism Workplan

24. Mr. Thraenhart presented the progress and status of programs and activities under the GMS Tourism Workplan for 2018 covering MTCO operations, industry engagement, marketing branding, product development, and capacity building (copy is in [Appendix 7](#)).

Open Discussion:

25. In response to Thailand's query regarding organic tourism, Mr. Thraenhart recalled the meeting of the GMS Working Group on Agriculture he attended last year which discussed, among others, agriculture tourism as a good way to promote organic tourism to educate farmers on the benefits of reduced pesticide use. TAT representative mentioned that they were keen to go into organic tourism and are planning an event this year.

26. Ms. Rhodora Concepcion, ADB Resident Mission in Thailand, remarked that the Tourism Workplan should integrate the tourism sector's priorities as outlined in the Hanoi Action Plan and the RIF 2022.

Agenda Item 7

Statistic Harmonisation in the GMS

27. Mr. Thraenhart presented the partial tourism performance scorecard for 2017, which is still lacking data from Yunnan and Guangxi, and PATA's projected international visitor arrivals reaching almost 65 million in 2018. Data for 2017 from PATA identified the top 10 origin markets as: PRC, ROK, Lao PDR, Russian Federation, India, Thailand, Cambodia, Japan, Chinese Taipei, and USA.

28. Cambodia informed the meeting that the next statistics harmonization workshop is to be held on 14-17 August 2018 in Kampot Province and invited participants from the GMS countries and MTCO to attend.

29. Copies of presentations for this item are in [Appendix 8](#).

Open Discussion:

30. Chair noted that harmonization of statistics is important to avoid double counting and expressed his hope that the workshop would be able to capture GMS tourism statistics more realistically.

31. Mr. Schipani remarked that while the countries were doing a good job in collecting information individually, introducing additional questions or adjusting some questions to capture data on the inter-regional flow of tourists across borders, tourist origin-destination questions, and tracking how many tourists crossed certain borders would be helpful for planning and marketing purposes. Data on passenger air travel

(not land or multi-modal) may be purchased from commercial sources but are expensive.

32. Chair agreed with Mr. Schipani's suggestion to capture data on flow of tourists from one country destination to another.

33. Mr. Schipani noted that each country's exit survey questionnaires could be adapted to capture the required information at no extra cost. He also mentioned that the GMS Secretariat has included a tourism chapter in the annual GMS Statistics Report beginning in 2018, to be updated annually.

34. Lao PDR suggested that all countries should participate in the workshop to facilitate harmonization of data collection and reporting.

35. Viet Nam suggested for ADB to support harmonization of statistics in the countries' annual reports.

36. Thailand mentioned ASEAN's tourism statistics standardized methodology for data collection, reporting and identification of what statistics are useful for users. Thailand stressed the need for each country to identify the specific agency to collect information/data and suggested the setting up of a small focus group to formulate starting points. Thailand offered to help and share their expertise in this regard.

Agenda Item 8

Implementation of the GMS Tourism Marketing Strategy 2015-2020

37. Cambodia reported about their annual celebration of festivals in different locations and invited the other GMS countries to join.

38. PRC mentioned their marketing efforts for the GMS.

39. Lao PDR reported on their blogger matchup fam trip on Luang Prabang tourism scheduled on 2-7 July 2018 in collaboration with MTCO.

40. Myanmar reported on development of Buddhist trail. They produced booklets distributed in national and international events.

41. Thailand reported on Travel Mart Plus held in June 2018 in Pattaya, Chonburi, Thailand which focused on romantic destinations, Tourism Marketing Heritage Trail Cross-border Rally held in June 2018, and post tours of ASEAN Tourism Forum 2018 in Chiang Mai.

42. Viet Nam reported that they are promoting Viet Nam in conjunction with other GMS countries, as they did at ITB together with MTCO, and in the ASEAN community. They are now preparing for a mini-movie festival in conjunction with ASEAN Tourism Forum to highlight the strengths of the region.

Open Discussion:

43. Thailand suggested that lessons learned from Thailand-PRC collaboration on zero-cost package and low-cost package be shared with TWG.

44. PRC noted that while the problem is not unique to PRC, they have cracked down on tourism operators and providers to make the market grow healthy.

45. Viet Nam raised the issue of how NTOs can work together to minimize the problem and protect the visitors so that they can fully enjoy their experience.

46. Myanmar remarked that their government tries to ensure that visitors experience good quality services.

47. PRC remarked that tourism statistics could be misleading and could include cross-border permit/pass visits which are counted as tourists, rather than counting only those travelling with passports.

48. Thailand agreed that this issue needs to be discussed also at the Statistics Harmonization Workshop in August 2018.

49. Cambodia noted that they do not count cross-border day trippers as tourists.

50. Given these concerns, Mr. Thraenhart emphasized that all countries should join the statistics harmonization workshop in August 2018.

Agenda Item 9

GMS Tourism Task Forces

51. Mr. Thraenhart briefed the meeting about the GMS Tourism Task Forces on Marketing and Statistics (copy in [Appendix 9](#)) and requested the countries to nominate their respective focal points with the appropriate technical expertise for the task forces to facilitate communication.



Agreed Action:

Countries will send their nominations of their respective focal points for the two task forces (statistics and marketing) to MTCO by end of August 2018.

Agenda Item 10

GMS TWG-42 Meeting and 2019 Mekong Tourism Forum

52. Viet Nam gave a presentation on plans for TWG-42 proposed to be held on 3-6 December 2018 in Phu Quoc Island, Kien Giang Province, Viet Nam (copy in [Appendix 10](#)).

53. PRC informed the meeting that MTF 2019 is planned to be held in Dali at the Dali International Hotel, which was the venue of the meeting of Foreign Ministers for Lancang-Mekong held in 2017.

Agenda Item 11

ADB Update

54. Mr. Schipani briefed TWG on the highlights/outcomes of the 6th GMS Summit held in Hanoi, Viet Nam in March 2018 which among others, recognized the achievements of the Tourism sector in the Joint Summit Declaration, and adopted the Hanoi Action Plan and Regional Investment Framework 2022 which reflect the strategic and project priorities under the GMS Tourism Sector Strategy 2016-2025. He referred to the RIF 2022 Tourism sector project updates tables circulated by MTCO to TWG prior to this meeting and requested the countries to review the tables closely and see if there are projects that could be dropped or new projects added. Country updates are requested to be submitted to MTCO following TWG-41 for eventual transmittal to the GMS Secretariat to be consolidated into an overall report to the GMS Senior Officials and Ministerial Meeting. He emphasized that for new projects, countries should ensure that these are aligned to the GMS Strategic Framework, the Hanoi Action Plan, and the TSS II. Copies of his presentation and the RIF 2022 Progress Report Format and Annex are in [Appendix 11](#).

Agreed Action:

Countries are requested to provide updates to the Regional Investment Framework 2022 Tourism Sector Project Updates using the tables provided, and submit them to MTCO by 31 July 2018.

Open Discussion:

55. Viet Nam requested ADB's assistance to move the CLV Green Triangle Development tourism plan preparation forward with technical assistance, and help attract development partner financing and investment in the area.

56. In response to Viet Nam's request, Mr. Schipani mentioned ADB would follow up with VNAT on their proposal. Depending on the scope and timeline, and subject to resource availability, ADB could consider tapping one of its umbrella GMS regional knowledge TAs to partially support the initiative together with the three countries and other development partners.

Agenda Item 12

Greater Mekong Subregion Tourism Infrastructure for Inclusive Growth Project

57. Participating countries Cambodia, Lao PDR, and Viet Nam presented their detailed progress reports (copies in [Appendix 12](#)).

58. Cambodia reported that time lapsed since loan effectiveness was at 66%, and overall implementation progress was nearly 60%, with most studies completed and construction of infrastructure underway. Project closing date was scheduled in June 2020. Cambodia presented detailed progress per project output.

59. Lao PDR reported that as of mid-June 2018, overall physical progress was estimated at 66.4% against elapsed implementation period of 70% since the loan became effective, while disbursement was at 28%. Disbursement will accelerate in step with construction progress during 2018-19. Delays in updating safeguards documents initially delayed infrastructure subproject implementation but this has been rectified and all work packages were underway. Detailed status per expected output was presented at the meeting. Lao Government was requesting for an extension of the project closing date from 31 December 2019 to 31 December 2020.



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



60. Viet Nam reported that the national director for the project had recently retired and that the Ministry of Culture, Sports and Tourism has decided to merge the project coordinating unit into the project management unit of investment projects in Vietnam Central and Highland Regions. An ADB Midterm Review Mission was fielded on 4-13 June 2018 across the participating provinces, thus a detailed presentation was not given at the meeting.

Agenda Item 13

Partner Updates

61. Representative of the MIST program reported on the status of the batch of startups featured at MTF 2017 that have matured and expanded their operation and collaboration with other partners.

62. Representative of ASEAN-Japan Center briefed the meeting about their programs and activities to promote Mekong tourism for the year 2018, including a Seminar on Innovative Technology in Tourism (September 2018, Hanoi, Viet Nam), training program on interpretation for natural parks/heritage sites (early 2019, Cambodia or Lao PDR), Seminar on the Japanese outbound market (November 2018, Ho Chi Minh City/Viet Nam, and Mandalay, Myanmar), tourism award for excellent tours in ASEAN with special award categories for CLMV destinations, and other tourism events at the ASEAN-Japan Hall and other venues.

63. Representative of ASEAN-Korea Center presented their past and current programs for CLMV Tourism Capacity-Building in different venues, including a workshop “Towards a Sustainable Future: Secondary Tourism Destination Development” which would come up with an action plan for the development of sustainable secondary tourism destination for CLMV scheduled on 10-13 September 2018 in Busan, Korea.

64. Representative of Myanmar-Luxembourg Development Cooperation reported on their project on Development of Human Resources in the Hospitality and Tourism Sector and Capacity Development of the Ministry of Hotels and Tourism of Myanmar, including the planned opening in Yangon in September 2018 of the Myanmar Institute of Tourism and Hospitality. Over the period 2016-2017, over 1,300 trainers, supervisors and managers were trained in 8 states and regions.

65. Representative of PATA was pleased to hear about updates on the different programs/projects and invited the countries to the PATA Travel Mart and other events and to access the PATA website for additional information/resources.

66. Copies of presentations under this item are in [Appendix 13](#).

Agenda Item 14

Other Matters and Closing Session

67. Thailand gave a presentation on Buddhist Tourism in ASEAN and South Asia. They would like to be the coordinator of the project to produce a Buddhist Tourism Story Book as discussed at a kick-off meeting with ASEAN ambassadors in May 2018.

68. Cambodia reported on the Southern Tourism Corridor meeting held on 28-31 May 2018. The next meeting is scheduled in August 2018, and Cambodia invited Thailand, Viet Nam and MTCO to join.

69. Chair thanked all participants for their active contribution to the discussions.



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

41st

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25 JUNE 2018

NAKHON PHANOM, THAILAND

DRAFT SUMMARY OF PROCEEDINGS



APPENDIX 1

LIST OF PARTICIPANTS



List of Participants

The 41th GMS Tourism Working Group Meeting in Nakhon Phanom

on June 25, 2018 - Nakhon Phanom, Thailand

No.	Title	Name - Lastname	Designation	Organisation
Thailand				
1	Mr.	Pongpanu Svetarundra	Permanent Secretary	Ministry of Tourism and Sports
2	Mr.	Phasit Deejongcharoen	Customs Technical Officer Professional Level	Ministry of Tourism and Sports
3	Ms.	Naranta Bang Or	Plan and Policy Analyst Professional Level	Ministry of Tourism and Sports
4	Mr.	Thatchapong Chareonchai	Plan and Policy Analyst	Ministry of Tourism and Sports
5	Mr.	Punnadon Natip	Plan and Policy Analyst Practitioner Level	Ministry of Tourism and Sports
6	Mr.	Santi Pawai	Deputy Permanent Secretary	Ministry of Tourism and Sports
7	Mrs.	Chatnaphat Saikaew	Coordinator	Ministry of Tourism and Sports

8	Mr.	Arrun Boonchai	Assistant Permanent Secretary	Ministry of Tourism and Sports
9	Ms.	Jaruwan Rajipan	Plan and Policy Analyst	Ministry of Tourism and Sports
10	Mrs.	Thida Jongkongkiat	Adviser to Permanent Secretary	Ministry of Tourism and Sports
11	Mr.	Mongkon Wimonrat	Director of Strategy and Policy Division	Ministry of Tourism and Sports
12	Ms.	Chikamas Sattayakhun	Plan and Policy Analyst	Ministry of Tourism and Sports
13	Ms.	Wasawan Bhowati	Plan and Policy Analyst, Professional Level	Ministry of Tourism and Sports
14	Mr.	Chaiyot Buakhli	Computer technical officer senior professional level	Ministry of Tourism and Sports
15	Ms.	Katesaraporn Jongwilakase m	Plan & Policy Analyst (Professional Level)	Ministry of Tourism and Sports
16	Mr.	Singhapiya Vichanna	Legal Officer, Senior Professional Level	Ministry of Tourism and Sports
17	Ms.	Jiraporn Prommaha	Director, International Affairs Division	Ministry of Tourism and Sports

18	Ms.	Janjirapon Piboonthiti	International Affairs Division Officer, Practitioner Level	Ministry of Tourism and Sports
19	Mr.	Khuanchai Petyim	General Administration Officer	Ministry of Tourism and Sports
20	Ms.	Naruemol Pui-ai	General Administration Officer	Ministry of Tourism and Sports
21	Ms.	Atthane Chaiphithak	International Affairs Officer	Ministry of Tourism and Sports
22	Mr.	Gun Puntuhong	International Affairs Officer	Ministry of Tourism and Sports
23	Mr.	Tewin Srihakun	General Service Officer Practitioner Level	Ministry of Tourism and Sports
24	Ms.	Pooncharat Kertbandit	International Affairs Officer	Ministry of Tourism and Sports
25	Ms.	Kanisnita Onlamai	International Affairs Officer	Ministry of Tourism and Sports
26	Ms.	Hathaichanun Kankarunyakul	International Affairs Officer	Ministry of Tourism and Sports
27	Ms.	Waritsara Chalernsuk	International Affairs Officer	Ministry of Tourism and Sports
28	Mr.	Watcharagorn Subsomboon	International Affairs Officer	Ministry of Tourism and Sports

29	Mr.	Damrongsak Srimuang	Public Relations Officer	Ministry of Tourism and Sports
30	Ms.	Wiparat Tharateerapab	Director of Government and Cooperate Affairs Department	TCEB
31	Dr.	Chuwit Mitrchob	DIRECTOR GENERAL	DASTA
32	Ms.	Ampassacha Rakkhumkaeo	Plan and Policy Analyst, Practitioner Level	Office of the National economic and Social Development Board (NESDB)
33	Mr.	Supicha Homkong	Tourism Development Official	Department of Tourism (DOT)
34	Ms.	Jarunya Muangtham	Tourism Development Official	Department of Tourism (DOT)
35	Ms.	Walailak Noypayak	Executive Director, ASEAN South ASIA and South Pacific Region Department	Tourism Authority of Thailand (TAT)
36	Ms.	Natniya Nagavajara	Chief, ASEAN, South Asia and South Pacific Marketing Cooperation Section	Tourism Authority of Thailand (TAT)
37	Ms.	Thanyamon Kerdphol	Marketing Officer	Tourism Authority of Thailand (TAT)
38	Ms.	Woramon Subsrisunjai	Marketing Officer	Tourism Authority of Thailand (TAT)

Cambodia				
39	Mr.	Sokun Sok	Deputy Director General	Ministry of Tourism, Cambodia
40	Mr.	Nat Yin	Director of Tourism Investment Department	Ministry of Tourism, Cambodia
41	Mr.	Men Phearom	Director of Tourism Investment Department	Ministry of Tourism, Cambodia
42	Ms.	Hout Sinuon	Vice Director	Ministry of Tourism, Cambodia
43	Mr.	Sarin Chhoeum	Chief of GMS office	Ministry of Tourism, Cambodia
44	Mr.	Sarath Chhay	Chief of Public Tourism Investment Office	Ministry of Tourism, Cambodia
PRC (China)				
45	Mr.	Xikuan Zhang	Deputy Director	Ministry of Culture and Tourism, People's Republic of China
46	Ms.	Limin Fang	Market and International Liasion Dept.	Yunnan Provencial Tourism Development Commission
47	Ms.	Yeo Lin	Professor	ZheJiang University, School of Public Affairs
48	Ms.	JiaLi Wang	Sales Manager	Kunming China Intenational Travel Service Co. Ltd

Lao PDR				
49	Mr.	Sounh Manivong	DIRECTOR GENERAL	Ministry of Information, Culture and Tourism, Laos (MICT)
50	Mr.	Thavipheth Oula	Deputy Director General	Ministry of Information, Culture and Tourism, Laos (MICT)
51	Mr.	Somxay Sipaseuth	Director of Tourism Planning and Development Division, Tourism Development Department	Ministry of Information, Culture and Tourism, Laos (MICT)
52	Mr.	Thanongsaek Thongdala	Officer, Tourism Development Department	Ministry of Information, Culture and Tourism, Laos (MICT)
53	Ms.	Phoxay Simoukda	Director of Tourism Division	Khammoune Province, Information, Culture and Tourism
54	Mr.	Kenta Sayahan		Khammoune Province, Information, Culture and Tourism
55	Mr.	Chanthary Chansomphen g	Director of GMS Division, International cooperation Department	Ministry of Information, Culture and Tourism, Laos (MICT)
Myanmar				
56	Mr.	Hla Myint	Director, International and Regional	Ministry of Hotels and Tourism (MOHT)

			cooperation department	
57	Mr.	Kwaw Win Zaw	Assistant Director, International and Regional Cooperation Department	Ministry of Hotels and Tourism (MOHT)
Viet Nam				
58	Mrs.	Nguyen Thi Thanh Huong	Vice Chairwoman	Vietnam National Administration of Tourism (VNAT)
59	Mrs.	Tran Phong Binh	Official of Marketing Dept	Vietnam National Administration of Tourism (VNAT)
60	Mrs.	Le Thi Minh Que	Official of Marketing Dept	Vietnam National Administration of Tourism (VNAT)
61	Mr.	Le Tuan Anh	Deputy Director of International Cooperation Dept	Vietnam National Administration of Tourism (VNAT)
62	Mrs.	Vu Ngoc Bich	Deputy Director of International Cooperation Dept	Vietnam National Administration of Tourism (VNAT)
Asian Development Bank (ADB)				
63	Mr.	Steven Schipani	Senior Portfolio	Asian Development Bank
64	Mr.	Nida ouk	Senior Project officer	Asian Development Bank
65	Ms.	Flordeliza S. Melendez	Consultant	Asian Development Bank

66	Mrs.	Giang Thanh Nguyen		Asian Development Bank
67	Ms.	Rhodora Concepcion	Senior Regional Cooperation Specialist	Asian Development Bank
ASEAN-KOREA Centre				
68	Ms.	Suyoun Surname	Culture and Tourism Unit, Deputy Head	ASEAN-KOREA Centre
69	Ms.	Boonyoung Jang	Culture and Tourism Unit, Program Officer	ASEAN-KOREA Centre
ASEAN-Japan Centre				
70	Mr.	Vathouniyom Douangmala	Director of Tourism & Exchange Division	ASEAN-Japan Centre
71	Ms.	Reiko Nagaoka	Project Officer	ASEAN-Japan Centre
GMS TIIG Project				
72	Mr.	Phongsith Davading	Tourism Destination Management and Training Specialist	GMS-Tourism Infrastructure for inclusive Growth Project, Lao PDR
73	Mr.	Rik Ponne	Tourism Heritage specialist	GMS-Tourism Infrastructure for inclusive Growth Project, Lao PDR
74	Ms.	Thanh Vu Thi	Training and Monitoring officer	PIU Dien Bien- TIIG Vietnam
PATA				

75	Ms.	Melissa Burckhardt	Director – Membership Relations	PATA
76	Ms.	Roongramona Tepkaew	Senior executive - Membership Relations	PATA
GIZ				
77	Mr.	Andreas Hofmann	Team Leader	Handle with care project, Luang Prabang
LUXDEV				
78	Ms.	Ei Shwe Zin Aung	Senior Expert Trainer (Quality)	Luxembourg Development Cooperation Agency (LUXDEV)
Mekong Tourism Coordinating Office (MTCO)				
79	Mr.	Jens Thraenhart	Executive Director	Mekong Tourism Coordinating Office (MTCO)
80	Mr.	Natthakorn Asunee Na Ayudhaya	Operations Manager	Mekong Tourism Coordinating Office (MTCO)



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 2

SPEECHES



Opening Remarks at 41th Meeting of GMS Tourism Working Group

By the Permanent Secretary, Pongpanu Svetarunda,

Permanent Secretary, Ministry of Tourism and Sports, Thailand

on 25th June 2018 at Srikottaboon Building, Nakhon Phanom University, Nakhon Phanom

Good Morning,

- Distinguished Delegates of the GMS National Tourism Organizations,
- Representative of the Asian Development Bank
- MTCO Executive Director
- Distinguished Delegates, as well as Development Partners,

Ladies and gentlemen,

Hello and □□□□□□□□□□

On behalf of the Royal Thai Government, may I extend a warmest welcome to all the 41st Greater Mekong Subregion - Tourism Working Group distinguished delegates

Thailand is proud and honoured to host the 41st Greater Mekong Subregion - Tourism Working Group meeting which is aligned with Mekong Tourism Forum 2018 during 25-29 June, 2018 at Nakhon Phanom Province which is situated at the Mekong River, bordering to Lao PDR, the city in northeastern Thailand boasts Thai, Lao, and Vietnamese cultural influence, important Buddhist sites, as well as modern infrastructure and convenient road and air connectivity.

In this regards, it's a good opportunity to let the GMS representatives to discuss tourism situation of member countries in the past year as well as planning and policy for the coming year. This includes, the progress implementations of The Greater Mekong Subregion Tourism Strategic Plan 2015-2025, Greater Mekong Subregion Tourism Marketing Strategy Plan 2015-2020 and the Greater Mekong Subregion Tourism Work Plan in 2018 according to the key issues to be promoted in the next phase.

The tourism industry in Thailand and GMS member countries have come this far all because of your firm commitment and support. We have worked hard together since 1996 and success behind us. I am certain that this working group meeting will mark the beginning of the next future year of our joint success.

Tourism plays an important role in generating Thailand economy. Last year, Thailand welcomed approximately 35.38 million international tourists which contribute the tourism receipt around 53,743 million USD. Thailand also gained the domestic tourism receipt 27,534 million USD. Moreover, tourism created around 4.33 million jobs in Tourism industry as well.

Ladies and Gentlemen,

This all figures mean that the tourism is significant aspect in order to develop our economic. Tourism will increase the gross domestic product (GDP), increase foreign exchange earnings and increase government revenue, contribute and increase job opportunities, improve and increase investments and infrastructure. The most important is it will increase local community income and improving the living standard as well as reduce inequality between local community and main destinations.

We are now in the period of highly competitive market in the global tourism industry and that is why we have to work as a collective force in order for us to move towards the future together. Our countries have so many attractions that awaits the world to come and visit our uniqueness, our authenticity, our peoples, and of course, our ways of life. The life of locals whose characteristics cannot be found anywhere else, the beauty banks of the majestic Mekong River are fascinating to tourists and that is why we have to do our best to work together

Ladies and gentlemen, We must sustain tourism growth to strengthen our economy while ensuring sustainable and inclusive tourism.

We must make GMS country a united by enhancing connectivity and regional regulations.

We must preserve the strengths of GMS tourism – our reputed hospitality, our beautiful nature and ancient sites that attest to our rich cultural heritage.

We must preserve and respect cultural diversity which is one of our region’s greatest charms.

We must also ensure that local communities get their fair share of tourism benefits.

Equally important, if not more, we must make our tourism culturally sensitive and environmental-friendly. In short, we must aim for quality tourism. If not, our tourism industry cannot be sustainable.

I wish all distinguished delegates a fruitful meeting and success in our joint efforts to enhance GMS member countries and to strengthen the tourism industry as a key force for GMS cohesiveness and peace, and prosperity.

Thank you, and Khobkhun Krab



Opening Remarks at 41th Meeting of GMS Tourism Working Group

By Steven Schipani,

Unit Head, Project Administration, ADB Viet Nam Resident Mission

on 25th June 2018 at Srikottaboon Building, Nakhon Phanom University, Nakhon Phanom

Permanent Secretary, Ministry of Tourism and Sports, Thailand
Senior Officials and Distinguished Tourism Working Group Country Delegations
Executive Director, Mekong Tourism Coordinating Office
Esteemed Guests, Ladies and Gentlemen

Good Morning:

On behalf of the Asian Development Bank, I am honored to join this 41st Meeting of the GMS Tourism Working Group. We sincerely thank Thailand's Ministry of Tourism and Sports and the Nakhon Phanom provincial government for hosting the meeting and all other outstanding events planned this week. ADB highly appreciates the efforts of all tourism working group members, and the Mekong Tourism Coordinating Office, to deepen regional tourism cooperation for the mutual benefit of all GMS countries.

This meeting and associated Mekong Tourism Forum are timely and relevant. They present us with the opportunity to jointly review GMS Tourism Sector Strategy implementation, take stock of what is working well, and reflect on areas for improvement as we celebrate the GMS Economic Cooperation Program's 25th anniversary.

While we know that the GMS is already one of the world's most attractive, diverse, and dynamic tourism destinations, our mission to promote more competitive, balanced, and sustainable tourism development must continue. ADB values the commitment of all GMS countries to support this mission, as articulated by GMS Leaders at the successful 6th GMS Leaders Summit held in Hanoi earlier this year. I am delighted to report that all GMS Leaders delegations received copies of the tourism working group's GMS Tourism Sector Strategy 2016-2025—and the Summit declaration highlighted how the Tourism Working Group's successful campaign to market the GMS as a single destination helped more than double international tourist arrivals to 60 million over the past decade.

Building on the 6th GMS Summit, tourism features prominently in the GMS Regional Investment Framework 2022 and associated Hanoi Action Plan (2018-2022), including a pipeline of 12 regional tourism investment projects worth \$1.4 billion and 17 technical assistance projects worth \$83 million. Today, the Tourism Working Group

will review progress in mobilizing resources to implement pipeline projects and begin the process of proposing additional tourism projects for TA inclusion in an updated Regional Investment Framework.

Ladies and Gentlemen:

ADB is proud to be an active partner in the GMS Program, and we value our collaboration with other development partners, the private sector, and civil society to help member countries pursue our shared vision of a sustainable, integrated, and prosperous subregion. In this regard, we are providing knowledge and finance for the ongoing \$108 million GMS Tourism Infrastructure for Inclusive Growth Project in Cambodia, the Lao PDR, and Viet Nam; with an additional \$122 million allocated for a second 5 to 6-year phase beginning in late 2018.

And following the successful launch of the first Mekong Innovative Startup in Tourism (or MIST) business incubator at last year's Mekong Tourism Forum, ADB and the Government of Australia are pleased to be supporting the 2018 MIST Showcase here in Nakhon Phanom. I am sure we will all be very impressed with the inspiring MIST entrepreneurs and their ideas to promote GMS tourism.

In conclusion, ADB remains firmly committed to supporting the Tourism Working group's cooperative efforts, and all GMS countries' ongoing development through our national programs. We look forward to continuing our partnership with the Tourism Working Group, for the benefit the subregion's people and our shared planet. We congratulate the Royal Thai Government's Ministry of Tourism and Sports, Nakhon Phanom provincial government, and MTCO for organizing this year's meetings under the meaningful theme "Transforming Travel–Transforming Lives."

Thank you, I wish us all a successful meeting and Mekong Tourism Forum.



TWG 41th Opening Speech

By Jens Thraenhart

Executive Director, Mekong Tourism Coordinating Office

41TH MEETING OF THE GMS TOURISM WORKING GROUP

June 25th, 2018, Nakhon Phanom, Thailand

- H.E. Mr. Pongpanu Svetarundra, Permanent Secretary of the Ministry of Tourism and Sports of the Royal Government of Thailand
- Heads of Delegation of the GMS Member Countries
- Mr. Steven Schipani, Head of the Project Administration Unit at the Viet Nam Resident Mission of the Asian Development Bank
- Distinguished Delegates of the GMS Member Countries,
- Representative from development partners and ASEAN centers,
- Ladies and Gentlemen.

Good morning to all of you. On behalf of the Mekong Tourism Coordinating Office, I would like to thank the Thailand Ministry of Tourism and Sports and the Provincial Government of Nakhon Phanom for their warm welcome, gracious hospitality, and excellent arrangements provided to us here at the 41st GMS Tourism Working Group in conjunction with the 2018 Mekong Tourism Forum. Over the past few months, I had the opportunity to visit Nakhon Phanom, and I fell in love with this beautiful town at the Mekong River bordering to Laos.

Tourism is a strong driving force for socio-economic development in the region that has benefited all of our countries. Indeed, while Southeast Asia is the fastest growing tourism region in the world, the Greater Mekong Subregion is the fastest growing sub region in Asia in 2017 and this growth is expected to continue.

As we witness continued tourism demand, we need to put measures in place for a responsible growth. A long-term sustainable framework that takes into account the 17 Sustainable Development Goals has to be aligned with our objectives.

Over the past four years, we have embarked on an ambitious strategy, reflected in the GMS TWG Workplan, to position the Mekong Subregion as a single tourism destination, driving inclusive growth and poverty alleviation, by promoting multi-country travel and secondary destinations in a responsible way.

We have changed how the MTCO is operating - both internally, but more importantly, externally in how we engage with industry. Aligned to the Experience Mekong Tourism Marketing Strategy & Action Plan 2015-2020 and the GMS Tourism Sector Strategy 2016-2025, we have developed a private-public partnership framework to initiate and execute various exciting programs. Some of these programs, namely the Mekong Mini Movie Festival, Mekong Moments, and the Experience Mekong Collection have gathered traction regionally, and media attention globally.

In the past four years, together we focused on developing a foundation for execution and collaboration, from launching an award-winning digital platform to invite content contributors and an e-library that functions as a repository of documents related to the GMS and Travel and Tourism. We developed the Mekong Tourism Forum into a platform for organizations to produce forums for debate and networking. We re-organized the MTCO Operations with a new Operations Plan and more transparent financial reporting and digital asset management. Finally, as a major milestone, the GMS Tourism Working Group agreed in moving forward to seek establishment as an international governmental organization of the MTCO.

We also embarked on the next 10-year GMS Tourism Sector Strategy 2016-2025, to meet the demands of a changing consumer scape from the importance of the internet and social media, the sharing economy and traveler's desires to have truly local experiences, to increased air and land connectivity, visa openness, and increased tourist arrivals to destinations that either were not accessible or not on the radar by international mainstream tourists.

We are very excited to introduce a different event concept at this year's 2018 Mekong Tourism Forum, which aims to be highly inclusive, immersive, and experiential. Under the theme of "Transforming Travel – Transforming Lives", we will host eight thematic strategy workshops in eight traditional villages around Nakhon Phanom. Each strategy workshop is a critical component of the future of responsible tourism development in the region, from adventure, and food, to wellness and religious tourism.

Finally, similar to last year at the Mekong Tourism in Luang Prabang, this year we will again ban single-use plastic at the event, and expect to be able to save over 5,000 plastic bottles. On the last year, we will have a session to discuss solutions to combat the plastic issue in Southeast Asia, following the launch of the Plastic Free Social Media Campaign, hosted on MekongMoments.com.

As I am finishing my second two-year term as your MTCO Executive Director, I want to close by thanking all of you by giving the MTCO team and me your confidence in assisting to execute the GMS TWG workplans over the past four years, and represent the GMS in tourism-related matters. It has been a true honor and pleasure to be of service.

Thank you very much!



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 3

PROVISIONAL AGENDA



41ST MEETING OF THE GMS TOURISM WORKING GROUP

09:00 – 18:00 hrs, Monday 25 June 2018

Nakhon Phanom University - Nakhon Phanom, Thailand

AGENDA

Agenda Item 1 9:00 - 9:30	Welcome by Host: Ministry of Tourism and Sports of Thailand <ul style="list-style-type: none"> ➢ Remarks from Permanent Secretary, Ministry of Tourism and Sports of Thailand ➢ Remarks from Asian Development Bank ➢ Remarks from Mekong Tourism Coordinating Office ➢ Group photo
Agenda Item 2 9.30 – 9.35	Adoption of Agenda <ul style="list-style-type: none"> ➢ Chair Business Arrangements <ul style="list-style-type: none"> ➢ MoTS
Agenda Item 3 9.35 – 9.45	Report and follow-up of the 40th GMS Tourism Working Group Meeting <ul style="list-style-type: none"> ➢ Myanmar: Briefing on the outcomes of the 40th GMS TWG Meeting held in December in Yangon, Myanmar
9.45 – 10.00	Break
Agenda Item 4 10.00 – 11.00	GMS Country Reports (10 Minutes for each NTO to give an update on key activities) <ul style="list-style-type: none"> ➢ Cambodia ➢ PR China ➢ Myanmar ➢ Lao PDR ➢ Thailand ➢ Viet Nam
Agenda Item 5 11.00 – 11.20	GMS TWG Key Achievements 2014-2018 <ul style="list-style-type: none"> ➢ MTCO: Presentation of key achievements of last four years
Agenda Item 6 11.20 – 11.40	2018 GMS Tourism Workplan <ul style="list-style-type: none"> ➢ MTCO: Presentation of the 2018 GMS Tourism Workplan ➢ MTCO: Update on MTF 2018 ➢ All: Discussion
Agenda Item 7 11.40 – 12.00	Statistics Harmonization in the GMS <ul style="list-style-type: none"> ➢ MTCO: Executive Director will update the 2017 GMS Tourism Performance Scorecard ➢ Cambodia: Update on the 2018 Data Harmonization Workshop
12.00 – 13.30	Lunch
Agenda Item 8 13.30 – 14.30	Implementation of the GMS Tourism Marketing Strategy 2015–2020 <ul style="list-style-type: none"> ➢ Cambodia ➢ PR China ➢ Myanmar

	<ul style="list-style-type: none"> ➢ Lao PDR ➢ Thailand ➢ Viet Nam ➢ All: Open Discussion on join marketing progress, issues, and solutions
14.30 – 15.00	Break
Agenda Item 9 15.00 – 15.10	GMS Tourism Task Forces <ul style="list-style-type: none"> ➢ MTCO: Update on the new (1) Statistics & Development and (2) Marketing GMS Tourism Task Forces to strengthen the institutional effectiveness of the MTCO and NTO coordination. ➢ All: Discussion
Agenda Item 10 15.10 – 15.30	GMS TWG-42 Meeting & 2019 Mekong Tourism Forum <ul style="list-style-type: none"> ➢ Viet Nam: Briefing on the planning of the GMS TWG-42 ➢ China: Briefing on the planned venue of the 2019 MTF
Agenda Item 11 15.30 – 16.00	ADB Update <ul style="list-style-type: none"> ➢ ADB will present on the Outcomes of the 6th GMS Summit (Subregional Tourism Cooperation) <ul style="list-style-type: none"> ○ GMS Leaders Statement ○ GMS Regional Investment Framework 2022 – Tourism Pipeline Updates & Progress Report ○ Hanoi Action Plan 2018-2022 (Tourism Sector priorities)
16.00 – 16.20	Break
Agenda Item 12 16.20 – 17.20	Greater Mekong Subregion Tourism Infrastructure for Inclusive Growth Project <ul style="list-style-type: none"> ➢ Cambodia (Project Coordination Unit - Ministry of Tourism) ➢ Lao PDR (Project Coordination Unit - Ministry of Information, Culture, and Tourism) ➢ Viet Nam (Project Coordination Unit – Ministry of Culture, Sports, and Tourism)
Agenda Item 13 17.20 – 17.50	Partner Updates <ul style="list-style-type: none"> ➢ ADB: Update on MIST (Mekong Innovative Startups in Tourism) ➢ Development Partners & ASEAN Centers: TBD
Agenda Item 14 17.50 – 18.00	Other Matters & Closing <ul style="list-style-type: none"> ➢ All: Discussion ➢ Chair: Closing Remarks & Thank You
18.00 – 19.00	Break
19.00 – 19.30	Transfer to Blu Hotel
19.30 – 21.30	Dinner at Blu Hotel, Nakhon Phanom



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 4

TWG-41 PRESENTATION



40th Meeting of the GMS Tourism Working Group Report

Hla Myint, Director
International and Regional Cooperation Department
Ministry of Hotels and Tourism
The Republic of the Union of Myanmar



Key Accomplishments & Deliverables



- ▶ 40th GMS Tourism Working Group Meeting, 4-6 December 2017, Inya Lake Hotel, Yangon, Myanmar
- ▶ Implementation of GMS Tourism Marketing Strategy 2015-2020
- ▶ Statistics Harmonization in the GMS
- ▶ Draft Charter: Mekong Tourism Coordinating Office
- ▶ 22nd GMS Ministerial Conference and 2nd GMS Agriculture Ministers' Meeting
- ▶ 2018 GMS Tourism Workplan
- ▶ Greater Mekong Subregion Tourism Infrastructure for Inclusive Growth Project



40th Tourism Working Group Meeting



- 4-6 December 2017, Inya Lake Hotel, Yangon, Myanmar



The Opening Remarks by Union Minister

Documentary Photo





40th Tourism Working Group: GMS Country Reports



- ▶ GMS members countries briefed about the country report

- Cambodia
- Lao PDR
- Myanmar
- Thailand
- Viet Nam



- ▶ To develop a uniform format for the country reporting.



Implementation of the GMS Tourism Marketing Strategy 2015–2020





Implementation of the GMS Tourism Marketing Strategy 2015–2020



- TWG Plan for Experience Mekong Tourism Marketing Strategy 2020-2025.
- Focus more on marketing strategy and to highlight branding of the GMS.
- TWG would need to consider how to optimize the use of digital technology as well as other channels to support its marketing.
- The need to look at all available channels besides digital technology.
- TWG would need to think beyond that and agree on the need to look at all available channels besides digital technology.



Statistics Harmonization in the GMS



- More Cooperation and integration with ASEAN Tourism Working Group.
- There is a good opportunity to collaborate on statistics as it ensure consistency.



Mekong Tourism Coordinating Office: Draft Charter



Draft AGREEMENT ON THE ESTABLISHMENT OF THE MEKONG TOURISM COORDINATING OFFICE

- To maintain the current Draft Agreement as cleared by respective countries.
- To inform PRC that the other five countries are ready to sign the Agreement at the 6th GMS Summit in March 2018.

1. The Governments of the Kingdom of Cambodia, the People's Republic of China, the Lao People's Democratic Republic, the Republic of the Union of Myanmar, the Kingdom of Thailand and the Socialist Republic of Viet Nam (hereinafter referred to jointly as the "Contracting Parties" and collectively as the "Contracting Parties");
2. **MEMBER** members of the Greater Mekong Subregion Economic Cooperation Program (hereinafter referred to as the "GMS") since 1992;
3. **RECALLING** establishment of the GMS Tourism Working Group in 1994, comprising senior officials of the Contracting Parties' National Tourism Organizations;
4. **REITERATING** to the decision of the Contracting Parties at the 14th Meeting of the GMS Tourism Working Group, held in Siem Reap, Cambodia on 25 March 2007, to set up the Mekong Tourism Coordinating Office based in Bangkok, Thailand, to assist the GMS Tourism Working Group implement the GMS Tourism Sector Strategy;
5. **REINFORCING** of the need for the Mekong Tourism Coordinating Office to coordinate and implement programs and activities, and to jointly develop and promote the Mekong region as a single destination, offering diversity of good quality and high-yield sub-regional products and experiences that help to distribute the benefits of tourism more widely, and contribute to poverty reduction, gender equality and empowerment of women, and sustainable development, while minimizing any adverse impacts of tourism;
6. **REAFFIRMING** endorsement of the Contracting Parties to establish the Mekong Tourism Coordinating Office as a legal entity registered in Thailand, agreed at the 15th GMS Summit held in Bangkok Thailand during 19-20 December 2014;
7. **HAVE AGREED** to establish the Mekong Tourism Coordinating Office as an inter-Governmental Organization, which shall operate in accordance with the following:



22nd GMS Ministerial Conference and 2nd GMS Agriculture Ministers' Meeting



- To provide missing information on the tourism sector list of the 85 **Regional Investment Framework (RIF-2022)** to MTCO before 11 December 2017, for consolidation and eventual submission to the GMS Secretariat.



2018 GMS Tourism Work Plan



- To provide comments/inputs to MTCO on proposed 2018 GMS Tourism Work Plan before 31 December 2017.
- To align the 2018 work plan to (i) identify activities that could be immediately supported through the country contributions and those that require mobilization of funding from other sources.
- To provide more information about the planned activities in 2018 work plan.



Greater Mekong Sub-region Tourism Infrastructure for Inclusive Growth project



- Myanmar is postponing participation in the proposed second phase of this ADB-supported project.
- This matter could be taken up in consultation with the ADB Myanmar Resident Mission for possible inclusion in the ADB country programming with the Government of Myanmar, which is conducted annually.



THANK YOU!

Two empty rectangular boxes for text input.



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 5

GMS Country Report



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



GMS Country Report

CAMBODIA TOURISM

25th June 2018
Nakon Panom, Thailand

Ministry of Tourism

CONTENTS

1. Cambodia Overview
2. Cambodia Tourism
3. Gate Way to Cambodia
4. Strategy for Cambodia Tourism





About Cambodia



Officially: The Kingdom of Cambodia

Capital city: Phnom Penh

Official Language: Khmer

Area: 181,035 km²

Population: estimate 15,000,000

Currency: Riel

Bordered : Laos and Thailand to the North, with Vietnam to the East and Southeast, with Thailand and the Gulf of Thailand to the West and Southwest.



Climate: tropical monsoon with Dry season (Nov. to Mar.) and Rainy season (Apr. to Oct.)



6 Provinces along Mekong River

- Stengtremg
- Kratie
- Tbongkhmum
- Kompongcham
- Preyveng
- Kandal



TOURISM CAMBODIA



- Tourism is “Cultural and Natural tourism”
- Tourism has been decided as «Green Gold»
- One of top ten priority sectors for socio-economic development.
- Tourism is one of major generators of revenue contributing more than 13% of GDP, job creations.
- Sustainable tourism contributes to poverty alleviation and Climate change mitigation.



Gate Way to Cambodia





Border Crossing Information

- 23 International border checkpoints.
- Visa on arrival in 23 border checkpoints.
- E-visa, Multiple Visa (1-3 Years, T1, T2, T3)
- 30-day Visa-on-arrival, US \$ 30-\$35
- 30-day advance 1-month tourist visa, US \$ 30
- Visa extension US \$ 45 (40 day)
- Cambodia-Thai border opens 06:00am – 22:00pm



Strategic Planning





Tourist Arrival, Average Length of Stay, Occupancy Rate, and Receipts

Tourism Highlights

Years	Infl Tourist Arrivals		Average Length of Stay (AoS)		Hotel Occupancy (%)		Infl Tourism Receipts (Million US\$)	
	Number	Change (%)	Days	Change (%)	%	Change (%)	Million US\$	Change (%)
1993	118,183	-	N/A	-	N/A	-	N/A	-
1994	179,817	49.4	N/A	-	N/A	-	N/A	-
1995	219,860	24.4	8.00	-	37.0	-	100	-
1996	260,468	18.6	7.80	-	40.0	-	118	-
1997	218,843	-18.0	8.40	-	30.0	-	103	-
1998	268,624	23.0	8.20	-	40.0	-	188	-
1999	347,743	29.3	8.50	-	44.0	-	190	-
2000	488,386	39.8	8.90	-	48.0	-	228	-
2001	604,819	23.7	8.90	-	48.0	-	304	-
2002	788,524	30.0	8.90	-	50.0	-	379	-
2003	701,014	-10.9	8.90	-	50.0	-	347	-
2004	1,088,202	55.5	8.30	-	52.0	-	878	-
2005	1,421,815	34.7	8.30	-	52.0	-	832	-
2006	1,700,041	19.5	8.00	-	54.8	-	1,049	-
2007	2,018,128	18.9	8.00	-	54.8	-	1,400	-
2008	2,128,466	5.5	8.00	-	62.7	-	1,560	-
2009	2,181,877	1.7	8.40	-	61.8	-	1,561	-
2010	2,806,299	29.0	8.40	-	68.7	-	1,798	-
2011	2,881,862	14.9	8.90	-	68.2	-	1,912	-
2012	3,594,307	24.4	8.30	-	68.8	-	2,210	-
2013	4,210,085	17.0	8.70	-	68.5	-	2,647	-
2014	4,602,776	7.0	8.90	-	67.8	-	2,789	-
2015	4,778,291	8.1	8.80	-	70.2	-	3,012	-
2016	5,011,712	5.0	8.30	-	68.9	-	3,212	-
2017	5,602,197	11.8	8.80	-	71.3	-	3,638	-



Top Ten Tourist Generating Countries

Countries	2017 (Jan-Oct)	% Increase
China (RPC)	1,210,782	45.9
Vietnam	959,663	-13.0
Lao PDR	502,219	36.0
Thailand	394,934	-0.8
Korea (ROK)	345,081	-7.1
U.S.A	256,544	7.5
Japan	203,373	6.2
Malaysia	137,445	17.3
UK	171,162	7.3
France	166,356	10.07





Tourism Indicators 2017

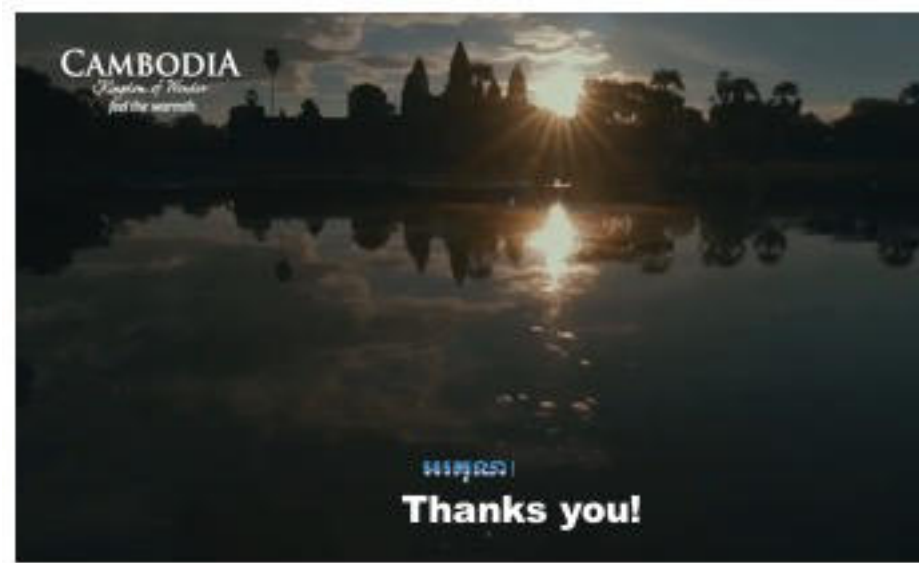
- Int'l Tourist Arrival: 5,602,157 (5,60 M) Increase 11.8%
- Domestic Tourist: 10.86 M increase 2.1%
- Cambodia Outbound Tourism: 1,752,269(1.75 M) increase 22.2%
- GDP 12.3%
- Tourism Forecasting 2018: 6.10 M
- Number of Hotel in Cambodia in 2017: 821 Hotel and 47,783 Rooms, and 2,316 Restaurants.



Tourism Vision by 2020

- Year 2017 5.6 M Tourists / 3.6 Billion \$
- Year 2020 7.0 MM Eastimation (5 Billion \$)
- Year 2030 12 MM Eastimation (11 Billion \$)





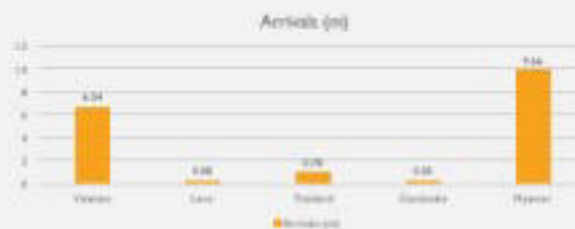
CHINA TOURISM UPDATES

May 2018, Thailand

STATISTICAL PERFORMANCE

- Domestic tourism: 5 billion domestic travels recorded in 2017, with an annual increase of 12.8%
- Domestic tourism receipts: RMB ¥46.57 trillion or US\$750 billion in 2017, with an annual increase of 15.9%
- Inbound tourism arrivals: 139.48 million in 2017, with an increase of 3.7%. (International arrivals 29.17 million, with an increase of 3.6%)
- Overnight inbound tourists: 60.74 million in 2017, with an increase of 2.5%, of which 22.48 million are international tourists.
- Inbound tourism receipts: US \$123.4 billion in 2017, with an increase of 2.9%

TOURIST ARRIVALS FROM GMS COUNTRIES





Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



SOME KEY WORDS FOR CHINA TOURISM DEVELOPMENT

- 1. Convergence of Culture & Tourism
- 2. Holistic Tourism Destination Development
- 3. Tourism Plus
- 4. Civilized Travel
- 5. Market Regulation
- 6. Toilet Revolution
- 7. Rural Tourism and Poverty Alleviation
- 8. Tourism Diplomacy

1. CONVERGENCE OF CULTURE AND TOURISM

- Following the streamlining of Chinese government, Ministry of Culture and Tourism was formed on 20 March
- Social importance of tourism has been attached more importance. The role of tourism tourism as an important means to transmit culture has been recognized in China.
- "Learn as much as you can, and travel anywhere you can." "Poetry" and "Somewhere far away" are coming together

2. HOLISTIC TOURISM DESTINATION DEVELOPMENT

- Tourism as the guiding/leading industry in an area
- "1+3+N"
- "1": Comprehensive tourism management system
- "3": Tourist police, Court for tourists, Sub-divisions of Industrial & Commercial Department
- "N": Environment, Transportation, Land
- 500+ Holistic Tourism Development Destination candidates

3. TOURISM +

- Tourism as a platform
- As an open industry, tourism has the ability to integrate with other industries and increase the values of the industries concerned.
- Agriculture, Forestry, Industry, Sports, Education, Science and Technology
- Industrial Tourism Bases, Industrial/Wetland Tourism Bases, Educational Tourism Destinations, Science and Technology Tourism Bases, Sports Tourism Destinations
- policies and a series of national or professional standards are formulated.

4. CIVILIZED TOURISM

- Improper behaviors of some tourists caught the public attention
- Guidance of good behaviors during travel
- Punishment for uncivilized tourists
- Reasonable consumption

5. MARKET REGULATION

- Crack down the "unreasonable low-priced packages"
- Warning, degrading or delisting the tourist attractions
- Regulating the ticket price of some key national tourist attractions
-



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



6. TOILET REVOLUTION

- From 2015 to 2017, 70,000 toilets were constructed in China
- Another 64,000 toilets will be constructed in the next 3 years
- Revolution in Construction, Management and Technological Innovation
- Going smart on the web

7. RURAL TOURISM DEVELOPMENT AND POVERTY ALLEVIATION

- National campaign to shake off poverty
- In 2017, rural tourism received 250 visitors, generating tourism receipts around US\$ 220 billion.
- Training, Planning and Marketing of rural tourism
- Investment in rural tourism development

8. TOURISM DIPLOMACY

- Tourism as an important channel for international people to people communication
- More than 10 tourism years, including China-ASEAN Year of Tourism Cooperation
- World Conference on Tourism for Development in 2016
- World Tourism Alliance set up in 2017

• Never before has tourism in China attracted so much attention from the government, the industry and the public.

• Thank you!



Cambodia



China



Laos



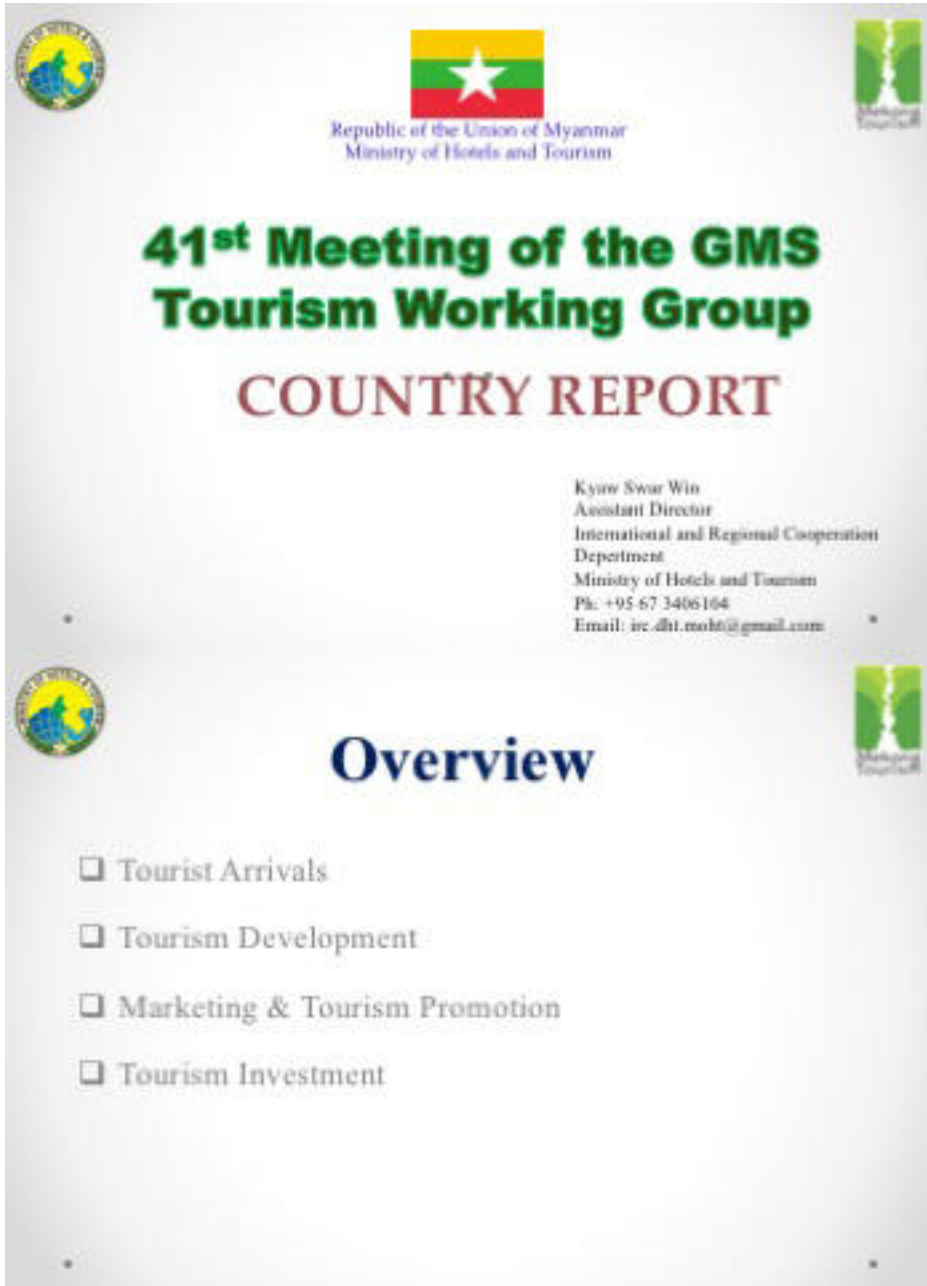
Myanmar






Thailand



Viet Nam

Republic of the Union of Myanmar
 Ministry of Hotels and Tourism

41st Meeting of the GMS Tourism Working Group

COUNTRY REPORT

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Overview

- Tourist Arrivals
- Tourism Development
- Marketing & Tourism Promotion
- Tourism Investment




Tourist Arrivals




International Visitor Arrivals to Myanmar

Name Of Entry Points	2015	2016	2017	2018 (Up to April)
Yangon	1,180,682	1,127,985	1,188,011	432,546
Mandalay	107,066	128,387	157,860	59,506
Mawlamyine/ Myeik	-	47,841	41,942	243
Nay Pyi Taw	13,835	16,224	17,077	4,497
Border Tourism	3,379,437	1,634,611	2,080,185	729,064
TOTAL	4,681,020	2,907,207	3,443,133	1,225,856



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam





Visitor Arrivals to Myanmar by ASIA



No.	Country	2017	%
1	Thailand	273889	20.10
2	China	212642	15.60
3	Japan	101484	7.45
4	Korea	65829	4.83
5	Singapore	61859	4.54
6	Viet Nam	58919	4.32
7	Malaysia	47010	3.45
8	India	41623	3.05
9	Taiwan	36499	2.68
10	Philippine	18143	1.33
11	Others	35904	2.63
	Total	953801	69.98



Targeted Market



- 1) China
- 2) Japan
- 3) Korea







Cross Border



International Border Checkpoints

- 1) Tachikeik – Mae Sai
- 2) Myawaddy – Mae Sot
- 3) Kawthaung – Ranong
- 4) Htee Kee – Phunaron

Border Gateways

- 1) Myanmar – China Border (5)
- 2) Myanmar – Thailand Border (1)
- 3) Myanmar – India (1)



Visa On Arrival (Port of Entry)



- Yangon International Airport
- Mandalay International Airport
- Nay Pyi Taw International Airport

Type of Visas	Duration of Stay	Fees
Business Visa	70 Days	50 USD
(Workshop/ Seminar/ Meeting/ Research Visa)	28 Days	40 USD
Transit Visa	24 Hours	20 USD
Crew Visa	28 Days	40 USD



Permitted List of (53) Countries



Passport holder from the following countries and **Taiwan** are eligible to apply Visa on Arrival:

Australia	Croatia	Indonesia	Malaysia	Russia	Ukraine
Austria	Denmark	Italy	Malta	Switzerland	Viet Nam
Belgium	DPRK	Ireland	Norway	Singapore	
Brunei	Estonia	Israel	New Zealand	Spain	
Bulgaria	France	Japan	Netherland	Sweden	
China	Finland	Korea	Nepal	Slovakia	
Canada	Germany	Laos	Philippines	Slovenia	
Cambodia	Greece	Latvia	Poland	Thailand	
Czech	Hungary	Lithuania	Portugal	USA	
Cyprus	India	Luxembourg	Romania	UK	




Caravan Tour in 2017




Name of Entry	Number of Tour	Number of Tourist
Tachikeik – Maesai	2	45
Myawaddy – Maesot	59	704
Tamu – Moreh	36	307
Hbee Kee – Phunaron	15	306
Mawtaung – Prachuap Khiri Khan	3	161
Yangon seaport	1	16
Yangon Inter. Airport	1	1
TOTAL	117	1540







Caravan Tour in 2018 (up to April)



Name of Entry	Number of Tour	Number of Tourist
Tachikeik - Maesai	6	129
Myawaddy - Maesot	27	346
Tamu - Moreh	14	162
Htee Kee - Phunaron	4	76
Yangon seaport	1	10
TOTAL	52	723



Air Services



- **3 International Airports**
 - ❖ Yangon
 - ❖ Mandalay
 - ❖ Nay Pyi Taw
- **29 International Airlines (Yangon)**
- **8 International Airlines (Mandalay)**
- **2 International Airlines (Nay Pyi Taw)**



➤ 29 International Airlines (Yangon)

1. Thai Airways International	16. China Airlines
2. Thai Smile	17. Air China
3. Thai Lion	18. China Eastern Airlines
4. Bangkok Airways	19. Air India
5. Thai Air Asia	20. All Nipon Airways
6. Air Asia	21. Korean Airlines
7. Singapore Airlines	22. Qatar Airways
8. Silk Airlines	23. Emirates Airlines
9. Tiger Air	24. Vietnam Airlines
10. Jet Star	25. Vietjet Air
11. MAI	26. Biman Airlines
12. Air KBZ	27. Malindo Air
13. Myanmar National Airlines	28. NOK Air
14. Malaysia Airlines	29. Cathay Dragon
15. China Southern Airlines	

•



➤ 8 International Airlines (Mandalay)

1. Air Asia
2. Silk Air
3. China Eastern Airlines
4. Bangkok Airways
5. MAI
6. Air India
7. Myanmar National Airlines
8. Thai Smile

➤ 2 International Airlines (Nay Pyi Taw)

1. China Eastern Airways
2. Bangkok Airways

•



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



➤ 9 Domestic Airlines

1. Air Mandalay
2. Yangon Airways
3. Asian Wings
4. Air KBZ
5. Man Yadanapon
6. Myanmar National Airlines
7. Golden Myanmar Airlines
8. FMI Air
9. APEX Airlines



Marketing & Tourism Promotion

Tourism Promotion Activities in 2017



Cambodia Travel Mart 2017





JATA Tourism Expo 2017



Tourism Incomes

Year	2014 (US\$)	2015 (US\$)	2016 (US\$)	2017 (US\$)
Tourism Receipts	1789 M	2122 M	2197.15 M	1969 M
Average Expenditure per Person per Day	170	171	154	153
Average Length of Stay	9	9	11	9

Direct Contribution to Employment

- In 2017 Travel and Tourism directly supported 808,500 Jobs.

Direct Contribution to GDP (0.5%)

- The direct contribution of Travel and Tourism to GDP was 3.5% of total GDP in 2017.(WTTC)



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam





ACCOMMODATIONS AND TOUR SERVICES



No.	ACCOMMODATIONS AND TOUR SERVICES	2016	2017	2018 (Up to April)
1.	Number of Hotels	1,432	1,590	1,648
2.	Number of Hotel Rooms	56,423	63,978	66,065
3.	Average Occupancy Rate in Hotels (%)	45%	41%	-
4.	Number of Tour Operators	2,453	2,593	2,724
5.	Number of Registered Tour Guides	6,949	7,820	7,971



Tourism Investment



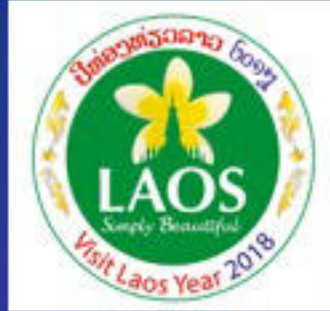
Foreign Investment in Hotels and Commercial Complexes				
Sr.	Projects	Rooms	Investment US\$(m)	Remarks
1	33	6241	1749.992	Completed
2	11	2296	993.4454	Under Construction
3	20	3657	1627.528	MIC Permitted
Total	64	12194	4370.9654	

Foreign Investment in Hotels and Commercial Complexes			
Sr.	Country	Hotel / Apartment	Investment US\$ (m)
1	Singapore	32	2719.8834
2	Thailand	12	486.161
3	Vietnam	1	440.0000
4	Hong Kong	5	187.7000
5	Korea	1	100.0000
6	Japan	6	394.385
7	Malaysia	3	23.1360
8	United Kingdom	3	14.5000
9	Luxembourg	1	5.2000
	Total	64	4370.9654



**41st Meeting of the
GMS Tourism Working Group
25 June 2018, Nakhon Phanom, Thailand.**

Country Report: Lao PDR



Ministry of Information, Culture and Tourism

Tourist Arrivals to Laos

Year	Tourist Arrivals	Change (%)
2002	735,662	+9.1
2003	636,361	- 13.5
2005	1,095,315	+ 22.0
2010	2,513,028	+ 25.0
2012	3,330,072	+ 22.0
2013	3,779,490	+ 13.0
2014	4,158,719	+ 10.0
2015	4,684,429	+ 13.0
2016	4,239,047	- 10.0
2017	3,868,838	-8.7
2018 (first 3 months)	1,067,401	+3.0



Visitors by Region

Region	2016	2017	% Change	% Share	First 3 months 2017	First 3 months 2018	% Change
Asia & Pacific	3,919,865	3,631,971	-7.3	93.88	969,121	977,901	+0.9
Europe	221,808	161,194	-27.3	4.17	55,007	60,224	+9.5
The Americas	88,111	64,227	-27.1	1.66	19,092	27,289	+42.9
Africa and Middle East	11,263	11,446	+1.6	0.30	2,140	1,987	-7.2

Top 10 Source Countries

Rank	2016	Number	% Δ	2017	Number	% Δ
1	Thailand	2,009,605	47	Thailand	1,797,803	46
2	Vietnam	998,400	24	Vietnam	891,643	23
3	Korea	173,260	4	China	639,185	17
4	China	545,493	13	Korea	170,571	4
5	USA	58,094	1	USA	38,765	1
6	France	54,953	1	France	36,760	1
7	Japan	49,191	1	Japan	32,064	1
8	UK	39,170	1	UK	27,723	1
9	Germany	34,018	1	Germany	23,776	1
10	Australia	33,077	1	Australia	20,886	1

Border Crossing Information

- 26 international border checkpoints
- Visa on arrival in 22 border checkpoints
- 30-day Visa-on-arrival, US \$ 30-\$45
- 30-day advance 1-month tourist visa, US \$ 30-35
- Visa extension US \$ 2 per day (3 times)

Lao-Thai Friendship Bridges

- Friendship Bridge 1: Vientiane - Nong Khai opens 06:00-22:00
- Friendship Bridge 2: Savannakhet – Mukdahan 06:00-22:00
- Friendship Bridge 3: Khammouane - Nakhon Phanom 06:00-22:00
- Friendship Bridge 4: Houaysai-Xieng Khong 06:00-22:00



Tourism Sector Development Partner Support

- Implementation of ADB GMS Tourism Infrastructure for Inclusive Growth Project (2015-2019)
- Preparation of ADB Second GMS Tourism Infrastructure for Inclusive Growth Project (2019-2024)
- Implementation of NZAID- Lao Tourism Support Activities (2015-2020)
- Tourism Activities supported by GIZ, Swisscontact, JICA, and KOICA.





Visit Laos Year 2018 Activities

- Marketing & Promotion
 - Visit Laos Year events calendar (brochure and online)
 - ASEAN Peace World Cycling Tour in Laos
 - Film competition
 - FAMTRIP for ASEAN media from Vientiane-Vang Vieng-Luang Prabang-Vientiane
 - Attending the International Exhibition: ITB, France, JATA, ATF, Ho Chi Minh City
 - Promote Laos Tourism at international CNN channel
 - Oh Luang Prabang, You're Simply Beautiful: 4-7 July 2018



Visit Laos Year 2018 promotion



Challenges for Lao Tourism Visit Laos Year 2018

Tourist Arrivals	2017	2018	% increase
January-March	1,045,329	1,067,401	3%

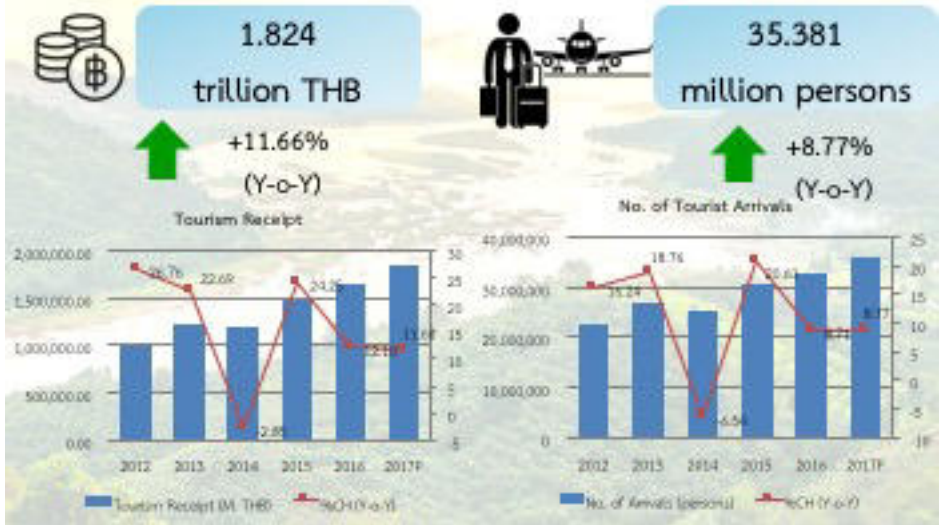
Challenges for Lao Tourism Visit Laos Year 2018

- Small % increase.
- Lack of product diversification.
- Appropriate policy of the government for product development to match with the demand of target markets.
- Improvement of infrastructure related to tourism.
- Human resource development to improve service quality in the tourism sector.



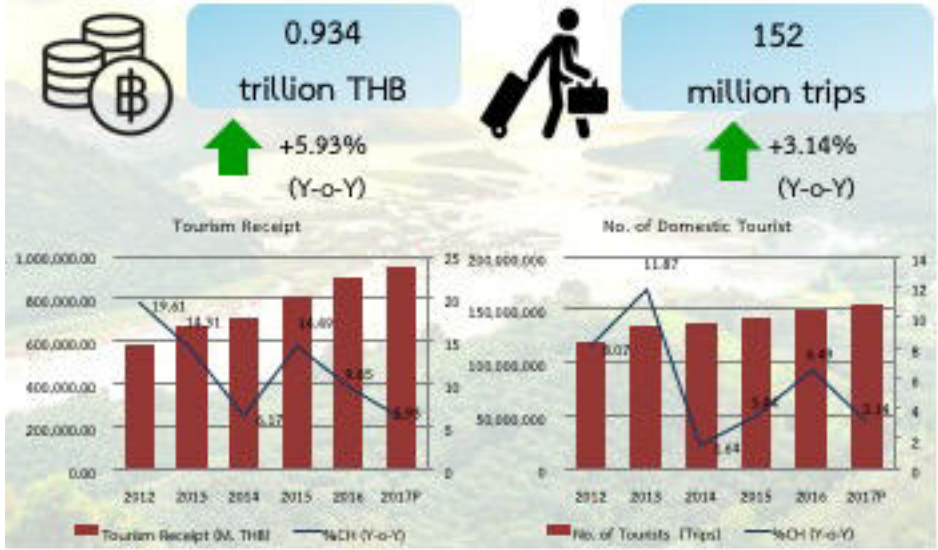


Inbound Tourism

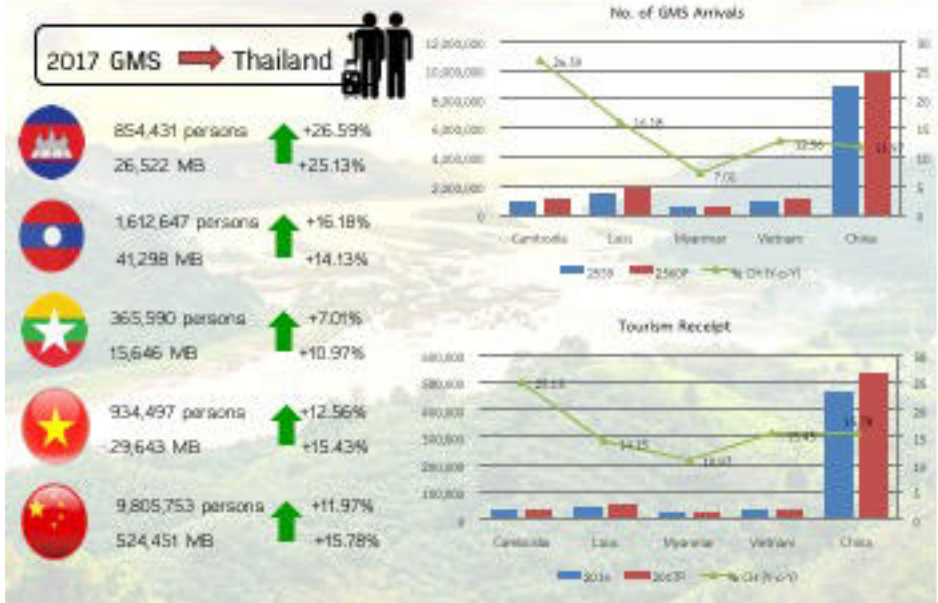


2017 Thailand Tourism Situations

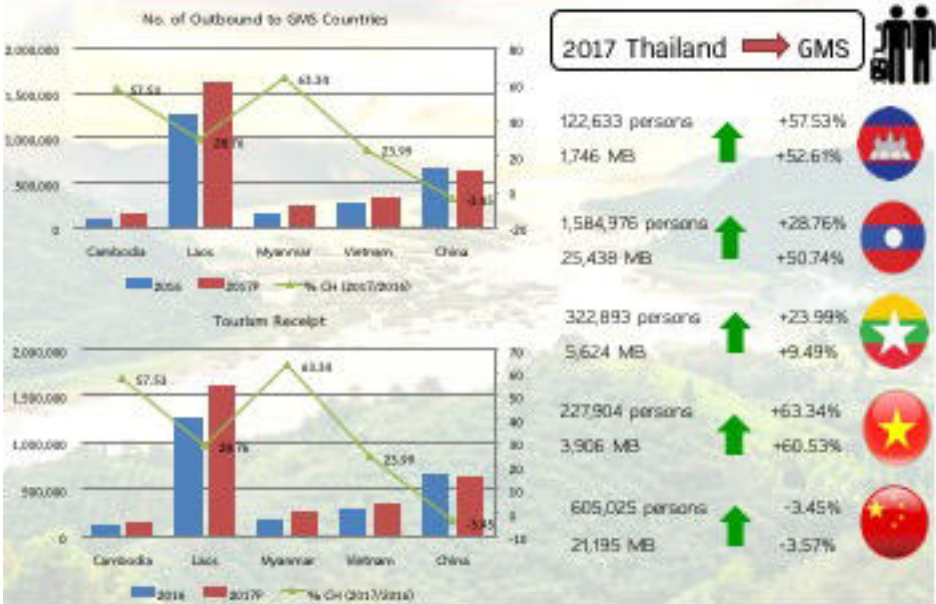
Domestic Tourism



2017 Thailand Tourism Situations



2017 Thailand Tourism Situations



Highlight Issues for GMS by Thailand

- Visa Scheme: Extension of Stay in Thailand for Medical Ground in CLMV and China
- SPORTS Tourism: International Marathon (Thai-Laos), UNITED Asian Duathlon 2017, Run-Swim-Row-Bike in Chiangrai, Thai Long Boat Racing in Buengkan, Watersport- Formula 1 Speed Boat in Nong Khai etc.
- Action Plan on Tourism in Mae-Kong River Tourism Cluster (2017 -2021) Implementation
- The project of Buddhist Tourism in ASEAN and South Asia – People Mobility Issues

Highlight Issues for GMS by Thailand

- Sustainable Routes Linking Royal Development Projects and Tourism Destinations in GMS Countries



The Way Forward: Tourism Strategy

<p>Vision: Tourism in the GMS is integrated, prosperous equitable, resilient with effective partnerships, and knowledge management</p>	<p>Expected Outcome: More competitive, Balanced, and Sustainable Destination Development</p>	<p>Strategic Directions:</p> <ul style="list-style-type: none"> Human Resource Development Improvement Tourism Infrastructure Enhance Visitor Experiences and Services Creative Marketing and Promotion Facilitate Regional Travel
---	---	--

<ul style="list-style-type: none"> Increase tourist expenditure Generate revenue distribution Link tourist destinations to neighboring countries Develop infrastructure for promotion of tourism connectivity Promote environmental friendly tourism 		<ul style="list-style-type: none"> Update tourism-related law, and setting and enforcing tourism standards Promote revenue generated from tourism by creating income distribution to the people in community develop the skills of personnel in the hospitality and tourism sector raise the level of infrastructure to create links domestically and internationally
---	--	---

The Way Forward: → → →


- ✓ The HANOI Action Plan 2018-2022 Implementation in Tourism Sector strategies and operational priorities which will improve quality and visitor experience, develop secondary tourism destinations, and develop human resources through competency-based training linked to standards of the Association of Southeast Asian Nations



The Way Forward: → → →

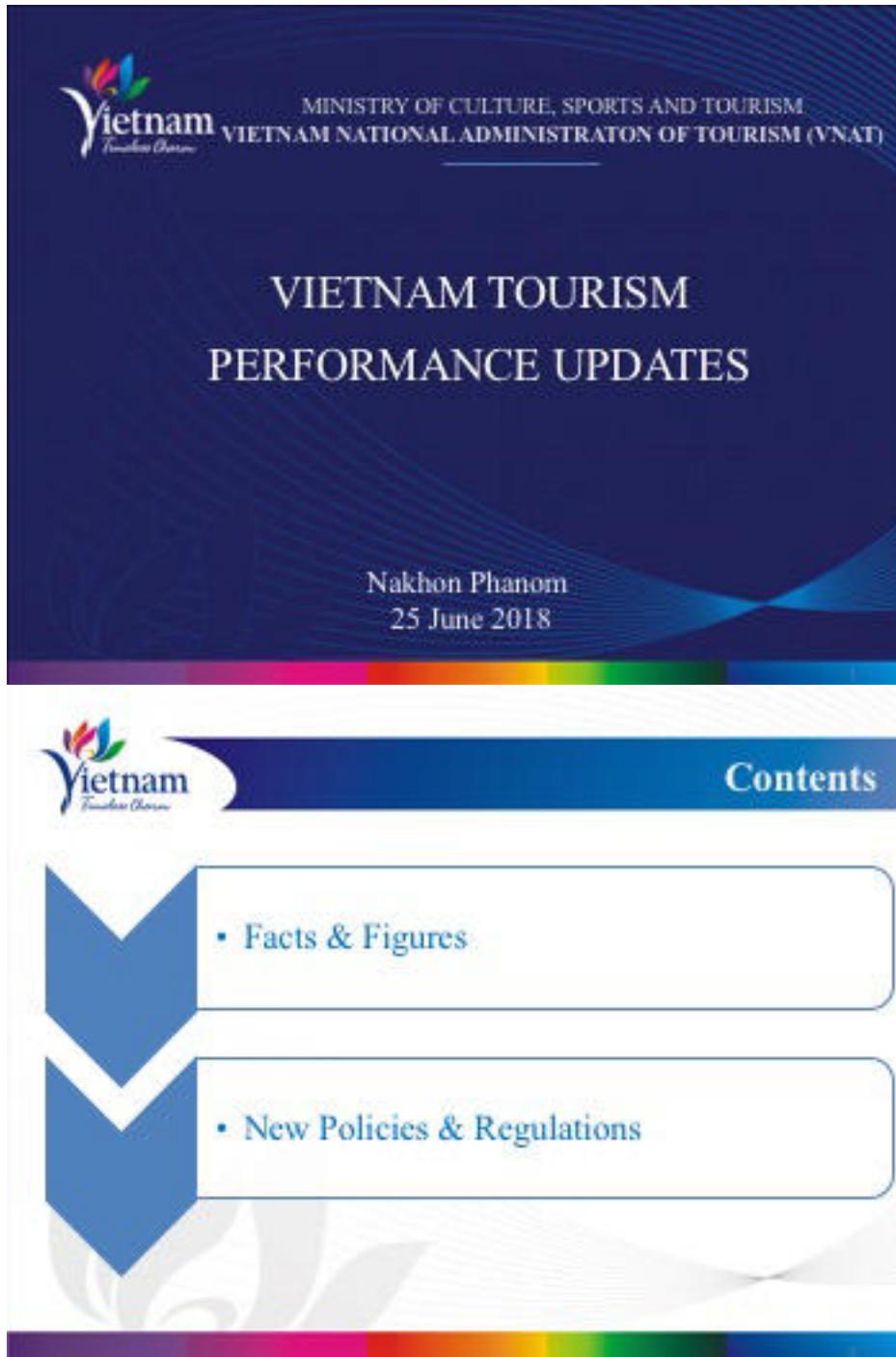
- ✓ Engage the private sector especially SMEs and Start-up in order to initiate the new advance establishment to be the new Tourism Growth mechanism.
- ✓ Themes: Tourism for All, Climate Change and Tourism Dispersal, Sustainable Tourism, Tourism and Technology
- ✓ Enhance and strengthen our partnership to take greater responsibility in coordinating and linking GMS Program.



The Way Forward: 



“Connectivity”
“Competiveness”
“Community”
for future
success of GMS
cooperation



Vietnam
Touching Hearts

MINISTRY OF CULTURE, SPORTS AND TOURISM
VIETNAM NATIONAL ADMINISTRATOR OF TOURISM (VNAT)

VIETNAM TOURISM PERFORMANCE UPDATES

Nakhon Phanom
25 June 2018

Vietnam
Touching Hearts

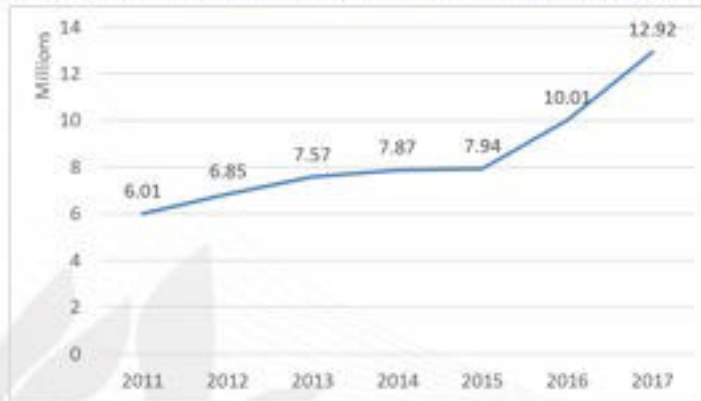
Contents

- Facts & Figures
- New Policies & Regulations



Facts & Figures

International Visitor Arrivals: Booming in 2016 & 2017

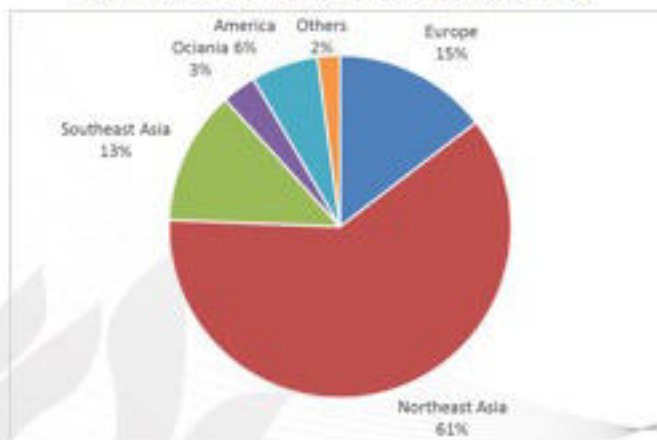


Source: General Statistics Department of Viet Nam



Facts & Figures

Int'l Visitor Arrivals: Major Share of Asia

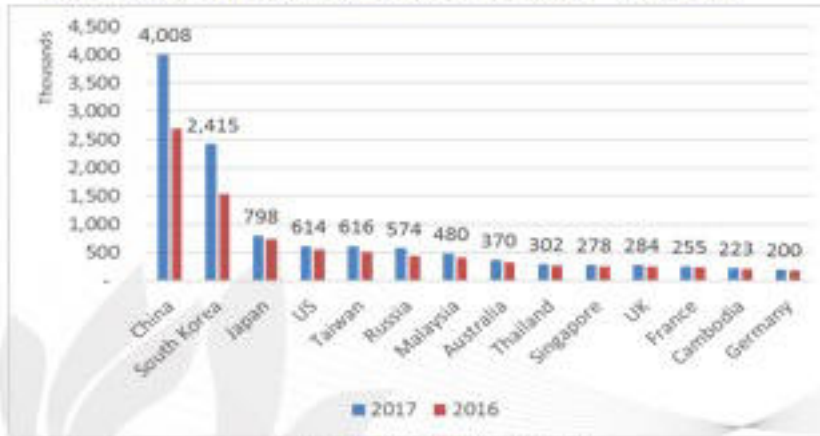


Source: Vietnam National Administration of Tourism (2017)



Facts & Figures

Int'l Visitor Arrivals: Club of Over 200,000 = 88% Total



Source: General Statistics Office of Viet Nam



Facts & Figures

Visitors from GMS to Viet Nam 2016, 2017

	2016	2017	2017/2016
Cambodia	211,949	222,614	5%
China	2,696,848	4,008,253	48.6%
Laos	137,004	141,588	3.3%
Myanmar	23,866	35,626	49.3%
Thailand	266,984	301,587	13%
Total	3,336,651	4,709,668	41.1%

Source: General Statistics Office of Vietnam (2017)



Facts & Figures

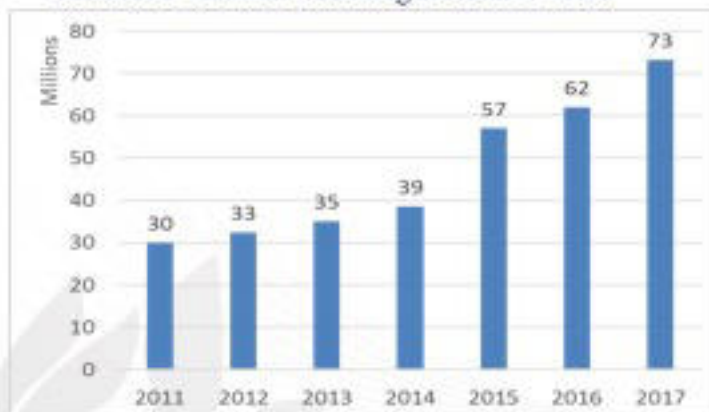
First 5 months 2018 updates

Source Markets	First 5 months 2017	First 5 months 2018	Change
Cambodia	104,718	95,094	10%
China	2,153,302	1,572,183	37%
Lao PDR	52,999	57,555	-8%
Thailand	146,219	133,997	9%
South Korea	1,441,756	889,196	62%
Japan	344,264	323,014	7%
Taiwan	283,550	247,676	14%
Hongkong	22,156	17,149	29%
Malaysia	220,468	196,049	12%
Singapore	112,818	107,032	5%
Phillippines	59,423	53,753	11%
Indonesia	34,915	31,660	10%
Total	5,256,974	6,708,428	28%



Facts & Figures

Domestic Visitors: Booming in Recent Years

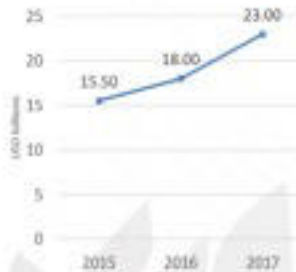


Source: Vietnam National Administration of Tourism

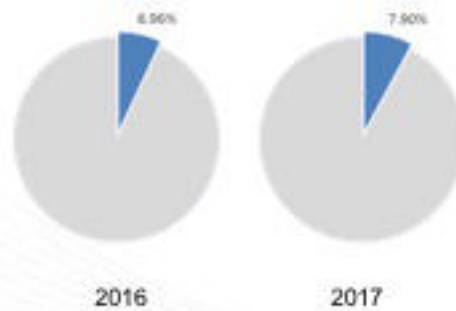


Facts & Figures

Tourist Receipts



GDP Contribution



Source: Vietnam National Administration of Tourism



Facts & Figures

Accommodation: High Growth for Luxury Facilities

	Total	5 stars	4 stars	3 stars	Others
2011	13,000	48	126	273	12,553
2012	13,500	55	142	314	12,989
2013	15,120	64	159	375	14,522
2014	16,000	72	187	381	15,360
2015	18,800	91	215	441	18,053
2016	21,000	103	228	442	20,227
2017	25,600	116	259	488	24,737
Ann. Growth Rate 11-17	11.96%	15.84%	12.76%	10.16%	11.97%

Source: Vietnam National Administration of Tourism



Facts & Figures

Accom. Rooms: High Growth for Luxury Ones

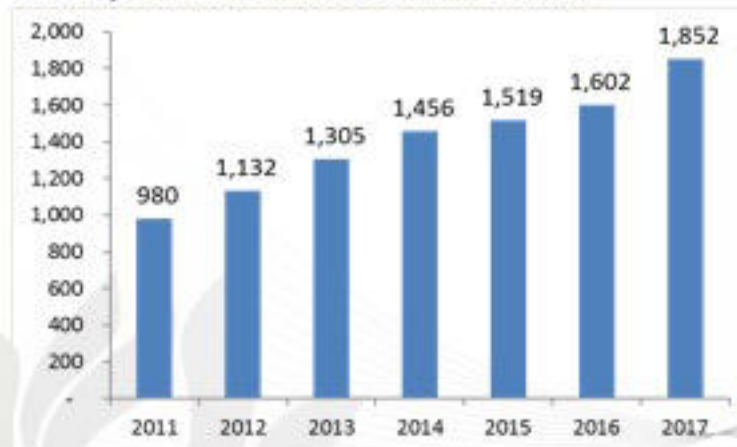
	Total	5 stars	4 stars	3 stars	Others
2011	265,000	12,121	15,517	18,990	218,372
2012	285,000	13,767	17,550	21,888	231,795
2013	324,800	15,385	20,270	26,347	262,798
2014	332,000	17,659	22,569	26,500	265,272
2015	355,000	24,212	27,379	30,737	272,672
2016	420,000	30,624	29,504	30,937	328,935
2017	508,000	33,672	33,530	34,200	406,598
Ann. Growth Rate 11-17	11.46%	18.56%	13.70%	10.30%	10.92%

Source: Vietnam National Administration of Tourism



Facts & Figures

Tour Operators Licensed for Inbound Tourists



Source: Vietnam National Administration of Tourism



New Policies & Regulations

Tourism Law 2017 for a more open business environment

New Orientation for Tourism Development

Goals 2030:

- One of the top destinations in the region;
- Tourism as a key economic sector.

Targets (2020):

- 20 million int'l arrivals, 82 million domestic visitors
- Tourism receipts: USD 35 billion
- > 10% GDP contribution in the national economy
- Tourism export: USD 20 billion
- Created Jobs: 4 million (incl. 1.6 direct)



MINISTRY OF CULTURE, SPORTS AND TOURISM
VIETNAM NATIONAL ADMINISTRATOR OF TOURISM (VNAT)

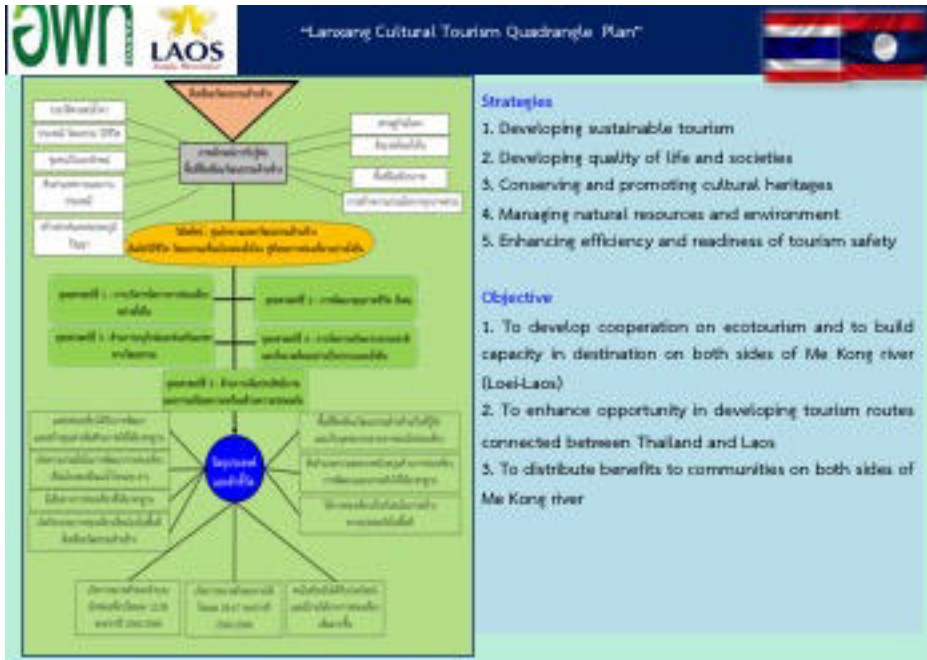
**Thank you
for your attention!**

Lanxang Cultural Tourism Quadrangle Development Cooperation



Lanxang Cultural Tourism Quadrangle Development





"Lanxang Cultural Tourism Quadrangle"

Background and Importance



"Lanxang Cultural Tourism Quadrangle"



Action Plan for Lanxang Cultural Tourism Quadrangle Development Cooperation (Thailand – Laos)



Lanxang Cultural Tourism Quadrangle
Development



Action Plan – 16 Projects

- Project 1 : Cooperation Development Initiatives
- Project 2 : Related tourism routes study and survey for planning and mapping
- Project 3 : Database for tourism information management development
- Project 4 : Tourism information management
- Project 5 : Tourism on river route development (Luang prabang - Xaiyabouli - Loei - Nong Khai)
- Project 6 : Tourism on border and twin cities development and promotion
- Project 7 : Logistic system development for tourism to connect among Lanxang Cultural Tourism Quadrangle
- Project 8 : Border control efficiency enhancement as facility for tourism service



Lanxang Cultural Tourism Quadrangle Development



Action Plan - 16 Projects

- Project 9 : Mutual standardized tourism service development
- Project 10 : Tourism standard assessment for destination and industry
- Project 11 : Entrepreneurs networking
- Project 12 : Promotion and public relations
- Project 13 : Human resource development and training
- Project 14 : Retrieving, collecting, and restoring cultural heritage information in Lanxang area
- Project 15 : Local culture, art, tradition, and wisdom conservation
- Project 16 : Traditional festival co-arrangement between Thailand and Laos to connect communities between countries

"Lanxang Cultural Tourism Quadrangle"

7

Prioritized Projects in 2017 - 2018



awn **LAOS** Lanxang Cultural Tourism Quadrangle Development 

Latest project implementation

1. Cooperation Development Initiatives

- Set up CBT LANXANG committee for CBT Lanxang standard development
- CBT LANXANG meeting on 4-5 June 2018 in Bangkok






"Lanxang Cultural Tourism Quadrangle" 9

awn **LAOS** Lanxang Cultural Tourism Quadrangle Development 

Latest project implementation (continued)

2. Human resource development and training

- CBT LANXANG workshop and study trip on 3-7 September 2017 in Pattaya, Thailand
- Community of happiness assessment training on 11-14 September 2018 in Vientiane, Lao PDR







"Lanxang Cultural Tourism Quadrangle" 10

awn **LAOS** Lanxang Cultural Tourism Quadrangle Development 

Latest project implementation (continued)

3. Tourism information management

- Tourism database development
- Mobile application development





"Lanxang Cultural Tourism Quadrangle" 11

awn **LAOS** Lanxang Cultural Tourism Quadrangle Development 

Sample of database






"Lanxang Cultural Tourism Quadrangle" 12

awn **LAOS** Lanxang Cultural Tourism Quadrangle Development

Latest project implementation (continued)

4. Entrepreneurs networking

- Network set up
- Meeting (4 times)
- Fam trip on route Nong Khai-Udorn Thani-Nong Bua Lamphu-Loei-Xaiyabouli-Vientiane on 25-29 May 2018
- Community matching for tourism

"Lanxang Cultural Tourism Quadrangle" 13

awn **LAOS** Lanxang Cultural Tourism Quadrangle Development

Latest project implementation (continued)

4. Entrepreneurs networking (continued)

- Entrepreneurs network working committee meeting on 15 June 2018
- OFFROAD 4x4 Caravan on 5-9 July 2018
- ICT for tourism training on online media - Social Network, Website, Facebook etc.

"Lanxang Cultural Tourism Quadrangle" 14

awn **LAOS** Lanxang Cultural Tourism Quadrangle Development

Activities

"Lanxang Cultural Tourism Quadrangle" 15

awn **LAOS** Lanxang Cultural Tourism Quadrangle Development

Latest project implementation (continued)

5. Cooperation Development Initiatives
 - Tourism caravan on 8-12 March 2018

"Lanxang Cultural Tourism Quadrangle" 16

awn **LAOS** Lanxang Cultural Tourism Quadrangle Development

Latest project implementation (continued)

5. Cooperation Development Initiatives (continued)

- Committee meeting on 5 June 2018
- Co-human resource development
- CBT Lanxang development
- Next meeting at Xaiyabouli in December

awn **LAOS** Lanxang Cultural Tourism Quadrangle Development

Latest project implementation (continued)

6. Traditional festival co-arrangement between Thailand and Laos to connect communities between countries

- Exhibition and fashion show in Loei
- Dasta attended religion events in Laos PDR

awn **LAOS** Lanxang Cultural Tourism Quadrangle Development 

Latest project implementation (continued)

6. Traditional festival co-arrangement between Thailand and Laos to connect communities between countries (Continued)

- Laos PDR attended Phi Ta Khon festival in Loei Thailand






"Lanxang Cultural Tourism Quadrangle" 19

awn **LAOS** Lanxang Cultural Tourism Quadrangle Development 

Latest project implementation (continued)

7. Promotion and public relations

- Leaflet promoting Loei-Xaiyabouli-Lunag Prabang route
- Guide book 3 languages for Loei-Xaiyabouli-Lunag Prabang route and Loei-Xaiyabouli-Nan
- Tourist guidebook for tourism route along Me Kong river banks











"Lanxang Cultural Tourism Quadrangle" 20

Prioritized Projects in 2019

Lanxang Cultural Tourism Quadrangle
Development

Action Plan – 8 Projects

- Project 1 : Tourism information management
- Project 2 : Tourism on river route development (Luang prabang - Xaiyabouli - Loei - Nong Khai)
- Project 3 : Border control efficiency enhancement as facility for tourism service
- Project 4 : Mutual standardized tourism service development
- Project 5 : Tourism standard assessment for destination and industry
- Project 6 : Entrepreneurs networking
- Project 7 : Promotion and public relations
- Project 8 : Human resource development and training

"Lanxang Cultural Tourism Quadrangle"
22

Emerald Triangle Tourism Cooperation

1. To enhance cultural power of three Mekong countries (Cambodia, Lao PDR and Thailand)
2. To connect with "Lanxang Cultural Quadrangle Tourism Development Cooperation"
3. To connect with "Tourism cluster of southern E-San" (lower part of northeast Thailand)
4. Establishing a working group represented by the three countries should be encouraged

Thank you





Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 6

GMS TWG Key Achievements 2014-
2018



**MEKONG TOURISM
COORDINATING OFFICE
(MTCO)**

**TWG-41
2014-2018 ACHIEVEMENTS**
Nakhon Phanom, Thailand
June 25, 2018



MEKONG TOURISM COLLABORATION



Goal

Promote the Greater Mekong Subregion as a single tourism destination through collaboration between businesses and people who are passionate about the region.

Mekong Tourism

2016

Mekong Tourism

MEKONG TOURISM COORDINATING OFFICE

STRATEGY



Tourism Sector Strategy: Vision & Objectives

- Deliverable to 22nd GMS Ministers' Conference
 - *Vision: Tourism in the Greater Mekong Subregion is integrated, prosperous, equitable, and resilient, with effective partnerships and knowledge management*
 - *Outcome: More competitive, balanced, and sustainable destination development*
- Aligned with Sustainable Development Goals, Paris Agreement, ASEAN Tourism Strategic Plan, GMS Strategic Framework, and other regional commitments







Cruise the Mekong river and experience local culture



Vietnam land of opportunities

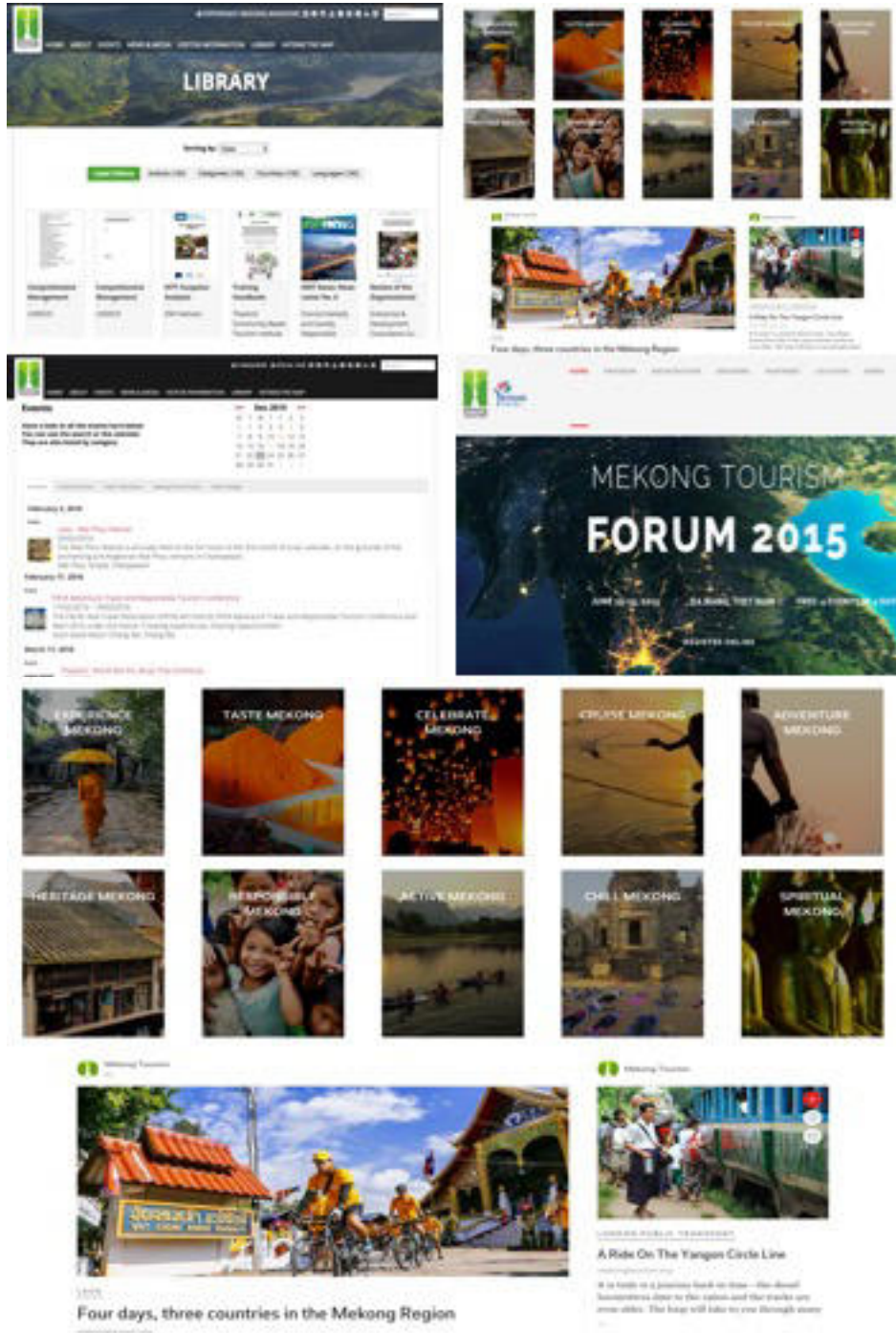


11 of the best hidden gems in Thailand



Lots of ideas on how to Experience the Mekong Region

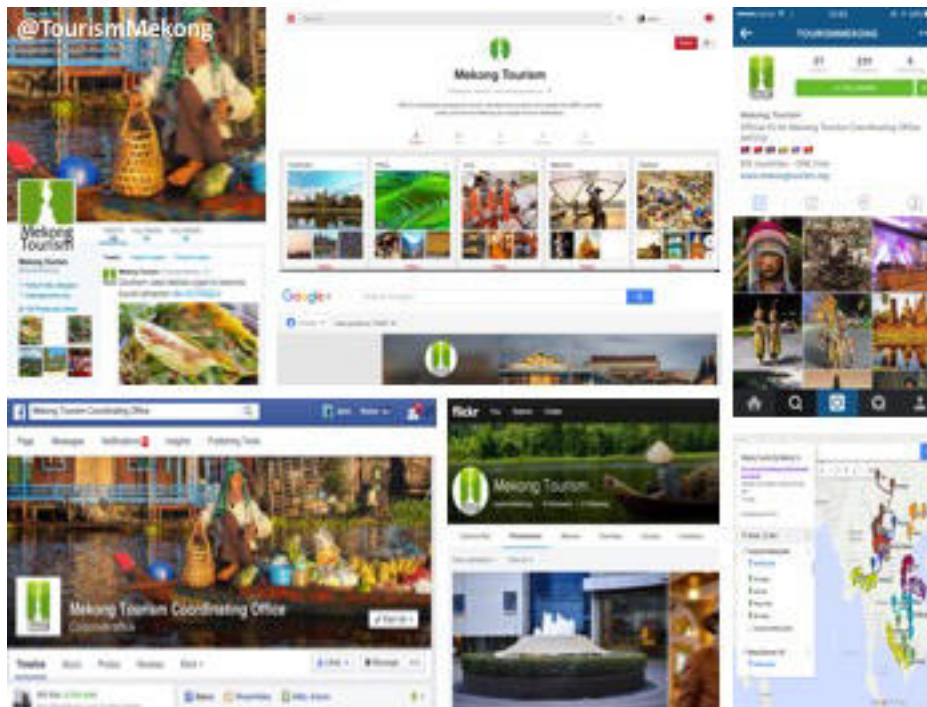






Welcome to the new MekongTourism.org website and monthly e-Newsletter.

1	MTCO Newsletter No. 6 - 2016 Edition 3 Sent Tue, Apr 05, 2016 9:30 pm	(47.6%) Opens
2	TCO Newsletter No. 7 - 2016 Edition 4 Sent Mon, May 16, 2016 1:31 am	(38.1%) Opens
3	MTCO Newsletter No. 8 - 2016 Edition 5 Sent Wed, Jun 15, 2016 6:31 pm	(36.4%) Opens
4	MTCO Newsletter No. 5 - 2016 Edition 2 (copy 01) Sent Tue, Mar 08, 2016 8:23 pm	(34.1%) Opens
5	MTCO e-newsletter November 2015 Sent Tue, Dec 01, 2015 2:23 am	(34.1%) Opens



MAGAZINE SOCIAL HUB

HOME ABOUT EVENTS NEWS DESTINATION INFORMATION EXPERIENCE COLLECTION LIBRARY

Mekong Tourism Experts Mekong Travel Storytellers Partner Organizations

Select Experience Content Type Select Country Register

Aung Win Aungmyin
 Bill Bennett
 Oswald Kneppel
 Don Pore
 Brett Collins
 Janina Wilson
 Jane Thraenhart
 Ralf Schuster
 Kerstin Howell
 Scott Lyons
 Boris Phum
 Lee Sheridan
 Lu Mai
 Luc Othman
 Mark Bishop Jackson
 Michael Ebers
 Min Thaw Mool
 Paul Ebers
 Peter Richards
 Phil Bardsley
 Robert Brown
 Scott Coates
 Serena Lombardi
 Suzanne Winkler

MAGAZINE SOCIAL HUB

HOME ABOUT EVENTS NEWS & MEDIA VISITOR INFORMATION LIBRARY INTERACTIVE MAP CONTRIBUTOR PROGRAM

LIBRARY

Sorting by:

[Latest Additions](#) Authors (361) Categories (361) Countries (361) Languages (361) Year (361)

<p>2015 2015 Mekong Tourism Marketing Workshop Report Jane Thraenhart & Nancy Cockerell Country: Regional Language: English</p>	<p>2016 Mekong River-based Product Development IAWTO Country: Regional Language: English</p>	<p>2013 Study Sustainable Tourism for Development World Tourism Organization (UNWTO) Country: International Language: English</p>	<p>2015 Tourism Megatrends: 10 things you need to know about the future Horizon IRI Country: International Language: English</p>	<p>2014 Global Tourism: Achieving Sustainable Goals Primary Authors: Brian T. Mullis, Frances Rigart Sustainable Travel International Contributors: Roberto M. Bruner, USAID</p>	<p>2014 Project Development for Sustainable Tourism: A Step by Step Primary Author: Steven Guterman, Contributors: Roberto M. Bruner, USAID, Donald E. Hawkins, George Washington University</p>
--	---	--	---	---	---



Boutique Luxury Cruising on the Mekong River

November 23, 2015



Set Sail Across Time: Boutique Luxury Cruising on the Mekong River From Siem Reap in Cambodia to Saigon in Vietnam. Sailing seemingly across the ages from timeless rural Khmer life to the bustle of contemporary Vietnam along the Mekong River, the 20-suite Aqua Mekong has revolutionized luxury travel on this epic waterway. On the Torle [...]

Cycling from Chiang Mai to Luang Prabang

August 22, 2015



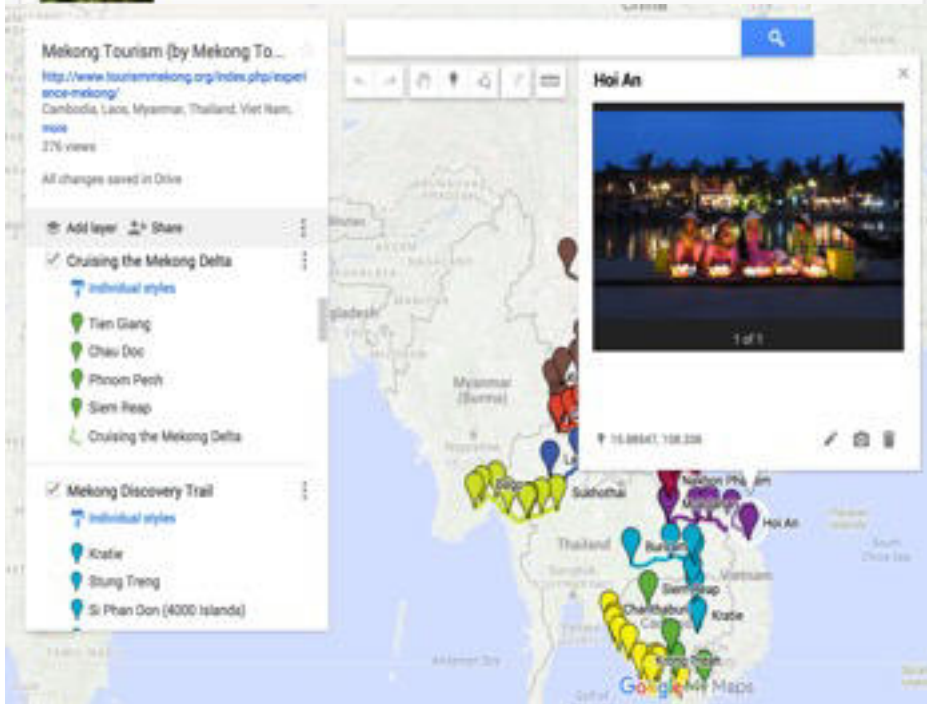
Connecting the two magical cities of Chiang Mai and Luang Prabang, this journey starts in the northern part of Thailand, a mountainous region bordering Burma and Laos, punctuated by the mighty Mekong River. The area has been dubbed the "Golden Triangle" with a history as colorful as the people that inhabit it. "This tour is a challenging journey [...]

The Tea Caravan Trail

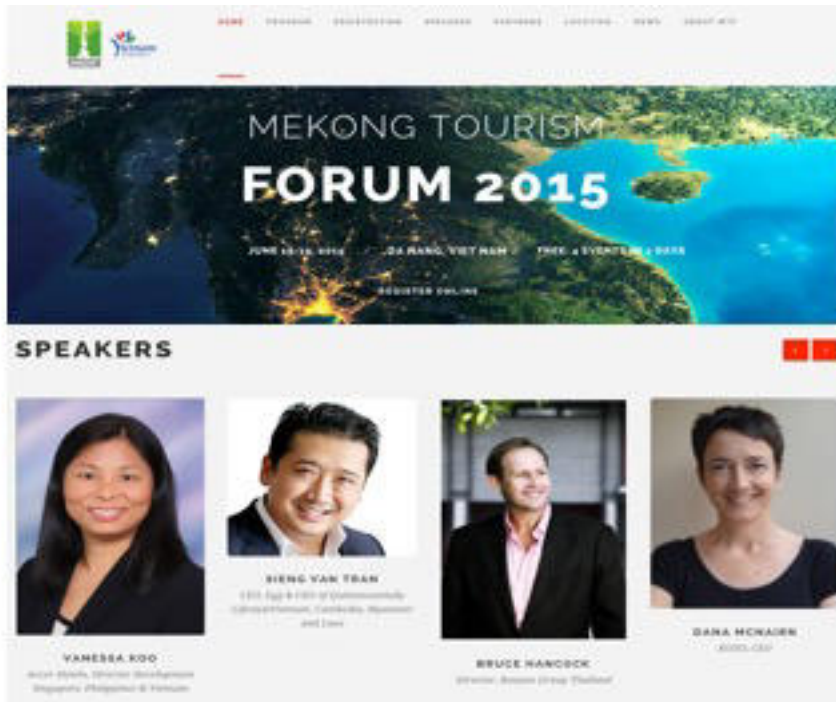
August 3, 2015



Embark on an expedition along the Tea Caravan Trail, a timeless trade route from the Golden Triangle, following the Mekong between Thailand and Laos, and through rugged mountains to Yunnan, China. "Uncover ancient civilizations and temples, experience life at ethnic villages, immerse yourself in pristine nature, and savor local food." Day 1: Chiang Rai [...]







MEKONG TOURISM
FORUM 2015
JUNE 18-19, 2015 | DA NANG, VIET NAM | THREE - A DAY IN LAOS
REGISTER ONLINE

SPEAKERS

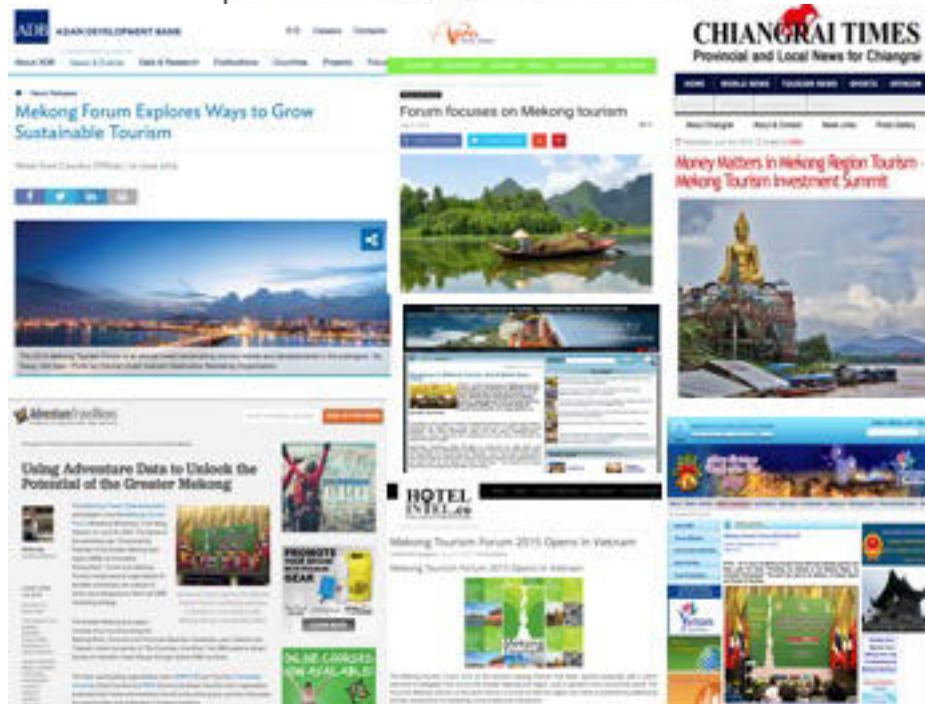
VANESSA KOO
Deputy Director, Director (Development)
Department of Planning & Research

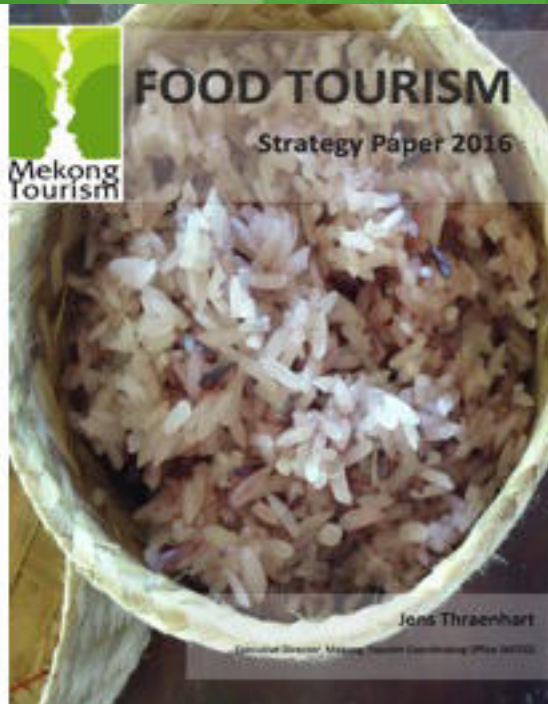
BIENG YAN TRAN
CEO, Ego & CEO of Communications
Communication, Cambodia, Myanmar
and Laos

BRUCE HANCOCK
Director, Access Group (Thailand)

DARA MCRAIG
CEO









TESTIMONIALS

"Through the Mekong Tourism Forum 2016 and its rich program of presentations, panels and networking events, I had the pleasure and the privilege to share insights and authentic experiences with passionate people. The MTCO truly managed to build an optimal environment for inspiration, hands-on learning, and action. I look forward to the next edition!"

Edmund de Souza
CEO, Sustainable
Business Development



"The Mekong Tourism Forum 2016 in Siem Reap, Cambodia did not fail to live up to expectations. Excellent speakers and knowledgeable attendees were right on-point topics for the Mekong region. The Forum is a great opportunity for the host country to showcase their destination, culture and hospitality. I look forward attending the Forum in 2017!"

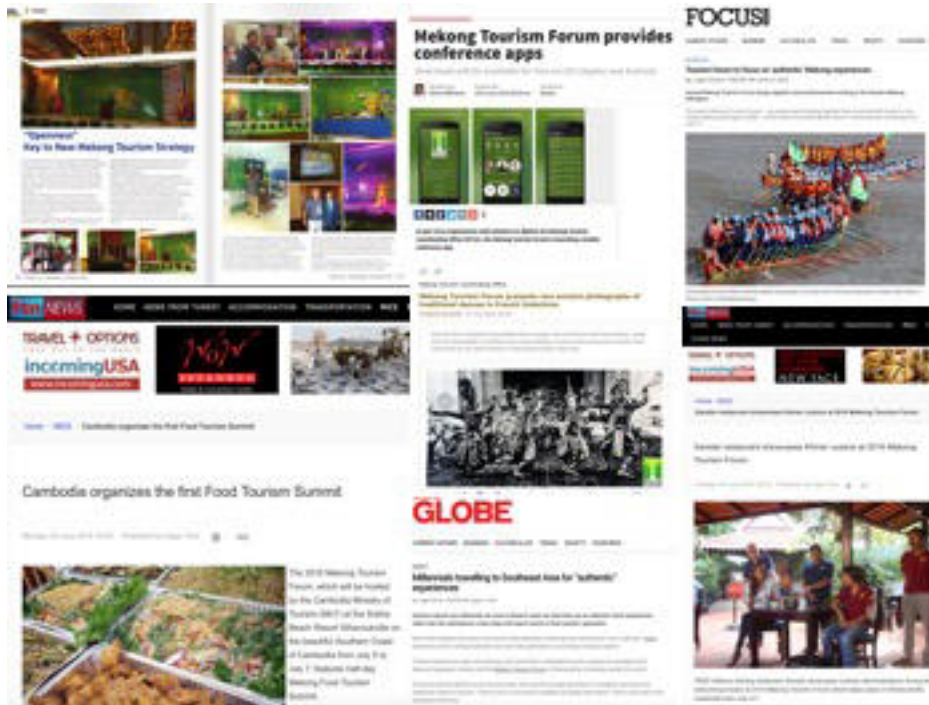
William Mangan
Founder & CEO, Green Growth



"The Mekong Tourism Forum workshops were focused on key issues such as sustainable tourism and the role digital marketing can play in the future in terms of delivering tourism promotion messages to consumers. Environmental concerns and infrastructure limitations were raised on numerous occasions and the necessity of keeping Mekong tourism activities authentic was highlighted."

Nadeen Ibrahim, Head Director
Corporate Traveler & Mekong City
Council

A grid of smaller testimonials, each featuring a portrait of a speaker and a short paragraph of their feedback. The testimonials are arranged in a grid-like fashion, with some larger and some smaller, providing a variety of perspectives on the forum's success.



SOLD OUT

MEKONG TOURISM FORUM 2017

“Prosper with Purpose”

June 6-9, 2017
Luang Prabang, Lao PDR

We are excited to bring the “Refill Not Landfill” initiative to Luang Prabang through Mekong Tourism Forum 2017.

Founded in September 2016 by a small group of tourist professionals in Cambodia, the original aim of “Refill Not Landfill” is to substantially reduce the amount of plastic waste produced in the GMS, and even change its entire perception.

One reusable aluminum bottle can last up to 4 years in most. Even assuming a life span of just three years, a single bottle can replace as many as 4,000 single bottles. We hope to be able to take around 1,000 bottles during Mekong Tourism Forum 2017 in Luang Prabang area.

MTF 2017 SESSION VENUES & REFILL STATIONS:

- Charterest Resort
- Safari Hotel Luang Prabang
- Kindra Hotel
- Le Cacao Restaurant
- Living Lanta
- Luang Prabang Golf Club
- Luang Prabang Information Centre
- Luang Prabang View Hotel
- Luang Say Chuan
- Pat Du 3
- Manda de Laka Restaurant
- Mekong Kingdoms “Play”
- Mekong River Cruises “Mekong Star”
- Old Phou Xai
- Luang Prabang Centre
- Phu Xai Ka Samsara Garden
- Samsara Boutique Hotel
- Suffal Luang Prabang
- The Bakery by LAMATI
- Traditional Arts & Ethnology Center (TMEC)

*Luang Prabang
Handle
with Care*





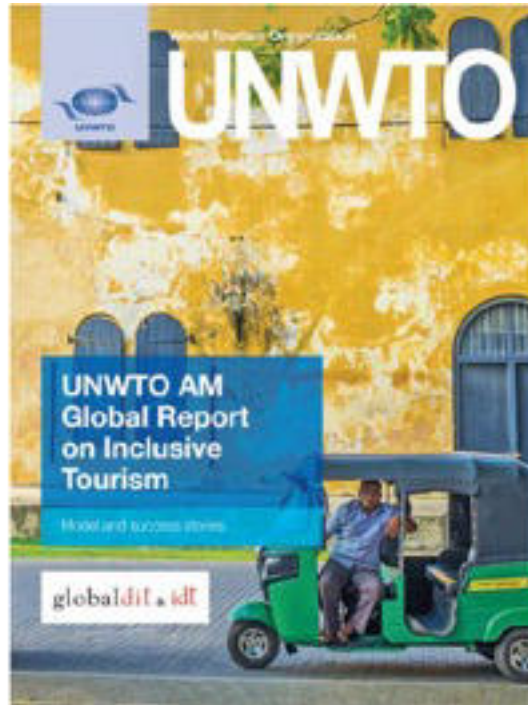
Mekong Tourism Forum wows
 Creative planning results in new event model for emerging destinations
 By Catherine Donoghue

The Mekong Tourism Forum, held in Hanoi, Vietnam, was a resounding success, showcasing the region's tourism potential to a global audience. The event featured a series of high-profile presentations and a vibrant investor showcase, drawing significant attention from international media and industry leaders.

The forum provided a platform for tourism officials and industry experts to discuss the latest trends and challenges in the region. Key topics included sustainable tourism development, digital marketing strategies, and the role of tourism in economic growth. The event was well-organized, with a focus on networking and collaboration among participants.

The investor showcase was particularly noteworthy, offering a glimpse into the diverse and growing tourism market of the Mekong region. It attracted a wide range of investors, from local entrepreneurs to international corporations, all looking for new opportunities in the sector.

The forum's success was a testament to the creative planning and execution of the organizing committee. It set a new standard for such events, demonstrating that a well-structured and engaging program can effectively showcase a region's tourism potential to a global audience.





DESTINATION MEKONG

Mekong Tourism Initiatives

Mekong Moments

MEKONG STORIES

MEKONG TRENDS

EXPERIENCE MEKONG COLLECTION

MIST

minis

MEKONG TRENDS

AIR TRANSPORT SNAPSHOT
A BRIGHT FUTURE

II. GMS AIR TRANSPORT IN NUMBERS

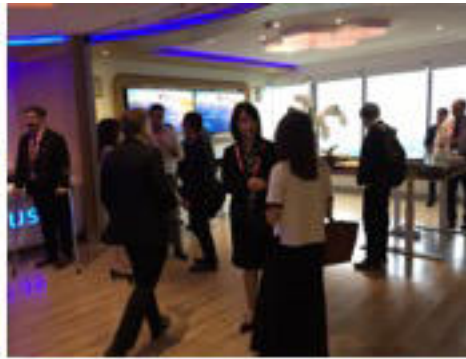
Fig. in 1000s unless stated otherwise. Cambodia, China, Laos and Thailand, Laos, Myanmar, Thailand and Viet Nam represent a fast growing international air transport market.

>100
airports collectively serve

>250
million passengers a year (2016)

30
airports have international connections

>30
airports each serve
>1,000,000
passengers per year



RESPONSIBLE TRAVEL OPERATORS



ANURAK LODGE - KHAO SOK, THAILAND

Travel Experience

Responsibility

EXPERIENCE MEKONG

Select Country | Select Experience | Sustainability | Affiliations | Showcase | Clear Filters

Nearness to Oldest | Sort By Company's Name

NOMINATE RESPONSIBLE EXPERIENCES
www.ExperienceMekong.org

- White Elephant Adventures - Luang Prabang, Lao PDR**
- The Gibbon Experience - Ban Houayxay, Lao PDR**
- Bloom Microventures - Ha Noi, Viet Nam**
- Ngoc Son/Ngo Luong - Hoa Binh, Viet Nam**

CHAY LAP FARMSTAY - QUANG BINH, VIET NAM

Chay Lap Farmstay - Quang Binh, Viet Nam
 Type of Accommodation: Farmstay
 Address: Thôn Thượng Thọ, Xã Thượng Thọ, Huyện Tuyên Hóa, Tỉnh Quảng Bình, Việt Nam
 Phone Number: +84 91 222 1234
 Email: chaylapfarmstay@gmail.com
 Website: chaylapfarmstay.com

Travel Experience

Experience the beauty of the mountains and the fresh air of the farmstay. Enjoy the view of the mountains and the fresh air of the farmstay. Enjoy the view of the mountains and the fresh air of the farmstay.

ANURAK LODGE - KHAO SOK, THAILAND

Anurak Lodge - Khao Sok, Thailand
 Type of Accommodation: Lodge
 Address: 100/1 Moo 1, Khao Sok National Park, Surat Thani, Thailand
 Phone Number: +66 77 311 111
 Email: anuraklodge@gmail.com
 Website: anuraklodge.com

Travel Experience

Experience the beauty of the mountains and the fresh air of the farmstay. Enjoy the view of the mountains and the fresh air of the farmstay.

BOMBERG PHNOM PENH CAMBODIA

Bomberg - Phnom Penh, Cambodia
 Type of Accommodation: Restaurant/Cafe
 Address: Phnom Penh, Cambodia
 Phone Number: +855 93 123 456
 Email: bombergphnompenh@gmail.com
 Website: bombergphnompenh.com

Travel Experience

Experience the beauty of the mountains and the fresh air of the farmstay. Enjoy the view of the mountains and the fresh air of the farmstay.

ONE'S PRINCESS - SHAN STATE, MYANMAR

One's Princess - Shan State, Myanmar
 Type of Accommodation: Resort
 Address: Shan State, Myanmar
 Phone Number: +95 9 123 456
 Email: onesprincess@gmail.com
 Website: onesprincess.com

Travel Experience

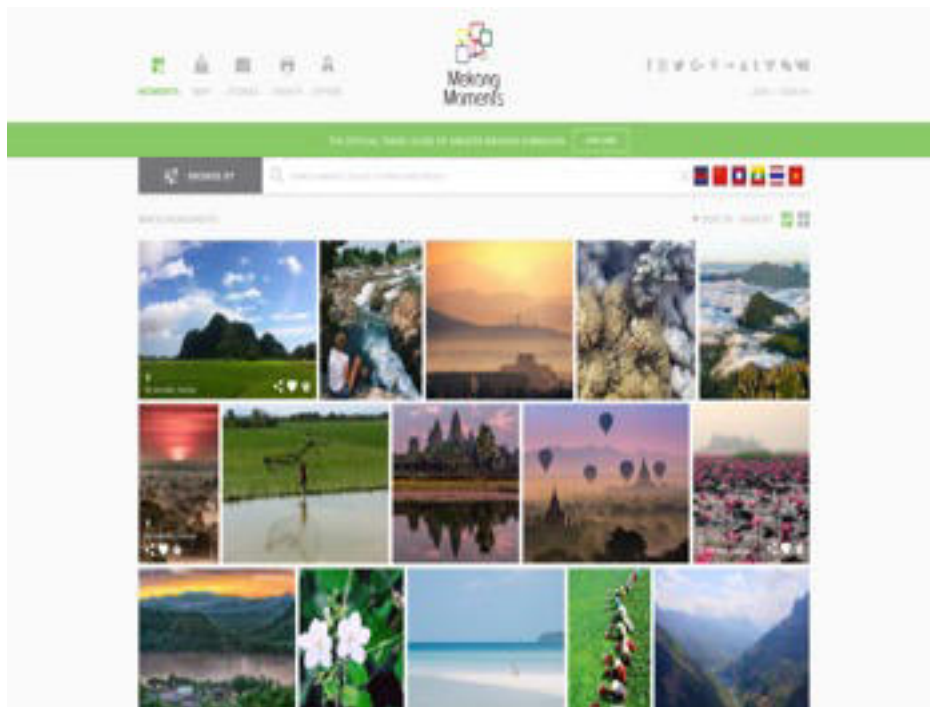
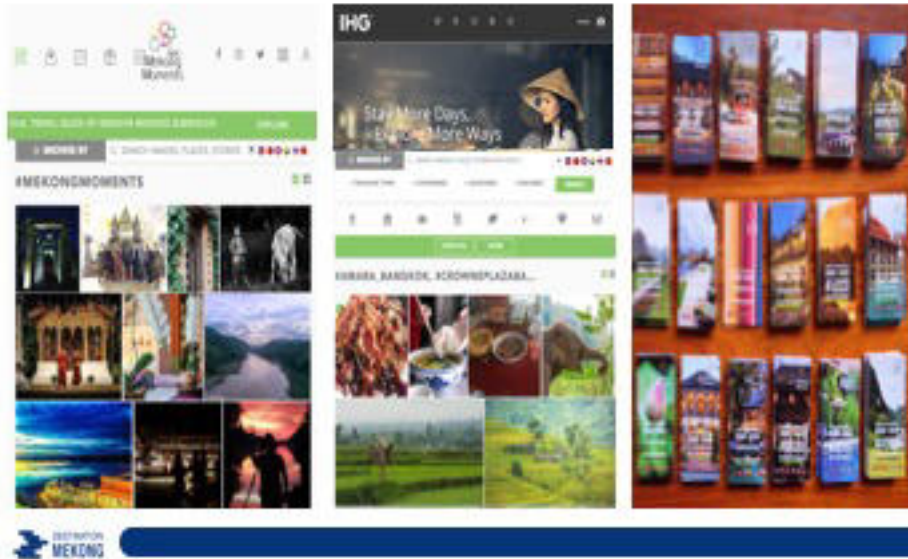
Experience the beauty of the mountains and the fresh air of the farmstay. Enjoy the view of the mountains and the fresh air of the farmstay.



EXPERIENCE MEKONG SHOWCASE – BEST PRACTICE CASE STUDIES

<p>Case Study 1 Hotel Sustainable Practices</p> <p>The hotel has implemented various sustainable practices for the property, such as reducing energy consumption, water conservation, and waste management.</p> <p>These practices have led to significant cost savings and a positive impact on the environment. The hotel is committed to continuous improvement and will continue to explore new sustainable practices in the future.</p>	<p>Case Study 2 Local Community Support</p> <p>The hotel has implemented various sustainable practices for the property, such as reducing energy consumption, water conservation, and waste management.</p> <p>These practices have led to significant cost savings and a positive impact on the environment. The hotel is committed to continuous improvement and will continue to explore new sustainable practices in the future.</p>	<p>Case Study 3 Local Sourcing Practices</p> <p>The hotel has implemented various sustainable practices for the property, such as reducing energy consumption, water conservation, and waste management.</p> <p>These practices have led to significant cost savings and a positive impact on the environment. The hotel is committed to continuous improvement and will continue to explore new sustainable practices in the future.</p>	<p>Case Study 4 Local Sourcing Practices</p> <p>The hotel has implemented various sustainable practices for the property, such as reducing energy consumption, water conservation, and waste management.</p> <p>These practices have led to significant cost savings and a positive impact on the environment. The hotel is committed to continuous improvement and will continue to explore new sustainable practices in the future.</p>	<p>Case Study 5 Local Sourcing Practices</p> <p>The hotel has implemented various sustainable practices for the property, such as reducing energy consumption, water conservation, and waste management.</p> <p>These practices have led to significant cost savings and a positive impact on the environment. The hotel is committed to continuous improvement and will continue to explore new sustainable practices in the future.</p>
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COLLABORATIVE SOCIAL MARKETING





Mekong Moments

mekong minis
MEKONG MINI MOVIE FESTIVAL 2018

SHARE YOUR 60 SECOND VIDEOS AND WIN

- TAKE A 60 SEC. OR SHORTER VIDEO
- POST ON TWITTER, INSTAGRAM OR YOUTUBE
- TAG #MOMENTS + #MMS
- REGISTER AT MEKONGMINIS.COM
- BY APR. 30, 2018

MEKONGMINIS.COM

MEKONG MINIS | ADVISORY BOARD | PARTNERS | T&C | INFORMATION

CAMBODIA



 Cambodia
 WWF-CAMBODIA



ENSURING A BRIGHT FUTURE FOR IRRAWADDY DOLPHINS IN THE MEKONG RIVER

The Irrawaddy dolphin symbolizes the magnificence of the Mekong River and its continued high biodiversity. The [2016 population survey](#) showed that only 80 Irrawaddy Dolphins inhabit the Mekong River. Even this low number would make the Mekong subpopulation the largest of only five remaining critically endangered freshwater populations of this species in the world.

The Irrawaddy dolphin (*Orcella brevirostris*) inhabits a 100km stretch of the mainstem Mekong River between Kratie, Cambodia and Thone Falls on the border with Laos/DMR.

Results (preliminary)

Through the use of collaborative social commerce, the campaign achieved the following results after 3 months of run-time.

-  **300** participants
(journalists, bloggers, filmmakers)
-  **220,000** followers
(through network of participants)
-  **500,000** video views
-  **6 million** people reached



ENWOKE









An initiative of



Supported by



The MIST Startup Accelerator

The MIST Startup Accelerator is geared for early stage companies in either travel tech or traditional tourism.



The MIST Market Access Accelerator

The MIST Market Access Accelerator is for mature international tourism startups looking to enter the region.

 SUSTAINABLE TOURISM	 ENHANCE EXPERIENCE AT DESTINATION	 BUSINESS OPTIMISATION
<ul style="list-style-type: none"> Protecting the environment Preserving cultural heritage Promoting inclusive growth in tourism Protect the future of destinations Dispersing tourist destinations 	<ul style="list-style-type: none"> Simplifying and smoothing out the customer experience Use of mobile to help improve the tour experience Smart travel (wearable tech) Connect local experts directly with travelers Peer-to-peer tour business models Digitize offline customers (before, during and after traveling) Personalized and customized travel Change the "pen and paper paradigm" for tourist circuits 	<ul style="list-style-type: none"> Non-invasive client profile information Gathering and analyzing traveler data Loyalty building Management of online complaints Integration of digital solutions (profiling, booking, CRM, etc) Optimize usage of empty seats / rooms / slots/berths Selling of touristic products to re-destination locals Build standardization around different types of tour products Digital penetration of tour operator inventory Anti-fraud systems (e.g. tickets)



MIST 2017 SUCCESSES

- 250+ applicants
- 21 Startup Accelerator semi finalists
- \$35,000 in innovation grants
- 13 Market Access tours for companies based in Cambodia, Vietnam, Malaysia, Thailand, Australia, Canada and the United States
- 360 unique media stories
- 54 million estimated coverage views
- 1.49 million social shares





Thank you



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

Tel: +66 8555 44234 Fax: +66 2612 4152

Email: jens@mekongtourism.org

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APPENDIX 7

2018 GMS Tourism Workplan



**MEKONG TOURISM
COORDINATING OFFICE
(MTCO)**

**TWG-41
GMS TWG WORKPLAN
Nakhon Phanom, Thailand
June 25, 2018**



**Mekong
Tourism**



2018

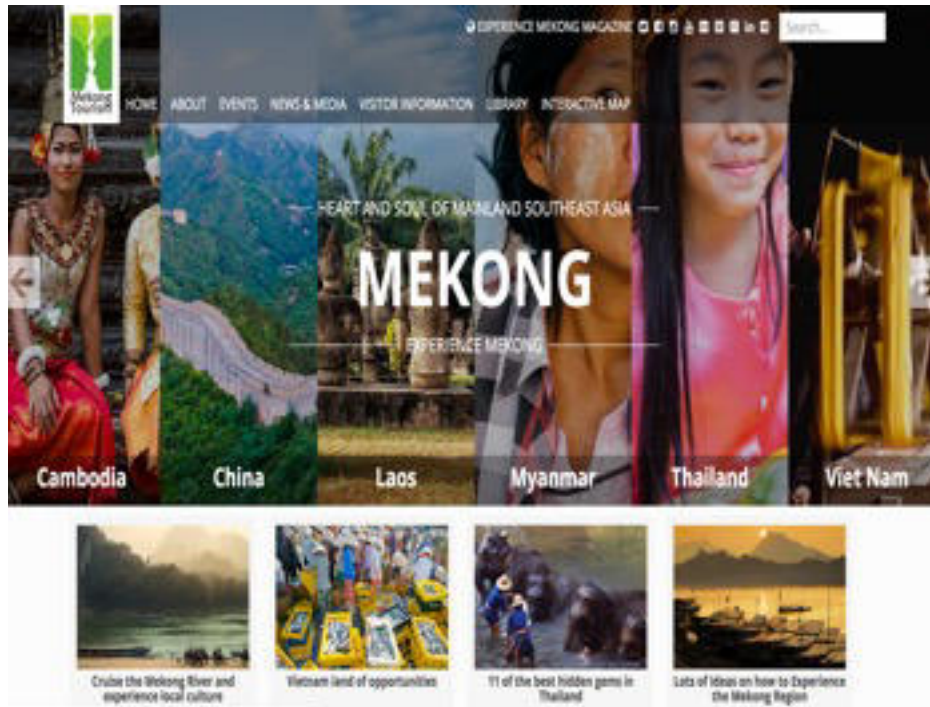


MEKONG TOURISM COORDINATING OFFICE

GMS TWG – 2018 Work Plan

MTCO OPERATIONS	INDUSTRY ENGAGEMENT	MARKETING BRANDING	PRODUCT DEVELOPMENT	CAPACITY BUILDING
Legal Status > Thai > 90%	TWG Meetings > Host/MTCO > 50%	Conferences > MTCO > 50%	Responsible > Partner > 100%	Training > ADB > 0%
Assets > MTCO > 100%	Contributor Program > MTCO > 100%	Campaign > Partner > 100%	5th STC Meet > CAM > 0%	University Lectures > MTCO > 100%
Digitize > MTCO > 100%	MTF 2018 > THAI/MTCO > 100%	Digital Platform > MTCO > 100%	Mekong Trends > Partner > 100%	MIST > ADB/MTCO > 100%
Internships > MTCO > 100%	Scorecard 2017 > MTCO > 70%	E-Library > MTCO > 100%	Mekong Moments > Partner > 100%	MTF@ITB > MTCO > 100%





MTCO DIGITAL CHANGE

	NOV 2014	NOV 2015	NOV 2016	NOV 2017	MAY 2018
WEBSITE VISITORS	733	1,898	5,071	6,159	6,408
WEBSITE VIEWS	1,684	4,038	9,578	10,582	11,317
AVERAGE USERS / DAY	20	140	319	353	374
FACEBOOK LIKES	175	850	1,350	2,006	2,323
E-LIBRARY DOCS	0	150	390	430	474
WEBSITE POSTS	75	200	380	850	1,234

MTCO DIGITAL CHANGE

2015 > 2017



2015 > 2016



2016 > 2017



Page		Total Page Likes	From last week	Posts This Week	Engagement This Week
1	ASEAN Southeast Asia: ...	75.1K	0%	5	5
2	Pacific Asia Travel Assoc...	2.2K	+9.1%	6	1
3	Mekong Tourism Coord...	2.2K	+8.8%	12	75







MTF 2018 PLASTIC FREE KIT



NAKHON PHANOM, THAILAND

We are excited to bring the "Plastic Free Landfill" initiative to Nakhon Phanom through Mekong Tourism Forum 2018.

Founded in September 2016 by a small group of tourism professionals in Cambodia, the ultimate goal of "Plastic Free Landfill" is to substantially reduce the amount of plastic waste landfilled in the GMS, and even change to more landscape.

This reusable aluminum bottle has last up to 8 years in time. Each producing a life span of just three years, a single bottle can reduce up to 100,000 plastic bottles. We hope to be able to send around 5,000 bottles during Mekong Tourism Forum 2018 in Nakhon Phanom area.

**MTF 2018
SESSION VENUES
& REFILL STATIONS:**

NAKHON PHANOM UNIVERSITY
BLI HOTEL
FORTUNE RIVER VIEW HOTEL
R HOTEL
THE RIVER HOTEL

VILLAGES:
SAI KA LEPHO
SAI KHA
SAI SO
PHU THAI
SAI OUM
SAI NONG
SAI SEAK
SAI SAN

pledge
[Pledge]
[Pledge]

A solemn promise of agreement to do or abstain from doing something, especially a formal pledge to undertake a course of action.

take the plastic-free pledge today

Share your commitment to reduce single-use plastics by taking a Pledge to Plastic-Free Living.

Refillable Landfill, Sustainable Mekong Tourism Forum 2018
to change your habits, reduce your plastic use, and help protect our environment.

with the
**Mekong
Tourism Forum**

mekongtourismforum.com/plasticfree

MEKONG MARKET PLACE
 EXHIBITORS

168-169/167 Building
 Sakon Nakhon University
 1st Floor, 2nd Floor

**MEET BLOGGERS & CONTENT CREATORS IN THE...
 BLOGGER MATCHUP LOUNGE**

MIST
 CONNECT WITH TRAVEL STARTUPS IN THE MIST LOUNGE

VISIT THE MEKONG FROM ABOVE PHOTO EXHIBITION DURING MTF 2018

MEKONG MOMENTS

Get ready for the first MEKONG FROM ABOVE Photo and Video Contest from November 1st, 2018 to March 1st, 2019. Log in @MekongMoments, #MekongFromAbove and #DestinationMyanmar on your favorite social media posts to participate and picture and video of the Mekong Region to win.

BE IN THE MOMENT
 TRAVEL RESPONSIBLY

MEKONGMOMENTS.COM





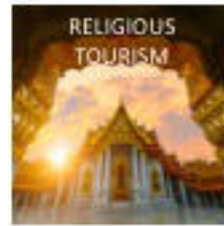
EXPERIENCE MEKONG SHOWCASE – BEST PRACTICE CASE STUDIES



<p>Case Study 1 Sustainable Tourism</p> <p>The goal of sustainable tourism is to ensure that the needs and wishes of present and future generations are met, while protecting the environment, conserving the world's cultural and natural heritage, and ensuring that the economic, social and cultural well-being of host communities and visitors are enhanced.</p>	<p>Case Study 2 Sustainable Tourism</p> <p>Responsible tourism is a form of tourism that takes into account the needs and wishes of present and future generations, while protecting the environment, conserving the world's cultural and natural heritage, and ensuring that the economic, social and cultural well-being of host communities and visitors are enhanced.</p>	<p>Case Study 3 Sustainable Tourism</p> <p>The goal of sustainable tourism is to ensure that the needs and wishes of present and future generations are met, while protecting the environment, conserving the world's cultural and natural heritage, and ensuring that the economic, social and cultural well-being of host communities and visitors are enhanced.</p>	<p>Case Study 4 Sustainable Tourism</p> <p>The goal of sustainable tourism is to ensure that the needs and wishes of present and future generations are met, while protecting the environment, conserving the world's cultural and natural heritage, and ensuring that the economic, social and cultural well-being of host communities and visitors are enhanced.</p>	<p>Case Study 5 Sustainable Tourism</p> <p>The goal of sustainable tourism is to ensure that the needs and wishes of present and future generations are met, while protecting the environment, conserving the world's cultural and natural heritage, and ensuring that the economic, social and cultural well-being of host communities and visitors are enhanced.</p>
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ChildSafe movement

Together, protecting children.





An initiative of



Supported by



The MIST Startup Accelerator

The MIST Startup Accelerator is geared for early stage companies in either travel tech or traditional tourism.



The MIST Market Access Accelerator

The MIST Market Access Accelerator is for mature international tourism startups looking to enter the region.



1st ASIA FILM DESTINATION CONFERENCE

PROMOTING DESTINATIONS VIA VISUAL STORYTELLING






Thank you



Mr. Jens Thraenhart, Executive Director
 The Mekong Tourism Coordinating Office (MTCO)
 Tel: +66 8555 44234 Fax: +66 2612 4152
 Email: jens@mekongtourism.org

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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 8

GMS Tourism Performance and Statistic Harmonization in the GMS

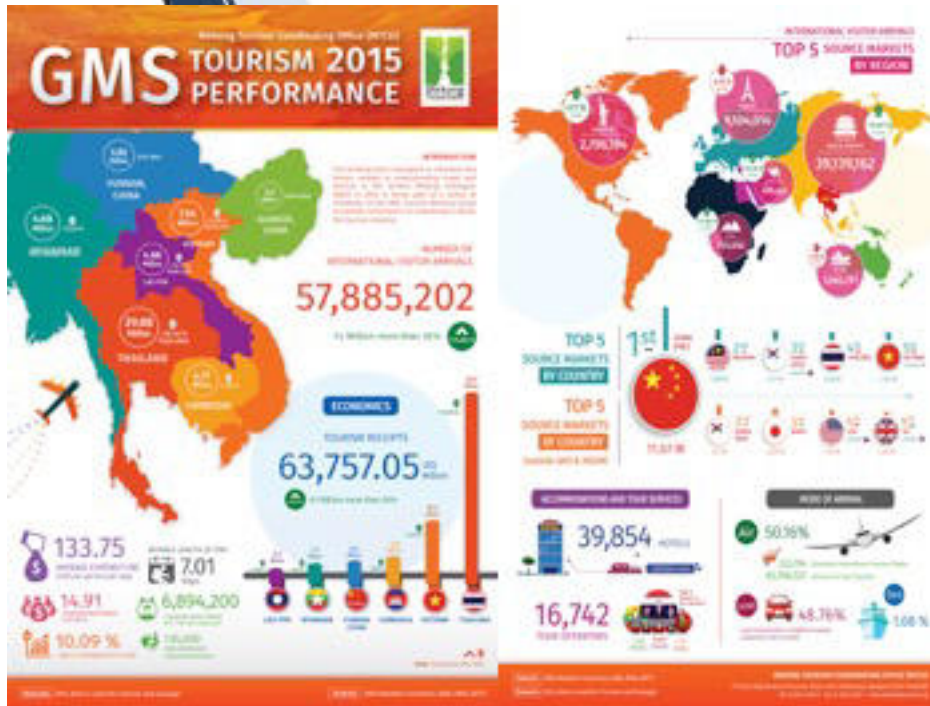


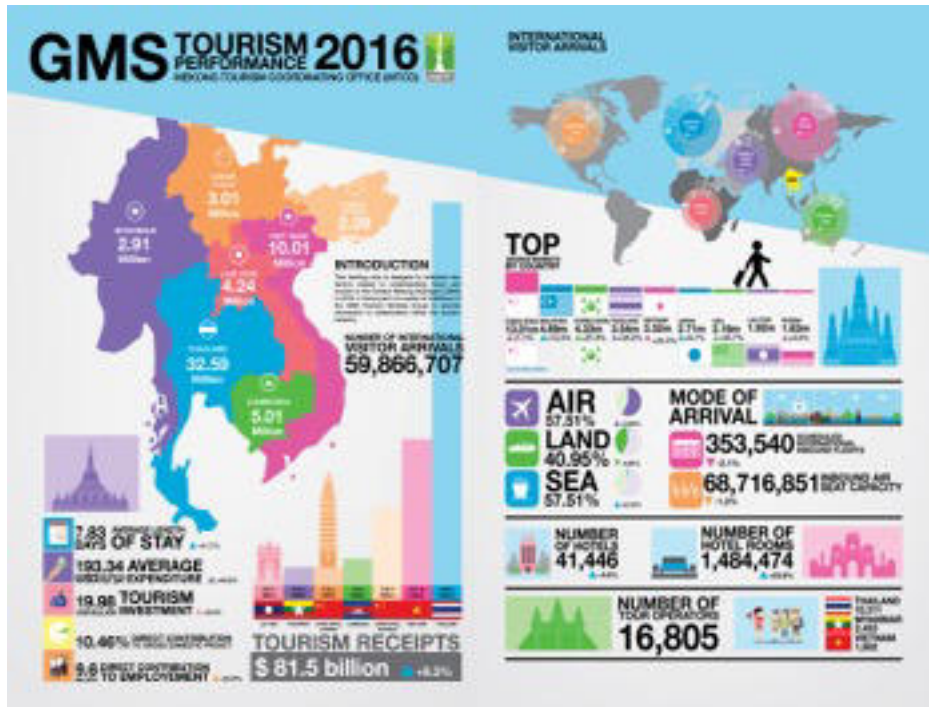
GMS SCORECARD

GMS TOURISM PERFORMANCE

2017

41st Meeting of the
GMS Tourism Working Group
Monday 25 June 2018
Nakhon Phanom, Thailand





3.4%



27.8%



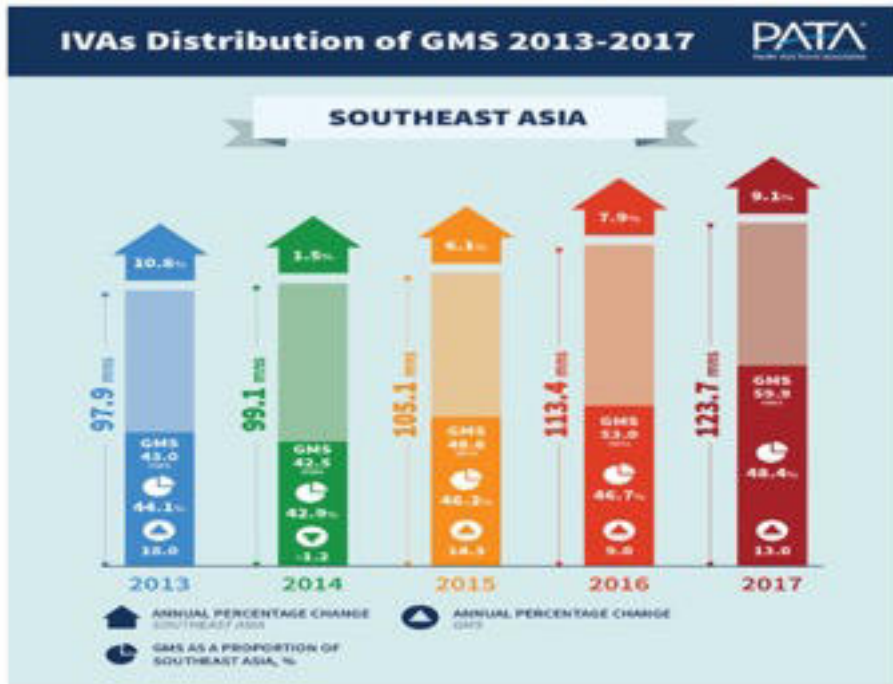
44.5%



11.7%



Key Indicators Year 2017	Cambodia	Lao PDR	Myanmar	Thailand	Vietnam			
International Visitor Arrivals								
Number of international visitor arrivals	5,852,157	3,868,838	5,443,113	35,361,270	12,922,151			
Average length of stay (days)	6.60	8.39	9.00	9.55				
Source markets by region								
3.1 Asia	4,318,596	3,631,071	3,041,465	25,412,685	9,752,681			
3.2 Europe	855,541	191,194	252,355	6,511,345	1,889,670			
3.3 Americas	395,029	64,227	99,754	1,541,539	817,033			
3.4 Oceania	174,193		37,844	938,669	420,906			
3.5 Africa	12,752		11,804	187,125	35,881			
3.6 Middle East	20,509	11,446	5,149	759,847				
Mode of arrival								
% of Tourist Arrivals by Air	3,212,738	525,176		85.11	10,910,297			
% of Tourist Arrivals by Land	2,144,009	3,348,662		13.81	1,753,018			
% of Tourist Arrivals by Sea	145,410			1.28	258,836			
Scheduled international Inbound Flights	36,114	12,654	21,758	208,109	86,721			
Inbound Air Seat Capacity	5,942,368	1,782,857	3,734,852	44,270,057	17,822,211			
Number of Countries able to obtain tourist visa on arrival			53 countries with visa on arrival	21 countries with visa on arrival and 81 countries are not required to obtain visa				
Number of International Border Checkpoints (land, sea, air) offering tourist visa on arrival	15		3 international airports & 7 border checkpoints	8 international airports (total 88 international checkpoints)				
Accommodations and Tour Services								
Number of Hotels	781	569	1,590	19,533	25,800			
Number of Hotels Rooms	45,070	50,800	63,978	743,107	508,000			
Average Occupancy Rate in Hotels (%)	68.90	54.00	66.10	70.58	67			
Number of Tour Operators	371	422	2,593	13,913	1,852			
Number of Registered Tour Guides	5,501		7,820	85,041	20,416			
Economics								
Tourism Receipts (US\$ Million)	3,638,000	648.06	1,968.86	55,760.58	23,000			
Average Expenditure (USD per person per day)	65.50	52.11	153.00	157.90				
Tourism Investment (US\$ Billion)	2.27	0.6	8.8	3,194.87	9.14			
Direct Contribution to Employment (FTE Full-time equivalent)	600,000	114,000	808,500	4,317,506	2,467,500			
Direct Contribution to GDP (%)	12.30	4.2	3.5	9.40	7.30			
Key Indicators Year 2017	Cambodia	Lao PDR	Myanmar	Thailand	Vietnam	China Yunnan	China Guangxi	Total
Top Ten Market Sources by Country								
China (PRC)	1,210,782	545,485	212,642	9,805,753	4,508,263		15,782,925	
Malaysia	179,318	24,391	47,510	3,359,800	480,438		4,085,917	
Korea (ROK)	345,581	173,260	85,924	1,709,370	2,415,245		4,758,580	
Thailand	384,354	2,009,805	273,888		301,587		2,969,534	
Vietnam	858,395	868,400	58,919	834,487			2,621,171	
Japan	203,375	49,191	101,471	1,544,308	798,119		2,696,462	
Lao PDR	802,219		2,358	1,812,847	181,598		2,596,762	
USA	296,544	98,094	87,839	1,058,124	614,117		2,052,618	
Russia		13,033	5,531	1,348,219	974,164		1,936,947	
UK	171,182	39,170	47,717	864,488	283,537		1,396,094	
Singapore	81,083	8,512	81,860	1,028,071	277,858		1,467,176	
Australia	143,862	33,077	32,829	817,091	370,438		1,397,287	
India	59,571	8,249	41,797	1,411,942			1,520,968	
France	188,368	54,953	58,918	739,853	255,369		1,275,447	
Germany	118,285	34,018	40,418	849,283	189,872		1,241,858	
Taiwan	121,023	14,025	36,498	572,964	616,232		1,380,723	
Cambodia	18,538	5,531		854,431	222,814		1,298,112	
Note: GMS Member Countries, AOR, AFTA, WFTC								
Key Indicators Year 2017	Cambodia	Lao PDR	Myanmar	Thailand	Vietnam	China Yunnan	China Guangxi	Total
Top Five Market Sources by Country (outside GMS & ASEAN)								
China (PRC)	1,210,782	545,485	212,642	9,805,753	4,508,263		15,782,925	
Korea (ROK)	345,581	173,260	85,924	1,709,370	2,415,245		4,758,580	
Japan	203,375	49,191	101,471	1,544,308	798,119		2,696,462	
USA	296,544	98,094	87,839	1,058,124	614,117		2,052,618	
Russia	65,275	13,033	5,531	1,348,219	974,164		2,004,222	
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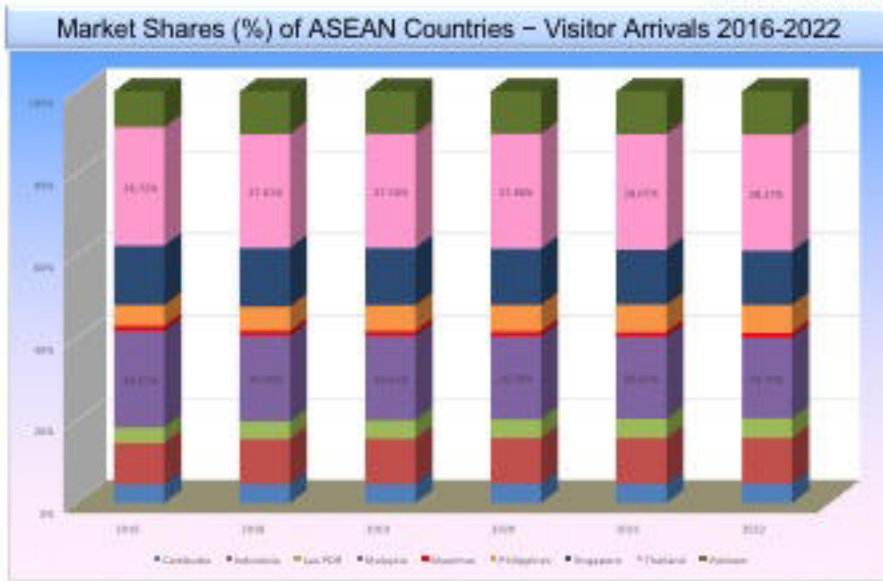


Origin	IVAs 2017 mns	Annual Change 2016 to 2017	
		%	Volume, mns
CHINA	16.0	22.8	3.0
KOREA (ROK)	4.7	31.3	1.1
LAO PDR	2.1	20.3	0.4
RUSSIAN FEDERATION	1.4	23.0	0.3
INDIA	1.5	17.9	0.2
THAILAND	3.1	6.9	0.2
CAMBODIA	1.1	21.2	0.2
JAPAN	2.7	6.7	0.2
CHINESE TAIPEI	1.4	14.2	0.2
USA	2.0	7.6	0.1



Visitor Arrivals to ASEAN Countries 2018-2022 (mns)						
	2012	2016	2018	2020	2022	AAGR18-22
Cambodia	3.6	5.0	6.1	7.0	7.7	6.20%
Indonesia	8.0	11.6	15.1	17.2	19.0	5.91%
Laos PDR	3.3	4.2	5.7	6.9	7.9	8.69%
Malaysia	25.0	26.8	28.4	31.0	33.3	4.06%
Myanmar	0.6	1.3	1.4	1.6	1.8	5.83%
Philippines	4.1	5.8	8.0	9.9	11.4	9.07%
Singapore	14.5	16.4	19.3	20.9	22.1	3.41%
Thailand	22.4	32.6	37.4	42.6	47.6	6.21%
Vietnam	6.6	9.9	14.1	15.8	17.6	5.75%
Total	88.1	113.5	135.5	152.8	168.4	5.58%
Total QMR	36.5	53.0	64.7	73.9	82.6	13%

Note: 1. Unit of visitor arrivals: millions
 2. Insufficient data to be able to forecast Brunei Darussalam



PREPARATION OF THE STATISTICS HARMONIZATION WORKSHOP

Ministry of Tourism of Cambodia

Date: 25 June 2018

THE VENUE

DIAMOND HOTEL

1. DATE AND VENUE

DATE: 14-17 AUGUST, 2018

- VENUE: KOMPOT PROVINCE, CAMBODIA
- ORGANIZER: PLANNING DEPARTMENT (MOT)

3. PARTICIPANTS

- Delegates from GMS Countries
- Delegates from MTCO
- Delegates from Relevant Ministries in Cambodia



GMS	MTCO	OTHER
24 PAX	1-2 PAX	20 PAX



4. THE SCHEDULE

- Day 1
 - Welcome and pick up at Phnom Penh airport and transfer to Kampot Province
 - Evening Orientation, Welcome Dinner
- Day 2 Countries Presentation Current system of data collection analysis and reporting by the representative of NTO Statistics Department.
 - Evening, Reception Dinner
- Day 3 City Tour
 - Evening, Friendship Dinner
- Day 4 Transfer for Home Flight!





Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 9

GMS Tourism Taskforces



Mekong Tourism Coordinating Office (MTCO)
Department of Tourism, 154 Rama I Road,
Pathumwan, Bangkok 10330 THAILAND
Email: info@mekontourism.org Website: www.MekongTourism.org

GMS TWG TASK FORCES

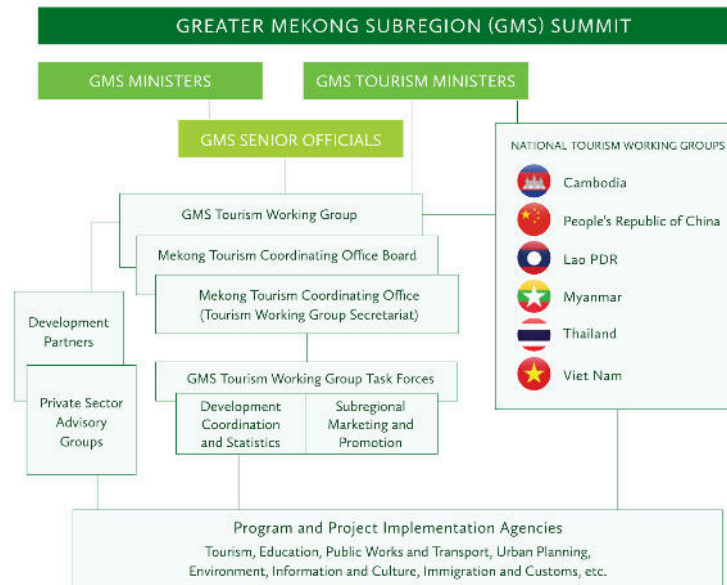
The GMS Tourism Sector Strategy 2016-2025, as endorsed by the six GMS tourism ministries, includes the development of various task forces. GMS TWG Members present agreed to create a series of task forces to enable greater support for the various initiatives included in the GMS TWG Work Plan and to provide National Tourism Organizations of the six GMS Member Countries with new forms of collaboration and to be platforms for participation in the relevant working areas.

The Task Forces of the GMS Tourism Working Group are defined as multidisciplinary teams in which various specialist departments of the tourism ministries or other ministries within the governments of the six GMS member countries with common interests and expertise in specific fields collaborate. Thus far, the following task forces in the respective subject matters have been agreed upon:

- Sub-regional Marketing & Promotion
- Development Coordination & Statistics

Other Task Forces can be added at a later stage based on initiatives in the GMS TWG Work Plan, endorsed by the members of the GMS TWG.

The Task Forces should collaborate if applicable and useful with the Mekong Trends Expert Groups under the public-private sector partnership organization Destination Mekong.



Source: GMS Tourism Working Group.

The main objectives of the GMS Tourism Task Forces include:

1. To serve as practical mechanisms to enrich the subject matter expertise of the GMS Tourism Working Group in order to execute the GMS TWG Work Plan;
2. To foster the knowledge exchange among the different actors involved;
3. To promote public-private collaboration in specific segments; and
4. To contribute to the development of sustainability and responsibility tourism in the Greater Mekong Subregion.



Specific Tasks & Activities:

1. Sub-regional Marketing & Promotion

- 1.1 Create collaborative social media campaigns by leveraging the new Mekong Moments social commerce campaign platform
- 1.2 Engage industry stakeholders, especially small businesses to participate in executing social media contests on Mekong Moments
- 1.3 Penetrate the Mekong Tourism brand by promoting logo, websites, and regional marketing programs and initiatives
- 1.4 Develop multi-country thematic routes by creating online promotions, collaborative promotions at regional and global travel trade shows
- 1.5 Organize multi-country thematic fam trips for niche media and specialized tour operators

2. Development Coordination & Statistics

- 2.1 Promote responsible travel operators via the Experience Mekong Collection, and feature best practices via the Experience Mekong Showcase
- 2.2 Enhance the GMS tourism statistical framework and improve data harmonization among the GMS member countries
- 2.3 Educate the industry on key subject matters via the Mekong Trends insight and knowledge platform
- 2.4 Integrate travel startups into the GMs tourism ecosystem via the MIST Accelerator Program
- 2.5 Develop Destination Mekong as a public-private partnership-led platform to execute key initiatives



Participation in the task forces:

- Each task force is chaired by one member of the GMS Tourism Working Group – preferably an expert in the subject at hand - who ensures alignment to the GMS TWG Work Plan, and gives regular updates to the GMS Tourism Working Group.
- Each Task Force should include one member of each of the six GMS member countries. Task Force members don't have to be members of the GMS Tourism Working Group, but can be members of different departments within the tourism ministries, or even members of other relevant ministries within the respective governments. Key is to have relevant experts included in the task forces to allow for cross-department/ministry cooperation to be most effective.
- The coordination of the different task forces will be carried out by the Mekong Tourism Coordinating Office;
- To formalize the task force participation, members will be appointed by the GMS TWG Focal Point by sending an email to the Executive Director of the MTCO;
- The chair of each Task Force should be selected during the GMS TWG Meeting, with tenure of one year, renewable for additional years without limit, based on the performance of the task force.
- GMS TWG Members may participate in any task forces they deem appropriate, providing experience, suggestions and technical means to achieve their objectives;
- Task Force meetings will take place every two months and will be carried out through videoconferencing systems (ie skype). In addition, task force meetings will be held taking advantage of activities or events organized by MTCO or its members, such as GMS TWG meetings, to bring together a significant number of members who may be interested in this issue.
- Each task force will be allocated 10-15 minutes at GMS TWG Meetings for the respective task force chair to give an update. The task forces may opt to invite other task force members with specific experts, or even third party experts to give value-added presentations, interventions, or contributions.
- Each task force can cooperate with a private sector Mekong Trends Expert Group in order to leverage the benefits of public private collaboration and partnership. Destination Mekong will develop Mekong Trends Expert Groups in relevant subject matters. These Mekong Trends Expert Groups will present at GMS TWG meetings in order to inform GMS TWG members of issues in specific areas, such as MICE, Food Tourism, Accessible Tourism, etc.



MEKONG TRENDS EXPERT GROUPS

The first Mekong Trends Expert Group currently in development is on Accessible Tourism. Please see the charter below.

MEKONG TRENDS EXPERT GROUP ON ACCESSIBLE TOURISM

1. Objectives

The expert group on accessible tourism was suggested by Mira Travels Myanmar, with the following objectives:

1.1. To provide a complete analysis in the following areas:

- > Main reasons for creating accessible tourism strategies
- > Experiences and success stories provided by destinations
- > Global-standardized work system on accessibility
- > Measures to be implemented
 - . 1.2. To establish collaboration mechanisms on accessible tourism, universal accessibility and design for all travel and tourism stakeholders within the GMS, promoting the launch of research activities and pilot projects in this area
 - . 1.3. To disseminate activities developed by members, especially innovative experiences, studies and activities, as well as the benefits of their implementation in practice
 - . 1.4. To promote measures aimed at improving the promotion and commercialization of accessible tourist products
 - . 1.5. To promote the quality and competitiveness of tourist facilities, resources and services through the implementation of measures linked to the principles of universal accessibility and design for all
 - . 1.6. To foster the development of technical and technological solutions adapted to the real needs of tourists with disabilities, reduced mobility or special needs



- . 1.7. To propose mechanisms to provide the appropriate knowledge to the professionals of the sector to integrate tourist accessibility within their strategic planning as an additional component in the value chain
- . 1.8. To contribute to the debate to standardize the parameters and criteria that define the accessible tourist product, in accordance with the regulations on accessibility and international recommendations.

2. Action Plan

2.1. To collaborate with public and private sector stakeholders by:

- > Developing an issues paper on the Strengths, Weaknesses, Opportunities, and Threats on the subject matter in the GMS
- > Publish a Mekong Trends Snapshot Report on the subject matter
- > Host a seminar or workshop on the subject matter
- > Initiate a tangible project to drive development of the subject matter in the GMS, i.e. a collection of accessible travel operators in the GMS
- > Update the six national tourism ministries at the bi-annual GMS Tourism Working Group meetings



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 10

GMS TWG-42 Meeting and 2019
Mekong Tourism Forum



42th MEETING OF GMS TOURISM WORKING GROUP



TENTATIVE SCHEDULE

Phu Quoc Island, Viet Nam
December, 2018



42th MEETING OF GMS TOURISM WORKING GROUP

Venue:
Phu Quoc Island,
Kien Giang Province,
Viet Nam



Time

1st Week of December 2018 including:

- 01 meeting day
- 01 field-trip day

42th MEETING OF GMS TOURISM WORKING GROUP

TENTATIVE SCHEDULE

- **Day 1: Arrival of Delegates**
- **Day 2: Meetings**
 - 42th Meeting of Working Group on GMS Tourism, including Updates on GMS Tourism Infrastructure for Inclusive Growth Project
 - Closed Meeting of the Mekong Tourism Coordinating Office (MTCO) Board
 - Reception Dinner hosted by VNAT
- **Day 3: Technical Tour**
- **Day 4: Departures of Delegates**



Welcome to Phu Quoc Island,
Viet Nam, December 2018!





Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



Preparation for Next MTF & TWG

Proposed venue

- ▶ Venue (Proposed): Dali International Hotel, where the Meeting of Foreign Ministers for Lancang-Mekong was held last year.
- ▶ City of Dali:
- ▶ Ethnic autonomous city of Bai Nationality.
- ▶ Used to be political, economic, cultural center of Yunnan for 500 years.

How to get there

- ▶ Good connection to Kunming Airport from GMS countries.
- ▶ 3-4 Hours Drive From Kunming International Airport.
- ▶ Flights From Kunming-Dali, around 50 minutes.
- ▶ Express train from Kunming to Dali will take about 2 hours, supposed to start operation next month.

Post tour options

- ▶ Cruise on Bhal lake
- ▶ Ancient City of Dali
- ▶ Three pagoda of Dali
- ▶ Neighboring cities like Ujang

Thank you!



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 11

ADB Update



Outline of Presentation

- I. Summit-6 and Related Events: Main Features
- II. Summit-6 Highlights, Deliverables and Outcomes
- III. Joint Summit Declaration (Tourism section)
- IV. Implementing the Hanoi Action Plan and Regional Investment Framework 2022; monitoring and progress report for Tourism sector
- V. Conclusion





Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



Summit-6 and Related Events: Main Features

- I. Host: Government of Viet Nam
- II. Date and Venue: 30-31 March 2018, Hanoi, Viet Nam
- III. Theme: "Leveraging 25 Years of Cooperation for a Sustainable, Integrated and Prosperous GMS"
- IV. Key Events:
 - 30 March 2018: GMS Business Summit
 - (i) GMS Business Council Conference (private sector)
 - (ii) High Level Policy Dialogue with concurrent thematic sessions (Infrastructure Development & Financing, Agriculture Business and Technology, and GMS and Global Trade)
 - (iii) Plenary Session (GMS Leaders, Ministers, Senior Officials, development partners, business delegates, academia, media)
 - 31 March 2018:
 - (i) GMS Leaders' Retreat (closed door with GMS Leaders, Ministers, and Senior Officials, ADB President and staff)
 - (ii) Summit-6 Plenary Session (GMS Leaders, Ministers, Senior Officials, ADB, WB, ASEAN SG, other development partners, GMS Business Council, academia, media.
 - (iii) 10th Cambodia-Laos-Viet Nam (CLV) Summit on Development Triangle Area (CLV Leaders, representatives of ADB, WB, ASEAN, and other senior CLV officials.



Side Event: GMS Photo Exhibit
Attendance: 2,500 participants



Summit-6 Highlights, Deliverables & Outcomes

Summit-6 Retreat:

- Leaders adopted:
 - (i) Joint Summit Declaration (JSD)
 - (ii) Hanoi Action Plan 2018-2022 (HAP)
 - (iii) Regional Investment Framework 2022 (RIF 2022)
- Leaders recognized accomplishments of GMS Program over 25 years and exchanged insights on possible future directions.

Summit-6 Plenary:

- Announcement of adoption of HAP, RIF 2022, and JSD
- Viet Nam, as host, reported on GMS Program's activities and accomplishments since 5th Summit
- GMS Business Council reported on achievements of private sector; also turnover of chairmanship from Cambodia to Lao PDR
- Showing of GMS 25th Anniversary Video



Tourism

GMS tourism arrivals reached 60 million in 2016

GMS Tourism Sector Strategy 2016-2025 endorsed by 22nd GMS Ministerial Conference in September 2017

Countries' efforts proceeding to establish the Mekong Tourism Coordinating Office (MTCO) as an inter-governmental organization



Joint Summit Declaration (1)

- Acknowledged 25 years of GMS transformation and program achievements on 3 Cs: physical and software connectivity, competitiveness and building GMS community, and strong, deep and broad partnerships.
- Noted completed GMS Tourism Sector Strategy 2016-2025 [endorsed by the 22nd GMS Ministerial Meeting]
- Noted that successful campaigns to market GMS as a single destination have helped more than double tourist arrivals from 26 million in 2008 to 60 million in 2016.



Summit-6 Joint Summit Declaration (2): Way Forward

- Leaders adopted and gave full support to the Hanoi Action Plan (HAP) and Regional Investment Framework (RIF 2022) to guide GMS Program in medium term;

<http://greatermekong.org/ha-noi-action-plan-2018-2022>

Ha Noi Action Plan (HAP) 2018-2022

sets refined strategic directions and operational priorities in the remaining 5 years of the GMS Strategic Framework 2012-2022



Regional Investment Framework (RIF) 2022

A 'living' pipeline of 227 projects worth \$66 billion to support the HAP

<https://greatermekong.org/gms-regional-investment-framework-2022>

GMS Summit-6 Highlights, Deliverables and Outcomes (2 of 2)



HAP 2018-2022: Guiding Framework



	Tourism Sector Strategy, TSS I 2011-2015	TSS II, 2016-2025
Vision	Improved quality of life in line with MDGs on poverty alleviation, gender equality and empowerment of women and environmental sustainability	Tourism in the GMS is integrated, prosperous, equitable, resilient with effective partnerships and knowledge management
Strategic Focus	<ul style="list-style-type: none"> Distribute tourism economic benefits within GMS Contribution to sustainable development, gender equality, and poverty alleviation 	<ul style="list-style-type: none"> Promote competitive, balanced and sustainable destination development Generate and retain more income from tourism Promote balance distribution of benefits within and between GMS countries Prevent negative social and environmental impacts
Refinements Refocus	<ul style="list-style-type: none"> Increase visitor arrivals Develop primary destinations Promote Mekong as single tourist destination Build HRD capacity in tourism 	<ul style="list-style-type: none"> Enhance visitor experience and quality of services Develop secondary destinations Improve multi-destination planning for longer visitor stays Implement competency-based training for tourism professionals linked to ASEAN standards

III. Regional Investment Framework (RIF) 2022

Features	Purpose	Revisions/New Areas
<ul style="list-style-type: none"> Operationalize GMS Strategic Framework II and HAP 2018-2022 Near to medium term pipeline A living document 	<ul style="list-style-type: none"> Instrument to align national and regional planning and programming Monitor implementation Marketing tool Mobilize resources 	<ul style="list-style-type: none"> Concept, process and principles improved to enhance effectiveness as a programming document Intersectoral linkages more prominent Increase in transport subsectors (rail, ports) Inclusion of projects in border zone and areas

Includes 227 projects for \$66 billion
 143 investment projects (\$65.7 billion)
 84 TA projects (\$295.3 million)
 Tourism: Investment Projects: 12 (\$1,430 million)
 TA Projects: 17 (\$65.3 million)



Implementing HAP and RIF 2022: Improving Planning, Programming, and Monitoring Systems and Processes

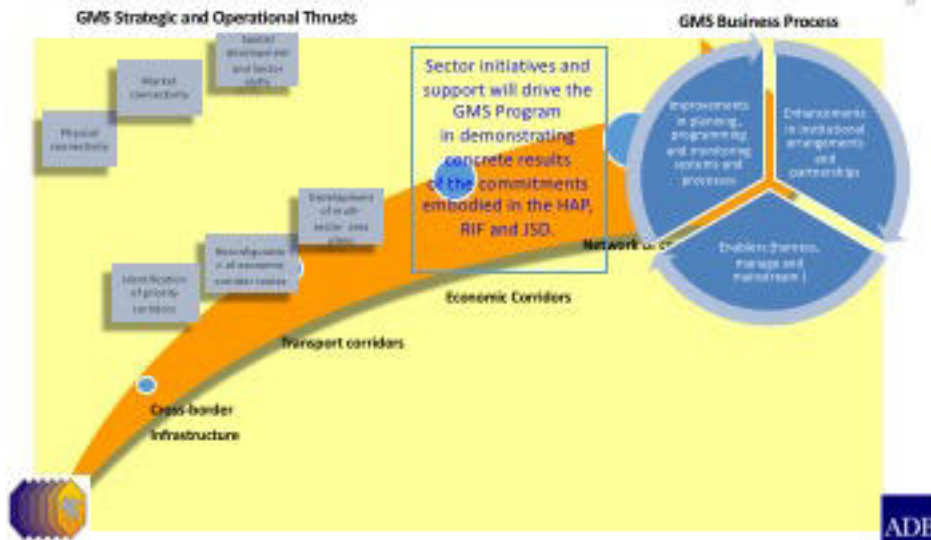
- Improvements in RIF 2022 principles and processes to ensure support of operational priorities of the HAP; regular updating and progress monitoring
- Systematic approach to resource mobilization to meet RIF financing requirements (DPs, financing institutions and private sector)
- Results monitoring through sector's results monitoring framework linked to sector strategy (specific, measurable, attainable, relevant and time-bound goals; establishing indicators and benchmarks, data gathering)
- Sector working groups to report to GMS Senior Officials.



Regional Investment Framework 2022 Business Process for Progress Updates and Adding/Dropping of Projects



Summary and Conclusions (1)





Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



Summary and Conclusions (2)

- 25-year achievements of GMS Program recognized/appreciated by GMS Leaders at Summit-6
- Tourism sector has contributed substantially to Program's success
- Successful implementation of TSS II contributes to "enhanced connectivity, competitiveness and community and advancement toward a sustainable, integrated and prosperous GMS" as envisioned in the Hanoi Action Plan and RIF 2022.



15 ADB

Next Steps

- TWG with assistance of MTCO to facilitate and coordinate continued implementation of the Hanoi Action Plan and RIF 2022 through TSSII action plan.
- TWG to provide progress updates on Tourism sector investment and technical assistance projects in RIF 2022 (as circulated to TWG); **inputs due for submission to/consolidation by MTCO by 15 July 2018**, and subsequent reporting to GMS SOM.




16 ADB



31

GMS Summit-6 Related Documents
can be accessed from:
<http://www.greatermekong.org/joint-summit-declaration-6th-gms-summit-leaders>

PLEASE ADDRESS QUERIES TO:
GMS Secretariat
Asian Development Bank
Email: gms@adb.org
Web address:
<https://www.adb.org/countries/gms/main>



Thank you !



6th Greater Mekong Subregion Summit Key Outcomes: Tourism Cooperation

Presentation by the Asian Development Bank
41st Meeting of the GMS Tourism Working Group

25 June 2018, Nakhon Phanom, Thailand

6th GMS Summit-Highlights

Leaders Retreat Adopted

- Joint Summit Declaration: tourism and other sectors featured
- Hanoi Action Plan 2018-2022: tourism focus on quality experiences, GMS corridor secondary destination development, Human Resource Development aligned with ASEAN standards
- GMS Regional Investment Framework 2022: tourism pipeline 12 projects = \$1.4 billion & 17 technical assistance = \$83 million

Summit Plenary

- Leaders recognized accomplishments of GMS Program over 25 years and shared insights on future directions (last slide)
- Viet Nam GMS Minister reported on GMS Program's activities and accomplishments since 5th Summit



Joint Summit Declaration

- Acknowledged 25 years of GMS cooperation, and tourism's contribution to building **connectivity**, **competitiveness**, and an integrated **GMS community**, through strong partnerships
- Noted GMS Tourism Sector Strategy 2016-2025 and its endorsement by TWG & 22nd GMS Ministerial Meeting
- Noted successful TWG campaigns to market GMS as a single destination have helped more than double tourist arrivals from 26 million in 2008 to 60 million in 2016
- Noted progress toward MTCO establishment as intergovernmental organization



Joint Summit Declaration–Way Forward

Ha Noi Action Plan 2018-2022
Refines strategic directions and operational priorities in the GMS Strategic Framework 2012-2022

Regional Investment Framework 2022
A “living” pipeline of 227 projects costing \$66 billion.

Request TWG to review, prepare status report, and propose to add or drop projects

ADB GMS Secretariat will assist the TWG prepare the report by end September, in time for GMS Senior Officials Meeting in October 2018



<https://greatermekong.org/gms-regional-investment-framework-2022>

<http://greatermekong.org/ha-noi-action-plan-2018-2022>



Joint Summit Declaration–Way Forward

• Regional Investment Framework 2022 Report & Proposals

- Subregional benefits
- Aligned with GMS SF 2022, Hanoi Action Plan, GMS Tourism Sector Strategy 2016–2025
- Will commence on or before 31 December 2022

Table 1: Summary of the Regional Investment Framework 2022 Report and Proposals

No.	Project Title	Location	Description	Project Details		Key Features	Investment	Start Date	End Date
				Year	Value (\$ million)				
A. Investment Pipeline									
1									
B. Detailed Investment Details									
1									



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



Joint Summit Declaration–Way Forward

- Commended dedicated work to prepare sector strategies, including tourism (2016-2025)
- Tasked Ministers and senior officials to begin considering future GMS strategic framework directions beyond 2022 to remain responsive and relevant
- Reaffirmed commitment to UN 2030 Agenda for Sustainable Development, full implementation of Paris Agreement on Climate Change, and strengthening cooperation in sustainable natural resource management
- Committed to harness positive effects of globalization, devote more attention to vulnerable groups, targeted poverty reduction, deepen economic integration, boost trade and investment liberalization and facilitation, and support multilateral trading systems, while opposing protectionism
- Committed to improve infrastructure, policy, trade, financial and people-to-people connectivity among GMS countries
- Recognized challenges in generating required financing but encouraged by financial institutions interest and support for GMS projects
- Supported principles of open regionalism and generating synergies/complementarities between GMS Program and other regional initiatives (ASEAN Community, Belt and Road Initiative, Mekong-Lancang Cooperation, CLMV Cooperation, ACMECS)





Cambodia



China



Laos



Myanmar




Thailand



Viet Nam

APPENDIX 12

Greater Mekong Subregion Tourism
Infrastructure for Inclusive Growth




Tourism Infrastructure for Inclusive Growth Project


ADB LOAN No. 3194-CAM (SF)


Project Progress Report

ADB Steering Committee Meeting
for Inclusive Growth


June 25, 2018, Nakhon Phanom, Thailand









Overview



- 1. OVERALL PROGRESS**
 - ▶ Progress Summary
 - ▶ Updated Project Information
- 2. PROGRESS BY OUTPUT**
 - ▶ Output 1 Highlights
 - ▶ Output 2 Highlights
 - ▶ Output 3 Highlights
 - ▶ Output 4 Highlights
- 3. GOING FORWARD**
 - ▶ Directions for 2018



1.1. Overview of Project Progress



- ▶ **Output 1** Most studies for the project have concluded and the award of contract is pending at end of this 12th quarter. The bidding was based on new approved concept design that fitted the requirements and could fit in the available budget.
- ▶ **Output 2** The construction has been starting since November 2017. So far for the new area all basic temporary utilities and site camp have been established. The new utility/public area of 35x100 meter with an embankment in the sea has been constructed.
- ▶ **Output 3** activities continued focused on MSE support trainings and supported facilities to enhanced product and service quality and marketing activities. The finalization of heritage interpretation materials.
- ▶ **Output 4** the project continued to provide capacity building to PIUs and DMOs for institutional strengthening. The homestay base on ASEAN standards to roll out with pilot with 5 homestays.

General:

- ▶ More activities are taking place in the provinces and with the DMOs and the implementation of the DMPs and as the PIUs becoming more engaged as capacity builds.
- ▶ Focus is shifting more towards implementation of activities with local beneficiaries while continuing to deliver capacity building and awareness raising.



1.2. Updated Project Information



- Time Elapsed Since Loan Effectiveness: **66%**
- Overall Implementation Progress: **60%**
- Project closing date is June 2020
- Utilization of Funds: *as of June 30, 2018*

Cumulative to Date	Cost Estimated	Actual
Contract awards (ADB)	Contracts US\$ US\$12,948,692	US\$11,458,147
Disbursements (ADB)	Disbursement US\$ 2,609,535	Actual Expense: US\$ 2,410,970
Disbursements (RGC)	Disbursement Counterpart Funds US\$422,565 (US\$149,565 salary supplements for PCU & PIUs staff and in kind contribution US\$273,000)	Actual Expense: US\$422,565 - Salary supplements for PCU & PIUs staff = US\$149,565 - In-kind contribution = US\$273,000
Total Accumulative Expenditure (All sources)	Total Estimated Disbursement US\$ 3,032,100	Total Expenses: US\$2,833,535



2.1. Highlights Output 1: Last Mile Tourism Infrastructure

ADB

New Design of Kampot International Passenger Terminal



Conceptual design




Progress


ADB


- The new design concept accepted
- Most studies for the project have concluded (access road topo survey, geological soil testing, updating and additional collection of design criteria / data to enable finalizing design of the project).
- Include road connection to the main road.






- Tender under ICB completed and received x bidders.
- The contract awarded to JV SBPH Engineering and Construction Co., Ltd. (Cambodia), and Civil Engineering Construction Corporation by the end of the month
- EMP report in under development based on earlier IEIA and on outcome of new final design.
- Total progress in this part is therefore 25%.





2.2. Highlights Output 2: Environmental Services in Tourism Centers Improved


Kep Crab Market Waste Management System



Technical design

ADB


Kep Crab Market Waste Management System



Conceptual design

ADB

Ground-breaking Ceremony, Kep



Results:

- Detailed Designs approved by ADB
- The groundbreaking and construction has been started on November 21, 2017

Kep Crab Market Waste Management System


▶ New area in the sea is constructed and construction for the various utilities and buildings on this area has started.




Progress output 2

▶ Preparations are made for start renovation and extension at existing Crab Market (shops /kitchens/restaurants) are made with stakeholder meeting.









Progress output 2




- ▶ First buildings are under construction.
- ▶ Constructions at both areas are to be completed by August 2018. Designs/bidding/partial construction progress is 60%.




2.3. Highlights Output 3: Institutional Capacity Building for Inclusive Tourism



Heritage Conservation and Capacity Building


- ▶ *Results: Base on the Heritage Management Plans PCU has collaborated with of Department of Tourism Professional Training Department to organize coastal zone guide training. There are 34 trainee accepted to this coastal guide training*



The entrance exam committee discussing on exam procedure.

Heritage Conservation and Capacity Building

- ▶ The final versions of the Heritage contain recommendations for Management Plans for Kampot, Kep and Koh Kong were developed
- ▶ These plans the development and distribution of heritage conservation and awareness raising materials.
- ▶ The heritage awareness raising materials developed by the project include logos and leaflet for each province were finalized and printed.
- ▶ 17 interpretation materials was designed and ready to install in identified location



Capacity Building and Skill Trainings

Since project started, the Project provided 62 capacity building and skills trainings to tourism beneficiaries, account for 2,208 trainees, 979 (44%) out of them are women.

- ▶ The activities and pictures of training can be seen in next slide



Tourism-Related Micro and Small Enterprise Development Support






Results: The Soya mild and sugar palm juice processing skill training was provided to 11 community member who come from three target province.



Tourism-Related Micro and Small Enterprise Development Support



Five days training on Koh Kong Sauce and Kapi processing held in Koh Kong province, participated by 38, 24 women.




Site visit to Trat, Thailand

In class practice

 **Koh Kong Sauce Products** 



 **Sugar Palm Juice and Soya Milk** 





Business plan training workshop

3 days training workshop provided to food based MSEs enterprise: Sugar palm juice, koh kong sauce and shrimp paste sauce for three target provinces to develop their business plan





Hospitality Skill Training

Following completion of three courses of master of trainers , all PIUs had deliver echo training to MSE and community in their provinces







Hospitality Skills and Food Safety Training



Tourism Awareness Activities

The project had organized 50 tourism awareness's and campaign activities since project start up, attracted 9,925 audiences, whose 4,340 people are women





Awareness Raising Activities



Awareness Raising Campaign:
“Preventing Human Trafficking and Child Exploitation in tourism ”





Awareness Raising Campaigns cont:



Seminar on Sanitation and Food Safety in Tourism and Servicing Tourists



Awareness Raising Campaigns cont:

Seminar on Sanitation and Food Safety in Tourism



Public Private Sector Partnership for Marketing Tourism Destinations





Tourism Awareness

Road safety, drunk driven..











Tourism Awareness Raising








Output 4: Effective Project Implementation and Knowledge Management
ASEAN Tourism Standard Training on Food and Beverage Service

Serving Wine Taking customer order in Restaurant Services training

2.4. Highlights for Output 4:
ASEAN Tourism Standard Training on Housekeeping and Front Office

Bed making Napkin Folding




2.4. Output 4:



ASEAN Tourism Standard Training on Housekeeping and Front Office

Practice checking reservations





Result: 18 trainees received certificates recognized by MOT as well as ASEAN





Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



3. Going Forward: Directions for 2018



Output 1: Last Mile Tourism Access Infrastructure Improved:

- ▶ Contract award
- ▶ Mobilize and assign supervision staff from the PMCES team.
- ▶ Groundbreaking for Kampot Pier Construction work
- ▶ Continue the update of the earlier EMP reporting and get approved by the concerned parties.
- ▶ Monitoring Kampot Pier construction works



Output 2: Environmental Services in Cross Border Tourism Centers Improved:



- ▶ Stakeholder consultations with Stakeholders on the Output as a whole and especially on coming implementation phase which involves renovation and expansion at existing operational Kep Crab Market area.
- ▶ Coordination work plan for coming phase between Contractor and Stakeholders.
- ▶ Get approval for supplier and design of the compact Waste Water Treatment Plant.



Output 3 : Institutional Capacity Building for Inclusive Tourism



- ▶ Production, printing and installation of remaining heritage interpretation materials for Kampot and Kep.
- ▶ Concentrated support to the Micro-Small Enterprise Program to establish more producer groups, provide training and equipment as needed to create more products to be ready for market especially small infrastructure support.
- ▶ Continue with tourism awareness activities in the provinces.
- ▶ Continued work with all PIUs and DMOs to design and develop models of community tourism that meet ASEAN standards.
- ▶ Work with PIUs to update marketing plan and set up tourism marketing working groups.
- ▶ Collaboration and organize tourism investment forum in September 17, 2018 in Siem Reap



Output 4: Effective Project Implementation and Knowledge Management



- ▶ Project continued support on ASEAN Tourism Standard
- ▶ Execute the EMP development for Kampot.
- ▶ Organize the GMS statistic harmonization workshop
- ▶ The project will continue with capacity building and increased engagement of PIUs and DMOs in project delivery. The project PCU will continue to support and build the capacity of the PIUs through encouraging them to be activity involved with the preparation and delivery of project activities. While overall capacity and management effectiveness is gradually improving, it is foreseen that through steady support, and active engagement that the PIUs will be able to directly participate in the planning and delivery of project activities.



Plan to Build Community Facilities



PROJECT: PUBLIC TOILET
LOCATION: KAH KONG











Plan to Build Community Facilities





Floor Plan







Koh Kong Sauce Building



Greater Mekong Subregion Tourism Infrastructure for Inclusive Growth Project (GMS TIIG) – Lao PDR

Progress Report

January – June 2018

Nakhon Phanom, 25 June 2018



Project overview

ADB Loan–3156-REG (LAO)

Loan amount:	US\$ 40 million
Estimated project cost:	US\$ 43.57 million
Government contribution:	US\$ 3.57 million
Period:	14/01/2015 – 31/12/2019
Target provinces:	4 (Luang Prabang, Oudomxay, Khammouane and Champasak)

Project Components and Outputs

The project has four outputs:

- Tourism access infrastructure improved
- Improved environmental infrastructure in cross border tourism destinations
- Strengthened institutional capacity to promote and manage inclusive tourism growth
- Effective project implementation and knowledge management

3



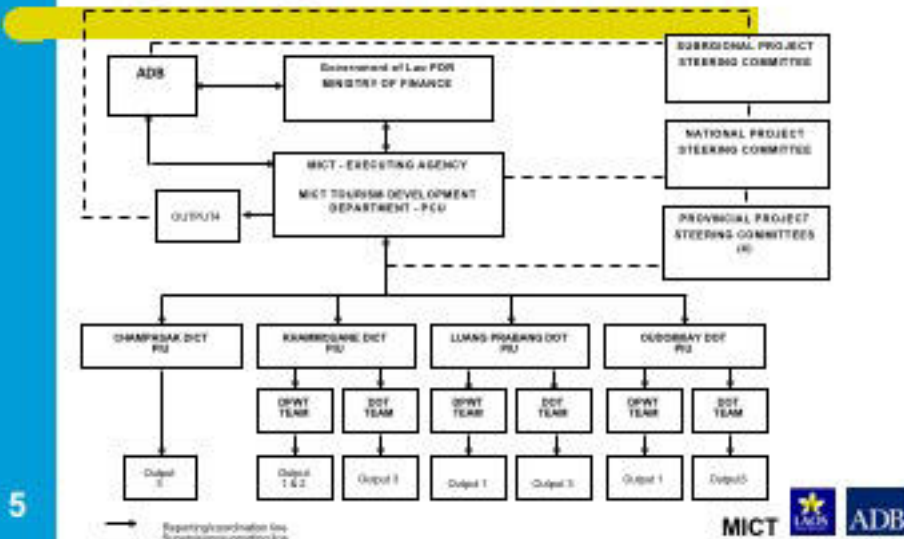
GMS TOURISM INFRASTRUCTURE FOR INCLUSIVE GROWTH PROJECT
LAO PDR: PROJECT PROVINCES AND SUB PROJECTS



4

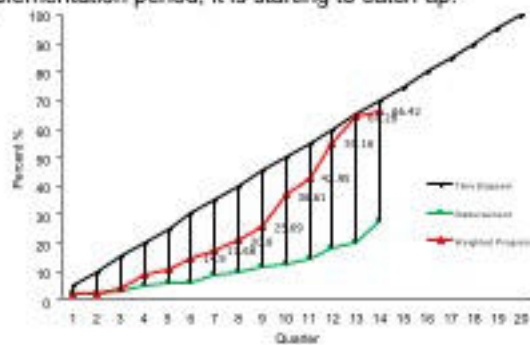


Project organization structure



Overall Progress (as of 14 June 2018)

- As of end of 14 June 2018, overall physical progress is estimated at **66.4%** compared to the elapsed implementation period of **70%** since the loan became effective.
- While disbursement (**28%**) is still lagging behind compared to elapsed implementation period, it is starting to catch up.



Contract awards and Financial Disbursements

- \$25.55 million **contract awards** as of 14 June 2018, which is nearly **14% higher** than the projected cumulative amount for Q2 2018 (\$22.49 million)
- **Disbursements**, including advances to the imprest account, totaled \$10.32 million, which is equivalent to **28.1%** of total loan amount. Now that all three works contracts have been awarded and construction is underway, it is expected that disbursement will accelerate.
- The Lao Government requests for an extension of the project closing date from December 31, 2019 to December 31, 2020.

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Project progress by output

Outputs 1 and 2: W01 - Xang Cave Access & That Sikhottabong

- Physical progress is estimated at 65.03% as of May 2018.
- \$1.33 million has been disbursed out of \$1.90 million contract amount as of May 2018.
- Estimated completion date: December 2018
- Variation order for additional works signed for the construction of new information center

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Project progress by output

Outputs 1 and 2: Khammouane Province

Xang Cave Access Improvement



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MICT ADB

Project progress by output

Outputs 1 and 2: Khammouane Province



That Sikhottabong Environmental Improvement

MICT ADB

Project progress by output

Outputs 1 and 2: W02 - Chom Ong Cave Access Improvements (Oudomxay).

- Physical progress is estimated at 2.10% as of May 2018.
- \$0.18 million has been disbursed out of \$9.56 million contract amount as of May 2018.
- Estimated completion: March 2020
- Proposed additional work: extend road works by 15km to complete loop road

11



Project progress by output

Outputs 1 and 2: Oudomxay Province



12



Project progress by output

Outputs 1 and 2: W03 - Ban Xang Hai–Tham Ting Cave & Chomphet Heritage District Access Improvements (Luang Prabang).

- Physical progress is estimated at 17.74% as of May 2018.
- \$0.76 million has been disbursed out of \$4.56 million contract amount as of May 2018.
- Estimated completion date: April 2019
- Proposed additional works: (i) road to Ban Chan Neua; (ii) suspension bridge between Ban Chan Neua and Ban Chan Tai; (iii) and improvement of public toilets, viewpoint, and national museum grounds in Luang Prabang Town.

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Project progress by output

Outputs 1 and 2: Luang Prabang Province



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Chomphet Heritage District Access Improvements

MICT

Project progress by output

Outputs 1 and 2: Luang Prabang Province



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Ban Xang Hai – Tham Ting Cave Access Improvements



Project progress of outputs

Output 3: National Level

(Institutional Capacity to Promote Inclusive Tourism Growth Strengthened)

3.1: Institutional Strengthening of Destination Management Organizations

- National Destination Management Network (DMN) and Provincial DMNs in Champasak (Southern Laos), Khammouane, Luang Prabang and Oudomxay
- 5 officials are pursuing a Master's Degree in Tourism at the National University of Laos
- 5 tourism destination management manuals for government officials, tour operators and local communities
- Tourism destination management training-of-trainers for MICT staff
- Equipment (IT, furniture) for DMN provided

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Project progress of outputs

Output 3: National Level

(Institutional Capacity to Promote Inclusive Tourism Growth Strengthened)

3.2: Preparation of Destination Management Plans (DMP)

- Destination Management Plans and action plans prepared
- TIIGP support for DMP implementation through four DMN taskforces :
 - **Marketing Task Force:**
 - Prepare Laos Tourism Marketing Strategy (nearly completed)
 - Laos Simply Beautiful Action Plan marketing materials prepared
 - Calendar of events prepared
 - PR and familiarization program under implementation (e.g. blogger event Luang Prabang)
 - **Tourism Development Taskforce:**
 - Promotion of responsible tourism behavior



Project progress of outputs

Output 3: National Level



DMN – Marketing Taskforce



Finalize the Laos Tourism Marketing Strategy



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Project progress of outputs

Output 3: National Level



DMN – Tourism Development Taskforce



Promotion of Responsible Tourism Behavior

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Project progress of outputs

Output 3: National Level

(Institutional Capacity to Promote Inclusive Tourism Growth Strengthened)

3.2: Preparation of Destination Management Plans (DMP)

• TIIGP support for DMP implementation through four DMN taskforces :

• **Tourism Management Taskforce:**

- (Establishment of tour guide association Luang Prabang, Vientiane Capital, Savannakhet, Champasak) (ongoing)
- Preparation guidelines for directional and interpretation signage (Ongoing)
- Collect and disseminate information on visa on arrival and border crossing status (nearly completed)

• **Skill Development Taskforce:**

- Hospitality training for small hotel-guesthouse and restaurant providers in target sites
- Training needs assessment of tour guides (ongoing)
- Improve tour guide training curricula and training of trainers (ongoing)

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Project progress of outputs

Output 3: National Level



Establishment of tour guide association
Luang Prabang, Vientiane Capital,
Savannakhet, Champasak)

DMN - Tourism Management Taskforce



Collect and disseminate information
on visa on arrival and border
crossing status

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Project progress of outputs

Output 3: National Level



Hospitality training for small hotel -
guesthouse and restaurant providers in
Bolkhamxay province

DMN - Skills Development Taskforce

Mobile Training Unit



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Project progress of outputs

Output 3: National Level

(Institutional Capacity to Promote Inclusive Tourism Growth Strengthened)

3.3: Heritage Protection, Management and Interpretation Program

- North-South Economic Corridor heritage interpretation: Nam Ha Visitor Center (Luang Namtha) redeveloped
- Northern Heritage Route: installation of signs and billboards

3.4 Public-Private Partnership (PPP) Facilitation

- Implementation of PPP briefs for the operation of facilities at subproject sites (such as at Chom Ong Cave, Oudomxay)

3.5 Development of Tourism-Related Micro- and Small Enterprises

- SME Access to finance seminar
- Support SMEs along travelling routes focusing on ASEAN Tourism Standards: e.g. Ban Phiang Ngam (Luang Namtha), Ban Thalang guesthouse room improvement (Khammouane), Ban Saphai (Champasak)
- Private sector participation in Lane Xang Cultural Triangle meeting in Loei

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Project progress of outputs

Output 3: National Level

3.3: Heritage Protection, Management and Interpretation Program



North-South Economic Corridor heritage interpretation: Nam Ha Visitor Center (Luang Namtha) redeveloped

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Project progress of outputs

Output 3: National Level

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3.5 Development of Tourism-Related Micro- and Small Enterprises



Ban Phiang Ngam
(Luang Namtha)



Project progress of outputs

Output 3: National Level

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3.5 Development of Tourism-Related Micro- and Small Enterprises



Ban Thanlang,
Khammouane



Project progress of outputs

Output 3: National Level



3.5 Development of Tourism - Related Micro - and Small Enterprises

Vientiane Airport Terminal



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Project progress of outputs

Output 3: National Level



3.5 Development of Tourism -Related Micro - and Small Enterprises

Phou Taven Farm



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Project progress of outputs

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FAM Trip

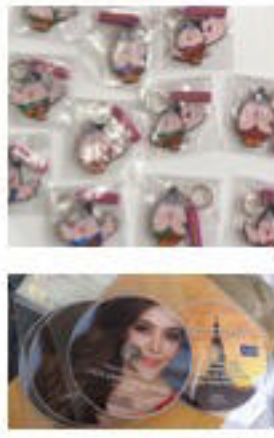
Private sector participation in Lane Xang Cultural Quadrangle Meeting in Loei



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Destination Marketing and Promotion

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Destination Marketing and Promotion

31



Nong Sabaidee mascot for Laos tourism, and promotional collateral



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Project progress of outputs

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Visit Lao Year 2018 - Collection



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Project progress of outputs

Output 3: Champasak Province

(Institutional Capacity to Promote Inclusive Tourism Growth Strengthened)

- Visit Laos Year 2018 promotional activities:
 - Meeting to prepare Visit Laos Year 2018 activities
 - Opening ceremony for Visit Laos Year 2018, tourism trade show and Vat Phou Festival
 - Promotional signs and banners and print materials at Pakse airport and around Pakse City
 - Champasak Food Festival in Pakse City
- Ongoing Master's Degree scholarship support for 1 DICT staff
- Review meetings for Tad Nyeuang and Tad Tayeuk Seua waterfalls (Paksong District) protection and management plans
- Billboard to promote Had Salkhao Mekong beach (Don Kho village)
- 4,000 Islands solid waste management workshop with local stakeholders
- Surveys and data collection to prepare plan for Phou Salao mountain to become a cultural tourist site

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Project progress of outputs

Output 3: Khammouane

(Institutional Capacity to Promote Inclusive Tourism Growth Strengthened)

- Visit Laos Year 2018 promotional activities:
 - Meeting to prepare Visit Laos Year 2018 activities
 - Opening ceremony for Visit Laos Year 2018
 - Participate in Sikhottabong Stupa Festival
- Surveys for walking/trekking trails between Ban Tham and Ban Xieng Vene (Xang Cave area)
- Organize fam-trip for public and private sectors and media from Thailand and Lao PDR (Lane Xang Cultural Quadrangle) to The Loop tour circuit
- Information collection on CBT villages in Khammouane Province
- Dissemination of information on child-safe tourism to tourism business and local authorities in Nakai District
- Distribution of T-shirts with message on combating child exploitation and human trafficking
- Hospitality training needs assessment

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Project progress of outputs



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Project progress of outputs

Output 3: Luang Prabang

(Institutional Capacity to Promote Inclusive Tourism Growth Strengthened)

- Finalize compendium of information and stories about Luang Prabang's tourist sites, ethnic groups and local festivals
- Landscaping and small site improvements at Tad Kuangxi Waterfall
- Produce short videos to promote Luang Prabang – Timeless Charm
- Lane Xang Cultural Quadrangle tourism cooperation:
 - Network meeting between Lao PDR and Thailand
 - Training on happiness of local communities indicator
- Dissemination of ASEAN Green Hotel Standard
- Technical survey to develop package tour programs connecting Luang Prabang, Nam Bak and Noi Districts
- Improvement of night market in front of Tourist Information Center

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Project progress of outputs

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Project progress of outputs

Output 3: Luang Prabang

(Institutional Capacity to Promote Inclusive Tourism Growth Strengthened)

- Visit Laos Year 2018 promotion:
 - Publish dual language visit Laos Year activities brochure
 - Traditional ethnic signing contest to promote Luang Prabang culture
 - Collateral production to promote Visit Laos Year in Luang Prabang
 - Visit Laos Year promotion through provincial radio
 - Oh Luang Prabang festival showcasing Luang Prabang's unique tourism assets:
 - Meeting to prepare
 - Surveys to identify and collect information about uniqueness of Luang Prabang
 - Preparations for blogger events (May 2018)
- Support for Lao New Year activities in context of Visit Laos Year 2018

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Project progress of outputs

Output 3: Luang Prabang

(Institutional Capacity to Promote Inclusive Tourism Growth Strengthened)

- Publish handbook on Luang Prabang Local Food Hygiene and Safety
- Training on transportation service (ethics, quality) for tuk-tuk, song taew, taxi and van drivers
- Publish annual Luang Prabang Provincial Tourism Statistics Report
- Disseminate Luang Prabang Destination Management Plan and Tourism Heritage Protection and Management Plan
- Awareness raising about ASEAN Clean Tourist City Standard
- Training to upgrade tourism services in Luang Prabang by MICT Mobile Tourism Training Facility
- Tour guide training focusing on roles and responsibilities

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Project progress of outputs

Output 3: Oudomxay

(Institutional Capacity to Promote Inclusive Tourism Growth Strengthened)

- Workshop on environmental protection and sustainable tourism in Pak Beng District
- Installation of solid waste receptacles (bins) in Pak Beng
- Promotional billboards near provincial borders with Luang Namtha, Oudomxay, Phongsaly and Sayabouly and Luang Prabang
- Hospitality training for hotels, guesthouse and restaurants in Xay District (various topics)
- Training on safe and hygienic noodle production for Ban Nalae (Xay District, along access road to Chom Ong Cave)
- Publish promotional materials on Oudomxay tourism

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Project progress of outputs

Output 3: Oudomxay

(Institutional Capacity to Promote Inclusive Tourism Growth Strengthened)

- Improve quality and standard of provincial tourist information center
- Disseminate ASEAN Green Hotel Standard and support hotels and resorts with application process (Nam Kat Yolapa Resort, Pak Beng Lodge, Luang Sai Lodge, Meuang La Resort)
- Landscape and small facility improvements around Pak Beng boat landing

Project progress of outputs

Output 4

(Effective Project Implementation and Knowledge Management)

- **GMS Tourism Statistics Harmonization:**
 - Engaged an international expert to enhance MICT's capacity on tourism statistics data management, analysis and presentation
- **GMS Marketing and Promotion:**
 - Collaboration with Thailand on the Lane Xang Cultural Quadrangle
- **ASEAN Tourism Standards Implementation**
 - ASEAN Green Hotel Standard: implementation ongoing in Oudomxay, Luang Prabang and Champasak
 - ASEAN Public Toilet Standard: Luang Prabang, toilets in town improved
 - ASEAN Community Based Tourism Standard: Khammouane Province: data collection completed to prepare for implementation; Champasak Province: Ban Nong Luang Village
 - ASEAN Homestay Standard: Don Kho Village, Champasak

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Project progress of outputs

Output 4

(Effective Project Implementation and Knowledge Management)

- **GMS Tourism Statistics Harmonization:**
 - Engaged an international expert to enhance MICT's capacity on tourism statistics data management, analysis and presentation
- **GMS Marketing and Promotion:**
 - Collaboration with Thailand on the Lane Xang Cultural Quadrangle
- **ASEAN Tourism Standards Implementation**
 - ASEAN Green Hotel Standard: implementation in Oudomxay, Luang Prabang and Champasak
 - ASEAN Public Toilet Standard: Luang Prabang, toilets in town improved
 - ASEAN Community Based Tourism Standard: Khammouane Province: data collection completed to prepare for implementation; Champasak Province: Ban Nong Luang Village
 - ASEAN Homestay Standard: Don Kho Village, Champasak

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Project progress of outputs

Output 4

(Effective Project Implementation and Knowledge Management)

- Indigenous Peoples Action Plan being implemented in the project areas with ethnic minorities
- Gender Action Plan: implemented ensuring gender mainstreaming in project management, and infrastructure and tourism activity implementation
- Semiannual Environmental and Social Safeguards Monitoring Report submitted

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Challenges and lessons learned

- Delays in updating of safeguards documents has delayed infrastructure subproject implementation. This has now been rectified and construction of all three works packages are underway. Updating and approval of safeguards documents should be given more attention in future projects to avoid similar delays.
- Disbursement has been lagging behind time elapsed and physical progress. Now that the three works packages are under construction, it is expected that disbursement will catch up quickly. However, project extension should be considered to ensure sufficient time for the performance periods and O&M planning and capacity building.
- Implementation of outputs 3 and 4 need to accelerate. This can be achieved by better planning of the activities in the annual workplan and a clear division between responsibilities for activity implementation between PCU and PIU, and the strategic use of the project consultants.

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**GMS TOURISM INFRASTRUCTURE FOR INCLUSIVE GROWTH PROJECT (TIIG)
PROJECT PROGRESS REPORT
JUNE 2018**

**By Tran Huy Thong
Vietnam**

1

CONTENT

- 1. Highlights about the Project**
- 2. Recent changes in TIIG VN**
- 3. Project Implementation Progress**
- 4. Work Plan for 2nd Half 2018**

2

1. Highlights about the Project

- **Project title:** *The Greater Mekong Sub-region (GMS) Tourism Infrastructure for Inclusive Growth Project;*
- **Borrower:** *Socialist Republic of Vietnam;*
- **Executing agency:** *Ministry of Culture, Sports and Tourism (MCST);*
- **Implementing units:** *Project Coordination Unit (PCU); PIUs in Lao Cai, Dien Bien, Ha Tinh, Tay Ninh, Kien Giang provinces;*
- **Total project budget:** *55.08 mill.USD;*

Source	Amount (\$ million)	Share of Total (%)
Asian Development Bank (loan)	50.00	90.8
Government	5.08	9.2
Total	55.08	100.0

3

Timeframe

- **Date of signing of Loan Agreement (LA):**
November 25th, 2014;
- **Date of the State President's approval of LA:**
February 25th, 2015;
- **Date of LA effectiveness:** *March 30th, 2015;*
- **Date of project completion:** *December 31st, 2019*
- **Date of project closure:** *June 30th, 2020.*

4



Project Components:

- **Output 1:** Last-mile tourism access infrastructure improved
- **Output 2:** Environmental Services in cross-border tourism centers improved
- **Output 3:** Institutional capacity to promote inclusive tourism growth strengthened
- **Output 4:** Effective project implementation and management.

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2. Recent Changes in TIIG VN

- **In structural and personnel organization**
 - Retirement of the former National Director.
 - MCST decided to merge PCU into Project Management Unit of Investment Projects in Vietnam Central and Highland Regions (PMU).
 - Personnel changes in PIUs (a new Director in PIU Lao Cai, out and in staffs in PIUs).
 - The new working organization chart of the PCU is now considered in MCST.

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2. Recent Changes in TIIG VN

➤ Implementation of the Law on Public Investment

- PCU and PIC's advanced remarkably with tourism stakeholders capacity building activities in 2017 then stopped from first half of 2018 due to implication of the MOF guidance (dated 24 November 2017) on reviewing and minimizing using ODA funds for soft components.
- PCU and all 5 PIUs are in reviewing process now, the final decision on this issue shall be taken at the end of June 2018.

7

2. Recent Changes in TIIG VN

➤ ADB's Midterm Review Mission and new suggestions from Tay Ninh province

- ADB's Midterm Review Mission was fielded from 4 to 13 June 2018 across the project participating provinces. The Mission was accompanied by officers from PCU/MCST.
- In the meeting with Tay Ninh PPC, one issue was raised as Tay Ninh would like to conduct themselves the subproject of Ba Den Mountain Environment Improvement and utilize the remaining ADB fund to finance new subproject of two access roads. The official request from PPC/MCST was sent to ADB for its opinions.

8

3. Project Implementation Progress

There are 3 consulting packages, administered by MCST (PCU):

3.1 - Package: **Project Management, Civil Engineering and Capacity Building Support**

The contract was signed on 19 May 2016, actual mobilization from 01 March 2017.

3.2 Package: **External Auditor**

The contract was signed in January 2017, the auditors were mobilized twice for 2015-2016 and 2017 financial year reports.

3.3 Package: **Construction Supervision Support**

The contract was signed on 18 August 2017, the supervisors were partially mobilized from May 2018.

9

3. Project Implementation Progress (cont.)

➤ **Software activities under Output 3:**

- By the end of 2017 (before freezing software activities), we have organized five DMO courses including one ToT, seven DDM courses including one ToT, one ToT course on Heritage Guide, one ToT course on Hospitality Services.
- The first training in the subjects Social Safeguard & Resettlement, Gender Equality and Environmental Management have been incorporated as separate sections of the first ToT course on Leadership for DMO in July 2017, for DMO senior management of the 5 PIUs in the third quarter 2017.

10

3. Project Implementation Progress (cont.)

- One coaching course for implementation of component 3, one course on GAP implementation and one course on Monitoring & Evaluation, particularly for PIU staffs in charge of two subjects in the third quarter 2017.
- In total, about 25% of software activities of the Project have been completed. In which attended 547 trainees (51.74% female, 4.75% ethnic minority).

11

3. Project Implementation Progress (cont.)

- Despite many TORs for remaining software activities were prepared and reviewed by close cooperation between PIUs staffs and the Consulting firm, all PIUs also have to freeze these activities by the end of last year.
- By the date, all software specialists (both international and national, except the Team Leader – Tourism Specialist) were demobilized and/or waiting for updated instructions from the Project/MCST.
- If we'll get a green light from the Government, the Project shall immediately resume all being remaining approved software activities and conduct them as quick as we can to get back lost time.

12



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



3. Project Implementation Progress (cont.)

➤ Construction Engineering Design and Bidding Documents preparation:

By hard efforts of all relating parties (engineers, experts of the consulting firm, PIUs, PCU and local authorities), as off end of June 2018, we have reached certain progress in this task:

- Basic Design:
 - ✓ PPCs approved 4 of total 9 subprojects; 2 more were assessed by Department of Construction (DoC) of Kien Giang province; the remaining 3 Basic Design Dossiers were submitted to DoCs for assessment.
 - ✓ As commitments of PIUs/provinces during recent ADB's Midterm Review Mission (from 04 to 13 June 2018), all the rest 5 Basic Design Dossiers will be approved by PPCs at the end June 2018/beginning July 2018.

13

3. Project Implementation Progress (cont.)

- Detailed Design:
 - ✓ PPCs approved 3 of total 9 subprojects; 1 subproject in Tay Ninh province to be approved within June 2018, 2 more in Kien Giang province are 90% ready for submission after approval of Basic Design. According to commitments of the consulting firm and PIU Kien Giang, those two Detailed Design Dossiers shall be approved by PPC Kien Giang at the end of August 2018.
 - ✓ Proposed schedule for approval of the rest 3 Detailed Design Dossiers: TIIG-VIE-W06: Middle of September 2018; TIIG-VIE-W07: 30 August 2018; TIIG-VIE-W08: End of July 2018.

14

3. Project Implementation Progress (cont.)

- Bidding Documents (including other related docs like uEMP, uGAP, uEMDP, uRP):
 - ✓ 3 of total 9 full Bidding Documents were approved by PIUs;
 - ✓ Drafts of uEMPs for TIIG-VIE-W04, TIIG-VIE-W05A, TIIG-VIE-W05B submitted to ADB for comments/approval. For TIIG-VIE-W06, TIIG-VIE-W07 and TIIG-VIE-W08: uEMPs to be submitted right after approval of Basic Design
 - ✓ uGAP and uEMDP – updated by date and ready for use.

15

3. Project Implementation Progress (cont.)

- Bidding Documents (including other related docs like uEMP, uGAP, uEMDP, uRP):
 - ✓ Due Diligence Reports for TIIG-VIE-W03 (Huong Tich pagoda – Ha Tinh province) and TIIG-VIE-W08 (Nguyen Du Memorial – Ha Tinh province) and TIIG-VIE-W05A (Da Dung Cave – Kien Giang province) were submitted to ADB for comments/approval.
 - ✓ uRP for TIIG-VIE-W02 (Lao Cai Road) was partly approved by ADB.
 - ✓ uRPs for other subprojects are under preparation as this issue is always long-lasting and very important.

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3. Project Implementation Progress (cont.)

Committed schedule of approval for remaining Bidding Documents by PIUs during latest ADB's Midterm Review Mission:

No	Package No	Proposed approval date
1	TIIG-VIE-W05A	03 August 2018
2	TIIG-VIE-W05B	03 August 2018
3	TIIG-VIE-W06	15 September 2018
4	TIIG-VIE-W07	14 October 2018
5	TIIG-VIE-W08	14 September 2018

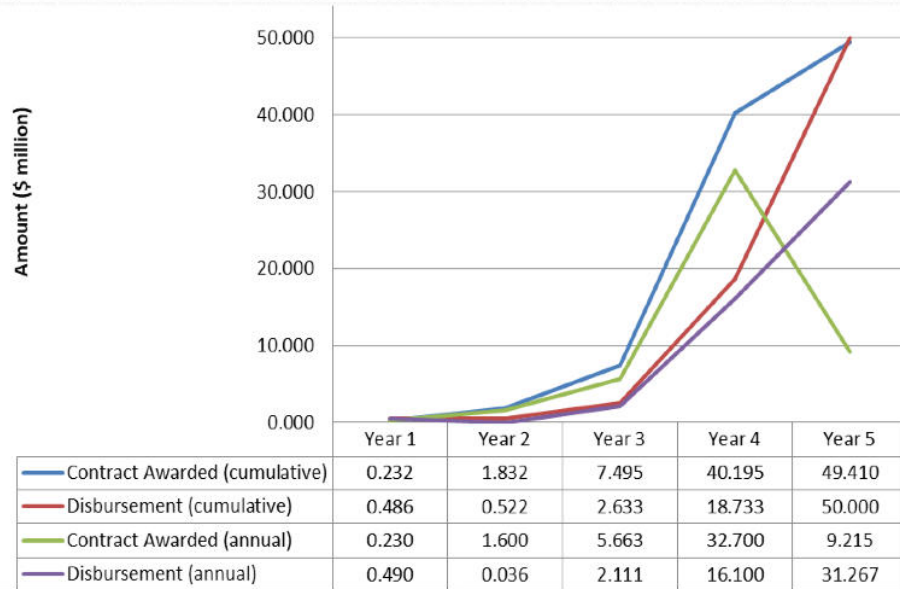
17

Utilization of Funds (ADB Loan and Counterpart Funds) Forecasted to date of 30 June 2018

Category	Amount	Spent on
Cumulative Contract Awards	\$9.03m	Contract awarding for 01 construction package, 03 Consulting packages, numbers of software activities in 2017, procurement of PCU's and PIUs' cars and office equipment, administrative expenses
Cumulative Disbursements	\$4.57m	Procurement of PCU/PIUs cars; Office Equipment; PCU/PIU administrative expenses; payments for Consulting Firm and Auditor, for software activities; advance payment for Construction supervisors, for TIIG-VIE-W02 package

18

Cumulative Contract Award and Disbursement as of 30 June 2018



19

WORK PLAN FOR 2ND HALF 2018

20



Consulting firm:

- Complete construction design, get approval by local authorities and prepare bidding documents for all remaining packages.
- Proposed schedule for preparation of bidding documents:

TIIG-VIE-W05A and TIIG-VIE-W05B:	03 August 2018
TIIG-VIE-W06 and TIIG-VIE-W07 :	14 September 2018
TIIG-VIE-W08:	14 August 2018
- Prepare TORs and support PIUs to conduct software activities in provinces if the list of reviewed software components is approved by competent Government authorities.
- Prepare and submit all kinds of deliverables.
- Other assigned consulting tasks

21

WORK PLAN for 2nd HALF 2018

To complete Contract Awarding for remaining construction packages and to accelerate commencement of all construction works

Output 1:

Last-mile Tourism Access Infrastructure Improved

1. TIIG-VIE-W05B: Da Dung Cave Access Improvement
2. TIIG-VIE-W01: Muong Phang Access Road Improvement
3. TIIG-VIE-W02: Ta Phin – Ban Khoang Access Road
4. TIIG-VIE-W07: Lao Cai Cultural Exchange and Tourism Information Center
5. TIIG-VIE-W06: Dien Bien Phu Cultural Exchange and Tourism Information Center

22

Da Dung Cave Access Improvement (TIIG-VIE-W05B)

Main items:

- (i) Upgrade 2.49 km access road; (ii) Improve steps and footpaths to the caves; (iii) A tourist reception/information center; (iv) Parking area of 2,500m²; (v) Male and female public toilets blocks and rubbish bins; (vi) Water supply from the main road to the site; (vii) Electricity supply and lighting along the access road and in public areas; (viii) Wastewater and solid waste management systems; and (ix) Directional signage and information boards.

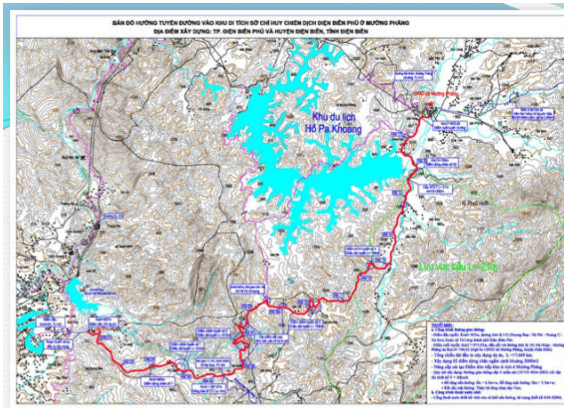
23



Da Dung Cave Access Improvement (TIIG-VIE-W05B)

- Total Investment: \$ 1,814,000
- 90% DD completed (Basic Design assessed by Kien Giang Construction Department)
- Issuing Bidding Documents: August 2018
- Proposed Contract Award date: 30 September 2018
- Proposed percentage of completed works in 2018: 25%

24



Muong Phang Access Road Improvement (TIIG-VIE-W01)

Main items:

- ✓ Upgrade 17.47 km access road;
- ✓ Rehabilitate two small bridges;
- ✓ Construct two rest stops with viewing platforms;
- ✓ Enlarge the existing parking area by 2,000m² at the existing Muong Phang Historic Tourist Reception Center;
- ✓ Lighting system;
- ✓ Upgrade water and electricity supply and wastewater and solid waste management systems in the tourist reception area;
- ✓ Install directional and information signage at key locations.

25



Muong Phang Access Road Improvement (TIIG-VIE-W01)

- Total Investment: \$ 6,860,000
- Issuing BD: 14 May 2018
- Bid Opening: 2 July 2018
- Proposed Contract Award date: August 2018
- Proposed percentage of completed works in 2018: 40%

26

Ta Phin – Ban Khoang Access Road Improvement (TIIG-VIE-W02)

Main items:

- ✓ Upgrade 14.57 km of access road ;
- ✓ Rehabilitate two bridges, each 8m wide with a 22m span;
- ✓ Construct male and female public toilets blocks and a parking area in Ta Phin commune;
- ✓ Drainage system, ditches, channels along the roads
- ✓ Install directional signage and information boards.

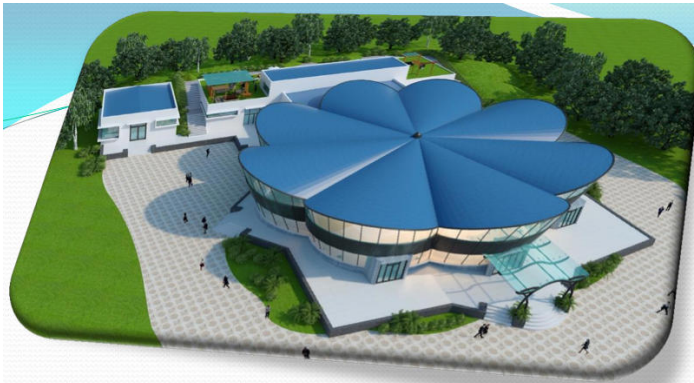
27



Ta Phin – Ban Khoang Access Road Improvement (TIIG-VIE-W02)

- Total Investment: \$ 7,245,000
- Contract award: 25 December 2017
- uRP approved by ADB, partial compensation for site clearance has been completed
- Construction execution commenced from 25 May 2018
- Proposed percentage of complete works in 2018: 40%

28



Dien Bien Phu Cultural Exchange and Tourism Information Center (TIIG-VIE-W06)

- Main items:

(i) Tourism Information services, exhibitions, and cultural performance areas; (ii) Parking areas; and (iii) Public open spaces with vendor kiosks offering food and beverages, ethnic handicrafts and souvenirs.

- Total Investment: \$ 1,307,000

- Relating administrative procedure for the TIC: completed

- Proposed contract award date: 26 December 2018.

29



Lao Cai Cultural Exchange and Tourism Information Centers (TIIG-VIE-W07)

Main items:

(i) Tourism Information services, exhibitions, and cultural performance areas; (ii) Parking areas; and (iii) Public open spaces with vendor kiosks offering food and beverages, ethnic handicrafts and souvenirs.

- Total Investment: \$ 1,780,000

- Proposed contract award date: 30 November 2018.

30

WORK PLAN FOR 2ND HALF 2018

Output 2: Environmental Services in Cross Border Tourism Centers Improved

1. TIIG-VIE-W05A: Phu Tu Environmental Improvement
2. TIIG-VIE-W03: Huong Tich Environmental Improvement
3. TIIG-VIE-W04: Ba Den Environmental Improvement
4. TIIG-VIE-W08: Nguyen Du Tourism Environmental Improvement

31

Phu Tu Environmental Improvement (TIIG-VIE-W05A)

Main items:

(i) Upgrade 4.18 km access roads; (ii) Parking areas; (iii) Upgrade seaside footpaths, public open spaces, and existing public rest pavilions; (iv) A visitor information/reception center and ticket office; (v) Stalls of variable sizes; (vi) Public toilet blocks and facilities including showers and changing rooms; (vii) Rehabilitate the existing passenger pier; (viii) Water and electricity supply, solid waste management system, waste water treatment system; (ix) Directional and information signage at strategic locations.

32



Phu Tu Environmental Improvement (TIIG-VIE-W05A)

- Total Investment: \$ 6,457,000
- 90% DD completed (Basic Design assessed by DoC Kien Giang)
- Issuing BD: August 2018
- Proposed Contract Award date: 30 September 2018
- Proposed percentage of completed works in 2018: 30%

33

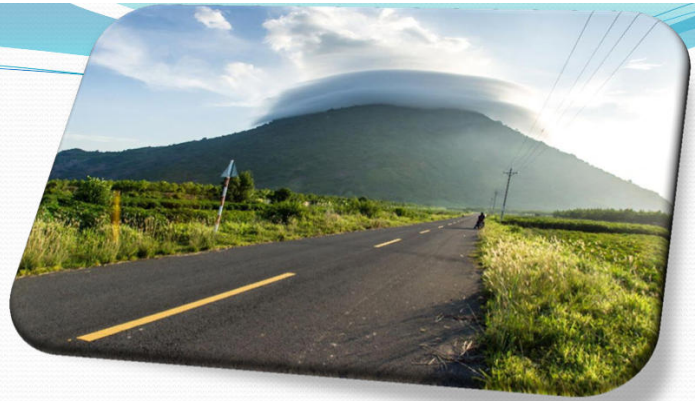
Ba Den Mountain Environmental Improvement (TIIG-VIE-W04)

Main items:

- (i) Expand the public concourse surrounding the main religious buildings by approximately 3,000m²;
- (ii) Install safety barriers and upgrade footpaths, including construction of rest shelters and kiosks;
- (iii) Male and female public toilets;
- (iv) A tourist information center;
- (v) Electricity supply, outdoor lighting, water supply;
- (vi) Drainage system and 1,500 m³/day wastewater treatment plant;
- (vii) Solid waste management;
- (viii) Directional and information signage in strategic locations.

34

Ba Den Mountain Environmental Improvement (TIIG-VIE-W04)



- Total Investment: \$ 5,565,000
- Basic Design approved, Detailed Design submitted & to be approved soon.
- However, during the latest ADB's Midterm Review Mission, PIU/PPC Tay Ninh suggested to invest themselves the construction works and to utilize the ADB fund for new proposed subproject: access roads to the mountain.
- An official letter regarding the issue sent to MCST/ADB for their opinions.

35

Huong Tich Environmental Improvement (TIIG-VIE-W03)

Main items:

- (i) 3,000m² parking area; (ii) A tourist reception/information center; (iii) Upgrade 4.10 km access road and a 1,500m² parking area; (iv) Upgrade footpaths and steps; (v) Expand the hilltop pagoda's public concourse and install kiosks, pavilions, safety barriers and handrails; (vi) Male and female toilet blocks; (vii) Electricity supply, outdoor lighting and water supply; (viii) Drainage and wastewater treatment system; (ix) Solid waste management systems; (x) Directional and information signage in strategic locations.

36

Huong Tich Pagoda Environmental Improvement (TIIG-VIE-W03)



- Total Investment: \$ 6,688,000
- Issuing BD: 14 May 2018
- Bid Opening: 22 June 2018
- Proposed Contract Award date: Middle of July 2018
- Proposed percentage of completed works in 2018: 40%

37

Nguyen Du Tourism Environmental Improvement (TIIG-VIE-W08)

Main items:

- (i) Construction of a memorial square together with access paths, landscaping, and 2,000m² vehicle parking area;
- (ii) upgrade the existing open drainage canal and water retention areas;
- (iii) A solid waste management system;
- (iv) Male and female public toilets blocks;
- (v) Electricity supply and public lighting;
- (vi) Two open-sided public rest pavilions; and
- (vii) Directional signage and information boards to present the life and works of the great UNESCO recognized Poet Nguyen Du.

38

Nguyen Du Tourism Environmental Improvement (TIIG-VIE-W08)



- Total Investment: \$ 1,500,000
- Basic Design submitted on 7 June 2018
- Proposed BD to be approved: End of June 2018
- Proposed DD to be approved: End of July 2018
- Issuing BD: 6 August 2018
- Proposed Contract Award date: 5 October 2018
- Proposed percentage of completed works in 2018: 25%

39

Output 3: Institutional capacity to promote inclusive tourism growth strengthened

For the moment, PCU and PIUs are reviewing all software components according to requirements of MoF, then to submit the final list of activities to be remained for MCST/MoF approval. After getting the approval from competent authorities, we will closely work with the Consulting firm and PIUs to accelerate implementation of those approved activities to get back lost time:

- (i) Destination Management Plans; (ii) Heritage Protection and Interpretation Programs; (iii) Micro- and Small Enterprise Support Program; (iv) Implement Health, Safety and Tourism Awareness Programs; (v) Facilitate Establishment of Public-Private Partnerships; (vi) Implement National Marketing and Promotion Program; (vii) Implement Program to Combat Child Exploitation and Human Trafficking

40



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



Output 4: Effective project implementation and management

- Implement training on financial management
- Finalize and train PIU/PCU staff to implement comprehensive sex disaggregated PPMS, including safeguards monitoring
- Maintain web-based knowledge center
- Implement the EMDP, GAP, IEE/EMPs and RPs
- Implement GMS marketing and statistics harmonization programs
- Implement ASEAN tourism standards program
- Approve and implement O&M plans with sustainable finance mechanisms
- Update baseline information and prepare end of project impact evaluation

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Thank you for your attention and have a nice day !

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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 13

Partner Updates



MIST
Mekong Innovative Startups in Tourism

An initiative of MBI and supported by Australian AEC and NAB.

Startup Accelerator

- For early-stage startups in tourism, travel tech, and hospitality.
- Open to teams based in Cambodia, Lao PDR, Myanmar, Thailand, and Viet Nam.

Market Access Program

- For established international tourism innovators with proven solutions and technologies.
- Supports market entry to enhance the GMS travel industry and promote the GMS as a destination.

Startup Accelerator 2018 Finalists

	Produces reusable bamboo straws to replace single-use plastic straws. (Lao PDR)
	Improves the local homestay experience, improving the management of homestays and local activities while making them easier to book. (Viet Nam)
	Organize "workation" programs aimed at international and domestic remote workers. (Viet Nam)
	A mobile application enabling airline passengers to purchase available luggage allowances from fellow travelers. (Cambodia)
	Connects event planners with event venues and makes them bookable through their database. (Viet Nam)

Market Access Program 2018 Finalists

	Bucket list worthy activities including whitewater rafting, jungle trek, and diving excursions. Expanding into Viet Nam. (Malaysia)
	Offers backend technology for hotel booking, providing real-time inventory and rates. (China)
	Creator of the hereO GPS watch for kids. Offers plug-and-play IoT technology. Considering IoT solutions for last-mile tourist transportation in the GMS. (Israel)
	Digital cross-border currency exchange platform. Makes it simple for tourists to make payments online and collect currency from a local partner. (Malaysia)
	Creates fun and happy experiences with branded sporting events – encouraging public health and social activity. (Malaysia)

 \$50,000 seed funding for regional booking solution	 Brought online bus ticketing and inventory management to Myanmar	 Expanded multimodal transportation booking throughout GMS
 Expanded community-based tours and activities inventory to Cambodia	 Expanded community-based tours and activities inventory to Lao PDR	 Made tee times bookable online (in English) at 6 golf courses in Vietnam
 Expanded women-led motorbike tours to three new destination in Lao PDR and Viet Nam	 Brought intercity ride sharing to Cambodia, Lao PDR, and Myanmar	



ASEAN-Japan Centre Initiatives for Tourism Promotion for the Mekong Region

41st MEETING OF THE GMS TOURISM WORKING GROUP
Mekong Tourism Forum 2018
June 25, 2018
Nakhon Phanom, Thailand



Vathouniyom Douangmala
Director, Tourism & Exchange Division
ASEAN-Japan Centre



ASEAN-Japan Centre (AJC)

Establishment: 1981

Location: Tokyo, Japan

Members: Ten ASEAN Member States and Japan



The only organization funded by the Japanese Government to promote outbound tourism from Japan to ASEAN including the lower Mekong countries.



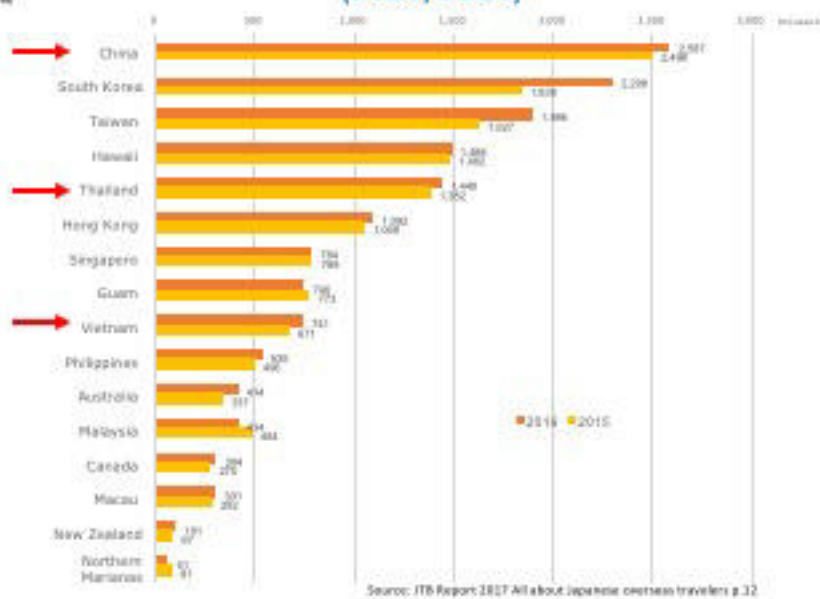
ASEAN-Japan Centre (AJC)

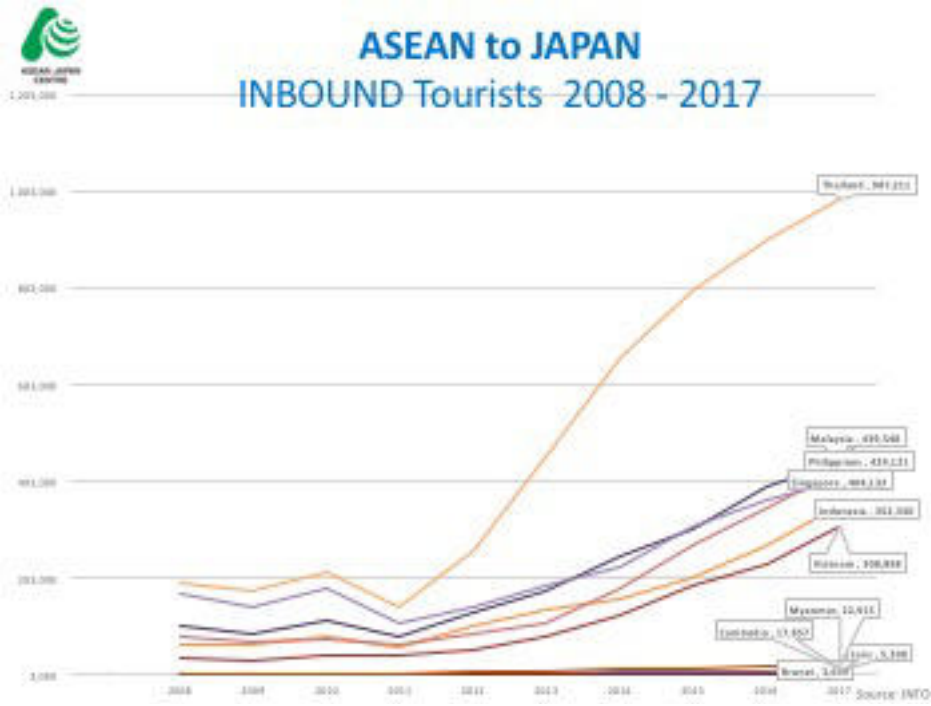
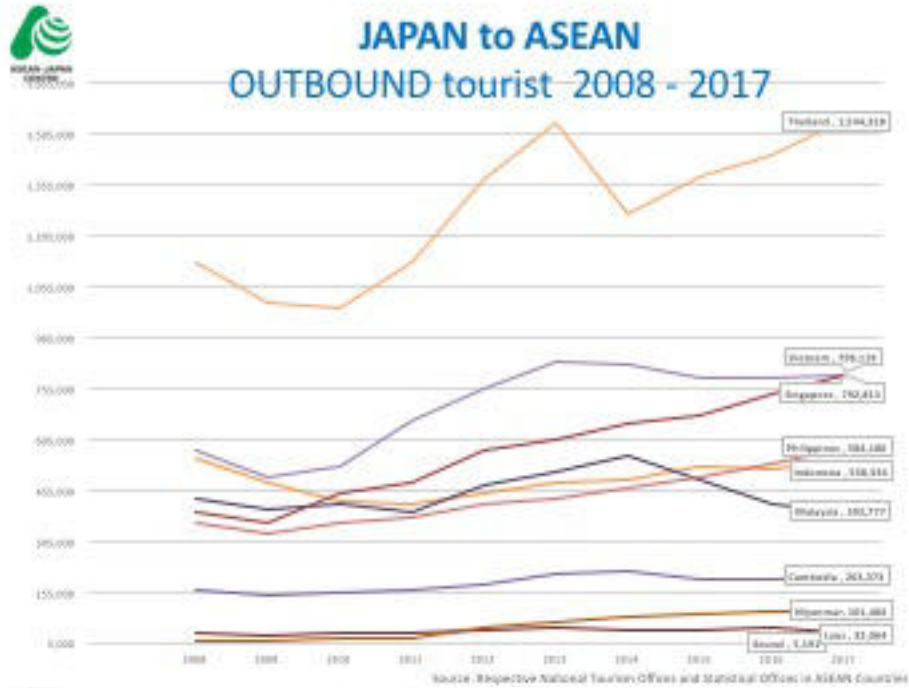
Mission

To promote trade, investment, tourism, and exchange of persons between ASEAN and Japan.



Number of Overseas Travelers by Destination (2016/2015)







AJC's Programs and its activities to promote Mekong Tourism



AJC's Main Activity in FY 2018

1. Capacity building program: Workshop on Agritourism
2. Outbound tourism promotion: Seminar on Educational Travel
3. Outreach / Tourism P.R. Activities
4. Tourism Seminar in CLMV: Myanmar and Vietnam
5. Training Program on Interpretation
6. Tourism Award for excellent tours to Mekong & ASEAN



Projects in the fiscal year of 2018 Outbound Tourism Promotion

Seminar on Innovative Technology in Tourism

September 4, 2018
In Hanoi, Vietnam



Projects in the fiscal year of 2018 Tourism Promotion Seminar

Seminar on the Japanese outbound market

Nov. 27 / Nov. 30
In Ho Chi Minh City, Vietnam/ Mandalay, Myanmar



images from previous year



Projects in the fiscal year of 2018 Training program on Interpretation in Japan

*** Follow-up program on
Interpretation training
for natural parks/heritage sites**

**Early 2019
In Cambodia or Laos**



image from previous year



Projects in the fiscal year of 2018 Tourism Award for excellent tours to ASEAN

- New Destination Award
- Luxury Travel Award
- Unique Tour Award
- Sustainable Tour Award
- ASEAN 50th Anniversary Award
- Jury's Special Award

Award categories from the past Mekong
Tourism Award 2017



**CLMV destinations will be featured
with special award categories**



Logo and image from previous year



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



Events at the ASEAN-Japan Hall

- **Danang (Vietnam) Tourism Seminar**
June 15, 2017
- **Mystic Myanmar Photo Exhibition**
September 26-27, 2017
- **Laos Food Event**
February 22, 2018
- **Visit Laos Year Seminar**
May 2018, 2018
- **Music of Isan and Travel to Laos event**
September, 2018



Participation in tourism events

- **Travel event in Sapporo** (February 2018)
- **Travel event at Haneda Airport** (March 2018)
- **Laos Festival, Yoyogi Park** (May 2018)
- **Kanku Tabihaku, Osaka** (May 2018)
- **Tourism Expo Japan** (September 2018)
- **Okinawa Tabi Festa** (November 2018)



Thank you for your attention.



ASEAN-Japan Centre

(ASEAN Promotion Centre on Trade, Investment and Tourism)

15

CLMV Program Introduction

for 41st GMS
Tourism Working Group Meeting

June 25, 2018
ASEAN-Korea Centre
Nakhon Phanom, Thailand



Contents

- Introduction of CLMV Tourism Capacity Building Workshop
- Target Participants for the Program and Nomination Criteria
- Presentation by CLMV Countries:
 - Country Presentation I
 - Country Presentation II

CLMV Tourism Capacity-Building Workshop (2016)

"Policies, Preservation and Partnership in Ecotourism"

Ecotourism Capacity Building Workshop for CLMV (Seoul, Korea)

- To develop innovative policy & strategy including the Public-Private-People Partnership (PPPP) in sustainable ecotourism
- Balancing tourism development and environmental sustainability through inclusive ecotourism policies
- Enhanced level of awareness on the concept of sustainable ecotourism strategies



CLMV Tourism Capacity-Building Workshop (2017)

"Training of trainers for Cultural Heritage Specialist Guides (CHSG)"

Mekong Sub-regional Capacity Building Workshop on Cultural Heritage (Luang Prabang, Laos)

- In-class lectures and study visits to cultural heritage sites and on-site exercise
- Identified key challenges and issues related to socio-cultural impacts in promoting cultural heritage sites
- Learned the key components of the training and linked theoretical learning to practical experience
- Gained in-depth knowledge on CHSG training program to draft implementation plan of the program



CLMV Tourism Capacity-Building Workshop (2018)

" Toward a Sustainable Future: Secondary Tourism Destination Development "

- September 10 – 13, Busan, Korea



Objectives

- Enhance the understanding of key components in planning and management
- Contribute to the development of CLMV secondary tourism destinations
- Provide a platform on design and promotion of destination development
- Share Korea's best practices applicable for CLMV

Participants

• **Participants Attending the Workshop:**
 16 participants from CLMV countries:
 (4 from each country)



Target Participants

Governmental	Private / Others
<ul style="list-style-type: none"> • Government or public organizations • Tourism ministries and authorities • Management, development and promotion area • At mid/senior management level and above • At least one from the local government unit of key emerging destinations 	<ul style="list-style-type: none"> • Tourism experts, managers or operators • With experience in destination development projects (Private sector business, NGOs, Local tourism associations, etc.) • At mid or above management level • At least one (or both) should be based on key emerging tourism destinations
2 participants	2 participants

⚠️ Good command of English communication especially in speaking and writing

CLMV Country Presentation

- Introduction of Emerging Destinations in CLMV and Their Status**
- Destination overview
 - Status of Destinations Development
 - Issues and Challenges of Destinations




Present "Action Plan for the Development of Sustainable Secondary Tourism Destination"

- The plan for the development of secondary tourism destination will be based on the presentations and panel discussion in the workshop
- Guideline will be developed under experts' consultancy and distributed later



By attending the workshop, we expect delegates to

- Enhance their capacity in adopting innovative approaches to find the potential of emerging tourism resources
- Develop strategic proposal and action plan for the secondary tourism destinations in CLMV



Contact Information



ASEAN-KOREA CENTRE

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(Program Officer, Culture and Tourism Unit)

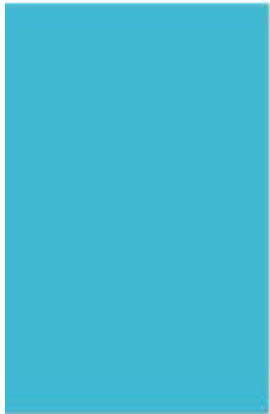
• Phone: +822 2287 1138

• E-mail: byjang@aseankorea.org

Ms. Kim Su-youm (CC to)

(Deputy Head, Culture and Tourism Unit)

• E-mail: sykim@aseankorea.org



Thank You!
ASEAN
KOREA

Project MYA/001

Development of Human Resources in the Hospitality & Tourism Sector & Capacity Development of MOHT



MYANMAR-LUXEMBOURG
DEVELOPMENT COOPERATION



RESULT 1: CAPACITY DEVELOPMENT FOR MINISTRY OF HOTELS & TOURISM



Strong focus on organisational strengthening, HR development and capacity building of the MOHT

Capacity development for 1,200 MOHT staff in HQ & regions focusing on:



Development of Myanmar Community-based Tourism Standards (with GIZ, ITC/CBI & others)



Establishing MOHT Training Centre in Naypyitaw





RESULT 2: OPERATIONAL CAPACITY OF EXISTING & NEW EDUCATION & TRAINING PROVIDERS IS STRENGTHENED

Support to NMDC & MDC to launch BA Tourism & Hospitality Management programme in 2017

Teaching & learning resources for 48 BA modules	E-library with extensive catalogue plus repository prepared
<p>Opened December 2017</p> <p>Future development of Certificate & Diploma & plans for Master degree in Tourism & Hospitality Management</p>	
Capacity development for 50 teachers in Mandalay and Yangon (teaching methods, Quality Assurance, course planning, assessment, etc)	Appointment of pro-bono visiting professors in Mandalay & Yangon to support teaching and research



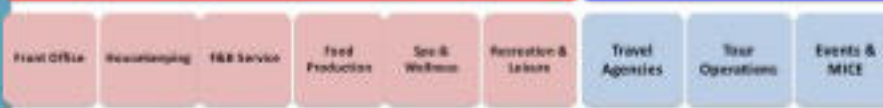
Development of tourism occupational standards and RPL system with NSSA

- Occupational Mapping of all tourism occupations across 9 labour divisions and development of national standards for tourism and hospitality managers and supervisors

MYANMAR TOURISM OCCUPATIONS

Hotel Services

Travel Services



Recognition of Prior Learning (RPL) for experience managers & workers

- Development of two training programs including trainee, trainer and assessment materials – for RPL Advisors and for RPL Assessors.
 - Development of four guides to make up a RPL Toolkit for use in Myanmar:
 - RPL candidates toolkit;
 - RPL Assessor guide;
 - RPL Advisor guide; and
 - RPL Assessment Centre guide.
- Delivery and assessment of two training courses.
- Pilot of the RPL process recommended for hospitality and tourism professionals in Myanmar.





Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



Training for young people, women & ethnic nationalities in hospitality skills in regions



Cooperation with 3 government ministries, tourism associations & INGOs



- **Ministry of Border Affairs** – Women's Vocational Colleges in collaboration with MOHT, MHPA and MHA:

- Pokkaku – 150 students (housekeeping, F&B Service & Front Office)
- Pathain – 150 students (housekeeping, F&B Service & Front Office)



- **Ministry of Education** – Government Technical HS/institutes in collaboration with ADRA and PIC

- GTHS Hpa An – 130 Students (Certificate in Hospitality)
- NVTI Nyaung Shwe – 75 students (Certificate in Hospitality)



- **Ministry of Hotels & Tourism** – Yangon THTC

- Short courses in housekeeping, F&B Service & Front Office since 2016
- Certificate programmes in travel & tour and hospitality operations – since 2017



Support MOHT & MTF to launch Myanmar Institute of Tourism & Hospitality (TTS & HTS)



MOCK UP ROOMS FOR HOUSEKEEPING, F&B & FRONT OFFICE

Planned opening in Yangon in Sept 2018

- 5 floor – student canteen and recreation area
- 4 floor – practical training for housekeeping & front office, large meeting room and administration
- 3 floor – classrooms and library/study area
- 2 floor – training kitchen, bakery & coffee shop
- 1 floor – project offices
- Ground floor – planned retail space to give visibility & provide income for the institute



RESULT 3: THE SKILLS OF THE TOURISM WORKFORCE ARE UPGRADED

Planned Training In Post-conflict & Emerging/Secondary Tourism Destinations 2018-20



Training for managers & supervisors from tourism & hospitality sectors

2016-2017 = **Over 1,300** trainers, supervisors & managers trained in 8 states & regions



Target end 2019 = **2,000+** supervisors, managers & trainers trained in 14 states & regions



ကျေးဇူးတင်ပါတယ်။



Thank you





Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 14

Other Matters

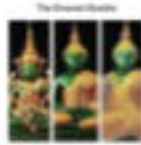



Buddhist Tourism in ASEAN and South Asia
 25th June 2018
 41st Meeting of the GMS-TWG and MTF 2018

- *The knowledge and contributions are great valuable and significant for further development of Buddhist Tourism in our region.*



An Example for P: Piece



The Emerald Buddha (Phra Prachin) is a Phra Prachin (Jade Buddha) image. It is a small image of a Buddha figure, made of jade, and is the most sacred image in Thailand. It is located in Wat Phnom in Bangkok. The image is a small image of a Buddha figure, made of jade, and is the most sacred image in Thailand. It is located in Wat Phnom in Bangkok.



The White Temple (Wat Chedi Luang) is a famous Buddhist temple in Chiang Mai, Thailand. It is known for its white stupa and is a major attraction in the city. The temple is a famous Buddhist temple in Chiang Mai, Thailand. It is known for its white stupa and is a major attraction in the city.

An Example for P: People



Phra Maha Vajrasiri is a prominent Buddhist monk in Thailand. He is known for his leadership in the Buddhist community and his efforts in promoting Buddhism in Thailand. He is a prominent Buddhist monk in Thailand. He is known for his leadership in the Buddhist community and his efforts in promoting Buddhism in Thailand.



THANK YOU mots.inter@gmail.com





Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



The Preparations for The Southern Tourism Corridor Meeting 28-31 May 2018 at Diamond Hotel.

Men Phearom

Director, Planning & Development Department

1. Date and Venue

- Date: 28-31 May, 2018
- Venue: Diamond Hotel, Kampot Province, Cambodia
- Sponsors: Ministry of Tourism

With Coordination with Kampot Tourism Dept

- Organizer: Planning Department (MOT)



2. PARTICIPANTS

- Delegates from Thailand and Vietnam
- Delegates from MTCO
- Delegates from Relevant Ministries In Cambodia



GMS	MTCO	Other
20 PAX	1-2 PAX	20 PAX



3. The Schedule

- Day 1 The Arrival of all delegates
Evening: Reception Dinner
- Day 2 Meeting
- Day 3 Post Tour
- Day 4 Departure Back



Thank You





Cambodia



China



Laos



Myanmar



Thailand



Viet Nam