

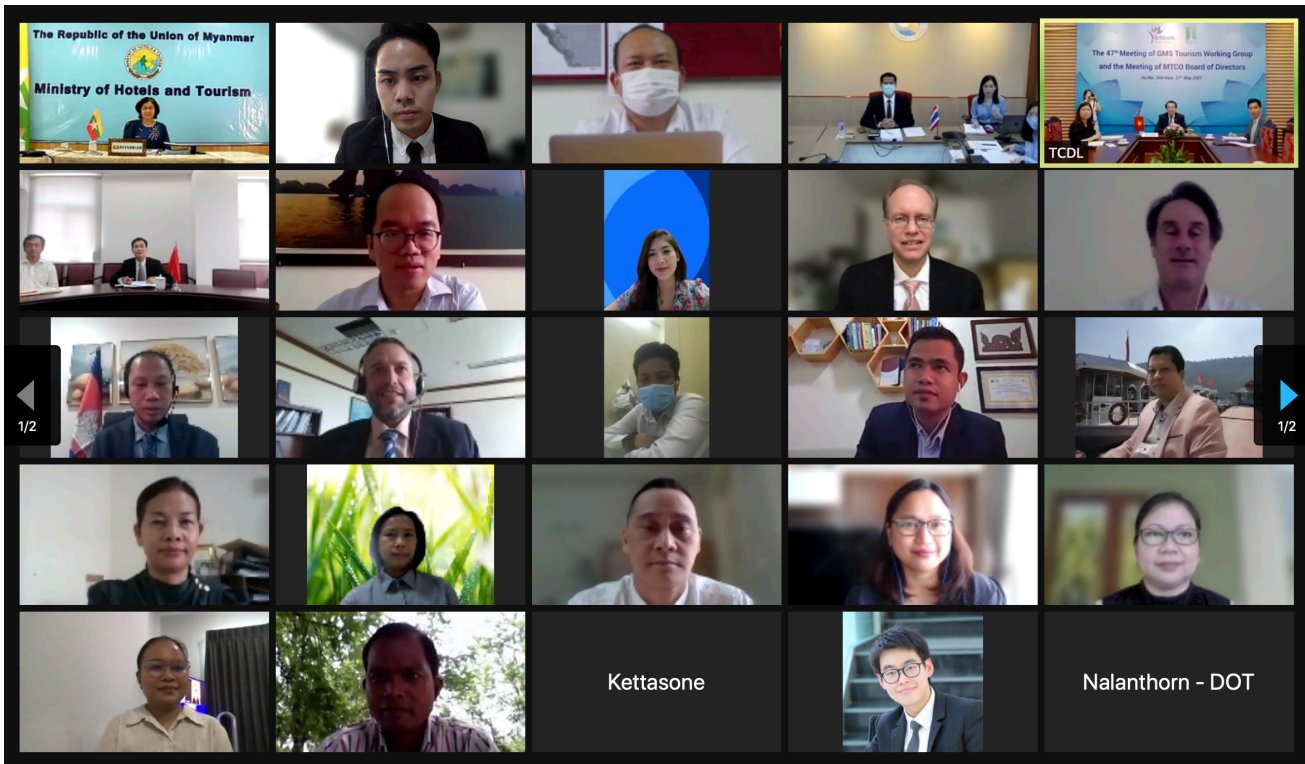


47th

MEETING OF THE GMS TOURISM WORKING GROUP (TWG-47)

27 MAY 2021
VIRTUAL MEETING
VIDEO CONFERENCE CALL (ZOOM)

DRAFT SUMMARY OF PROCEEDINGS



Introduction

The Forty-seventh Meeting of the GMS Tourism Working Group (TWG-47) was held on 27 May 2021 via video conference call (Zoom). Its main objective was to discuss the COVID-19 situation in the respective GMS member countries, tourism reopening plans and the Mekong Tourism Communications Recovery Plan. The meeting was chaired by the Viet Nam National Administration of Tourism (VNAT), Ministry of Culture, Sports and Tourism, Co-chaired by the Asian Development Bank (ADB) and organized/moderated by the Mekong Tourism Coordinating Office (MTCO). It was attended by senior and mid-level officials representing the National Tourism Organizations (NTOs) of the six Greater Mekong Subregion countries (Cambodia, People’s Republic of China [PRC], Lao PDR, Myanmar, Thailand, and Viet Nam), MTCO, and the Asian Development Bank (ADB). Copy of the List of Participants is in [Appendix 1](#).

Agenda Item 1

Housekeeping Notes

1. The MTCO, as moderator of the videoconference call, guided the meeting with some housekeeping and time management notes.

Agenda Item 2

Opening Session

Opening Remarks by the Vice Chariman, Vietnam National Administration of Tourism (VNAT), Viet Nam:



2. Dr. Ha Van Sieu, Vice Chair of VNAT warmly welcomed all delegates. He recognized the importance of Mekong countries' efforts cooperate on COVID-19 pandemic prevention and recovery, especially in the tourism industry. He noted that in this second year of COVID-19 pandemic, international travel restrictions are still imposed but recent launch of COVID-19 vaccine programs has brightened the situation. He reported that Viet Nam started rolling out its COVID-19 vaccination program in March 2021 and tourism workers are among one of the priority groups for vaccination. Moreover, the Prime Minister of Viet Nam has instructed transportation, tourism, and health sectors to plan for the re-opening of international flight

routes and prepare for use of vaccine passports and digital travel passes. VNAT, in consultation with provincial governments, is tasked with developing a reopening plan for foreign visitors. He emphasized the need for all countries to work together to overcome the pandemic and pave the way for tourism recovery. He encouraged everyone to actively discuss and contribute ideas for reviving tourism in the GMS. He hoped to see all in Viet Nam for the Mekong Tourism Forum 2022. A provisional agenda can be found in [Appendix 2](#).

Remarks from Asian Development Bank

3. Mr. Alfredo Perdiguero, head of the ADB delegation, thanked Viet Nam for hosting and chairing the meeting, and all country delegations for their active participation and tireless efforts to support the tourism industry during the COVID-19 pandemic. He also appreciated MTCO's efforts in co-organizing the meeting and keeping GMS tourism stakeholders connected during these challenging times. He highlighted that the Tourism Working Group has uniquely established its own Secretariat, the MTCO, which is funded by country contributions, this reflecting GMS countries' strong commitment to GMS Tourism cooperation. He noted the current tourism downturn is significantly undermining GMS prosperity and recognized successful GMS efforts to manage the pandemic. These include vaccination programs that will help re-start international travel. ADB stands with the GMS and is helping the subregion beat COVID-19 through its COVID-19 Pandemic Response Option, which to date has extended \$2 billion in assistance to GMS countries. ADB is also expected to approve the first \$95 million in GMS vaccine financing under its Asia Pacific Vaccine Access Facility in the second half of 2021. He added that the GMS Strategy 2030 and COVID-19 Recovery Plan strongly promote regional cooperation to rebuild tourism safely and sustainably. Both documents have incorporated the TWG's valuable inputs. ADB also values feedback

on the draft GMS Tourism Recovery Communications Plan and ideas on how ADB could support GMS countries implement the Plan.

Remarks from Executive Director, Mekong Tourism Coordinating Office

4. Mr. Jens Thraenhart, Executive Director of the MTCO, thanked VNAT for chairing the virtual meeting. He also thanked the Tourism Working Group for their trust in him to act on their behalf, now on his 7th year. He recognized that tourism is vital for the socio-economic development in the GMS. He pointed out that while the pandemic showed tourism vulnerability, many believe, it also brings opportunities to reset tourism and make it more responsible and sustainable. He reiterated the aim for a balanced tourism recovery and holistic destination management and putting stakeholders' engagement at its core. Towards this aim, the MTCO has successfully initiated programs to showcase small businesses and develop innovative, collaborative social media campaigns that garnered international recognition. He cited that GMS tourism branding of "Unlimited Experiences" is consistent with what people will be looking for when travel resume and public-private collaboration will be key in protecting these local and authentic experiences. The Mekong Tourism partnership framework can be part of a broader strategy to facilitate tourist access, enhance quality and efficiency and improve the destination experience. He emphasized that as the role of destination marketing organizations evolves, so must its business model where the public and private sectors

must collaborate and change traditional mindsets.

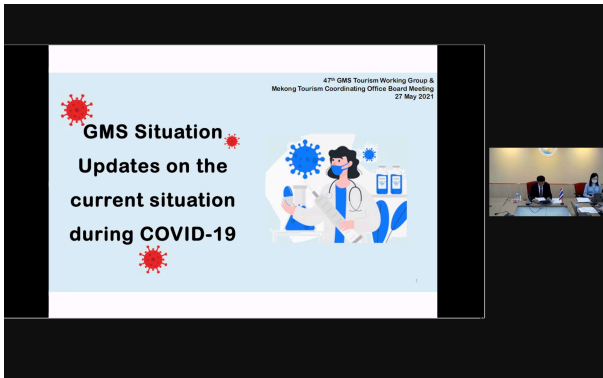
5. On behalf of Dr. Ha Van Sieu, Mr. Tran Phu Cuong, Director General of VNAT was appointed Chair of the meeting. He opened the floor for comments and approval of the provisional TWG-47 agenda. The

agenda was deemed approved after noting the switching of the order of items under Agenda 5. Given a full-packed agenda, he requested everyone to be mindful of the time allocated for each agenda item.

6. Copies of the opening remarks in this session are in [Appendix 3](#).

Agenda Item 3

GMS NTO Interventions: GMS Situation Updates



7. NTO representatives of the six GMS countries gave updates on their respective country situation during COVID-19 and their planned tourism recovery initiatives and strategies as follows:

8. **Cambodia** reported that in terms of tourism performance in 2020, it received 1.3 million international tourists which was down by 80% compared to 2019. With the government's commitment and efforts to fight COVID-19, domestic tourism recovered in 2020 with 7.2 million Cambodian who enjoyed all main destinations in

the country. However, there was a substantial COVID-19 community outbreak on 20 February 2021; of 26 May 2021, Cambodia has a total of 26,989 positive cases of which 19,772 recovered and 190 fatalities. Because of the spike in infections, the Government implemented on 15 April to 6 May 2021 lock down measures in Phnom Penh and nearby Takhmao area.

9. In response to the negative impact of the COVID-19 pandemic, the Government launched 8 rounds of additional support measures from April to June 2021 which included exemption of all tourism license renewal fees nationwide until the end of 2021. Other initiatives include: (i) safety and hygiene protocols are applied in tourism businesses such restaurants, food courts, hotels, tourist transport, community-based tourism, sports tourism, etc.; (ii) the Ministry of Tourism has been conducting an upskilling and reskilling program through e-learning platforms to retain talent and skills in tourism sector; (iii) developing key strategic documents like Roadmap for Tourism Recovery Plan, Tourism Development Strategic Plan (2021-2035); (iv) focus on Eco-tourism products; and (v) COVID-19 vaccination program which started on 10 Feb 2021 and as of 21 May has administered first dose to 2,306,456 people. The Government is considering accepting international tourists who have been vaccinated to Siem Reap-Angkor and its surrounding destinations in Quarter 4 of 2021.

10. PRC informed that in the last 12 months, most of the time, no confirmed domestically transmitted COVID-19 cases in mainland China. In terms of their COVID-19 pandemic prevention and control program, they have issued on 14 May 2021, the 8th Edition of Protocol on Prevention and Control of Novel Corona Virus Pneumonia as well as administered 527.253 million shots of vaccine to mainland China population (as of 24 May 2021). For tourism-related performance/recovery, domestic tourism data for their recent 5-day May 2021 holiday indicate an increase in domestic tourists (230 million persons) by 120% compared to same period in 2020 and by 3.5% compared to same period in 2019. For the same 5-day May holiday, tourism receipts or revenue was at 113.23 billion Yuan representing an increase of 138% compared to 2020 and but still 23% less than 2019 figures. Rail and Air passengers increased by 11% and 173.9% respectively compared to 2020 figures in the same period. The Ministry of Culture and Tourism of China has been supporting the holding of international fairs and exhibits such as CITM, Beijing International Health Tourism Expo, and China ASEAN Expo Tourism Exhibition. Events are also being planned for: (i) Coastal and Marine Tourism; (ii) Mountain Tourism; (iii) Smart Tourism; (iv) Lancang-Mekong Tourism Cities Cooperation Alliance; and (v) Culture and Tourism weeks.

11. Lao PDR reported that as of 26 May 2021, there have been 1,883 confirmed COVID-19 cases in the country of which 1,261 recovered and 2 fatalities. Under their COVID-19 vaccination program, 614,566 already got their first dose, 136,219 of which also got their second dose. In terms of 2020 tourist arrivals, it reached 886,447 which was an 81% decrease compared to 2019. The short-term and long-term recovery strategies and themes focus on (i) economic relief to revive tourism;

(ii) building confidence in travel and strengthen the sector; and (iii) upgrade, expand and diversify.

12. Myanmar informed that as of 25 May 2021, COVID-19 confirmed cases reached 143,296 with 3,216 deaths. In terms of COVID-19 vaccination, 1.7 million people received doses, including people from tourism industry. Current initiatives to revitalize tourism in Myanmar include: (i) development of Tourism National Guidelines for COVID-19 Safe Services through the adoption of the “Enchanting Myanmar Health & Safety Protocol (HSP)” to help restore tourists trust and confidence; and (ii) the Myanmar Tourism Strategic Recovery Roadmap (MTSRR) 2021-2025 which includes a 1-year detailed action plan, 18 strategies and 93 specific actions prioritized according to immediate, medium or long term. Some of the specific actions under MTSRR that were undertaken include: (i) formation of committees for different types of tourism to guide the development of alternative tourism products both for international and domestic tourists; (ii) formation of Destination Management Organizations in the Regions and States with representatives of public, private and local communities; and (iii) Implementation of ASEAN Framework to Facilitate Travel Bubble Schemes.

13. Thailand updated that as of 26 May 2021, there were 137,894 COVID-19 positive cases, 91,765 of which recovered and 873 deaths. A total of 3,147,227 have been vaccinated against COVID-19 and 7,944,411 vaccination appointments are to be served. Thailand’s COVID-19 recovery initiatives and measures include the following: (i) Medical and Public Health Measures (establishment of 150 field hospitals, active case finding to prevent spread and COVID-19 vaccination); (ii) Measures to assist business operators (The reduction in electricity & water bills) (iii) Measures to boost tourism (Amazing Thailand Safety & Health Administration (SHA); (iiii) Measures to boost the economy (We Travel Together -travel subsidy, Tour Tiew Thai, Khon La Khrueng- government pays half of purchase, Rao Chana- co-payment scheme with government, Mo 33 Rao Rak Kan-assist employees under Section 33 of SSA & state enterprise employees and COVID-19 Security Loan). Thailand also shared their plan to reopen the country to international tourists which will be in 4 phases, starting with accepting vaccinated tourists in designated areas.

14. Viet Nam informed there were 5,971 confirmed COVID-19 cases, 2,794 recoveries and 44 fatalities. COVID-19 vaccination program started on 8 March 2021 and 1 million have been vaccinated. Tourism personnel are among the priority population to be vaccinated. The country continued to implement dual policy priorities of preventing and combating the COVID-19 epidemic while maintaining socio-economic activities. Recent specific actions include extending the quarantine period from 14 days to 21 days and social distancing at two levels. It was highlighted that clinical trials of 4 domestic manufacturers have shown very promising results. Because of the new wave of COVID-19 infections, since 22 March 2020, foreigners’ entry has been suspended but will Viet Nam will consider re-opening to those already vaccinated by 3rd quarter of 2021. The Government support programs

(fiscal and monetary incentives and policies) as well as public-private marketing efforts continued to be implemented.

15. Copies of country reports/presentations are in [*Appendix 4*](#).

Discussion:

16. The Chair added that Viet Nam's target for vaccination is 100% of its population but at least 75% to attain community immunity. He congratulated all countries for efforts in revitalizing the tourism sector which is very important to each economy. The lessons learned from each country are good to consider.

Agenda Item 4

Mekong Tourism Recovery Communications Plan

17. Mr. Jens Thraenhart of MTCO first thanked ADB for the technical assistance in preparing the Mekong Tourism Recovery Communications Plan and the countries for their participation in the collaborative workshops which were a source of invaluable information and insights. He then presented key findings from situation analysis and stakeholder workshops including the objective of the plan which is to guide dissemination of accurate and engaging information to support a safe and sustainable GMS tourism recovery. He emphasized that the plan is not a duplication of efforts domestically but rather be an overarching framework to integrate these efforts and make tourism collaboration in the Mekong region successful. He also presented the recovery communication principles, key messages, source markets and messaging, reopening priorities, phases, key implementation entities & roles, and monitoring. The success of the implementation of the plan depends heavily on funding and support from donor and development partners, as well as the engagement of the private sector. Destination Mekong, and its Mekong Tourism Advisory Group (MeTAG) will be critical in executing the plan, which will include a digital tourism recovery campaign to inspire people with storytelling of experiences, as well as offers and deals bringing revenues to the businesses. A copy of Mr. Thraenhart's presentation is in [*Appendix 5*](#).

18. Mr. Steven Schipani of the ADB added that the Plan drew from GMS national recovery plans and can serve as an example of how to amplify a destination-specific or a country recovery communications plan. He welcomed the TWG's feedback on the plan and sought the meetings endorsement for MTCO to discuss the draft with Mekong Technical Advisory Group (MeTAG) members. He also asked the TWG to identify which activities were prioritized for ADB and other development partner support; and to carefully review Appendix 1 to ensure it accurately reflects national recovery plans and strategies.

Discussion:

19. With the Chair's permission, the MTCO Executive Director facilitated a roundtable discussion on countries feedback and recommendations to finalize the plan as follows:

20. Cambodia supports the plan, including the themes, promotion of domestic and international (intra GMS and Southeast Asia) tourism, strengthen links with private sector, promotion of digital marketing tools such as various social media and proposed that when Mekong countries re-open, to consider as first-priority tourists who have been vaccinated as well as promote caravan and self-driving tours.

21. PRC agrees in principle on the structure of the plan and appreciated the great efforts in preparing it. They requested to adjust paragraphs 5 and 20, as Hong Kong is covered by the document's references to PRC. Additional comments and feedback will be sent by email to MTCO if there is any. Mr. Thraenhart noted PRC comments and said that adjustments will be made accordingly.

22. Lao PDR supported the draft plan and appreciated learning from PRC and other countries on their experience in promoting domestic tourism at this time.

23. Thailand supports the plan as they found it useful for GMS tourism recovery. They appreciated that the plan encourages the public and private sectors to work together in post-COVID tourism in the region and that the content and activities of the plan align with sustainability and inclusivity GMS tourism principles. They also agree with the plan's approach to engage "influencers" and use communication channels which they recognize to be effective.

24. Viet Nam in principle supports the initiative to have one voice in communicating GMS tourism recovery and offered the following comments for consideration: (i) on implementation timeline, reconsider to move start date from June to September 2021 since not all Mekong countries are likely to be ready to re-open international tourism by June 2021; (ii) requested ADB's support to engage a technical expert to coordinate the implementation of the plan to complement MTCO personnel resources; and (iii) MTCO to initially target 1 or 2 international markets for communications. Viet Nam noted that they would send additional comments to MTCO by email.

25. Myanmar in principle fully support the development of the plan and will cooperate with Mekong countries and MTCO to implement the plan. Myanmar also supports the use of social media for promoting recovery and for ADB to continue

extending technical assistance, especially since MTCO resources from NTO contributions are limited.

26. Mr. Schipani briefly summarized the next steps as follows: (i) all TWG editorial and other suggestions will be incorporated in the revised plan and accompanying presentation; (ii) the implementation timeline will be adjusted to start in September 2021, to be confirmed in August considering the situation at that time; (iii) MTCO will organize consultations with Mekong Tourism Advisory Group (MeTAG) members to gather their feedback on the plan – the GMS NTOs are encouraged to join these consultations; (iv) ADB will seek modest additional technical assistance resources to support some of the plan’s initiatives; (v) MTCO and the TWG may seek support from other development partners and the private sector to implement the plan; and (vi) MTCO will organize a technical meeting in mid-August 2021 to seek the TWGs endorsement of the final-draft plan.

27. On behalf of the GMS countries, the Chair thanked ADB for the very practical initiative to help prepare a recovery communications plan while preparing for the resumption of international travel. The Chair then moved to the next agenda item.

Agenda Item 5

MTCO Key Achievements & Activities

28. Mr. Thraenhart started with a presentation of the **GMS scorecard** showing data for both 2019 and 2020 tourism performance indicators. GMS international tourist arrival was at 13.5 million in 2020 and 73.6 million in 2019 while tourist receipts were at \$27.7 billion in 2020 and \$101 billion in 2019. The negative growth rate of about 82% for tourist arrivals and 73% for tourist receipts was no surprise.

29. He then reported about the **MTCO Coronavirus Resource Update Program** which is well received by the travel trade, media and consumers. The updated information is also made into easy reference infographics, 12 issues have been published so far. MTCO has been issuing e-newsletters in the past but proposes to issue every Tuesday a weekly GMS COVID-19 Newsletter with 2/3 bullets per country to just highlight what is going on. If this ok with the countries, information from the NTOs will have to be received by MTCO Secretariat by Monday.

30. On **digital performance update**, since 2014 the website has been performing well. It was explained that some fluctuations in Alexa ranking was partly because the website was hacked. The stagnation in the number of website visitors is largely because of limited advertising budget, which limits visits to organic searches and links through social media. The library of documents, Facebook likes, and web posts have been steadily increasing and indicative of a solid user-base.

31. A key achievement noted by Mr. Thraenhart is the good progress in establishing the **Mekong Tourism Public-Private Framework**, with the MTCO representing the public sector and Destination Mekong representing the private sector. This public-private collaboration and engagement enabled our marketing initiatives to be successful despite the limited resources of MTCO and the TWG. He reiterated his point in his opening remarks that the role of destination marketing organizations has been evolving and so must its business model. The pandemic heightened the importance and effectiveness of these public-private collaboration towards tourism recovery and beyond. He explained further how these collaborations work through a schematic diagram and as espoused by UNWTO and other development partners. This collaboration may be strengthened by applying a legal structure or a more permanent governance behind it. Destination Mekong established an interim board of directors which will turn into an elected board of directors, voted by the members of the Mekong Tourism Advisory Group (MeTAG), before the first quarter of 2022. The Board of Directors will appoint a CEO who will run the operations of Destination Mekong and recruit a team. MTCO and Destination Mekong co-produced an 80-page Mekong tourism initiatives booklet (an e-copy of which is among the meeting documents) to outline the PPP structure, governance, and its programs. Programs and initiatives such as Mekong Moments, Mekong Mini Movie Festival, MIST, Mekong Heroes, Experience Mekong Collection, and others are aligned to the GMS Tourism Sector Strategy and Tourism Marketing Strategy published by MTCO, and fall under the oversight and operation of Destination Mekong. The development and execution of initiatives is dependent on contributions and funding from both the public and private sectors. The key focus is now to create a business Plan focused on fund raising to make Destination Mekong a sustainable organization. As the MTCO Executive Director is a member of the Board of Directors of Destination Mekong, in order to ensure two-way communication and cooperation, Mr Thraenhart proposed for the CEO of Destination Mekong to be invited to participate in GMS TWG Meetings. Cambodia, through its Ministry of Tourism, officially offered to host the offices of the Destination Mekong to support a regional tourism public-private partnership framework. Cambodia officially confirmed their commitment to host Destination Mekong, and appreciated the opportunity to contribute in establishing Destination Mekong, with offices at the Ministry of Tourism Cambodia in Phnom Penh, resources to support the operations, and assistance in incorporating Destination Mekong as a legal entity in Cambodia. Mr. Thraenhart noted that Destination Mekong is a private sector led initiative governed by a Board of Directors, and while the governments and MTCO have no oversight over Destination Mekong, hoped that all GMS countries can support Cambodia in hosting this important initiative. Copy of Mr. Thraenhart's presentation is in *Appendix 6.*

32. On behalf of GMS countries, the Chair thanked and highly appreciated Mr. Jens Thraenhart's efforts and invaluable contributions to the great achievements and results of MTCO activities. The proposal for Cambodia to host Destination Mekong is also highly appreciated, and was endorsed. Given that no further intervention was heard from the floor, it was endorsed that all GMS countries are

supporting Cambodia's hosting of the private sector-led regional tourism board Destination Mekong initiative, and that all GMS TWG members will support the Mekong Tourism Public-Private Partnership framework, and cooperate with Destination Mekong.

Agenda Item 6

Greater Mekong Subregion Tourism Infrastructure for Inclusive Growth Project

33. The Chair opened the afternoon session to take up agenda item 6 where relevant countries reported on project implementation status, which is proceeding well though there have been some delays because of COVID-19 travel restrictions. Mr. Schipani thanked the presenters for preparing very comprehensive reports and sharing lessons. He also noted that the projects have substantial resources that could be directed to tourism-related COVID-19 preventing and control measures, as well as promoting domestic tourism.

34. Cambodia, Lao PDR and Viet Nam presented project implementation status for both GMS Tourism Infrastructure for Inclusive Growth Projects I and II. Copies of the detailed presentations are in [Appendix 7](#).

Agenda Item 7

Updates from the Asian Development Bank

35. Mr. Schipani's presentation updated the meeting on ADB-financed tourism projects, technical assistance, and knowledge work ADB is supporting. This is mainly focused on infrastructure development in secondary destinations that is essential to support an inclusive and green tourism recovery, capacity building to revive and better manage tourism, promoting innovative green technologies to reduce water and energy in tourism businesses. ADB has also produced several tourism-recovery policy briefs and organized policy dialogue/roundtables with GMS officials to share knowledge on recovery strategies. The presentation, with hyperlinks to the various ADB-supported initiatives is in [Appendix 8](#).

36. On TIIG I and II projects in Cambodia, Lao PDR and Viet Nam, he pointed out that that these countries are already preparing for the reopening of tourism post-COVID by building better (sustainable and inclusive infrastructure) and opening secondary destinations. He recognized that it is difficult to organize many capacity-

building activities given travel restrictions and advised if countries need more time to undertake these activities, ADB would be open to extending the project duration.

37. Regarding **GMS Program updates**, the 7th GMS Summit originally scheduled on 25 March 2021 was postponed for a later date. The two main deliverables of the 7th Summit are: (i) GMS Economic Program Strategic Framework 2030 (GMS-2030); and (ii) GMS COVID-19 Response and Recovery Plan 2021-2023. The TWG was also informed that the 4th Update of the Regional Investment Framework 2022 will soon be undertaken for which the TWG will be consulted on project implementation status of tourism projects in the RIF. Simultaneously preparation of a New GMS Regional Investment Framework in support of GMS-2030 will be developed in consultation with various GMS working groups including the TWG.

Discussion:

38. Cambodia requested ADB support for Cambodia projects under the CLV Tourism Development Plan 2020-2025 which was endorsed by CLV Leaders in December 2020. In response, Mr. Schipani indicated that ADB could finance projects/initiatives under the plan and requested concrete proposals upon which to base further discussions with the ADB Cambodia Country Team, Ministry of Tourism (MOT) and Cambodia's Ministry of Economy and Finance. Mr. Schipani will follow up with ADB's Cambodia Resident Mission and MOT regarding preliminary project proposals.

Agenda Item 8

Mekong Tourism Advisory Group (MeTAG)

39. In view of the TWG request in last meeting to give periodic update on the activities of the MeTAG, Mr. Thraenhart reported that there are now nearly 120 members of this group from all member countries and other international organizations from the private sector. MeTAG is part of Destination Mekong to give a voice to the private sector, get advise on programs and initiatives, and leverage the group to promote various initiatives. He hoped that the new MTCO executive director would continue the link with the private sector by facilitating meetings with MeTAG, among others, under MTCO Board guidance. There are 6 functioning MeTAG expert groups: (i) Research & Education; (ii) Arts & Culture; (iii) Wildlife Tourism & Conservation; (iv) Food & Agritourism; (v) Child Safety & Protection; (vi) Health & Wellness. Two groups, (vii) Startups & Innovation, and (viii) Sustainability & Climate Change are still in development. Mr. Thraenhart updated the TWG of activities of each group. More information is detailed in his presentation in **Appendix 9**.

40. In terms of identifying which expert group may be ready to present at TWG meetings to support knowledge sharing, he noted Health & Wellness is a good candidate. Lastly, Mr. Thraenhart alerted the TWG that there are two open initiatives at this time where he seeks countries to advertise, promote and vote. One is the Mekong Innovative Start-ups in Tourism (MIST) and the other is Experience Mekong Showcases, both having 31 May 2021 as nomination deadlines.

41. The Chair opened the floor for intervention and hearing none, he concluded that all countries agree with the plan of activities of the MeTAG initiative and MTCO is requested to continue working with MeTAG and MeTAG expert groups and those who can help GMS tourism in the future. The chair, on behalf of the GMS TWG also directed the new to be appointed MTCO Executive Director to continue facilitating and cooperating with Destination Mekong. The TWG-47 agenda was completed, and the Chair thanked everyone for participating.

A 10 minutes virtual break was made before proceeding to the closed-door session of the MTCO Board. MTCO Board members were requested to resume connection by 3:00 pm (Bangkok Time).



Cambodia



China



Laos



Myanmar



Thailand



Vietnam

47th

MEETING OF THE GMS TOURISM WORKING GROUP (TWG-47)

27 MAY 2021

VIRTUAL MEETING

VIDEO CONFERENCE CALL (ZOOM)

DRAFT SUMMARY OF PROCEEDINGS



APPENDIX 1

LIST OF PARTICIPANTS

List of Participants
The 47th GMS Tourism Working Group Meeting
On May 27, 2021, via video conference call (Zoom)

No	Title	First Name	Last Name	Position	Organization	Department	Note
NTOs OF GMS COUNTRIES							
Viet Nam							
Vietnam National Administration of Tourism (VNAT)							
1	Mr.	Ha Van	Sieu	Vice Chair	Vietnam National Administration of Tourism (VNAT)	International Cooperation Department	Head
2	Mr.	Tran Phu	Cuong	Director General	Vietnam National Administration of Tourism (VNAT)	International Cooperation Department	Delegate
3	Mrs.	Tran Thi Phuong	Nhung	Deputy Director General	Vietnam National Administration of Tourism (VNAT)	International Cooperation Department	Delegate
4	Mr.	Tran Quang	Huy	Officer	Vietnam National Administration of Tourism (VNAT)	Tourism Development Department	Delegate
5	Mrs.	Luong Ha	Thanh	Officer	Vietnam National Administration of Tourism (VNAT)	Travel Department	Delegate
6	Mrs.	Nguyen Thanh	Nga	Officer	Vietnam National Administration of Tourism (VNAT)	Travel Department	Delegate
7	Mrs.	Le Minh	Que	Officer	Vietnam National Administration of Tourism (VNAT)	Travel Department	Delegate
8	Ms.	Tran Thi Mai	Huong	Officer	Vietnam National Administration of Tourism (VNAT)	Tourism Marketing Department	Delegate
Ministry of Culture, Sports and Tourism							

1	Mr.	Trinh Quoc	Anh	Head of Europe and America Department	Ministry of Culture, Sports and Tourism	Department of International Work	Delegate
2	Ms.	Le Minh	Duc	Asia and Pacific Department Officer	Ministry of Culture, Sports and Tourism	Department of International Work	Delegate
3	Mr.	Do Quang	Minh	Officer	Ministry of Culture, Sports and Tourism	Department of Financial Planning	Delegate
Provincial Management Boards							
1	Mr.	Truong Tuan	Phuong	Project Manager of Central and Central Highlands			Delegate
2	Mr.	Tran Huy	Thong	Project Manager of Central and Central Highlands			Delegate
3	Mr.	Thua Thien	Hue	Project Manager Board			Delegate
4	Mr.	Ha Van	Thang	Director		Lao Cai City Department of Culture, Sports and Tourism	Delegate
5	Mr.	Tran	Nguyen			Dien Bien Department of Culture Sports and Tourism	Delegate
6	Mr.	Nguyen Van	Hai	Director of Management Board		Hoa Binh Department of Culture, Sports and Tourism	Delegate
7	Mr.	Le The	Luc	Deputy Director / Director of TIIG II Quang Binh Project Management Board		Quang Binh Department of Tourism	Delegate
Cambodia							
1	Mr.	Sieng	Neak	Deputy Director General	Ministry of Tourism, Cambodia	Tourism Development and International Cooperation	Head

2	Mr.	Sinoun	Hout	Director	Ministry of Tourism, Cambodia	Department of Tourism Planning and Development	Delegate
3	Mr.	Ratana	Choub	Director	Ministry of Tourism, Cambodia	Department of Tourism Planning and Development	Delegate
4	Mr.	Sarin	Chhoeurn	Chief of GMS Office	Ministry of Tourism, Cambodia	Tourism and Planning Development	Delegate
PR China							
1	Mr.	Jun	Yang	Deputy Director, Asia Division	Ministry of Culture and Tourism, China	Bereau of International Exchange and Cooperation	Head
2	Mr.	Han	Mi	Consultant at Second Level (Director Level), Asia Division	Ministry of Culture and Tourism, China	Bereau of International Exchange and Cooperation	Delegate
Lao PDR							
1	Mr.	Somxay	Sipasueth	Director of Division	Ministry of Information and Culture	Tourism Development Department	Head
2	Mr.	Kettasone	Soudara	Director of Division	Ministry of Information and Culture	Tourism Marketing Department	Delegate
3	Mr.	Phouthone	Dalalom	Deputy Director	Ministry of Information and Culture	Hospitality and Tourism Training Division	Delegate
4	Mr.	Thidsavath	Manotham	Deputy Director	Ministry of Information and Culture	Planning and International Cooperation	Delegate
5	Ms.	Deng	Phanouong	Officer	Ministry of Information and Culture	Tourism Development Department	Delegate
6	Mr.	Somexay	Chongheumoua	Officer	Ministry of Information and Culture	Tourism Marketing Department	Delegate
7	Mr.	Aloun	Bounduan gmanosouk	Officer	Ministry of Information and Culture	Tourism Development Department	Delegate

8	Mr.	Vongphet	Sayarath	Officer	Ministry of Information and Culture	Tourism Development Department	Delegate
9	Mr.	Keovichit	Chitpanya	Officer	Ministry of Information and Culture	Planning and International Cooperation	Delegate
Myanmar							
1	Ms.	Khaing Mee Mee	Htun	Director	Ministry of Hotels and Tourism	Directorate of Hotels and Tourism	Head
2	Mr.	Lynn Htut	Oo	Deputy Director	Ministry of Hotels and Tourism	Directorate of Hotels and Tourism	Delegate
3	Mr.	Kyaw Swar	Win	Assistant Director	Ministry of Hotels and Tourism	Directorate of Hotels and Tourism	Delegate
4	Dr.	San San	Win	Staff Officer	Ministry of Hotels and Tourism	Directorate of Hotels and Tourism	Delegate
Thailand							
Department of Tourism (DOT)							
1	Mr.	Boonserm	Khunkaew	Deputy Director General	Department of Tourism	Tourism Development Department	Head
2	Mrs.	Patthanasiri Salyasiri	Ewtoksan	Director	Department of Tourism	Division of Tourism Professional Development	Delegate
3	Ms.	Nalanthorn	Panumpun	International Affairs Officer	Department of Tourism	Division of Tourism Professional Development	Delegate
4	Ms.	Sukunlaya	Singhaphan	International Affairs Officer	Department of Tourism	Division of Tourism Professional Development	Delegate
Ministry of Tourism and Sports (MoTS)							
1	Mr.	Panupak	Pongatchat	Director	Ministry of Tourism and Sports	International Affairs Division	Delegate
2	Ms.	Tadinee	Phongroob	International Affairs Officer, Practitioner level	Ministry of Tourism and Sports	International Affairs Division	Delegate
3	Ms.	Promptorn	Promrat	International Affairs Officer	Ministry of Tourism and Sports	International Affairs Division	Delegate

Tourism Authority of Thailand (TAT)							
1	Ms.	Sarima	Chindama t	Director	Tourism Authority of Thailand	Secretariat and International Relations Division	Delegate
2	Ms.	Phantajit	Promkutk aew	Chief	Tourism Authority of Thailand	International Cooperation Section	Delegate
3	Ms.	Thanyamon	Kerdphol	Officer	Tourism Authority of Thailand	International Cooperation Section	Delegate
ADB							
1	Mr.	Alfredo	Perdiguer o	Director, Regional Cooperation and Operations Coordination Division	Asian Development Bank (ADB)	Southeast Asia Department	Head
2	Mr.	Steven	Schipani	Unit Head, Project Administration	Asian Development Bank (ADB)	ADB Viet Nam Resident Mission	Delegate
3	Ms.	Alma	Canarejo	GMS Secretariat Consultant	Asian Development Bank (ADB)		Delegate
4	Mr.	Nida	Ouk	Senior Project Officer	Asian Development Bank (ADB)		Delegate
5	Mr.	Asadullah Khan	Sumbal	Principle Regional Cooperation Specialist	Asian Development Bank (ADB)		Delegate
6	Mr.	Siti	Hasanah	Urban Development Specialist	Asian Development Bank (ADB)		Delegate
7	Ms.	Elizabeth	Jung	Young Professional	Asian Development Bank (ADB)		Delegate
8	Ms	Judie Ann	Militar	Senior Operations Assistant	Asian Development Bank (ADB)		Delegate
9	Ms	Giang	Thanh Nguyen		Asian Development Bank (ADB)		Delegate
10	Mr.	Dominic	Mellor		Asian Development Bank (ADB)		Delegate
11		Phoxay	Xayyavon g		Asian Development Bank (ADB)		Delegate
12		Allison	Woodruff		Asian Development Bank (ADB)		Delegate



13		Hoang Nhat	Do		Asian Development Bank (ADB)		Delegate
14	Ms.	Tran Bich	Dung		Asian Development Bank (ADB)		Delegate
MTCO							
1	Mr.	Jens	Thraenhardt	Executive Director	MTCO		Head
2	Mr.	Nattakorn	Asunee Na Ayudhaya	Operations Manager	MTCO		Delegate



APPENDIX 2

PROVISIONAL AGENDA



**47th GMS TOURISM WORKING GROUP & MEKONG TOURISM
COORDINATING OFFICE BOARD MEETING**

**Thursday – 27 May 2021
Virtual Meeting via Video Conference Call (Zoom)**

PROVISIONAL AGENDA

Thursday, 27 May 2021: GMS Tourism Working Group Meeting	
09:00-09:30	Online Check-in
Item 1	Housekeeping Notes
09:30-09:35	<ul style="list-style-type: none"> ➤ MTCO: Video Conference Call Instructions ➤ Call will be moderated by MTCO ➤ ALL: Adoption of Agenda
Item 2	Welcome by Host: Viet Nam National Administration of Tourism
09:35-09:55	<ul style="list-style-type: none"> ➤ Remarks from Meeting Chair, Viet Nam National Administration of Tourism (VNAT): Dr. Ha Van Sieu, Vice Chairman, VNAT ➤ Remarks from Asian Development Bank (ADB): Mr. Alfredo Perdiguero, Director, Regional Cooperation Southeast Asia Department, ADB ➤ Remarks from Mekong Tourism Coordinating Office (MTCO): Mr. Jens Thraenhart, Executive Director, MTCO <p>➤ Group Photo</p>
Item 3	GMS NTO Interventions
09:55-11:15	<ul style="list-style-type: none"> ➤ GMS Situation Updates: <i>10 minutes for each national tourism organization to give an update on the current situation during COVID-19 in their respective countries, and planned tourism recovery initiatives and strategies.</i> <ul style="list-style-type: none"> ○ Cambodia (10 min) ○ PR China (10 min) ○ Lao PDR (10 min) ○ Myanmar (10 min) ○ Thailand (10 min) ○ Viet Nam (10 min) ➤ Focus on 3 key areas: <ul style="list-style-type: none"> ○ COVID-19 situation in respective countries ○ Re-opening plans (planned dates, how & priorities) ○ Government support program for tourism businesses and public-private marketing efforts



**47th GMS TOURISM WORKING GROUP & MEKONG TOURISM
COORDINATING OFFICE BOARD MEETING**

Thursday – 27 May 2021

Virtual Meeting via Video Conference Call (Zoom)

PROVISIONAL AGENDA

<p align="center">Item 4</p> <p align="center">11:15-11:35</p>	<p>Mekong Tourism Communications Recovery Plan: MTCO / ADB</p> <ul style="list-style-type: none"> ➢ Key Findings from Situation Analysis and Stakeholder Workshops ➢ Review Outline Report ➢ Country Feedback & Recommendations to Finalize the Plan (roundtable discussion) <ul style="list-style-type: none"> ○ Cambodia ○ PR China ○ Lao PDR ○ Myanmar ○ Thailand ○ Viet Nam
<p align="center">Item 5</p> <p align="center">11:35-12:00</p>	<p>MTCO Activities: Mr. Jens Thraenhart, MTCO</p> <p>MTCO Activities:</p> <ul style="list-style-type: none"> ➢ GMS Scorecard ➢ Coronavirus Updates ➢ Digital Update (MekongTourism.org & Social Media) <p>MTCO Key Achievements:</p> <ul style="list-style-type: none"> ➢ Mekong Tourism Collaboration - Public-Private Framework
<p align="center">12:00-13:30</p>	<p align="center">Lunch Break</p>
<p align="center">Item 6</p> <p align="center">13:30-14:15</p>	<p>Greater Mekong Subregion Tourism Infrastructure for Inclusive Growth Project</p> <ul style="list-style-type: none"> ➢ Brief report on project implementation status focusing on how project activities are supporting (i) COVID 19 recovery and (ii) ASEAN Tourism Standards implementation <ul style="list-style-type: none"> ○ Cambodia (10 min) ○ Lao PDR (10 min) ○ Viet Nam (10 min) ○ Roundtable discussion: Strengthening project-GMS TWG collaboration



**47th GMS TOURISM WORKING GROUP & MEKONG TOURISM
COORDINATING OFFICE BOARD MEETING**

**Thursday – 27 May 2021
Virtual Meeting via Video Conference Call (Zoom)**

PROVISIONAL AGENDA

Item 7 14:15-14:30	<p>Updates from the Asian Development Bank (ADB): Mr. Steven Schipani, ADB</p> <ul style="list-style-type: none"> ➢ GMS Summit 2021 ➢ ADB GMS tourism support programs (knowledge, finance, partnerships)
Item 8 14:30-14:50	<p>Mekong Tourism Advisory Group (MeTAG): Mr. Jens Thraenhart, MTCO</p> <ul style="list-style-type: none"> ➢ Mekong MeTAG Update ➢ Update about MeTAG Expert Groups
14:50-15:00	<p>End of GMS TWG-47 Meeting</p> <p><u>Following 10-minute break:</u> Closed MTCO Board Meeting Restricted to MTCO Board Members only</p>
Item 9 15:00-15:20	<p>MTCO Operations & Finances: Mr. Jens Thraenhart, MTCO</p> <ul style="list-style-type: none"> ➢ MTCO presents 2021 GMS TWG Workplan ➢ MTCO presents MTCO Finances (2020 Q1 – Q3 & 2021 Q1 Financial Statement) ➢ Board feedback and guidance on the workplan and finances
Item 10 15:20-15:30	<p>Mekong Tourism Forum & TWG / MTCO Board Meetings</p> <ul style="list-style-type: none"> ➢ Update by Thailand on TWG-48/MTCO Board meeting arrangements (Thailand chairs) October/November 2021 ➢ Update by Myanmar: MTF Bagan (currently scheduled for September 2021) ➢ Update by Viet Nam: MTF 2022 ➢ Roundtable discussion
Item 11 15:30-16:00	<p>New MTCO Executive Director Recruitment</p> <ul style="list-style-type: none"> ➢ MTCO summarizes Special MTCO Board Meeting Recommendations ➢ MTCO presented proposed recruitment process and transition arrangements ➢ Roundtable discussion



**47th GMS TOURISM WORKING GROUP & MEKONG TOURISM
COORDINATING OFFICE BOARD MEETING**

**Thursday – 27 May 2021
Virtual Meeting via Video Conference Call (Zoom)**

PROVISIONAL AGENDA

<p>Item 12 16:00-16:30</p>	<p>MTCO Legal Status</p> <ul style="list-style-type: none"> ➢ Update from PR China: Ministry of Culture and Tourism of PRC may wish to brief the MTCO Board on its proposed amendments to the draft MTCO Charter. ➢ Update from member countries on the proposed amendments to draft final Agreement on Establishment of MTCO. ➢ Roundtable discussion on proposed amendments to draft Charter
<p>Item 13 16:30-17:00</p>	<p>Other Matters & Closing</p> <ul style="list-style-type: none"> ➢ All: Open Discussion/Other Issues ➢ Chair: Closing Remarks & Thank You



APPENDIX 3

SPEECHES

Opening Remarks at 47th Meeting of GMS Tourism Working Group

**By Dr. Ha Van Sieu,
Vice Chairman, Vietnam National Administration of Tourism,
Viet Nam
on 27th May 2021
Virtual Meeting via Video Conference Call (Technology: Zoom)**

- *Mr. Alfredo Perdiguero, Director of Regional Cooperation Southeast Department, Asian Development Bank*
- *Mr. Jens Thraenhart, Executive Director of Mekong Tourism Coordinating Office*
- *Head of Delegations of GMS Member Countries*

Ladies and Gentlemen,

Today, I am pleased to see experts and passionate colleagues of Mekong tourism industry at this virtual Meeting. On behalf of the Leaders of Vietnam National Administration of Tourism under Ministry of Culture, Sports and Tourism of Vietnam, I warmly welcome esteemed delegates participating in the 47th Meeting of Greater Mekong Sub-Region Tourism Working Group and the Meeting of the Board of Directors of the Mekong Tourism Coordinating Office. This is a regular meeting and is extremely important in the context that Mekong countries are boosting cooperation to prevent the COVID-19 pandemic and gradually recovering the tourism industry against severe impacts of the pandemic. We highly welcome the Asian Development Bank for its consistent accompany, continuous attention to and practical supports for Mekong tourism sector through various tourism projects and initiatives.

Ladies and Gentlemen,

We are in the 2nd year of COVID-19 pandemic. Most countries are forced to locked down international travel and impose travel restrictions due to the pandemic. However, the recently successful production of COVID-19 vaccine has brought about the brighter prospect of the tourism industry recovery. Many countries have been discussing about the application of “vaccine passports”, EU digital green certificates or airlines

are implementing pilot plan of IATA digital Travel Pass to ease travel restrictions.

I am delighted to inform you that Viet Nam has launched its COVID-19 vaccination program since March 2021. In short term, priorities groups are front-line workers who directly join in the anti-pandemic efforts. Tourism workers are also on the list of priority when there is a sufficient quantity of imported vaccines. On March 23, 2021, the Vietnamese Prime Minister instructed that the transportation and tourism sectors in coordination with health should consider step by step re-opening of international flight routes and apply for “vaccine passports”. Vietnam National Administration of Tourism has worked with the Vietnam Tourism Association and some provincial governments to develop a pilot plan on border re-opening for foreign visitors in the new situation. It is expected that this plan can be implemented in the third quarter of 2021.

It can be said that the prospect of tourism recovery is brightening. To overcome this pandemic, no single country could act alone. To overcome this pandemic, no single country could act alone. We should work together, have joint actions and efforts for shared objectives including each country's particular objectives. The 47th Meeting of GMS TWG will cover matters such as opening international tourism plan, Mekong Tourism Communications Recovery Plan, reviewing the implementation of tourism projects funded by ADB, activities of Mekong Tourism Advisory Group MeTAG. MTCO consolidation issues such as the change of MTCO Executive Director, negotiation and conclusion of an Agreement on MTCO establishment as an international organization are also priorities to be discussed at the MTCO Board of Directors meeting. I kindly request delegates to actively discuss and contribute ideas, initiatives for the future of tourism sector of Greater Mekong Sub-region.

In that spirit, I would like to announce the opening of the 47th Meeting of GMS Tourism Working Group and the MTCO Board of Directors Meeting. I wish the our Meeting a great success. I wish all delegates health and safety. Hope to see you all at the Mekong Tourism Forum on-site in 2022 held in Vietnam./.

Opening Remarks at 47th Meeting of GMS Tourism Working Group

**By Mr. Alfredo Perdiguero,
Director, Regional Cooperation Operations Coordination
Division**

**Southeast Asia Department, Asian Development Bank
on 27th May 2021**

Virtual Meeting via Video Conference Call (Technology: Zoom)

On behalf of the Asian Development Bank, we thank the Viet Nam National Administration of Tourism for hosting the 47th GMS Tourism Working Group meeting – and Dr. Ha Van Sieu, Vice Chairman of VNAT, for chairing the discussions.

ADB also sincerely thanks all GMS country delegations for your active participation in the meeting and your tireless efforts to support the tourism industry while the COVID-19 pandemic rages. As always, we appreciate the Mekong Tourism Coordinating Office's assistance to organize the meeting and commend MTCO initiatives to help tourism stakeholders stay connected and support one another during these challenging times.

In 2020, the GMS saw international tourist arrivals sharply drop by an estimated 82% to less than 15 million, and international tourism receipts fall nearly 73% to about \$27 billion. The GMS has not seen international tourism arrivals at this level since 2003, curiously, the same year we were affected by the SARS outbreak in Southeast Asia. Considering that GMS tourism generated over \$100 billion in 2019 and contributed up to 20% of GDP in GMS countries, the current tourism downturn is significantly undermining GMS prosperity.

Although tourism destinations are suffering from reduced income and millions of job losses, the world recognizes successful GMS efforts to manage the pandemic. These include border closures, testing and contact tracing, enforcing social distancing and mask-wearing, and promoting good hygiene. Social protection for tourism workers and fiscal support for tourism enterprises is helping many survive and stay ready to receive international visitors once borders reopen.

Regarding re-starting international travel, we are optimistic that the GMS

is finally seeing light at the end of this dark COVID-19 tunnel. Vaccination campaigns are ongoing worldwide and substantial percentages of people in the GMS are expected to be fully vaccinated against COVID-19 by the end of this year.

ADB stands with the GMS and is proud to be helping beat COVID-19. We have extended \$2 billion in assistance to GMS countries through our COVID-19 Pandemic Response Option support facility to strengthen disease prevention and control, provide social protection, and fiscal stimulus. And we expect to approve our first \$95 million in GMS vaccine financing under ADB's Asia Pacific Vaccine Access Facility in the second half of 2021.

Regarding GMS planning matters, the GMS Economic Program Strategic Framework 2030 and GMS COVID-19 Response and Recovery Plan 2021-2023 strongly feature regional cooperation to rebuild tourism safely and sustainability, incorporating your valuable inputs. ADB's GMS Secretariat will be consulting the working group later this year on priority projects for inclusion in the next GMS Regional Investment Framework, so I encourage you to work with national planning and finance ministries to set priorities for ADB assistance.

ADB also values your feedback on the draft GMS Tourism Recovery Communications Plan that will be discussed today and your ideas on how ADB could help support GMS countries implement the plan.

So again, on behalf of ADB, we sincerely thank our colleagues from the Viet Nam National Administration of Tourism for hosting and chairing this meeting and thank the Mekong Tourism Coordinating Office for moderating. ADB highly appreciates the contributions and active participation of all GMS country delegations.

Thank you.

TWG 47th Opening Speech

By Jens Thraenhardt

Executive Director, Mekong Tourism Coordinating Office

47TH MEETING OF THE GMS TOURISM WORKING GROUP

27th May 2021

Virtual Meeting via Video Conference Call (Technology: Zoom)

- Dr. Ha Van Sieu, Vice Chairman, Viet Nam National Administration of Tourism, Viet Nam
- Mr. Alfredo Perguero – Director, Regional Cooperation Southeast Asia Department, Asian Development Bank
- Heads of Delegation of the GMS Member Countries
- Distinguished Delegates of the GMS Member Countries and the Asian Development Bank
- Ladies and Gentlemen.

Good morning to all of you. I am happy to see everybody being healthy. On behalf of the Mekong Tourism Coordinating Office, I would like to thank the Viet Nam Administration of Tourism for hosting the 47th GMS Tourism Working Group & MTCO Board Meeting. Last time Viet Nam was the host, we all met in beautiful Phu Quoc – in person. However, this is the 3rd GMS TWG Meeting that we are forced to conduct virtually due to the COVID-19 pandemic.

This is now my 7th year as Executive Director of the Mekong Tourism Coordinating Office, and I would like to thank the GMS Tourism Working Group for their trust in acting on their behalf. I will be sad to leave, but I will remain a friend and hope to stay involved in regional Mekong Tourism collaboration and look forward to visiting you in the respective member countries again soon.

We are facing unprecedented difficulties in the tourism sector in Southeast Asia, especially in countries where travel and tourism contributes a large share to the livelihoods of communities. Tourism is a vital impact factor on the socio-economic development in the Greater Mekong Subregion (GMS).

While the pandemic has shown how fragile the tourism industry can be when focusing on long-haul mass tourism, many experts believe that this pandemic may bring an opportunity to reset tourism and make it more responsible and sustainable by aiming at a Balanced Tourism Recovery



and holistic destination management and putting stakeholder engagement at the core and focus on balanced tourism and positive net benefits for communities through responsible and inclusive travel.

These difficult times require innovative thinking and collaboration to position our local businesses and our precious Mekong Region as a strong and sustainable tourism destination, and expand the mission to focus on stewardship.

Over the past years, in tandem with the private sector, the Mekong Tourism Coordinating Office, as the secretariat of the tourism working group of the six member governments of the GMS has successfully initiated programs to showcase small businesses and develop innovative, collaborative social media campaigns, that garnered international acclaim and recognition.

The tourism landscape will be reshaped. In the post-pandemic world, we will see a shift in preference and behavior among travelers at least in the short-term – the public health conditions of destinations, and the hygiene standards of transportations, hotels and other tourism facilities will become a top priority; people will prefer short-haul breaks and shorter itineraries; regional tourism and economic collaborations may become driving factors for an accelerated tourism recovery. Local communities and rural experiences are on top of the list of people to travel post COVID-19.

Our branding of “Unlimited Experiences” is consistent with what people will be looking for when travel resumes. We now need to make sure we protect these local and authentic experiences, which in many cases are provided by small responsible travel businesses and social enterprises. Collaboration is the key to the solution. Public-private partnerships provide frameworks to exchange ideas, find solutions, and strengthen each other.

In the right circumstances, public-private partnerships (PPPs) like the Mekong Tourism partnership framework can allow governments to lead the development of tourism assets in accordance with government priorities and high environmental and social standards, while harnessing the efficiency and creativity of the private sector to contribute significantly to the development of a sustainable tourism programs, and can be a part of a broader strategy to facilitate tourist access, enhance quality and efficiency, and improve the destination experience.

Agility is important, and Resilience is more critical than ever. As the role of destination marketing organizations evolves, so must its business model. The public and private sectors must collaborate. Together, these two forces can achieve greatness.

The Mekong Tourism Collaboration Framework can drive public private collaboration in the tourism industry in this region. We will not succeed if we don't come together now as an industry and change our traditional mindsets.

With that, I thank you all for taking the time, and wish us all a successful and productive meeting.

Thank you.



APPENDIX 4

GMS COUNTRY REPORT



Tourism Update

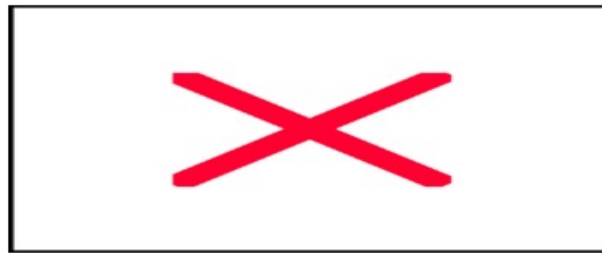
Asia Division
Bureau of International Exchanges and Cooperation
Ministry of Culture and Tourism, China

GMS TWG-47 & MTCO BOARD Meeting



- COVID-19 pandemic prevention and control
- Tourism Recovery
- Newly introduced measures & events under planning

COVID-19 prevention and control



- Dada and graph from

<https://news.qq.com/zt2020/page/feiyang.htm#/>

The above graph is showing the number of confirmed domestic cases in the past 30 days (until May 25, 2021) of the Chinese Mainland. Most of the time in the past 12 months has seen no confirmed domestic cases on the Chinese Mainland. Majority of the confirmed cases were

COVID-19 prevention and control

- On May 14th, 2021, National Health Commission of China issued the 8th Edition of Protocol on Prevention and Control of Novel Coronavirus Pneumonia.



Until May 24th, 2021, 527.253 Million shots of Vaccine had been given to the population on the Chinese Mainland. The vaccination is free of charge for all Chinese citizens.



Tourism Recovery

- Tourism data for the May Day Holiday (5 days)

Domestic Tourists	Growth Rate (compared to the same period of 2020)	Growth Rate (compared to the same period of 2019)
230 Millions	119.7%	3.2%
Domestic Tourism Revenue	Growth Rate (compared to the same period of 2020)	Growth Rate (compared to the same period of 2019)
113.23 Billion Yuan	138.1%	-23%



Tourism Recovery

- Traffic data for the May Day Holiday

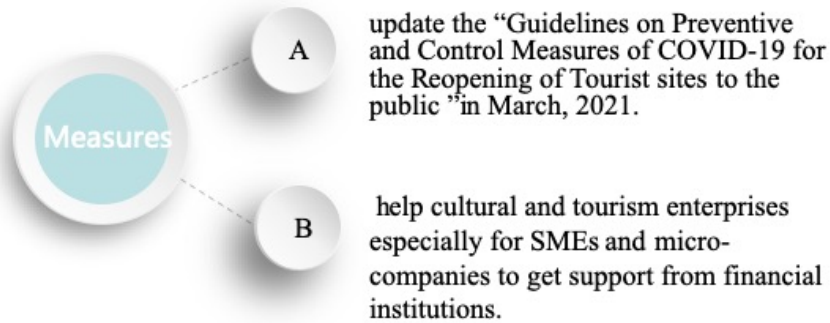
Railway Passagers	Growth Rate (compared to the same period of 2020)
117 Millions (8 days) ①	11% ①
Air Passagers	Growth Rate (compared to the same period of 2020)
8.66 Billion ②	173.9% ②

① Data from National Railway Administration

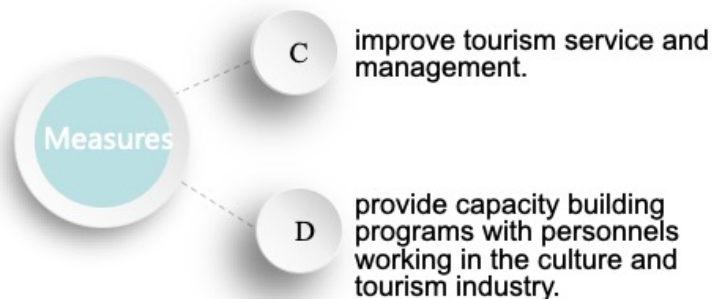
② Data from a report released by flight mater. Details are available on <http://www.qmtmedia.com/yejieshuju/29-3780.html>

New Measures

Besides the measures introduced during GMS TWG-46, among others, recently policies were issued by Ministry of Culture and Tourism of China (with other line Ministries) to:



New Measures



Tourism events

Tourism fairs and exhibitions:

- a. CITM
- b. Beijing International Health Tourism Expo,
- c. China Asean Expo Tourism Exhibition, etc



Tourism events

Events are being planned for:

- a. Coastal and Marine Tourism;
- b. Mountain Tourism;
- c. Smart Tourism;
- d. Lancang-Mekong Tourism Cities Cooperation Alliance;
- e. Culture and Tourism weeks





Thank you!



47th Meeting of the GMS Tourism Working Group 27 May 2021



Covid-19 situation in Laos

2

- ▶ In Laos, as of today 26 May 2021, we have recorded 1,883 confirmed COVID-19,
- ▶ 1,261 cases have been discharged from hospital,
- ▶ remaining 620 cases in the country, deaths 2 but the risk of widespread and severe outbreak still exists.
- ▶ 614,566 of the population can get the 1st dose of the Covid-19 vaccine and 2nd dose 136,219 people
- ▶ To against this outbreak, the Lao government has laid out measures to prevent the spread of the virus as indicated in Prime Minister's Order No. 15, 21 April 2021 comprehensive preparedness against COVID-19.

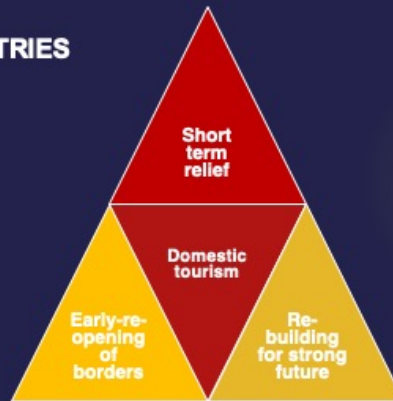




4. STRATEGY CONSIDERATIONS

4

OTHER COUNTRIES



4. STRATEGY CONSIDERATIONS ct'd

5

OTHER COUNTRIES



CONSIDERATIONS FOR LAO PDR

- Not considered as part of the assignment
- Recommendation by World Bank, UN, EU
- Some countries are implementing this strategy

➔ Required however, current Government limitations to implement



4. STRATEGY CONSIDERATIONS ct'd

6

OTHER COUNTRIES



CONSIDERATIONS FOR LAO PDR

Successful for countries with:

- **Domestic tourism segment pre-COVID**
- **Substitution options** for air based travel
- **Sufficiently strong economy** so tourism spend will continue

Domestic travel spend is likely focusing on **business travel, VFR and vacation rentals**

➔ Domestic tourism is unlikely to resolve business cash flow issues in short term



4. STRATEGY CONSIDERATIONS ct'd

7

OTHER COUNTRIES

CONSIDERATIONS FOR LAO PDR

Travel bubble :

- Driven by **economic incentives & trust**
- Boosts **international travel both ways**

ADB modelling:

Thailand – Laos: **tourism loss from -70% to -30%**



➔ **Attractive option - needs focus on:**

- Health protocols
- Capability to respond quickly to changes
- Market intelligence on travel sentiment, travel & product preferences



4. STRATEGY CONSIDERATIONS ct'd

8

OTHER COUNTRIES

CONSIDERATIONS FOR LAO PDR

Considerations for greening and sustainable tourism as a medium to long term priority:

- Nature-based tourism more attractive (*outdoors = lower likelihood of COVID infection*)
- Indoor areas less attractive (*shopping centres etc*)
- McKinsey: sustainability has lower impact on travel decisions



➔ **Attractive option for Lao PDR**



5. PROPOSED RECOVERY PRIORITIES AND ACTIONS

9

BASED ON ...

1. MoICT tourism recovery plan July 2020
2. Recommendations in reports from potential donor partners
3. Case studies (other countries, recovery scenarios and influencers)
4. Interviews with private sector

→ 3 THEMES



5. PROPOSED RECOVERY PRIORITIES AND ACTIONS

10

3 THEMES, 8 STRATEGIC PRIORITIES

Theme	1. Economic relief to revive the tourism sector	2. Build confidence in travel and strengthen the sector	3. Upgrade, expand and diversify
Strategic priority	<ol style="list-style-type: none"> 1. Intensify strategic engagement between Government and private sector 2. Deploy tourism support package and provide businesses with liquidity (tourism relief fund, incentivize job retention and protect vulnerable groups) 	<ol style="list-style-type: none"> 3. Implement health protocols and communication strategy 4. Invest in market intelligence (market research, data collection & analysis, training and digital tools & platforms) 5. Strengthen brand and boost marketing to re-ignite travel (domestic, top source markets through bubble) 	<ol style="list-style-type: none"> 6. Stimulate capital investment (renewing of assets) 7. Diversify products (specific focus on greening and sustainability) 8. Diversify markets (secondary source markets)



5. PROPOSED RECOVERY PRIORITIES AND ACTIONS ct'd

11

3 THEMES, 8 STRATEGIC PRIORITIES, 46 ACTIONS

- Tourism board activated for marketing
- Tourism relief fund for subsidies on utility bills, suspension of VAT until borders open, low interest loan for capital investment, low or no interest loan with grace period for 'crisis' payments of wages
- Operational protocols for health & safety, travel bubble etc
- Market research on domestic and regional source markets
- Training programs for the sector
- Awareness raising and cash back scheme to stimulate domestic spend on travel
- Investment in facility upgrades
- Incentive program for greening of tourism, with associated marketing budget for promotion of Lao PDR as a nature based tourism destination
- E-commerce strategy



Thank you





The Republic of the Union of Myanmar



47th GMS Tourism Working Group Meeting & Mekong Tourism Coordinating Office Board Meeting

GMS Situation Update

Presented by,

Ms. Khaing Mee Mee Htun
Director
Ministry of Hotels and
Tourism

Tourism

Ph: +95 67 3 406249
Fax: +95 67 3 406104
Email: irc@tourism.gov.mm,
irc.mmti@gmail.com



COVID-19 Situation in Myanmar



Total Specimens Tested	-	2,613,549
Total Person Under Investigation	-	15,581
Lab Confirmed	-	143,296
Death among Lab Confirmed Cases	-	3,216
Recovered	-	132,229

(As of 25-5-2021, 8:00 P.M.)

Source: www.moht.gov.mm

Current Initiatives

Tourism National Guidelines for COVID-19 Safe Services

"Enchanting Myanmar Health & Safety Protocol(HSP)" was developed and trainings for effective utilization of the protocol have been conducted by the MOHT at the different major tourist destinations. The protocol covers the following sectors:



1. Hotels and Guest Houses
2. Restaurants
3. Transport
4. Travel and Tours
5. Tourist Guides
6. Tourist Attractions
7. Souvenir Shops

In collaboration with respective tourism related associations, the MOHT will provide Certificates and Plaques to the HSP certified businesses in order to rebuild Trust and Confidence of Travelers.

<https://hsp.tourism.gov.mm/home>

Future Approach

"Enchanting Myanmar Health & Safety Protocol (HSP)"



Current Initiatives

“Myanmar Tourism Strategic Recovery Roadmap (2021-2025)”

1 year detailed Action Plan

18 Strategies

3 priorities: Immediate, Medium and Long Term

93 Specific Actions

The Myanmar Tourism Strategic Recovery Roadmap 2021-2025

Mission

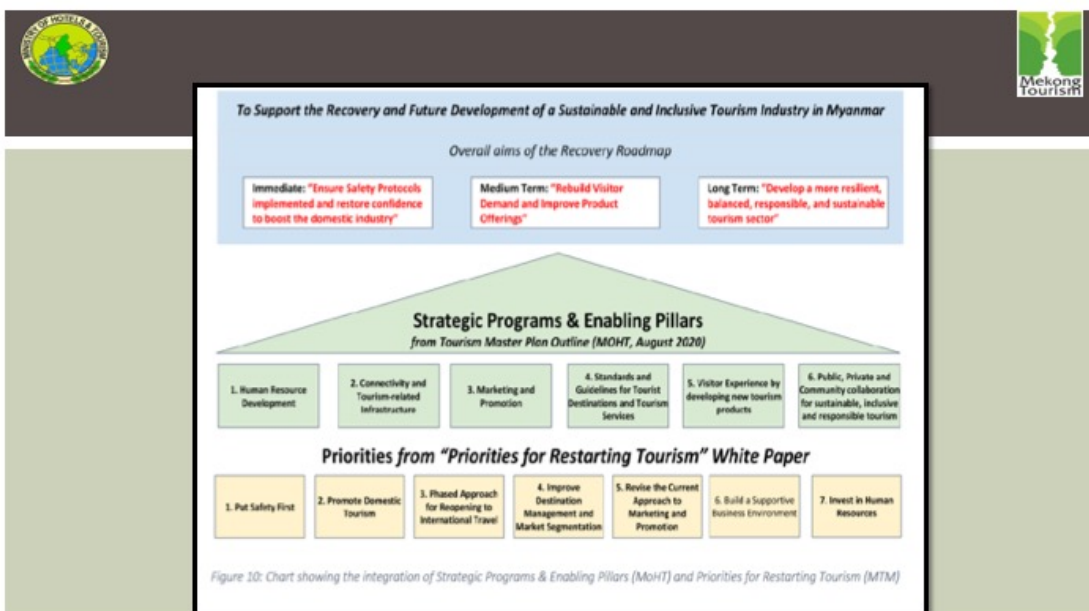
To provide a response to COVID-19 aligned with UNWTO recovery recommendations, based on Myanmar Tourism Master Plan outline leading to recovery and future development of a sustainable and inclusive tourism sector in Myanmar.


Goals

Immediate	Restore confidence to boost and restart the domestic tourism sector
Medium Term	Rebuild Visitor Demand and Improve Product Offerings
Long term	Develop a more resilient, balanced, responsible, and sustainable tourism sector


Action Planning for Tourism Recovery

Priorities	Actions	Outcomes	Focus
Immediate:	Managing the crisis and mitigating the impact	Restore confidence to boost and restart the domestic sector	Important and Urgent
Medium term:	Providing stimulus and accelerating recovery	Rebuild Visitor Demand and Improve Product Offerings	Important and not Urgent
Long term:	Preparing for the future	Develop a more resilient, balanced, responsible, and sustainable tourism sector	Longer term structural actions





Actions to be Implemented with MTSRR 2021-2025



- ✓ To offer alternative tourism products to both international and domestic visitors, the committee for each of the following types of tourism has been formed:
 - Cultural Tourism
 - Ecotourism or Nature-based Tourism
 - Gastronomy Tourism
 - River Cruise and Train Tourism
 - Sports Tourism
 - Agri-Tourism



- ✓ Formation of the Destination Management Organizations in the Regions and States (Representatives of public, private and local communities)

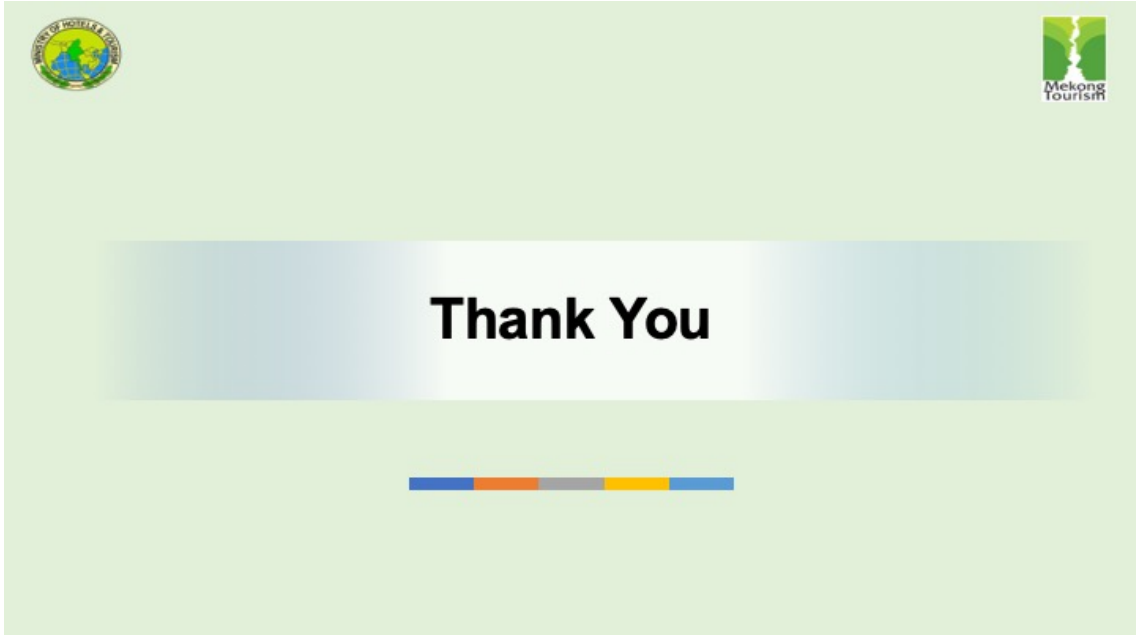
- ✓  Implementation of ASEAN Framework to Facilitate Travel Bubble Schemes
 - Travel Bubble initiatives for Travelers



Travel Situation In Myanmar



Airlines	Immigration	Hotels & Restaurants						
<p><u>Suspension Of International Flights Operation</u></p> <p>According to the notice from the Department of Civil Aviation issued on 30 April 2021, the earlier restrictions for all international airlines operating air services to and from the Yangon International Airport have been further extended up to 31 May 2021, 2359 Hours MST.</p>  <p><u>Domestic Travelers</u></p> <p>According to the Standard Operation Procedure - SOP [Version-2.2], domestic travelers can purchase the domestic air ticket at local ticketing agents, airlines, or online ticketing agents and is no longer required to submit a health certificate.</p> <p>www.yangonairport.aero/index.php/en/media-ygn-airport/news</p>	<ul style="list-style-type: none"> - With a view to preventing importation and spread of COVID-19, the Government of the Republic of the Union of Myanmar has temporarily suspended entry of any foreign nationals through any border check point being opened between Myanmar and its neighboring countries. - The entry and exit of local population on both sides of the border through the existing check points concerned will not be restricted. - They will be subject to health check and temperature screening at the entry of the border check points. - Any foreign national with valid entry visa may enter and exit to/from Myanmar only at Yangon, Mandalay and Nay Pyi Taw International Airports in accordance with the existing rules and regulations. - Temporary Suspension for all new e-Visa applications (will take effect on Friday, 20th March 2020, 23:59 Myanmar Standard Time (GMT +6:30) till 31st May, 2021) - Number of Countries able to obtain visa on Arrival-55 <p>https://evisa.moip.gov.mm/</p> 	<p><u>Hotels</u></p> <p>A total of 1195 hotels have been inspected and reopened across Regions and States.</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding-right: 10px;">Yangon</td> <td style="text-align: right;">- 122</td> </tr> <tr> <td>Mandalay</td> <td style="text-align: right;">- 131</td> </tr> <tr> <td>Shan State</td> <td style="text-align: right;">- 274</td> </tr> </table>	Yangon	- 122	Mandalay	- 131	Shan State	- 274
Yangon	- 122							
Mandalay	- 131							
Shan State	- 274							



GMS Situation

Updates on the current situation during COVID-19



1

COVID-19 Situation in Thailand

(as of 26 May 2021)

Confirmed cases

137,894

+ 2,455 **New cases** !
(as of 26 May 2021)

Recovery

91,765

Death

873

Vaccinated


3,147,227

2


Medical & Public Health Measures


3

The establishment of field hospital




- ▶ Temporary facilities accommodating a large number of patients
- ▶ May operate from a temple, a stadium, or a school

 For patients with tested positive but mild or no symptoms


 Maintain social distancing & provide with basic necessities


Approx. 150 field hospitals


Active Case Finding for Covid-19





- ▶ Conducted in risk areas having many people



communities


flats


markets


construction worker camps

 Monitor people's health status & follow up the suspected cases

 Many provinces i.e. Bangkok, Krabi, Ayutthaya, Prachuap Khiri Khan and Buriram

4

COVID-19 Vaccinations



1st Phase Frontline medical & health personnel & other frontline workers

✓ Done within May 2021

2nd Phase People with seven chronic diseases & the elderly aged 60 years and over



Register via "Mor Prom" / hospitals



Start in 7 June 2021

3rd Phase The general population aged 18-59 years



Register via "Mor Prom" / hospitals



Start in August 2021



Vaccination appointments

(as of 26 May 2021)

TOTAL 7,944,411

Bangkok 913,218

Upcountry 7,031,193

5

Measures to assist business operators



The reduction in electricity & water bills

(May & June 2021)



ELECTRICITY



Small businesses

⇒ The first 50 units waived & pay the rest



WATER



Small businesses

⇒ **10 % discount**

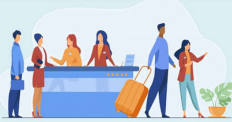
(Except government and state enterprises)

6

Measures to boost tourism



Amazing Thailand Safety and Health Administration (SHA)



Represents tourism industry entrepreneurs' readiness in improving their products, services, and sanitation measures



Registered **over 10,000**



Received **over 9,000**



7

Measures to boost the economy



8

“Khon La Khrueng” (Let's Go Halves) (3rd Phase)

▶ Government co-payment scheme will be launched in the 3rd quarter

3,000 Thai Baht
(≈ 95 USD)

“Paotang”

▶ Government pay for half of the purchase

“Rao Chana” (We Win)

9,000 Thai Baht
(≈ 287 USD)

“Paotang”

▶ Government co-payment scheme will be launched in the 3rd quarter

“Mo 33 Rao Rak Kan” (Section 33 We Love Each Other)

▶ To assist employees under Section 33 of the Social Security Act (SSA) & state enterprise employees

6,000 Thai Baht
(≈ 191 USD)

“Paotang”

“COVID-19 Security Loan”

▶ For employees of private companies, the self-employed and farmers

10,000 Thai Baht
(≈ 319 USD)

0.35 %
monthly interest rate

“Memo”

 <p>WE TRAVEL TOGETHER</p> <p>เราเที่ยวด้วยกัน</p>	 <p>TOUR TIEW THAI</p>
<p>Government will subsidize</p> <p> 40 % of hotel rooms Not more than 3,000 ฿/night (Limited to 15 rooms/nights)</p> <p> 600 Thai Baht (Limited to 40% of actual expenses)</p> <p> 40 % of ticket price Not more than 2,000/seat</p>	<p>Government will subsidize</p> <p> 40 % of payment Up to 5,000 ฿/person</p> <ul style="list-style-type: none"> ✓ Domestic tour agency ✓ 3 days 2 nights ✓ Minimum 12,500 ฿  Sunday - Thursday

11

Plan to re-open Thailand



REOPENING

12

Re-opening Plan

1st Phase	1 April – 30 June 2021	Vaccinated	Quarantine 14 days
2nd Phase	“Phuket Sandbox” 1 July – 30 September 2021	Vaccinated Phuket	No Quarantine
3rd Phase	From 1 Oct 2021 Krabi, Phang Nga, Surat Thani, Chiang Mai, Chonburi, Buriram, Phetchaburi, Prachuap Khiri Khan & Bangkok	Vaccinated	No Quarantine
4th Phase	From 1 January 2022	Vaccinated Anywhere	No Quarantine

13

14



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

Item 3. NTO Interventions

Viet Nam's Updates

The 47th GMS TWG Virtual Meeting
27th May, 2021

1

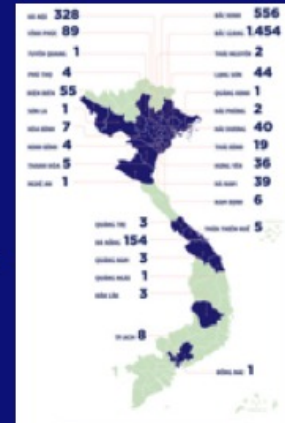


3 KEYS CONTENTS

- 1. COVID-19 situation in Viet Nam**
- 2. Re-opening plans**
- 3. Government support program for tourism businesses and public-private marketing efforts**

COVID-19 situation in Viet Nam

- Confirmed cases: 5,971; 0.0063% of population
- Recoveries: 2,794
- Being treated: 3,129
- Deaths: 44, 0.0074% of confirmed cases
- Present clusters of cases: >10, detected in karaoke, pub and spa centre, some industrial zones, two hospitals and some communes of Vinh Phuc, Ha Nam, Bac Ninh, Bac Giang provinces, Da Nang City and Ha Noi Capital.



Map of 4th wave of covid-19
(from 27 April to 26 May 2021:
2,872 confirmed cases)



COVID-19 situation in Viet Nam

- ✓ Mechanism: persist the dual goal policy: drastically preventing and combating to the COVID-19 epidemic while maintaining socio-economic activities
- ✓ Taken Actions:
 - Not lock down any whole province
 - Only clusters of COVID-19 cases were temporarily shut down
 - Follow 5K: Facemask – Disinfection – Keep 2-m Distance - No gathering - Health declaration
 - 6 May 2021, extended the quarantine period to 21 days from 14 days
 - Social distancing at two levels: shut down non-essential services such as movie theaters, gyms, spa and massage, street-food courts; suspension of all physical and sports activities in public, festivals; close of relic and tourist sites, no gathering more than five people in public and outside of offices and schools



Vaccine Strategy

- ✓ **Vaccination Program**
 - Starting on 8 March 2021
 - >1 million has been vaccinated
 - 1.7 million doses of the Oxford-AstraZeneca vaccine was newly received
 - Ordered to buy > 100 million doses of vaccine from overseas producers
 - Targeted number is 150 doses of vaccine aimed to 75% vaccinated population
- ✓ **Vaccine Production Campaign:**
 - 04 domestic manufacturers
 - NanoCovax vaccine of NANOGEN Company has completed 2 trail phases & allowed to starting 3rd phase trial at wide range from 25 May 2021
 - The COVINAC vaccine produced by IVAC are preparing for the first trail phase.
 - The vaccines of the No. 1 Vaccine and Biological Company (VABIOTECH) implemented the first trail phase in April 2021.



Opening Plan

- ✓ Suspended the entry of all foreigners since 22nd March 2020
- ✓ On 19 April 2021, our Prime Minister instructed the line Ministries to consider the implementation of “vaccine passports” for vaccinated people as well as opening of international tourism
- ✓ Drafting a pilot plan on receiving international tourists in a new normal situation
- ✓ Plan to start receiving the first international tourists in third quarter of 2021 with limitation of selected visitor groups and designated travel agents, resorts, airlines and destinations
- ✓ No date for the implementation of “vaccine passport” plan has been set so far because of the newly arising wave of COVID-19 on 27 April 2021



Government support program & public – private marketing efforts

- ✓ Continue implementing three groups of incentives and policies such as fiscal and monetary policies, reduction of various fees and prices and social welfares
- ✓ Persist domestic tourism stimulus campaign in new normal situation called “Vietnam - Safe and Attractive Destination”
- ✓ Tourism accommodation establishments are requested to make safe self-evaluation on travel app “Vietnam Safe Travel” or the website <http://safe.tourism.com.vn>
- ✓ Maintain e-marketing to international markets.

THANK YOU



Visit us at www.vietnam.travel
Mobile App: VietnamGo
www.facebook.com/VietnamTourismBoard



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

Updated Performances about Vietnam Tourism and COVID-19

The 46th GMS TWG Virtual Meeting
03rd December 2020

1



APPENDIX 5

MEKONG TOURISM RECOVERY COMMUNICATION PLAN



SITUATIONAL ANALYSIS



- Due to the COVID-19 pandemic, **international tourist arrivals dropped by 82%** in 2020 from 74 million in 2019. **Tourism receipts dropped by 73%** from \$100 billion in 2019.
- **Tourism contributed 3.3%–19.6% to the GDP** of GMS countries in 2019. The current tourism downturn significantly undermines GMS prosperity.
- **Internationally, the COVID-19 infection rates are decreasing**, and vaccination rates are increasing in many source markets, providing a generally positive outlook into tourism recovery towards 2022.
- **In the GMS countries COVID-19 vaccination campaigns are accelerating** and substantial percentages of people are expected to be fully vaccinated against COVID-19 during 2021–2022. GMS responses to the pandemic make compelling stories that the world should hear.

SITUATIONAL ANALYSIS

People want to travel in 2021



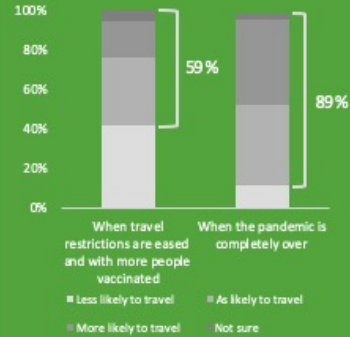
77%

Travelers want to be more conscious about supporting small, local businesses while traveling

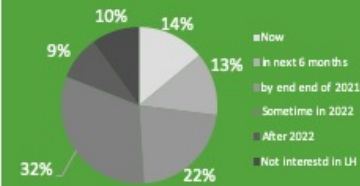
69%

Travelers want to choose airline/hotel that values diversity and inclusion.

Likelihood to travel Internationally



Long-haul travel intent

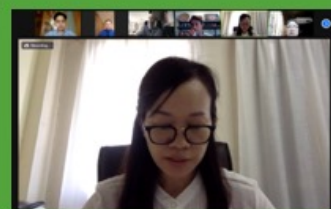


Purpose of travel



STR, April 2021; American Express, January 2021; ETC, January 2021

GMS Tourism Communication Plan Workshops



COMMON RESPONSES OF GMS NTOs



- **Decisive travel restrictions**, testing and contact tracing
- **Establish safety procedures**, promoting personal protection measures like social distancing, mask-wearing, and good hygiene
- **Social protection** and vocational training programs were expanded for unemployed tourism workers and **fiscal support** extended to tourism enterprises
- **Domestic travel campaigns** were launched.

OBJECTIVE

To guide dissemination of accurate and engaging information to support a safe and sustainable GMS tourism recovery.



RECOVERY COMMUNICATIONS PRINCIPLES

To frame activities of the communication plan



1. Generate **aligned content** and messages that match GMS countries' relevant COVID-19 recovery policies and the GMS Tourism Sector Strategy objectives to promote inclusive, sustainable, and resilient tourism. Make abundant, quality content openly accessible in suitable digital formats.
2. Facilitate **engaging conversations** among public and private GMS tourism stakeholders and consumers using tools that foster two-way communications. Use inspiring storytelling, tone of voice, and languages best suited for intended audiences.
3. Proactively **connect stakeholders** electronically and in-person using appropriate channels, to build trust and relationships that cost-effectively broaden information dissemination and exchange.

ALIGNED CONTENT



- Content will **inspire target audiences** with rich stories and visual content (images, videos) that **evoked memories** of the GMS
- It will be timely and available through **easily accessible channels that also facilitate travel planning and booking** such as company websites, online travel agents, and sharing economy platforms.
- Featuring the unique selling points of destinations together with accurate safety and health information will **enable consumers to make well-informed travel decisions**.

KEY MESSAGES



1. Building trust.

We have managed COVID-19 well, care for our visitors, and have put appropriate health and safety measures in place.

2. Welcoming.

We are open for business and welcome domestic and international tourists.

3. Promoting sustainability.

We are managing tourism more sustainably for people and the planet.

4. Inspiring experiences.

We offer diverse and authentic experiences, including family beach holidays, pristine nature, city trips with friends, couples' retreats, and gourmet cuisine. Remember your last visit – relaxing, food, discovery, friends – and tell us what you would like to do now.

ENGAGING CONVERSATIONS



- GMS NTOs, travel media, tourism enterprises, the MTCO, and development partners will be the **primary sources of content generation** and engagement
- **GMS NTOs will continue to disseminate country-specific information** and selectively endorse private sector-led recovery campaigns.
- **Digital channels** that foster two-way engagement between and among consumers and the travel trade will be used extensively.
- **Localized engagement** with domestic tourists in GMS languages is important in early recovery stages.
- **The MTCO will produce a toolkit** with sample social media posts, web-advertising templates, sample press releases, and other tools used for creating engagement with the travel trade and consumers.

CONNECTING STAKEHOLDERS



- Stakeholders will be mobilized with the help of **conveners like GMS NTOs, the MTCO, and tourism industry associations.**
- The **MTCO** will continue to connect stakeholders by **promoting their initiatives** and selectively sponsor bloggers and website content, and **aggregate and distribute trade and consumer-generated social media content.**
- The initiatives include the **Mekong Recovery Campaign**, which connects local GMS businesses and past international visitors to generate and share inspiring content on social media. The campaign also aims to boost domestic demand and increase sales for local businesses.

SOURCE MARKETS & MESSAGING



Source markets and segment targeting will vary from destination to destination, influenced by the COVID-19 situation in different sending countries, outbound/inbound travel policies, what the destination offers, and transport scheduling, among others.

Reopening Priorities

1. **Domestic tourism**
2. **Intra-GMS and intra-Southeast Asia**
3. **Medium-haul destinations and long-haul destinations, factoring in vaccination levels**

PHASES

- Phase 1:** International borders are closed to tourists, a reopening date is uncertain, and there are some domestic travel restrictions.
- Phase 2:** Firm date to reopen borders to international tourists is announced, with easing domestic travel restrictions.
- Phase 3:** One or more international travel corridors is established, and domestic travel is largely unrestricted.
- Phase 4:** The openness of international and domestic travel policies is similar to pre-pandemic levels, not likely until at least 2023.



SEGMENTS

- | | | | |
|--|---|--|---|
|
Beach
Families and groups of friends are ready for relaxing and fun beach holidays. |
Business
Adults are tired of online meetings, wanting to reconnect in-person with clients and colleagues. |
City Stays
Younger travelers seek city stays with shopping, dining, and other urban experiences. |
Culture
All ages enjoy meeting hospitable GMS people and experiencing their rich cultural heritage. |
|
Nature
All ages appreciate the range of nature-based experiences the GMS offers in safe, uncrowded settings. |
Tours
Cautious adults and families, and those seeking specialized experiences, can easily book organized tours. |
Visits
Everyone misses their friends and family and wants to reconnect. |
Wellness
Adults yearn for wellness activities to relieve stress caused by the prolonged pandemic and working-from-home. |

KEY IMPLEMENTATION ENTITIES AND ROLES



GMS National Tourism Organizations

- **Integrate appropriate tourism recovery communications** into national COVID-19 tourism recovery efforts.
- **Create and implement national/destination-specific communications plans** following the framework in this plan.
- **Collaborate with national and international partners** to implement the national/destination-specific communications plans.
- **Coordinate with the MTCO to implement initiatives** that involve 2 or more GMS countries and the action plan

Mekong Tourism Coordinating Office

- **Receive and disseminate information** provided by GMS NTOs, tourism trade stakeholders, and consumers.
- **Generate, aggregate and disseminate content** using MTCO professional networks and digital assets.
- **Lead the implementation of activities.**
- Prepare periodic **progress reports.**

Other partners

- Media
- Mekong Tourism Advisory Group
- Tourism Businesses
- Development Partners

Monitoring



MTCO will need the support from the NTOs to monitor the development of the tourism recovery in the GMS.

Key performance indicators

- GMS countries' median score/ranking on an internationally recognized **tourism sentiment index.**
- Number of positive-sentiment **media mentions** about the GMS tourism recovery
- Number of **visual content pieces** shared with GMS tourism campaign hashtags
- **Website traffic** of GMS NTOs, MTCO, Destination Mekong, and select DMOs.
- Number of **social media likes**
- Number of **businesses and consumers engaged**
- Number of **participants in events**
- Number of **participants in webinars**
- Number of **websites and social media accounts** linking to the GMS tourism recovery campaign and websites.



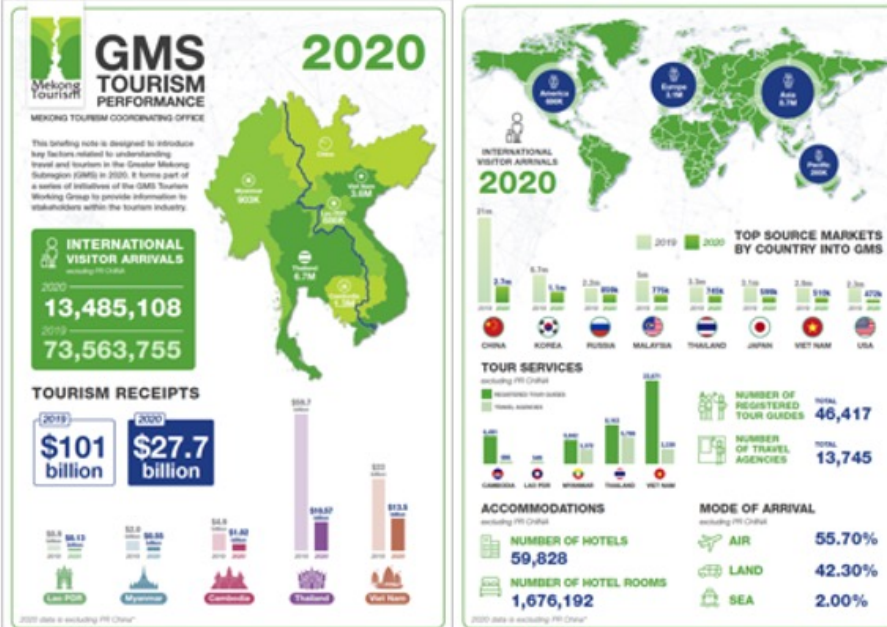
Feedback and comments





APPENDIX 6

MTCO ACTIVITIES AND KEY ACHIEVEMENTS



Key Indicators 2019-2020

TOURIST ARRIVALS

↓

81.69%

TOURISM RECEIPTS

↓

72.57%

MTCO CORONAVIRUS UPDATE (last update May 16)

E-MAGAZINE SOCIAL HUB Search...

HOME ABOUT EVENTS NEWS DESTINATION INFORMATION DM INITIATIVES LIBRARY MEDIA I AM...

CORONAVIRUS RESOURCE PAGE (LAST UPDATED MAY 16)

GMS COUNTRY UPDATES

Please see below for updates about travel requirements in each of our six GMS member countries:

CAMBODIA
CHINA PR
LAO PDR
MYANMAR
THAILAND
VIET NAM

Official Tourism Department Website

Last updated on May 16:

Everyone flying to Phuket must either have been fully vaccinated or have been tested for COVID19 by either RT-PCR method or Antigen Rapid Test. The test has to be done no longer than 72 hours before departure. [Source](#)

E-MAGAZINE SOCIAL HUB Search...

HOME ABOUT EVENTS NEWS DESTINATION INFORMATION DM INITIATIVES LIBRARY MEDIA I AM...

CORONAVIRUS POLICY UPDATES

GMS COUNTRY UPDATES

- CAMBODIA
- CHINA PR
- LAO PDR
- MYANMAR
- THAILAND
- VIET NAM

[Official Tourism Department Website](#)

On May 12:

The Ministry of Labour and Vocational Training has announced the provision of the 60th round of unemployment benefits for over 5,000 workers in the garment and tourist sectors affected by the pandemic.

The ministry said the payments will be paid in riel and were based on the number of days of the employee's contract suspension. Each worker would receive 60,750 riel (\$15) for contracts suspended from seven to 10 days; 121,500 riel for contracts suspended from 11 to 20 days; and 162,000 riel for contracts suspended from 21 days to a month or more. [Read more](#)

GMS COVID-19 Travel Situation Infographics



GMS COVID-19 Newsletter



Mekong Tourism Coordinating Office

ONE RIVER SIX COUNTRIES
Shared Experiences

Weekly summary of COVID-19 situation on the GMS tourism industry

LATEST DEVELOPMENTS

Taiwan Situation

- May 17: The Phoenix Park Municipal Administration will remain closed through May 19 the capital's three colour-coded system.
- May 9: Sam Rainsy will extend its curfew for another 2 weeks from 9 pm-5 am.

Policy Updates

- Micro, small and medium-sized enterprises (MSMEs) can expect to receive financial relief in the near future from two recently announced projects backed by the United Nations in Cambodia and the Ministry of Economy and Finance (MEF).

China Situation

- May 16: All inbound passengers arriving in Beijing are required to receive nucleic acid tests and undergo 14-day centralized quarantine by leaving the airport immediately. After the centralized quarantine, passengers are required to quarantine themselves for further 7 days at home or the quarantine hotel and carry out the self-health monitoring for 7 days afterwards.

LATEST UPDATED STATUS ON 16 MAY 2021

COUNTRY	LOCKDOWN	REGULATED TRAVEL RESTRICTIONS	QUARANTINE
	Partial	Visa restrictions	14 days
	No Lockdown	No visa restrictions	14 days
	Lockdown	Visa restrictions	14 days
	Partial	Visa restrictions	14 days
	Partial	Visa restrictions	21 days
	Partial	Visa restrictions	21 days

MTCO DIGITAL CHANGE

	NOV 14	NOV 15	NOV 16	NOV 17	NOV 18	NOV 19	NOV 20	Mar 21
ALEXA SCORE	4,253,969	2,618,093	1,690,661	1,276,129	851,087	976,003	1,263,288	2,299,949
WEBSITE VISITORS	733	1,898	5,071	6,159	6,810	6,571	6,602	5,112
WEBSITE VIEWS	1,684	4,038	9,578	10,582	11,573	11,431	12,324	7,541
USERS / DAY	20	140	319	353	394	324	326	243
FACEBOOK LIKES	175	850	1,350	2,006	2,517	2,779	3,474	3,593
LIBRARY DOCS	0	150	390	430	464	514	598	625
WEBSITE POSTS	75	200	380	850	1,961	2,571	3,218	3,433

Top Website Data Insights

- Top Keyword: Handicraft Training (Share of Voice: 12.2%)
- Top Referral Sites: MekongTourismForum.org; GreaterMekong.org; Tahara.com; exoticvoyages.com

Facebook: Top Visited Posts

Published	Post	Type	Targeting	Reach	Engagement	Private
2024-05-21 11:00	The 1st week of Handicraft Training on May 21, Mekong...	Video	US	48	12	0
2024-05-21 11:00	Did you know a good time to Cambodia? Here is a good...	Text	US	14	3	0
2024-05-21 11:00	The 1st week of Handicraft Training at Tourism, La...	Text	US	10	2	0
2024-05-21 11:00	The Mekong Tourism Community Official page the...	Text	US	10	2	0
2024-05-21 11:00	Handicraft Training How Handicraft can improve your...	Text	US	10	2	0

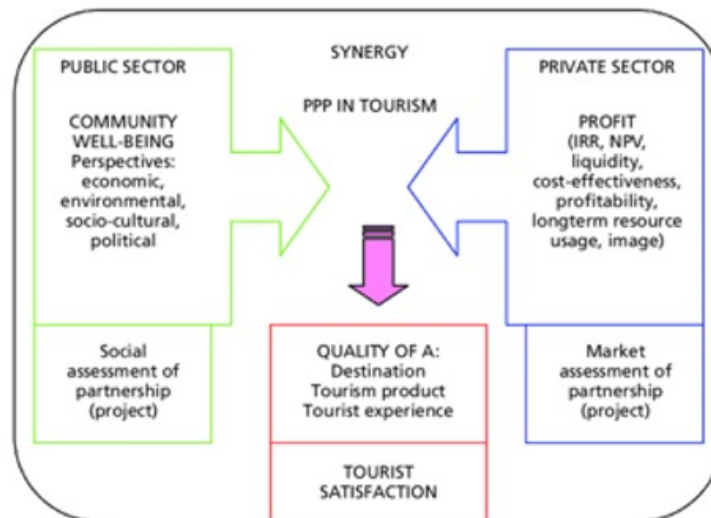
MekongTourism.org: Origin of website visitors

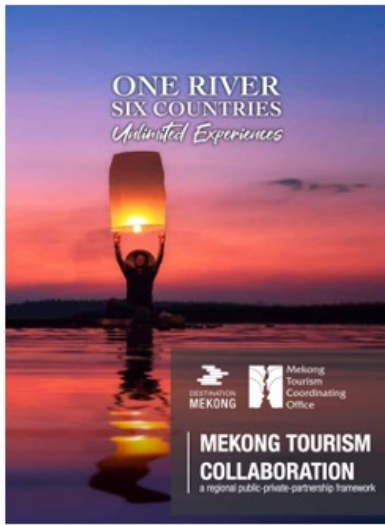
Country	Users	% Users
1 United States	2,286	44.06%
2 China	1,208	23.61%
3 Thailand	380	7.43%
4 Cambodia	104	2.02%
5 Vietnam	94	1.84%
6 Laos	80	1.56%
7 United Kingdom	66	1.27%
8 Australia	56	1.09%
9 France	55	1.08%
10 Singapore	50	0.98%

Facebook: Social Media Engagement

Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
1 Visit Southeast Asia	162.1K	+100%	6	90
2 Mekong Tourism Council	3.3K	+100%	2	15
3 PATA Pacific Asia Travel Assoc...	2.4K	+100%	0	5







PROGRAMS



Destination Mekong is operating a number of programs in multiple areas to create health communities through tourism, build capacity in sustainable tourism practices as well as social media marketing and traveler engagement capabilities.

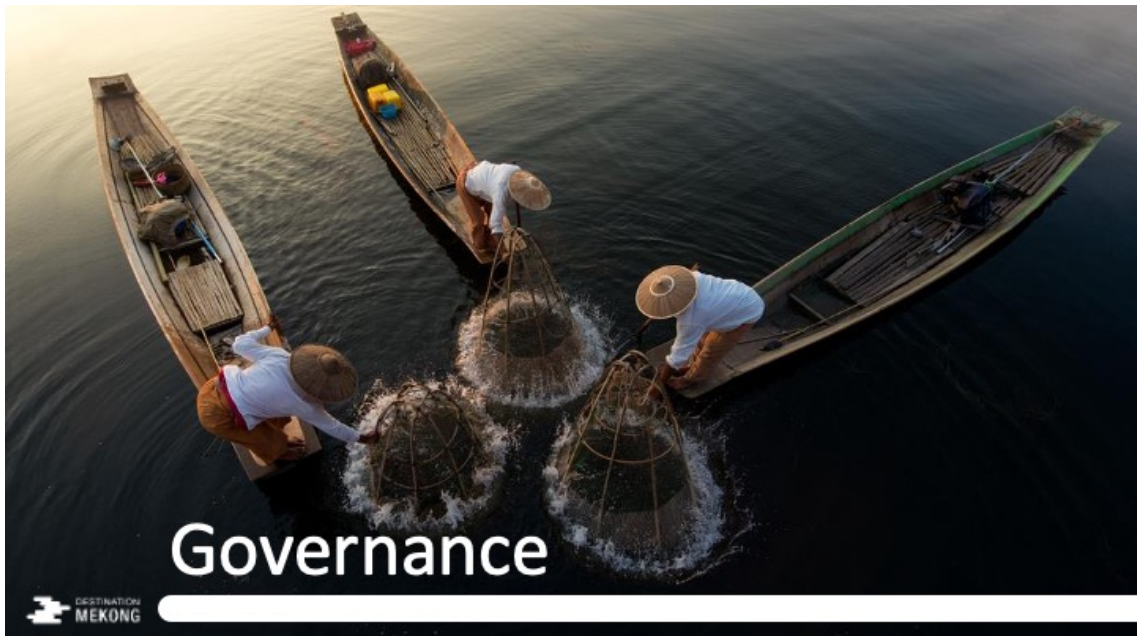
This is done through events, such as the Destination Mekong Summit or seminars, best practice showcases such as the Experience Mekong Collection and Experience Mekong Showcases, the Mekong Innovations in Sustainable Tourism (MIST) program, as well as targeted intelligence reports and workshops through Mekong Trends snapshots and events.

Award-winning initiatives to foster customer engagement and promote customer experiences are the Mekong Moments platform, which hosts the Mekong Mini Movie Festivals as well as Mekong Heroes, covering engaging stories about people who made an impact in the Mekong Region. These are integrated in the Mekong travel portal, which is in the centre of all consumer-facing initiatives.

The Mekong Tourism Recovery System includes Mekong Memories, Mekong Deals, and Mekong Secrets.

We also work on joint initiatives with partners, such as InspiringLaos.com and the Mekong Coronavirus Innovations.

DESTINATION MEKONG GOVERNANCE STRUCTURE





Interim Board of Directors

Chair		Vice-Chair					
	Willem Niemeljer Chairman Yaana Verbona/Niri Travel Tours		Michael Marshall Chief Commercial Officer Minor Hotels Accommodation		Jens Thraenhart Executive Director Mekong Tourism Coordinating Office MTCO		Achim Munz Myanmar Residence Chief Hanns Seidel Foundation Development Organization
	Don Ross Editor TTR Travel Weekly Asia Media		Harlan Zhang Professor Guilin Tourism University Academia		Inthya Deuansavan CEO & Founder Green Discovery Laos Tours		Janina Bikova Ecotourism Advisor Laos Wildlife Conservation Society NGO
	Jutamas Wisansing (Dr.) CEO PerfectLink Consulting Consulting		Kullikar Sotho Humanum Travel/Humanum Films Audiovisual		Mia Signs Communications Manager Illegal Wildlife Trade WWF – Greater Mekong Tours		Peter Richards Responsible Tourism Expert EMC Members Representative
	Peter Wiesner Aviation Expert Aviation		Sophie Hartman Regional Platform Coordinator Asian-IFAC Education		Sumate Sudasna President Thailand Incentive and Convention Associations MICE		Thoun Sinan Chair FATA Cambodia Association
							Gerrit Kruger Managing Director Chameleon Strategies Destination Mekong Administrator



KEY BENEFITS OF DESTINATION MEKONG HOSTED BY A GMS MEMBER COUNTRY

- Alignment of GMS TWG with Private Sector
- Working relationship between MTCO & DM
- Legal Structure & governance with official office
- Commitment of government to support PPP





The Ministry of Tourism Cambodia steps up to offer hosting the offices of Destination Mekong, in order to support a regional tourism public-private partnership framework.

Destination Mekong will be incorporated in Cambodia, with offices at MoT in Phnom Penh.





APPENDIX 7

GREATER MEKONG SUBREGION TOURISM INFRASTRUCTURE FOR INCLUSIVE GROWTH PROJECT



47th GMS Tourism Working Group Meeting



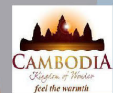
PROGRESS REPORT ON THE GMS TOURISM INFRASTRUCTURE FOR INCLUSIVE GROWTH PROJECT

May 27, 2021

By Mr. SOK Sokun
Project Manager
GMS TIIG Project



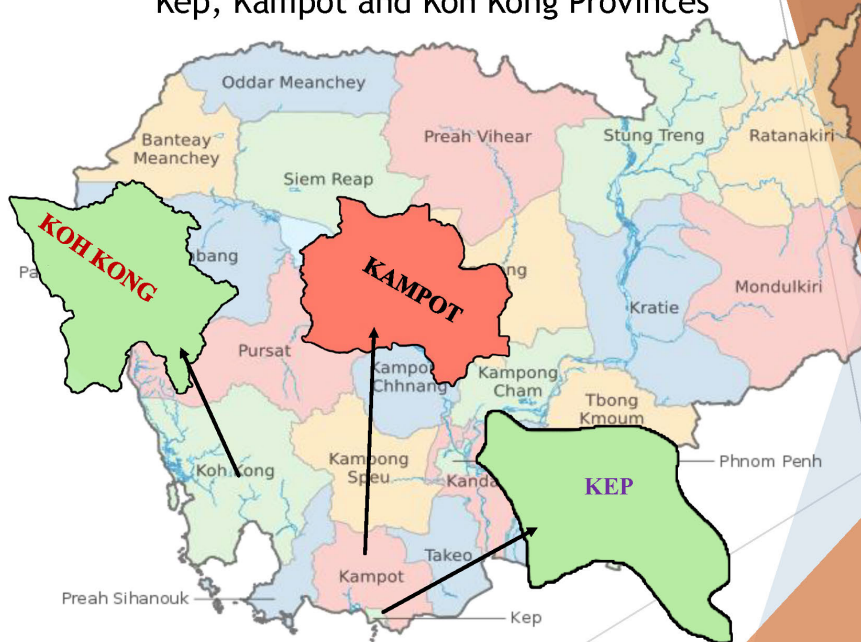
Over View of the Project GMS TIIG No.3194-CAM



1. Funded by ADB 18M,
2. Gov. contribution 0.77M
3. Loan signing: December 18, 2014
4. Loan Effective: March 30, 2015
5. Extension date 31 Dec. 2021
6. Executing agency: MoT, Imple. Agencies : MOT & MPWT
7. Overall Progress: 83%
8. Time Elapsed: 91.6%
9. Accumulative to Date CA: \$15.194 million (88.24%) Disb: \$9,587 million (63.10%)
10. Year to Date CA: \$0.361 million (15%) Disb: \$0.167 million (3%)



Project Target Areas Kep, Kampot and Koh Kong Provinces



Content

1. Project Situation (GMS TIIG No.3194-CAM)
2. Current Implementation Project
 - Output 1 : Kampot International Tourist Pier
 - Output 2 : Kep Crab Market Environment Improvement
 - Output 3 : Institutional Capacity Building
 - Output 4 : Effective project Implementation
3. Action Forward





Overall Progress and by Output



Item	Target %	Actual %	Weighted %
Total Progress	100	83	83
Output 1	49	36.3	74
Output 2	19	19	99.9
Output 3	12	11.45	95.5
Output 4	20	19	95



Progress Output 1: Kampot International Tourist Pier



1. Handover to MPWT, June 2020
2. Progress to date 70%, civil work 61%
3. The construction will finish in Oct 2021.





Kampot International Tourist Pier



Highlights Output 2: Kep Crab Market Environment Improvement



1. Signed Contract with Khmer Decore construction Firm
2. Ground Breaking Ceremony 21 Sept. 2017
3. Construction period 24 Months, complete end Q3 2019
4. Handover Ceremony to Kep province on 21 December, 2019





Highlights Output 2: Keb Crab Market Waste Management System



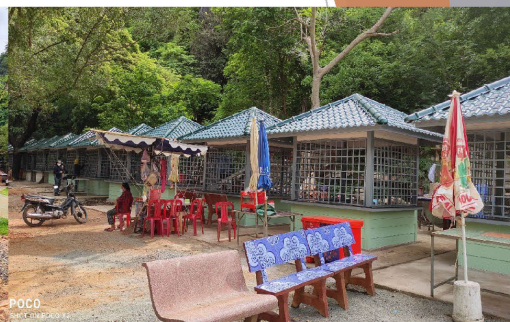
Output 3: Institutional Capacity Building



- **DMO establishment and DMP development**
- **Heritage protection and interpretation program:** panels, promotional materials, billboards, direction signs, sign board, leaflets, guidebook,...
- **Business support for MSE:** established MSE team in the 3 provinces
- **Tourism Skill training:** Hospitality and tourism
- **Public private partnership:** Tourism Investment forum. develop business plan for MSE enterprises.
- **Destination Marketing and Promotion program:** website, marketing training, promotional materials, festival, clean city,
- **Child Sex protection and Human trafficking:**
- **Actual progress 95.5% of the target 12%**



Rehabilitation of Tourism Site, Kampot, Kep and Koh Kong Province



Output 4: Effective project Implementation



Progress in output 4: 95% of the targeted 20%

Delay for number of contracts: (i) National Gender consultant it lead to delay of Gender Knowledge Products development; and (ii) M&E consultant it lead to delay of National Final Project Evaluation Specialist.

COVID-19, delay of navigation or waterway survey from Kampot International Tourism Port in Cambodia and from Bai Vong Port in Phu Quoc, Vietnam.



Forward Direction

1. Output 1: the construction will complete by Q3 and this subproject will complete by 2021.
2. Output 3: push development of CBT small scale Infrastructure by June 2021
3. Output 4: 1) O &M of the Kampot Pier
2) Survey water way
3) Gender inclusive products
4) Project final evaluation.



The Overview of the GMS TIIG II No. 3701-CAM

1. Funded by the Asian Development Bank USD USD \$30 m.
2. Government contribution \$0.89 m.
3. Loan signing: October 24, 2018
4. Loan Effective: December 25, 2018
5. Project closing date is June 2024
6. The period of implementation is 68 months
7. Executing agency: MoT, Implement Agencies, MoT and MPWT
8. Progress: 39.50%
9. Time Elapsed Since Loan Signing 44% (30 of 68 months)
10. Accumulative to Date CA: \$10.50 million (43%) and Disb: \$5.29 million (38%)
11. Year to Date CA: \$0.06 million (0.4%) Disb: \$1.05 million (6%)



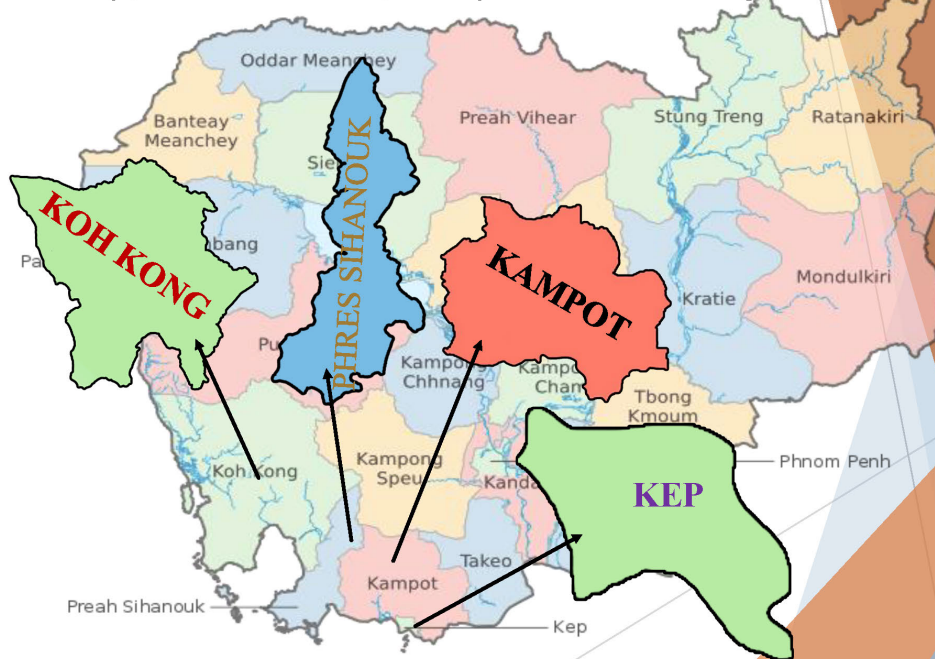
Project Outputs

- Output 1 : Urban-rural access infrastructure and urban environmental services improvements
 - Output 2 : Implementation of ASEAN Tourism Standard
 - Output 3 : Institutional Capacity for tourism destination management
- Project Management:



Project Target Areas

Kep, Preh Sihanouk, Kampot and Koh Kong Provinces





LOCATION OF THE OUTPUT 1 SUBPROJECTS

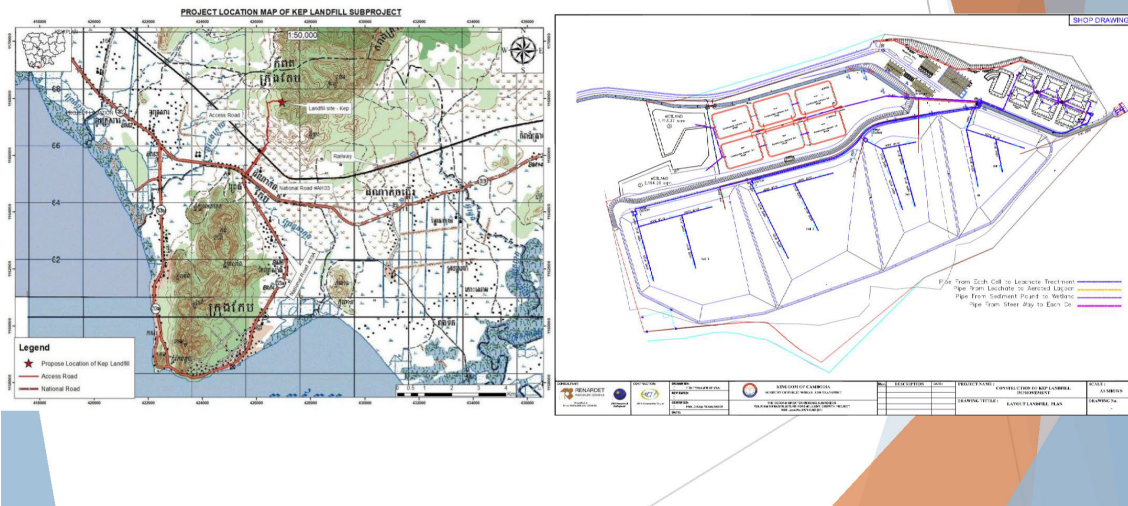


Project Outputs



Output 1 Urban-rural access infrastructure and urban environmental services improvements (70%):

- 1) Kep landfill development and access road to the landfill.





Output 1 : Urban-rural access infrastructure and urban environmental services improvements :



2) Construction of Road access along beach side with 12.75 km

- Design has complete, Aug 2020
- Bid Evaluation report, approved By ADB (01 Dec 2020)

ADB approval (i) minor change in scope (23 March 2021); (ii) updated IEE and EMP and final Resettlement Plan (25 January 2021); and (iii) the national environmental protection issued by MOE (completed on 10 Nov. 2020).

- Resettlement plan (expected in July 2021 by ADB)
- The construction can start in Aug 2021



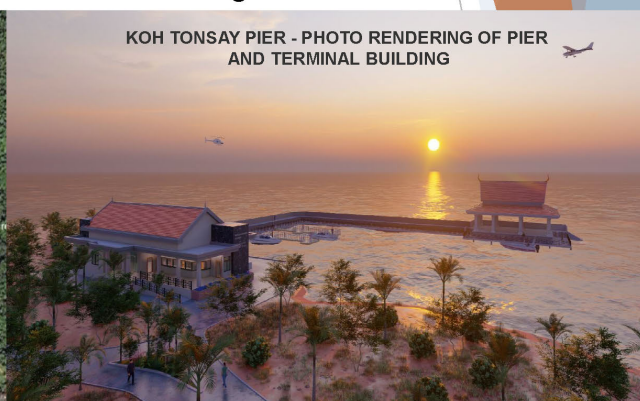


Output 1 : Urban-rural access infrastructure and urban environmental services improvements :



3) Development of Rabbit Community Tourism Pier

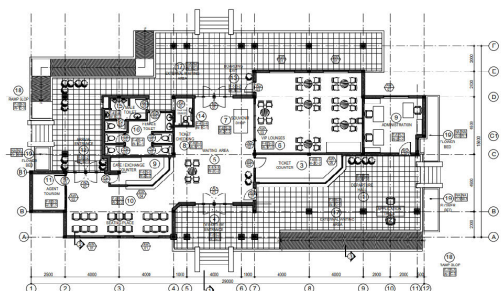
- Koh Tonsay Passenger Pier: The DED was completed in February 2021: Bidding Documents were approved by ADB and Bidding is in process.
- DRP approved, construction can start in Aug 2021.



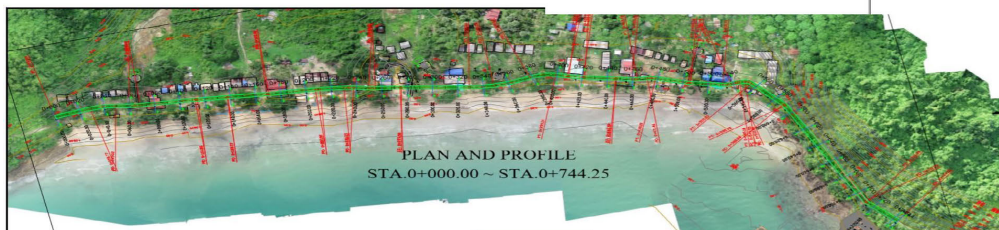
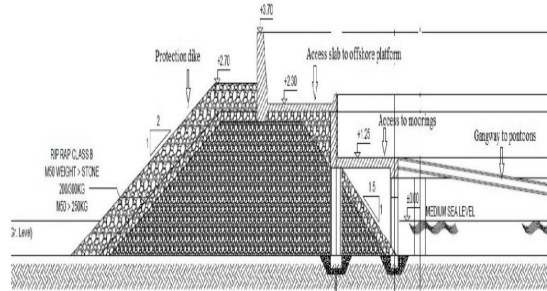
KOH TONSAY PIER - PHOTO RENDERING OF PIER AND TERMINAL BUILDING



KOH TONSAY PIER – FLOOR PLAN OF THE TERMINAL BUILDING



KOH TONSAY PIER – CROSS SECTION OF PIER STRUCTURE



PLAN AND PROFILE
STA.0+000.00 – STA.0+744.25

KOH TONSAY PIER - WALKWAY LAYOUT AND PROFILE

Output 2: Capacity to implement ASEAN tourism standards will be implemented in the four target project provinces (28.4%).



Table 5: Status of ATS Standards

Standards	Green Hotel Standard	Clean City Standard	Public Toilet Standard	Homestay Standard	CBT Standard
Responsible Agency	Tourism Industry Mg Dep	Clean City Assessment Department		Product Development Department	
ASEAN Standards Translated to from English to Khmer	Yes	Yes	Yes	Yes	Yes
ASEAN Standards Adaption to Cambodia context	Yes	Yes	Yes	Yes	Yes
Adapted Cambodian ASEAN Standards Translated to English	Yes	Progress	80%	Yes	Yes
Approval of adapted ASEAN standards for Cambodia (Kh)	Approved	Approved	Approved	Approved	Approved
Establishment of National and provincial certification bodies	In Progress	Establish ed	Established	Established	Established



Output 2: Capacity to implement ASEAN tourism standards is implemented in the four coastal provinces (28.4% of 13%).

- 1) As Q1 of 2021, two of the three certification bodies have been established 1) National and Provincial Tourism Development Committee (implementation of Home Stay and community tourism standards) and 2) National Clean City Assessment Committee and provincial (for clean city standards and toilet standards).
- 2) The establishment of the Green Hotel Standards Evaluation Committee is in the process of being finalized in the second quarter
- 3) Capacity building of the certification body will be carried out after the guidelines and manuals of each standard have been put into use.



Output 3 : Institutional Capacity for tourism destination management and Infrastructure O&M (18% of target 17%)

1. DMO
 1. DMOs updated
 2. DMP development
 1. Update the DMP 2021-2025
 2. Develop TMP in SHV 2021-2025
 3. DMO training
2. Tourism promotion
 1. Corporate with Private : tourism promotion and Branding
4. Heritage Interpretation
 1. SHV (Billboard and tourism direction sign board)
 2. Beach Code of conduct in the coastal area



Output 3 : Institutional Capacity for tourism destination management and Infrastructure O&M

5. SME support
 1. Corporate with KE
 2. Identified potential SME product development in Koh Rong
6. Training and awareness program related Tourism:
 1. Hospitality(ASEAN Standard) Road and Sea Safety, HIV, Child sex, Covid-19,



Project Management:

1. Establishment of the NSC, PCU, PMU and PIUs
2. Recruitment of the consulting firm and consultants.
3. Prepare the AWPB
4. Revised the Procurement Plan

Action Forward:

1. Sign contract with contractors (coastal road and Koh Tonsay pier)
2. Accelerate the Implementation OP 2 & 3.







GMS TOURISM INFRASTRUCTURE FOR INCLUSIVE GROWTH PROJECT (TIIG)
PROGRESS REPORT
MAY 27, 2021

By Mr. Tran Huy Thong
Vietnam

Presentation outlines

- Project basic information
- Project implementation progress
- Major Issues and Problems

PROJECT BASIC INFORMATION

Project Cost: \$55.08 million

- **ADB Financing:** \$50 million (ADF-SF)
- **Government:** \$5.08 million

Approval Date: 26 September 2014

Effectiveness Date: 30 March 2015

Initial Closing Date: 30 June 2020

Updated Closing Date: 30 June 2021

Safeguards Categorization: Environment: B; Involuntary resettlement: B; Indigenous peoples: B.

Executive Agencies: MCST and DCST of 5 provinces

Project locations: Dien Bien, Lao Cai, Ha Tinh, Tay Ninh and Kien Giang provinces

3

3

PROJECT FACT SHEET

Outputs/ Subprojects	Amount (\$ million)
Output 1: Improved last mile tourism access infrastructure	19.44
1.1. Da Dung Cave Access Improvement (TIIG-VIE-W05A)	1.82
1.2. Lao Cai Cultural Exchange and Tourist Information Center (TIIG-VIE-W07)	1.80
1.3. Ta Phin-Ban Khoang Access Road Improvement (TIIG-VIE-W02)	7.40
1.4. Muong Phang Access Road Improvement (TIIG-VIE-W01)	7.01
1.5. Dien Bien Phu Cultural Exchange & Tourist Information Center (TIIG-VIE-W06)	1.41
Output 2: Environmental Services in Cross Border Tourism Centers Improved	29.22
2.1: Phu Tu Environmental Improvements (TIIG-VIE-W05B)	7.09
2.2: Ba Den Mountain Environmental Improvement (TIIG-VIE-W04)	5.61
2.3: Huong Tich Environmental Improvements (TIIG-VIE-W03)	6.26
2.4: Nguyen Du Tourism Zone Environmental Improvements (TIIG-VIE-W08)	1.53
Output 3: Institutional Capacity to Promote Inclusive Tourism Growth Strengthened (DMO capacity building, promote MSME development, and prevent negative social impacts)	1.90
Output 4: Effective Project Implementation and Knowledge Management	6.83
Other (contingencies, financing charges)	6.42
Total	55.08

4

4

IMPORTANT INFORMATION

- Conducting procedures on extending the implementation period for the project by related agencies and some milestones:

+ *Decision No 2206/QĐ-TTg dated 24 December 2020 of the Prime Minister approving an adjustment of investment policy for the "Greater Mekong Subregional Infrastructure for Inclusive Growth Project".*

+ *Decision No 261/QĐ-CTN dated 10 March 2021 of the President of Vietnam extending the closing date of the Loan Agreement No. 3165-VIE(FS) "Greater Mekong Subregional Infrastructure for Inclusive Growth Project" to the date of 30 June 2021.*

+ *MPI sent an official letter regarding extension of implementation period of 3165 Loan Agreement to ADB on 24 March 2021.*

+ *ADB's NOL on MPI's proposal regarding extension of implementation period of 3165 Loan Agreement on 1 April 2021.*

5

IMPORTANT INFORMATION

- From 30 June 2020 (initial closing date of the 3165 Loan Agreement), some changes to be applied to the Project after being extended to 30 June 2021:

+ *ODA allocation plans shall be distributed directly from MPI to beneficiary provinces, not through MCST as before.*

+ *PCU, as one of 6 executive agencies, shall receive its ODA allocation plan separately for the contracts under MCST's responsibilities (Consulting Firm, Construction Supervision, External Auditor and Environmental Sampling Contracts)*

+ *PPCs to approve an extension of implementation period for subprojects in their territories to the date of 30 June 2021.*

+ *All staff's salaries and social securities as well as office expenditures to be covered by CF.*

+ *VAT of all payments (10%), conducting after the date of 30 June 2020 shall be paid by CF.*

6

IMPACT OF THE COVID-19 EPIDEMIC ON THE CONSTRUCTION ACTIVITIES OF THE PROJECT

- Despite very good results in battle with Covid-19 in Vietnam, our project still faces many problems and difficulties:

+ *The contractors are facing shortage of manpower due to social distancing and other prevention measurements. Parts of workers refuse to come to the sites, especially in peak of Covid-19 waves in Vietnam.*

+ *Beneficiary provinces are mainly border provinces, in which stricter Covid-19 prevention measurements are applied.*

+ *Restrictions are affecting construction activities on sites.*

7

PROJECT IMPLEMENTATION PROGRESS (to date)

Implementation overview:

- **Civil Work Contracts awarded:** 8 of 8 (the 9th one was cancelled)

- **Detailed design approved:** 9 of 9;

- **Bidding documents approved:** 8 of 8;

- **Safeguard documents:** 100% uEMP and uIEE approved; 100% EMDP approved; 100% uRP (DDRs) approved;

- **Number of sub-projects changed:** 01 sub-project was cancelled (Ba Den Mountain Environmental Improvement – TIIG-VIE-W04) => 8 sub-projects remained.

8

8

Output 1: Improved Last Miles Tourism Access Infrastructure

Among 5 subprojects under this Output, by the date, 01 subproject (TIIG-VIE-W07 Lao Cai Cultural Exchange and Tourism Information Center) has been fully completed and handed over for exploitation at the end of May 2020.

Other 4 subprojects are in different construction pace but likely somehow to be completed within implementation period with the main issues of site clearance (TIIG-VIE-W01, TIIG-VIE-W02), or likely fully completed if technical issues are solved (TIIG-VIE-W06) and, finally, 100% construction items to be constructed by 30 June 2021 is questionable due to very complicated site clearance issues (TIIG-VIE-W05A).

9

9

Output 1: Improved Last Miles Tourism Access Infrastructure

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

- Contract value: USD 1.66 million
- Contract award: 29 March 2019
- Construction commencement: Middle of May 2019
- All site clearance issues were solved, the contractors have been handed full cleared land of the site for construction.
- 98% completed, disbursement 77% contract value, surely to be completed by 30 June 2021.

10

10



12

Output 1: Improved Last Miles Tourism Access Infrastructure

1.2. Lao Cai Cultural Exchange and Tourist Information Centre (TIIG-VIE-W07)

- Contract value: USD 1.69 million
- Contract award: 14 December 2018
- Completion: 100%
- Handing over to the local authorities for exploitation: 29 May 2020

13

13



Output 1: Improved Last Miles Tourism Access Infrastructure

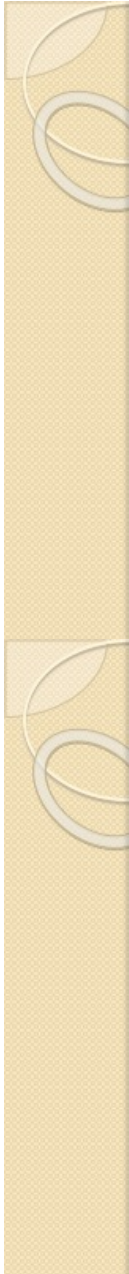
1.3. Ta Phin – Ban Khoang Access Road Improvement (TIIG-VIE-W02)

- Contract value: USD 4.15 million
- Contract award: 25 December 2017
- Construction execution commenced from 25 May 2018
- Land acquisition and site clearance: 95% completed, this issue was long-time taken and the most complicated ever along very high development of Sa Pa tourism area in current years.
- Progress to date: ~79% completed, disbursement: 69% contract value
- By strong support from local authorities, the main route is available now for construction, the most difficult site clearance cases solved, the contractors and client are doing their best to complete the project on time.
- Technical issues to reinforce the road embankment at some critical locations also to be applied and constructed.

15



16



17

17



18

18

Output 1: Improved Last Miles Tourism Access Infrastructure

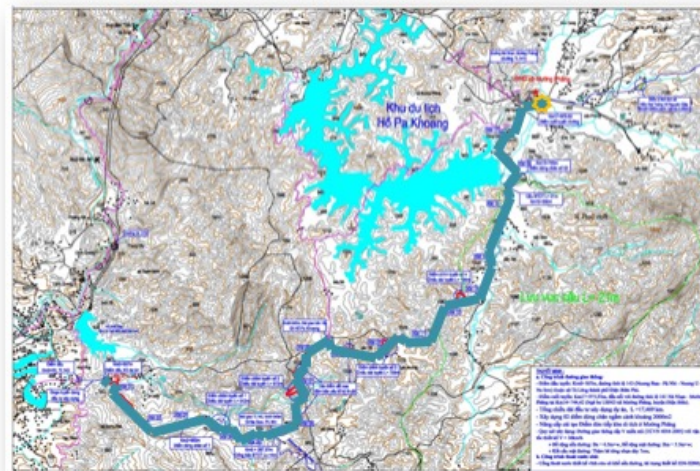
1.4. Muong Phang Access Road Improvement (TIIG-VIE-W01)

- Contract value: USD 4.64 million
- Contract award: 05 November 2018
- Construction execution commenced from 20 December 2018
- Progress to date: ~90% completed, in which 100% completed civil part of the contract (renovation of reception area and sightseeing point), disbursement: 67% contract value
- Works to be done: to complete remaining tasks to conform ADB's and Gov's social safeguard requirements
- PIU Dien Bien is working with ADB for some additional works regarding to reinforced measurements to protect the road based on actual geological conditions.

19

19

MAP OF THE MUONG PHANG ROAD



20

20



21

21

Output 1: Improved Last Mile Tourism Access Infrastructure

1.5. Dien Bien Phu Cultural Exchange And Tourist Information Center (TIIG-VIE-W06)

- Contract value: USD 1.23 million
- Contract award: 29 May 2019.
- Contract commencement: 19 December 2019
- Progress to date: 95% completed
- Disbursement: 80% contract value
- The subproject to be completed on time as remaining works are small
- PIU Dien Bien is requesting ADB to approve some additional works, which will be completed within the extended construction time.

22



23

Output 2: Environmental Services in Cross Border Tourism Centers Improved

2.1. Phu Tu Environmental Improvements (TIIG-VIE-W05A)

- Contract value: USD 5.32 million
- Contract award: 26 June 2019
- Construction commencement: 22 July 2019
- This is the subproject with the most complicated unsolved land acquisition issues. Some contract items are still questionable if they can be constructed.
- Progress by date: 80% completed, disbursement: 69%
- Possible completion of works at the project closing date: About 90% of contract value.

24

24



TIIG-VIE-W05A

Output 2: Environmental Services in Cross Border Tourism Centers Improved

2.3. Huong Tich Environmental Improvement (TIIG-VIE-W03)

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

Excellent construction progress at the two Ha Tinh sub-projects, Huong Tich Pagoda and Nguyen Du Memorial, both are 100% completed and handed over to local authorities.

PIU Ha Tinh completed procurement for 2 additional small packages at 2 mentioned sites. At the moment the contractors started commencing the works and expectedly to be completed before the project closing date 30 June 2021.

Huong Tich Pagoda (W03)	Nguyen Du Memorial (W08)
Contract value: USD 5.32 million	Contract value: USD 1.2 million
Contract signed: 14 August 2018	Contract signed: 7 November 2018
Completion date: 27 August 2020	Completion date: 25 January 2021
Additional package: USD 59,000	Additional package: USD 66,744



TIIG-VIE-W03

27

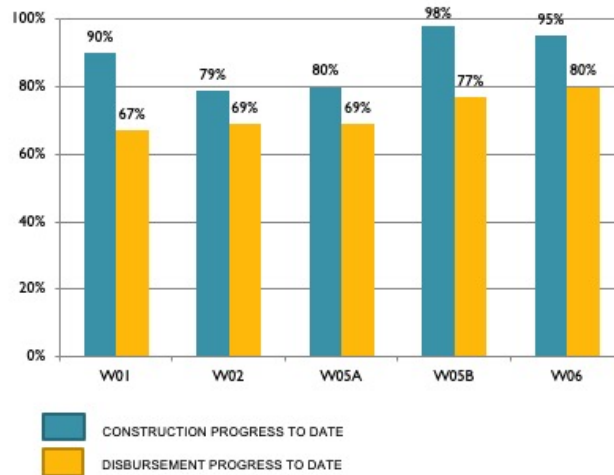


TIIG-VIE-W03

28



PROJECT PROGRESS SUMMARY as of 30 April 2021



31

PROGRESS of OUTPUT 3 and OUTPUT 4

- According to MoF's requirements, almost activities under Output 3 – 4 have been frozen till 31 December 2017. By the date, it seems that definitely the remaining activities will not be conducted.

- With support from ADB, we have conducted some GAP activities in 3 our provinces:

- + *Training on hospitality service for local people in Sapa – Lao Cai province (31 women of 32 attendants);*
- + *Workshop on the public private partnership with the stakeholders and local people in Ha Tinh province (53 participants in which 50 women);*
- + *Awareness raising on road safety, health and COVID-19 prevention for students in 4 secondary schools and high schools in Dien Bien province (2,136 students attended, in which 1,086 female)*

32

32



33

PROGRESS of OUTPUT 3 and OUTPUT 4

- From 30 June 2020, all project staff's salaries, social insurance and office expenditure to be paid by Counterpart Fund.
- All payments of consulting firms also to be funded by ADB (90%) and CF (10% of VAT)
- As soon as the project has been extended the closing date to 30 June 2021, PCU remobilized project consulting firm (to support PCU in preparation of required reports to ADB, PCRs as well as O&Ms for subprojects), construction supervision support firm (to continuously conduct supervision works on sites) and external auditor for extended period.

34

34

MAJOR ISSUES AND PROBLEMS

- Change in the way of distribution of ODA allocation plans from MPI through MCST to provinces to direct MPI - provinces.
- Late approval of FS adjustment by PPCs as well as difficulties faced in firstly implementation of Decree No. 56/2020/ND-CP of the Government: On the management and use of official development assistance (ODA) capital and concessional loans of foreign donors
- Covid-19 pandemic negatively affects project's activities.
- Complicated Land acquisition and resettlement compensation issue;
- Personnel staff changes at PCU and PIUs.
- Administrative procedures take too many times before the project could remobilize its consultants for project management support (especially regarding Social Safeguard and Environmental Safeguard specialists and preparation of all-kinds required reports, PCRs and O&Ms)

35

Q & A

36



**Thank you for your attention
and
have a nice day !**

37



Viet Nam GMS TWG 47th Meeting

Presentation

by Do Nhat Hoang
ADB Viet Nam Resident Mission

2021



Second Greater Mekong Subregion Tourism Infrastructure for Inclusive Growth Project (GMSTII)

✓ Project sites:

- Lac Thuy District (Hoa Binh)
- Dong Hoi (Quang Binh)
- Cua Viet, Cua Tung (Quang Tri)
- Thua Thien Hue
- Nghe An



2



GMSTII

- ✓ **Project costs:** \$56.67m (ADB: \$45m, Gov: \$11.67m)
- ✓ **Impact:** sustainable, inclusive, and more balanced tourism development achieved
- ✓ **Outcome:** tourism competitiveness of secondary towns in Viet Nam increased

ADB

3



GMSTII

- ✓ **Output 1:** Urban–rural access infrastructure/urban environmental services improved (roads, water transport infrastructure, and flood protection).
- ✓ **Output 2:** Capacity to implement ASEAN tourism standards strengthened (ASEAN Clean Tourist City Standard): strengthen assessment frameworks, certification bodies, compliance monitoring for the ASEAN green hotel, homestay.
- ✓ **Output 3:** Institutional arrangements for tourism destination management and infrastructure O&M strengthened: tourism masterplans, improving destination marketing, hygiene awareness campaigns.

ADB

4



GMSTII

✓Output 1- *Hoa Binh*:

- (i) Access road to link the pagoda area to the Ho Chi Minh Highway;
- (ii) A new road that connects Tien Pagoda to nearby caves;
- (iii) Develop vehicular parking area near Lao Ngoai village; and
- (iv) A tourist market. Benefit about 100 market vendors and 6,000 people living in Thanh Nong, Phu Lao Commune and nearby.



5



GMSTII

✓Output 1 - *Nghe An*:

- (i) Cua Lo Beach Access and Environmental Improvements (beach frond walkway, seawall). Benefits 400 restaurant operators, 300 hotels/guest houses, and 55,925 Cua Lo District residents; and
- (ii) Ru Gam Pagoda Access Improvements (access road with drainage and street lighting), will provide economic opportunities for 20,236 residents of Bac Thanh, Xuan Thanh, and Tang Thanh villages.



6



GMSTII

✓Output 1 - Quang Binh:

- (i) Nhat Le–Long Dai River and Road Improvements: 4 river piers and 2 prototype environmentally friendly tour boats;
- (ii) Provide ticketing/waiting area, public toilets meeting ASEAN Public Toilet Standard and vehicular parking across from the new pier, landscape green spaces; and
- (iii) Directly benefit 5,553 residents in Hai Thanh ward; 14,174 residents in Quan Hau, Hien Ninh and Truong Xuan communes.

ADB

7



GMSTII

✓Output 1 - Quang Tri:

- (i) Cua Viet-Cua Tung Beach Access and Environmental Improvements (Beach frond walkway, landscapes, shops/retail/sanitation facilities). Benefit 187 restaurant operators; 60 hotels/guesthouses; improve economic and recreation opportunities for 75,185 residents of Gio Linh District, Con Co Island Access Improvements; and
- (ii) Con Co Island Access Improvements (a new ferry port with 73,000 passengers annual).

ADB

8



GMSTII

✓Output 1 – *Thua Thien Hue*:

- (i) Hon Chen Temple Access Improvements. (1.2 km access road and 5,000 m² parking area). Benefits 14,543 residents of Huong Tho and Huong Ho villages; and
- (ii) Hue Tourist Piers Improvement (build 7 river piers). Benefit at least 11,285 residents of Phu Mau Commune (Phu Vang District); 13,214 Quang Ngan and Quang Loi Commune residents, (Quang Dien District), including tourist boat operators, market vendors.



9



GMSTII

✓Progress to date:

- Output 1 (ADB financing):
 - Recruitment of consultants underway in Hoa Binh, Quang Binh, Quang Tri, Nghe An subprojects.
 - Hue subproject: Consultant recruited. First civil work contract awarded (Hon Chen Temple Access Improvements)
- Outputs 2-3 (government financing): MCST is obtaining funds from Ministry of Finance



10



PMU-ADB Team Building



11



Thank You!

dohoang@adb.org



12



APPENDIX 8

ADB UPDATES



GMS Program Updates: Tourism

47th GMS Tourism Working Group Meeting
27 May 2021
Online, Hosted by Viet Nam

Steven Schipani
Southeast Asia Department
Asian Development Bank



Overview

Knowledge and Innovation Support

- [Re-establishing Tourism Confidence through Innovative Digital Solutions](#)
- [Supporting Post COVID-19 Economic Recovery in Southeast Asia](#)
- [Promoting Smart Tourism Recovery via Virtual Reality Seminar](#)
- Lao PDR Agriculture and Tourism Development for Inclusive Growth study
- GMS Tourism Recovery Communications Plan

ADB's Ongoing GMS Tourism Projects

- [GMS Tourism Infrastructure for Inclusive Growth Projects](#) (C,L,V \$220m)
- [Economic Empowerment of the Poor and Women in the East-West Economic Corridor \(MYA, \\$3.0 m\)](#)

2021 Pipeline

- [Guangxi Guilin Comprehensive Ecological Rehabilitation Project](#) (\$381m, ADB-KfW, government)
- [Cambodia Community-Based Tourism COVID-19 Recovery Project](#) (\$3.5 m)

2022-2023 Pipeline

- Hoa Binh (Viet Nam) Tourism Infrastructure Development Project (\$75m)



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



COVID-19 Response & Recovery

[ADB's COVID-19 assistance](#) continuing support for GMS countries' health response, social protection for unemployed tourism workers, fiscal stimulus to support small and medium sized tourism enterprises, and "build-back better policies

COVID-19 Pandemic Response Option Support Facility

- Thailand, \$1.5 billion
- Cambodia, \$250 million
- Myanmar \$250 million

ADB's \$9 billion Asia Pacific Vaccine Access Facility approved in late 2020.

- Cambodia COVID-19 Vaccines for Recovery Project (\$95 million) planned for ADB Board consideration in Q2 2021.



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



For Discussion

7th GMS Summit Updates

- GMS Economic Program Strategic Framework 2030 (GMS-2030)
- GMS COVID-19 Response and Recovery Plan 2021-2023
- New GMS Regional Investment Framework
- Summit date remains to be determined, venue is Cambodia

Using active ADB financing for COVID-19 recovery in CLV

- Flexible approach aligned with COVID-19 recovery plans

Draft GMS tourism recovery communications plan

- Seeking Working Group's views on draft report, particularly objective and focus areas, implementation responsibilities, timeline, monitoring, and further consultations with select Mekong Tourism Advisory Groups before finalizing the plan.



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



Thank you.

[ADB Strategy 2030](#)

Achieving a Prosperous, Inclusive, Resilient, and Sustainable Asia and the Pacific





APPENDIX 9

MEKONG TOURISM ADVISORY GROUP (METAG)



Mekong Tourism Advisory Group (MeTAG)

Advisory Group of the regional tourism collaboration in the Mekong Region

Description

Managed by the Mekong Tourism Coordinating Office (MTCO), MeTAG is a voluntary advisory group of passionate travel and tourism professionals, active in the member countries of the Greater Mekong Subregion (Cambodia, PR China, Lao PDR, Myanmar, Thailand, Viet Nam).

About This Network

- 77 Members
- Visit Our Website
- Bangkok, Thailand
- A Secret Mighty Network

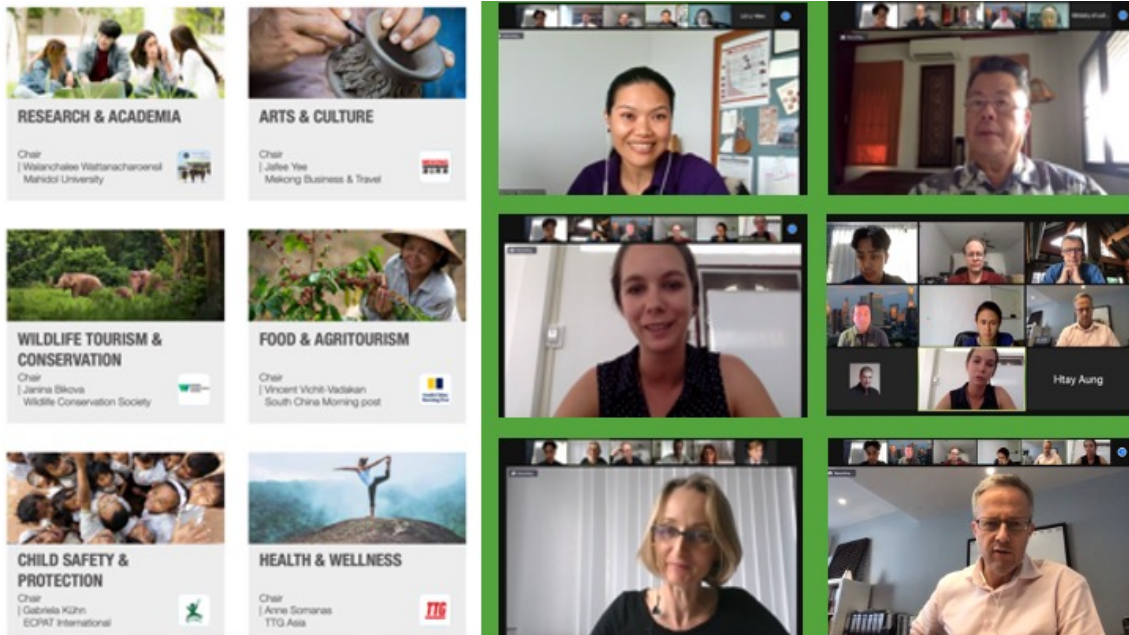
Top Posts

- VIRTUAL MEKONG TOURISM FORUM** Since we postponed the Mekong Tourism Forum in Bagan to end of February 2021, we are opening for a half day virtual MTF on 8 July at 10:00 AM.
- Dear MeTAG Members,** This is a quick reminder to the members...
- As a quick reminder,** please don't forget our 4th MeTAG Meeting, this coming Thursday, June 4th, at 4pm Bangkok time, with Mr. Arisa Pichitkittichai facilitating a strategic consultation.
- 4th MeTAG MEETING - STRATEGY CONSULTATION**
- Dear MeTAG members,** As we are preparing for the first...
- QUICK REMINDER: 5TH MeTAG MEETING - SURVIVAL JUNE...**
- With the travel bans** announced to be lifted we see bookings coming in again. Up 100% from last week. Looking forward to see a big rise in 1 month...
- Hello MeTAG Members!** We are looking to schedule our 5th MeTAG Meeting for Tuesday, May 19th at 4pm BKK time. We will be using Zoom. The invitation will be sent...

Members Near You

Topics

- Topic: COVID-19 (Following)
- Topic: MeTAG (Following)
- Topic: Events (Following)
- Topic: Mekong Movies (Following)
- Topic: Experience Mekong Collection (Following)
- Topic: MSY (Following)
- Topic: Mekong Music (Following)
- Topic: Mekong Moments (Following)



MeTAG Expert Groups: Current Progress



Wildlife Protection

- Organized one meeting and engaged with group members to develop the paper
- Submitted a Project Summary to apply for the National Geographic COVID-19 Science Fund
- The group is now developing thematic webinars to promote Ethical Wildlife Tourism destination
- The group now is looking to involve more members to Wildlife Tourism & Conservation group

MeTAG Expert Groups: Current Progress



Child Protection

- Organized two meetings to update and created task force
- Proposed initiatives and projects to protect children
- Engaged with private sectors in the region (The Code) to raise awareness on sexual exploitation of children
- The group now is developing an issue paper of Child Protection

MeTAG Expert Groups: Current Progress



Food & Agro-Tourism

- Organized three meetings to update and created task force
- Created a guide to identifying potential community-based tourism food products
- Structured guidelines for developing CBT food-related products.
- The group is planning for a webinar to highlight best practices in the field from around the region.
- The group is now drafting an outline of elements to keep in mind to develop the story-telling behind a destination, venue or other product.

MeTAG Expert Groups: Current Progress



Academic & Research

- Organized two meetings to update and created task force
- Proposed the research titled " Preaching vs. Practice: An analysis of the integration of sustainability principles into educational content and institutional operations in the Greater Mekong Sub-region
- The research investigation aims to investigate the current knowledge and practices being applied within the TH&E curriculum of the selected TH&E institutions within GMS region
- The research investigation aims to investigate the current knowledge and practices being applied within the TH&E curriculum of the selected TH&E institutions within GMS region
- The group now is developing the database of educational institutions that offer the Tourism, Hospitality and Event Management Programmes (in Higher Education level) in the GMS

MeTAG Expert Groups: Current Progress



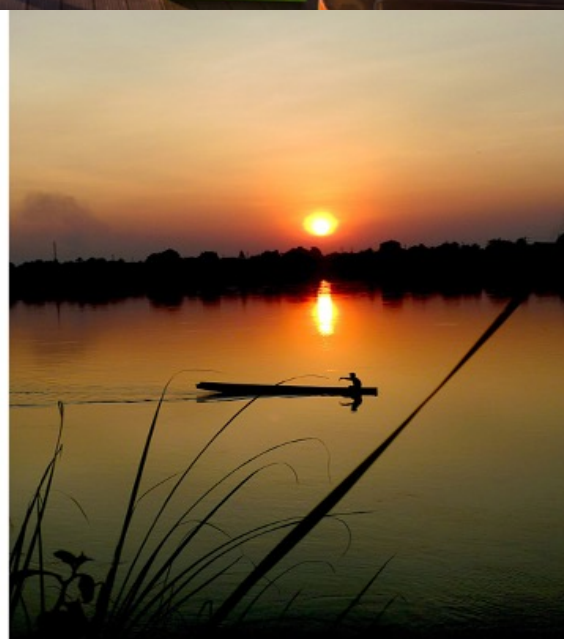
Health & Wellness

- Members of group met online to discuss scope, objectives, and final deliverable
- A draft document has been prepared focusing on trends, opportunities, issues by country and necessary actions by different stakeholder groups
- An outline for 1-2 workshops has been prepared. The group is now preparing to receive more input from other members and launch these workshops.
- Members of the group are considering additional participants either for the group or the workshops.
- The group objective is to show the opportunity from wellness and health tourism at different levels and in different country by country contexts.



TABLE OF CONTENTS

- I. Introduction
- II. What do we set out to achieve in this document?
- III. Effects of COVID-19 on the regional tourism industry
- IV. Existing provision of wellness in the region
 - Global and Asia Pacific Wellness Tourism
 - Global and Asia Pacific Physical Activity
 - Medical Tourism
 - Medical Tourism vs Wellness Tourism
- I. Overview of the Greater Mekong Subregion
 - Introduction
 - Regional Wellness SWOT analysis
 - Stakeholders
 - Brief overview by country (general tourism, health/wellness situation, impacts of COVID-19 and current situation)
- II. Wellness as an opportunity (Wellness industry + Spa market slides)
 - Global Wellness Economy, Physical Activity, Spa Economy, Healthy-eating/nutrition & weight loss, Medicine, Mental wellness
- III. Opportunities for the region in wellness (using as an expansion tool)
 - Regional
 - Country specific
 - Presenting opportunities to regional authorities
- IV. Regional Competition
 - Introduction & Subregions of Asia
- V. Conclusion & Future Outlook
 - Conclusion, Future Outlook
 - Sustaining tourism recovery and increasing resilience



WHAT DO WE SET OUT TO ACHIEVE IN THIS DOCUMENT?

Can wellness and wellness hospitality drive tourism recovery in the Mekong region?

Structure:

- ✓ Observing the region as a whole
- ✓ Understanding each country's current situation and opportunities
- ✓ Showcasing ideas towards a more coherent regional wellness approach
- ✓ Understanding how this can be shared and hopefully implemented by government tourism authorities, etc
- ✓ Presenting conclusions and recommendations for short term recovery as well as long term strategy for businesses, organisations, countries and the region as a whole

Method:

- ✓ Gathering existing data and information from the pre-covid and post-covid era
- ✓ Identifying the elements of wellness that are relevant to the discussion
- ✓ Involving stakeholders from each country through interactive workshops
- ✓ Analysing opportunities
- ✓ Drawing comparison to other global best practice



Jens Thraenhart

Executive Director - Mekong Tourism Office
2nd Vice Chair – UNWTO Affiliate Members

jens@mekongtourism.org



