



38th

MEETING OF THE GMS TOURISM WORKING GROUP (TWG-38)

7-11 DECEMBER 2016
KUNMING, YUNNAN PROVINCE, P.R. CHINA

DRAFT SUMMARY OF PROCEEDINGS



Introduction

1. The Thirty-Eighth Meeting of the GMS Tourism Working Group (TWG-38) was held on 8 December 2016 in Kunming, Yunnan Province of the People's Republic of China. The meeting was co-organized by the China National Tourism Administration (CNTA), the Yunnan Tourism Development Commission (YTDC), and the Mekong Tourism Coordinating Office (MTCO), and attended by representatives of the National Tourism Organizations (NTOs) of the six GMS countries (Cambodia, People's Republic of China [PRC], Lao PDR, Myanmar, Thailand, and Viet Nam), MTCO, and the Asian Development Bank (ADB). A copy of the List of Participants is in Appendix 1.



Agenda Item 1

Opening Session

2. In his Welcome Remarks, Mr. Li Shihong, Vice-Chairman, CNTA of PRC extended his warm welcome to all participants. He noted the high importance that PRC gives to tourism exchange with other GMS countries and mentioned examples of such initiatives. CNTA has organized a number of activities including training courses for tourism industry workers of Lao PDR. Cross-border tourism cooperation at the Deltian-Ban Gioc Waterfalls between PRC and Viet Nam is quickly taking shape, with construction ongoing and a joint coordination committee established in November 2015. PRC and Thailand have worked on tourism marketing and promotion and a 3-month-long visa fee exemption policy has been introduced by Thailand. Tourism cooperation between PRC and Myanmar will get a boost by end of 2016 with tourists on both sides to enjoy 3 new border tourism routes that connect Yunnan with Myanmar. Between PRC and Cambodia, there have been

high-level exchanges, including a formal Memorandum of Understanding. He thanked MTCO for its hard work to improve connectivity and coordination, and also expressed appreciation to ADB for promoting regional cooperation with other GMS countries. He noted that tourism cooperation has provided a smooth running platform for the GMS countries to work closely together to build the subregion into an open tourism destination. As GMS countries are important along the land and maritime silk road, CNTA has started drafting the *Outline of Cooperation on Tourism Development along the Belt and Road*. CNTA has also launched a campaign to build Cross Border Tourism Cooperation Zones and Border Tourism Pilot Zones nationwide. PRC seeks common progress with other nations and is willing to share outcomes of its reforms for mutual benefit and win-win cooperation with the tourism community.



3. Mr. Gao Shu Xun, Vice Governor of Yunnan Province, welcomed participants to Kunming the City of Spring. He thanked CNTA and MTCO for showcasing support to tourism development and cooperation in Yunnan Province. PRC and GMS countries enjoy vibrant tourism growth and jointly work to deepen tourism cooperation, mutual understanding and consensus as solid foundation not only in tourism but also in other areas. Yunnan has made remarkable achievements in line with the One Belt One Road initiative, and attaches great importance to cooperation with other GMS countries. Yunnan has participated in TWG meetings and in tourism promotion and development, and has signed agreement and MOUs with CLMV countries. (NOTE: SPEECH ONLY AVAILABLE IN CHINESE).

4. In his Opening Remarks, Mr. Steven Schipani, Senior Portfolio Management Specialist, ADB Lao Resident Mission, expressed sincere appreciation to CNTA and the Yunnan Provincial Government for hosting the meeting and ensuring participants' pleasant and enjoyable stay, and to MTCO for assisting the host in preparing the agenda and program. He noted that GMS tourism cooperation continues to strongly benefit the GMS countries and that their collective efforts generate significant social and economic benefits. As noted in the 2016 Beijing Declaration on Sustainable Tourism, tourism is a driver of development and peace by supporting economic growth, promoting intercultural understanding, encouraging mutual respect among peoples, and contributing to the culture of peace. He cited examples of TWG's collaborative efforts in 2016 including the successful Mekong Tourism Forum 2016 in Sihanoukville, annual tourism

management capacity building program by Guilin Tourism University, first CLMV forum in Bangkok, Thailand, Lao PDR's hosting of ASEAN Ecotourism Forum, Myanmar's 2016 Tourism and Hospitality Investment Conference, and Viet Nam's workshop on Mekong River-based tourism. Multi-country fam tours and sporting events were also held. These activities contributed substantially to deepening regional tourism cooperation. He mentioned that the 21st GMS Ministerial Conference commended the TWG for its efforts to prepare a new Tourism Sector Strategy (TSS) to guide cooperation over the next decade. GMS Ministers also welcomed progress toward establishing the MTCO as an intergovernmental organization, and recognized the mekongtourism.org website as a good practice example of how to use modern technology to promote collaboration and knowledge sharing. As 2017 marks 25 years of the GMS Program and the UN International Year of Sustainable Tourism, ADB stands ready to continue supporting GMS tourism cooperation and regional cooperation and integration.

5. Mr. Jens Thraenhart, Executive Director, MTCO, thanked CNTA and the Yunnan Provincial Tourism Administration for their warm welcome, gracious hospitality, and excellent arrangements for TWG-38, and looked forward to exploring Tengchong. He noted that PRC is now the leading source market, represents the biggest domestic market, and has long placed tourism at the center of its national economic development. International tourists have grown from 25 million in 1950 to almost 1.2 billion in 2015. Tourism now accounts for 1 in every 11 jobs worldwide, 10% of global GDP, 7% of world exports, and 30% of services exports. Tourism is a strong driving force

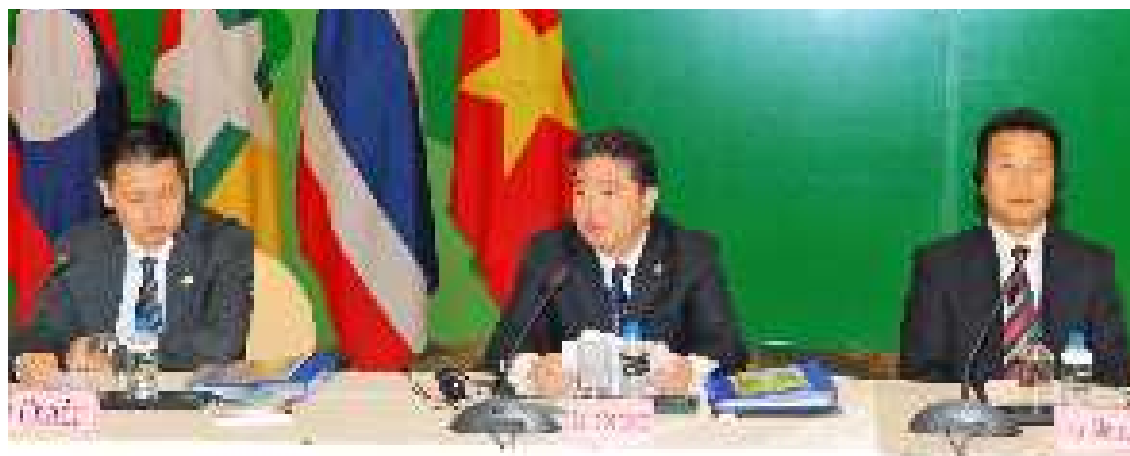
for socio-economic development in the GMS, with Southeast Asia now the fastest growing tourism region in the world. Concomitantly, TWG and MTCO have embarked on an ambitious plan for promoting the GMS as a single destination, driving inclusive growth and poverty alleviation by promoting multi-country travel and secondary destinations in a responsible way. MTCO has changed its operations internally and externally, in how it engages with industry via digital means and aligned to the new Experience Mekong Tourism Marketing Strategy and Action Plan

2015-2020. An award-winning digital platform has been launched, an e-library as repository for GMS travel and tourism has been set up, and the Mekong Tourism Forum has been developed as a platform for debate and networking through adjunct activities. MTCO is now moving forward towards its establishment as an inter-governmental organization and a new Tourism Sector Strategy has been developed to meet the demands of the tourism market over the next decade.

6. Copies of the welcome and opening remarks are in Appendix 2.

Agenda Item 2

Adoption of the Agenda



7. The meeting adopted the provisional agenda (Appendix 3).
8. Mr. Li Shihong, Vice-Chairman, CNTA of PRC (CORRECTION: Mr. Wu Kefeng, Deputy Director General, CNTA of PRC), chaired the meeting. He was assisted by Mr. Schipani, ADB, as Co-chair, and Mr. Thraenhart, MTCO, as Secretariat.



Agenda Item 3

Business Arrangements

9. Chair briefed participants on business arrangements and the program.

Agenda Item 4

Report and Follow-up of the 37th GMS Tourism Working group Meeting (July 2016, Sihanoukville, Cambodia)



10. Representative of Cambodia briefed the meeting on the successful outcomes of the 37th GMS Tourism Working Group Meeting (TWG-37) held in July 2016 in Sihanoukville, Cambodia. For the first time, a post conference report was produced for MTF 2017, which can be downloaded at www.MekongTourism.org. (copy of presentation in Appendix 4).

Agenda Item 5

*Report and Follow-up of the 21st GMS Ministerial Conference
(30 November-1 December 2016, Chiang Rai, Thailand)*



11. Mr. Shunichi Hinata, Regional Cooperation Specialist, Southeast Asia Department, ADB, presented the highlights of the 21st GMS Ministerial Conference relevant to the Tourism Sector. He said that tourism deliverables for the Conference were reported to and noted by the GMS Senior Officials and the GMS Ministers, including the (i) progress on the preparation of the GMS Tourism Sector Strategy 2016-2017; and (ii) status of the Draft Agreement on the Establishment of the Mekong Tourism Coordinating Office as an inter-governmental organization. The status of these deliverables was mentioned in the Joint Ministerial Statement issued at the conclusion of the Conference. The Ministers’ Statement also recognized the continued positive trends in the tourism sector and congratulated the GMS tourism officials and the MTCO for a number of international awards received in recognition of the MTCO website’s innovative design and use of cutting-edge technology to create a digital hub for travel and tourism collaboration. Mr. Hinata also briefed the meeting on the results of the Mid-term Review of the Regional Investment Framework Implementation Plan (RIF-IP) 2014-2018 cum 3rd Progress and RIF-IP 2020 that included the expanded pipeline of projects for the tourism sector. He stated that tourism remains an important sector of the GMS Program and the sector’s achievements and contributions to the GMS vision are well-recognized and appreciated at all levels of the GMS institutional hierarchy and machinery (copy of presentation in [Appendix 5](#)).



Agenda Item 6

Implementation of the GMS Tourism Marketing Strategy 2015-2020

6.1 GMS Country Project Updates

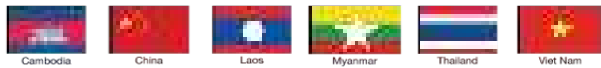
12. Cambodia briefed TWG on the Southern Corridor route. The last meeting was held in Phu Cuoc, and a fam trip was organized among Cambodia, Thailand and Viet Nam. The next meeting will be held in Chantaburi, Thailand in May 2017. Cambodia will organize a fam trip during that meeting to bring in the private sector from Cambodia and Viet Nam. They will work closely with MTCO, Thailand and Viet Nam in organizing this fam trip.

13. PRC reported that from January to May 2016 overnight inbound tourists reached 43.67 million (+4.2%), international tourism receipts reached \$86.63 billion (+5.1%). Outbound tourists reached 92.29 million (+4.7%) and domestic tourists reached 3.36 billion (+11.2%) generating revenue of RMB 2,953 billion (+15.3%). PRC's top source markets are Korea, Japan, Viet Nam, Russia, India, U.S., Philippines, Mongolia, Malaysia and Singapore. Top 10 destination countries included Thailand, Korea, Japan, Viet Nam, U.S., Singapore, Malaysia, Russia, Indonesia, and Australia. Data on inbound and outbound tourists between other GMS countries and PRC were also provided but these were provisional data and not yet official. PRC also reported on the construction of the Cross-Border Tourism Cooperation Zone and the Border Tourism Experimental Zone ("two zones") to boost the transformation of border areas from

tourism channels to tourist destinations and become engine of economic and social development. Regarding construction of the Sino-Vietnamese Detian-Ban Gioc Waterfalls International Tourism Cooperation Zone, the provincial coordination platform has been established. A coordination committee between Guangxi government and Gaoping province has been established for the protection and development of waterfall resources. In October 2016, a tourism cooperation meeting between Guangning province in Viet Nam and Guangxi Province of PRC was held in Halong City, Viet Nam. In November 2016, Dongxing-mong International Trade and Tourism Fair was held to strengthen cross-border tourism cooperation. Other activities held were the 2016 China-ASEAN Expo Tourism Exhibition in Guilin, and the signing of a Memorandum of Understanding between PRC and Cambodia on tourism cooperation in November 2016.

14. Lao PDR reported on tourism marketing and plans to develop tourism product marketing in ----- Quadrangle. They expected to table the tourism map at the next meeting.

15. Myanmar reported that several new destinations are being developed, including ecotourism sites and community based tourism development areas to meet the tourism boom in the country. Marketing and tourism



promotion programs are being pursued within various regional cooperation frameworks. International visitor arrivals in Myanmar reached 4.5 million in 2015 (+52% from 2010). Top source markets were Asia, Western Europe, North America, and Oceania, and Eastern Europe. Tourism receipts in 2015 were estimated at \$2.1 billion, with tourism sector directly contributing 661,000 jobs and 2.6% of the country's total GDP. There are 3 international airports, and 13 border gateways. Myanmar has granted eVisa (tourist visa) for 100 countries and eVisa (business visa) for 51 countries including Cambodia, Lao PDR, Viet Nam, and Thailand. The new government will implement Multiple Journey Special Re-entry visa and reduction of requirements for each entry visa. Several laws have been enacted to attract investment and HRD programs for tourism workers are being pursued with support from international development partners including LuxDev, Swisscontact, ILO, and ADB.

16. Thailand reported that a handbook for cross-border travel from Thailand to Cambodia, Malaysia, Myanmar, and Lao PDR has been completed and published in Thai and English versions aimed at promoting the GMS as a single destination. Another handbook for AEC Seamless Discovery including sample of itineraries on tourism connecting routes with transport and immigration details has also been published in English. TAT in collaboration with Viet Nam organized between September and October 2016 a joint fam trip for travel agents and media from the U.S. and Canada. In 2017 TAT will organize networking and agent fam trip events on multi-country tour routes

in secondary destinations to build network of tour operator in the GMS; TAT will coordinate with the other GMS countries to finalize arrangements. TAT in coordination with the Institute of East Asian Studies, Thammasat University is developing curriculum for certificate in integrated tourism marketing management in CLMVT countries targeting high level executives in public and private sectors and entrepreneurs within CLMVT; details will be advised in due course. Thailand also reported on a study of linkage of potential destination under the Mekong Discovery Trail from South Esan of Thailand to Lao PDR and Cambodia. They are currently producing a handbook for this route in Thai and English for distribution at the next meeting. Heritage Trail "Coasts of History" Project produced a map distributed to participants at this meeting. Thailand Research Fund reported on Short Cruise in Mekong River from Chiangkhong, Chaing Rai to Paktha, Bokeo which they funded.

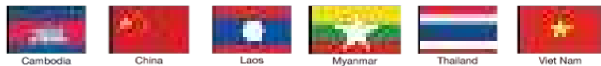
17. Viet Nam reported that this year the number of international tourists is expected to reach 10 million and that the number of tourists from neighboring GMS countries has increased especially from PRC and Thailand. Viet Nam will focus on Mekong Delta and also Phu Cuoc island. Viet Nam thanked Thailand for the impressive work done in promoting the Southern Coastal Corridor and suggested that more fam tours be organized to highlight the potential of this area. This year Viet Nam organized a road show in Northeast Thailand and will organize conferences to promote the corridor connecting Thailand, Lao PDR, Viet Nam and Southern China and would need the support of the other countries.



6.2 GMS TWG 2016 Work plan Progress Report Q3

18. Mr. Jens Thraenhart, MTCO, reported on the progress/status of activities under the 2016 Work plan covering MTCO operations, industry engagement, marketing/branding, product development, and capacity building. MTCO asked the countries to send additional multi-country initiatives that they have been accomplished individually during the year for reflection in the 2016 GMS TWG Workplan. He requested the countries to send their inputs to the 2017 work plan for consolidation by January 15th, and circulation in the beginning of 2017. MTCO also requested the countries to send any documents relevant for uploading to the e-library, any events to be added to the events calendar, and articles and press releases of the NTOs to be published on MekongTourism.org. He also asked the countries to add the MTCO logo with a link to the MekongTourism.org website to be added to the various NTO websites. In 2016, MTCO engaged interns from Thailand, Indonesia, and UK, and a new intern (Vietnamese national, studying in Japan) has been engaged, and MTCO is looking to engage more with universities in the region. On the preparation of the new TSS, there has been collaboration and engagements with stakeholders through TWG meeting, MTF 2016, Mekong Tourism website, experts, story tellers, social media, and development partners. Financial analysis of MTCO operations covering 2011-2016 that examined expenditures, revenues and assets showed that expenditures were going up and assets were shrinking because of increasing activities, even as MTCO was not getting revenues anywhere due to the current legal status but relying solely

on the annual contributions from member countries. Mekong website has been able to get industry recognition through international awards received recently. MTCO was also getting more traction under Alexa score, with more engagement with around 400 visitors a day and new followers in social media, also added new materials to the e-library and new website posts with increasing external links. Snapshot on website status showed real steep climb in terms of web use. MTF 2016 was successfully organized with printed report including testimonials that represented a good resource to be continued for next MTF. Media fam trips to promote the subregion were organized along the Northern Mekong (Nan to Luang Prabang, May 2016), Kampot and Kep in Cambodia in July 2016. Other projects and programs pursued include Responsible Tourism Guide & Showcase, Mekong Tourism Stories (in collaboration with UNWTO), Mekong Innovative Startup Tourism (MIST) between MTCO and ADB, launching of Mekong Tourism Networks with subject experts including on culinary tourism. Relationship was established with ITB Berlin through participation in the World's Leading Travel Trade Show in March 2017 as another platform to promote the GMS. MTCO is working on #MekongMoments – a public-private partnership, owned and operated by CEN International, as a platform to inspire content for social media campaign for promoting destinations in the GMS and social advocacy. The campaign will be tested in 2017, and promoted via customized flyers and videos for particular countries and entities/organizations. MTCO asked for



the countries to actively create campaigns under #MekongMoments umbrella and promote the campaign concept to industry stakeholders for participation. The campaign concept is unique as it acts as a capacity building platform and turnkey solution for any organization, regardless of size and type to develop their own social media campaign. The goal is to generate One Million Mekong Moments to be generated during the first 100 days by engaging a minimum of 100 businesses

motivating guests, consumers, and residents to share an average of 100 moments on their personal social media accounts (Instagram and Twitter) tagged with #MekongMoments.

19. Mr. Thraenhart reported that based on rotation of TWG events, MTF 2017 back to back with TWG-39 would be held in Lao PDR in May/June 2017, and TWG-40 in Myanmar in Nov/Dec 2017. Copies of presentations under Agenda Item 6 are in Appendix 6.

Decision/Required Follow-up Action:

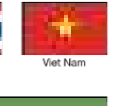
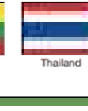
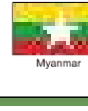
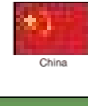
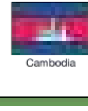
20. Countries asked to send completed 2016 multi-country activities to MTCO for inclusion in 2016 GMS TWG Workplan.

21. Countries asked to send planned 2017 multi-country activities to MTCO for inclusion in the draft 2017 GMS TWG Workplan

22. MTCO also requested the countries to send any documents

relevant for uploading to the e-library, any events to be added to the events calendar, and articles and press releases of the NTOs to be published on MekongTourism.org.

23. MTCO also asked the countries to add the MTCO logo with a link to the MekongTourism.org website to be added to the various NTO websites, and add info@mekongtourism.org to the NTO English media lists. .



Agenda Item 7

GMS Tourism Performance Scorecard

24. Mr. Thraenhart presented the GMS Tourism Performance Scorecard for 2015 noting robust increase in international visitor arrivals at over 58 million as aimed for under the current TSS and marketing strategy with tourism receipts of \$74 billion. Tourism performance data can be accessed at <http://www.mekongtourism.org>. He noted that there was demand from the private sector about aviation trends (top destinations in seats capacity within the GMS). Top airports by total passengers in 2015 were Bangkok Suvarnabhumi in the lead and as regional hub, followed by Kunming in No. 2 reflecting the big domestic market. For the period January-September 2016, international visitor arrivals reached 47 million, with tourism receipts estimated at \$73 billion. (Copies of the presentations in Appendix 7.)

Decision/Required Follow-up Action:

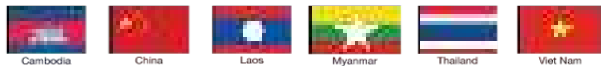
25. MTCO asked the countries to provide stats based on the agreed indicators agreed by TWG so the GMS Tourism Performance Scorecard can be kept up-to-date.

Agenda Item 8

Updating the GMS Tourism Sector Strategy

26. Mr. Steven Schipani, ADB, noted that the tourism sector had indeed made very substantive achievements over the past year. TWG had received directives from the GMS Leaders and the GMS Ministers to move forward the good momentum and one of the instruments for doing this was through the new GMS TSS 2016-2025. He requested the countries to help further enrich the MTCO website's resources by sending documents whether in English or other languages. He then proceeded to give a briefing on the good progress made with regard to the new TSS and the key activities and milestones that have been accomplished leading to notation by the 21st GMS Ministerial Conference, while recognizing the need for further consultation and confirmation within TWG. He outlined the vision, expected outcome, SWOT analysis, indicative targets, institutional framework for tourism cooperation, and budgetary/cost estimates (\$58.5 billion).

27. He invited TWG to provide their views on the suitability of implementation arrangements, completeness of the list of priority projects and border checkpoints,



forecasts and performance targets, and the production timeline, which is to finalize the report in December 2016, for typesetting and printing in January/February 2017 (copy of the presentation in Appendix 8).

Open Discussion

28. PRC suggested a platform for product marketing and promotion and tourism product development to fully improve tourism potential of cities, and a 3-phase strategy that would input to the GMS Ministerial Conference, namely: (i) explore the work progress for world city cooperation; (ii) use big-data cooperation platform to integrate into the national development plans; and (iii) use the internet to promote the tourism industry. PRC further suggested to use big data cooperation to collect, store and share information with South East Asian countries and also help Yunnan to integrate with other countries; build tourism information infrastructure system with other countries, provide tourism environment information, provide information on tourist products discounts, tourism planning, virtual tours/maps, services, etc. Border tourism between Yunnan and other countries started years ago, and achieved consensus with neighboring countries. Yunnan has capability, confidence and determination to move cooperation forward.

29. In response to Thailand's comment that there should be prioritization of the projects in the action plan, Mr. Schipani stated that many of the projects are designated high or medium priority in the GMS RIF and national tourism strategies.

30. Thailand proposed new workshops on interpretation for tourist guides in world heritage site for ASEAN

and South Asia (March 2017) and on sustainable tourism development, case study of royal development projects to promote the initiative of the late King Bhumibol Adulyadej (Feb 2017), and research initiative by the Thailand Research Fund on Tourism Promotion in Upper Mekong Subregion, and requested ADB's support for providing workshop speakers.

31. Mr. Schipani noted that these proposals fit well with the relevant programs and will be included in the list of projects. PRC's proposal for Yunnan on cross-border tourism zones are adequately covered under the TSS now, but since this is first time to hear about the data center which is very good in terms of improving collection of information, he suggested for PRC to provide a brief description of the project inclusion in the document.

32. PRC noted the project on Northern Quadrangle, they would need time to develop the goals and bilateral agreements and would try for 4 cross-border tourism zones.

33. Viet Nam appreciated ADB's efforts in successfully drafting the TSS and noted comments about cross-border tourism. Viet Nam suggested that there should be a specific project on CMV triangle tourism development and research on tourism development in Northern Lao PDR, Viet Nam and PRC.

34. Cambodia appreciated ADB's support to prepare the new strategy and



agreed with Viet Nam to push for triangle development based on the Leaders' meeting in Siem Reap. Cambodia stated that border facilities at priority border points needed to be developed and proposed another border between Cambodia and Viet Nam at Pre Cheak –

Ha Tien . Mr. Schipani noted this border would be added to the TSS.

35. Thailand commented and Mr. Schipani agreed that indicative targets/results framework should include social and environmental indicators for balanced development.

Decision/Required Follow-up Action:

36. PRC was requested to provide a brief write-up on their proposed big data center.

37. Countries did not have any objection on the final draft of the TSS and only had minor comments which would be incorporated in the final document. They expressed appreciation to ADB for its support in preparing the new TSS.

Agenda Item 9

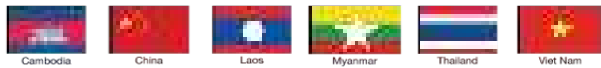
GMS Tourism Infrastructure for Inclusive Growth Project

9.1 Project Progress Report by Cambodia

38. Cambodia reported on project progress (copy of presentation in Appendix 9.) Outputs 1 and 2 had experienced delays completing the detailed designs and bidding documents due to staff changes. Output 3 on institutional capacity building activities are proceeding well. Output 4 activities show progress in some areas and delay in others. They are now in the process of designing Kampot International Passenger terminal.

9.2 Project Progress Report by Lao PDR

39. Lao PDR reported that as of October 2016, overall progress was at 17.68% compared to the elapsed implementation period of 35% since the loan became effective. The project was rated on-track according to ADB performance monitoring criteria. Details on the project progress by output were reported. Annual project review and planning meeting for 2017 with all PIUs would be held on 13-16 December 2016 in Luang Prabang with annual work plans to be finalized by end of December 2016. Focus for 2017 would be on implementing the different plans. (copy of presentation in Appendix 10).



9.2 Project Progress Report by Viet Nam

40. Viet Nam would give an update on the project at the next meeting.

41. Mr. Schipani urged the countries to continue collaborating on the Southern Tourism Corridor and looked forward to the next MTF. He thanked the countries that were not directly financed by the project but nevertheless contributing to cooperate on certain elements.

Agenda Item 10

TWG-39 Preparations and MTF 2017

42. Lao PDR briefed the meeting on preparations for TWG-39 and MTF 2017 proposed to be held back-to-back in Luang Prabang on 5-8 June 2017 (changed from the previously proposed June 13-16 dates). TWG-39 and Closed MTCO Board Meeting would take place on Monday, TIIG Steering Committee Meeting and MIST would take place on Tuesday, and MTF 2017 on Wednesday and Thursday. A proposed concept and proposed theme for MTF “Prosper with Purpose”, as well as proposed programs for TWG-39 and MTF 2017 with a different format this time to integrate the conference with the destination were also presented (copy in Appendix 10). A short video on Luang Prabang was shown.

43. Thailand informed the meeting about Thailand Travel Mart on 14-16 June 2017 which would coincide with MTF 2017. Note: Dates changed to June 5-8, 2017 as a result.

44. Mr. Thraenhart stated that around 200 participants are expected for 2017 MTF; MTCO will work with Lao PDR for on the program, and looks forward to the other countries’ inputs and feedback.

Decision/Required Follow-up Action:

45. *MTCO will work closely with Lao PDR in developing the TWG-39 and MTF 2017 program and agenda and inform TWG members accordingly.*



Agenda Item 11

Other Matters

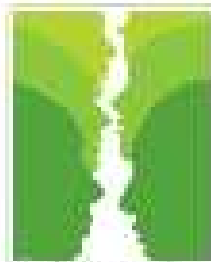
46. Thailand informed the meeting about their new visa policy approved by the Cabinet regarding waiver of visa fee of 1,000 baht when visitors apply for a visa at Thai embassies or consular offices; also a reduction of fee for visa on arrival from 2,000 baht to 1,000 baht at immigration checkpoints for tourists from 19 countries.

47. Viet Nam suggested that MTF 2017/TWG-39 be moved to first of week of June or just before Thailand Travel Mart as they would be busy hosting the APEC Summit Meeting.

48. Mr.Thraenhart responded that they would consider Viet Nam's suggestion accordingly in planning for the event. Note: MTF 2017 has been moved to June 5-8, 2017.

Closing Session

49. Chairperson expressed his thanks and appreciation to all the participants for their active contribution to the success of the meeting.



Mekong
Tourism

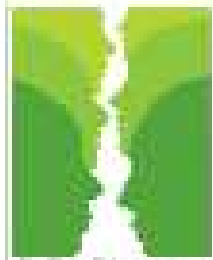


38th

MEETING OF THE GMS TOURISM WORKING GROUP (TWG-38)

7-11 DECEMBER 2016
KUNMING, YUNNAN PROVINCE, P.R. CHINA

DRAFT SUMMARY OF PROCEEDINGS

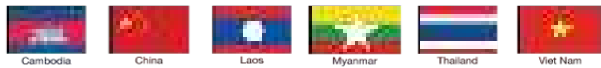


Mekong
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APPENDIX 1

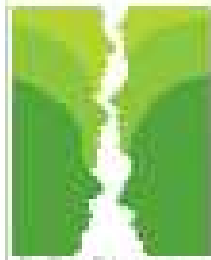
LIST OF PARTICIPANTS



No	Title	Name-Lastname	Country	Position	Organization
1	Mr.	Li Shihong	China	Vice Chairman	China National Tourism Administration (CNTA)
2	Mr.	Wu Kefeng	China	Deputy Director General of planning and Finance Department	China National Tourism Administration (CNTA)
3	Mr.	Zhou Wenjie	China	Director of International Organization Division, Tourism Promotion and International	China National Tourism Administration (CNTA)
4	Mr.	Fang Yan	China	Deputy Director of Resource Utilization Division, Planning and Finance Department	China National Tourism Administration (CNTA)
5	Mr.	Zhao Ke	China	Principle Staff Member of Translation and Receptionist Division, Tourism Promotion and	China National Tourism Administration (CNTA)
6	Mr.	He Ming	China	Principle Staff Member of Resource Utilization Division, Planning and Finance Department	China National Tourism Administration (CNTA)
7	Mr.	He Yan	China	Principle Staff Member of Resource Utilization Division, Planning and Finance Department	China National Tourism Administration (CNTA)
8	Mr.	Lv Wushui	China	Official of General Office	China National Tourism Administration (CNTA)
9	Ms.	Ju Yi	China	Official of Resource Utilization Division, Planning and Finance Department	China National Tourism Administration (CNTA)
10	Mr.	Xu Jie	China	Official of Resource Utilization Division, Planning and Finance Department	China National Tourism Administration (CNTA)
11	Mr.	Gao Shuxun	China	Senior Advisor	The People's Government of Yunnan Province
12	Mr.	He Ligui	China	Deputy Secretary General	The People's Government of Yunnan Province
13	Mr.	Cui Zhitao	China	Consultant	International Exposition Affair Bureau
14	Mr.	Yun Fan	China	Director General	Tourism Development Commission of Yunnan Province
15	Madam	Wen shuqiong	China	Deputy Director General	Tourism Development Commission of Yunnan Province
16	Mr.	Chen Shuyun	China	Deputy Director General	Tourism Development Commission of Yunnan Province
17	Mr.	Cheng Daxing	China	Director of Information Division	Tourism Development Commission of Guangxi, China
18	Mr	Nat Yin	Cambodia	Deputy Director of Planning Development Department	Ministry of Toursim, Cambodia
19	Mr	Chhay Sarath	Cambodia	National Tourism Destination Management and Training Specialist	Ministry of Toursim, Cambodia
20	Mrs	Phonemany Soukhathamavong	Laos	Deputy Director of Tourism Planning and Development Division	Ministry of Information, Culture and Tourism, Laos (MICT)
21	Ms	Chanthanongsin Razmounry	Laos	Technical Officer	Ministry of Information, Culture and Tourism, Laos (MICT)
22	Mr	Naung Naung Lin Aung	Myanmar	Deputy Director	The Ministry of Hotels and Tourism, Myanmar
23	Ms	Mingkwan Chitapong	Thailand	Acting Director of International Affair Division	Ministry of Toursim and Sports (MOTs)
24	Mr	Pongsakorn Rudravanija	Thailand	International Affair Officer	Ministry of Toursim and Sports (MOTs)
25	Dr	Walailak Noypayak	Thailand	Executive Director, Asean South Asia & Pacific Region Department	Tourism Authority of Thailand (TAT)
26	Ms	Natnipa Nagavajara	Thailand	Chief, Asean South Asia & Pacific Cooperation Section	Tourism Authority of Thailand (TAT)



27	Ms	Woramon Subsrinunjai	Thailand	Marketing Officer	Tourism Authority of Thailand (TAT)
28	Ms	Ubolwan Sucharitkul	Thailand	Director of Tourism Professional Development Division	Department of Tourism (DOT), Ministry of Tourism and Sports, Thailand
29	Ms	Patthanasiri S. Ewtoksan	Thailand	Chief of International Tourism Cooperation Section	Department of Tourism (DOT), Ministry of Tourism and Sports, Thailand
30	Ms	Witchanee V. Thongsomchit	Thailand	Tourism Development Officer - Professional Level	Department of Tourism (DOT), Ministry of Tourism and Sports, Thailand
31	Mr	Tuan Anh Le	Vietnam	DEPUTY DIRECTOR GENERAL OF INTERNATIONAL COOPERATION DEPT	Vietnam National Administration of Tourism (VNAT)
32	Ms	Tran Thi Phuong Nhung	Vietnam	Principal Official I International Cooperation Department	Vietnam National Administration of Tourism (VNAT)
33	Ms	Thanh Nga Nguyen	Vietnam	OFFICIAL OF TRAVEL MANAGEMENT DEPT	Vietnam National Administration of Tourism (VNAT)
34	Mr.	Steven Schipani	Laos	Sr. Portfolio Management Specialist	Asian Development Bank (ADB)
35	Ms.	Flordeliza S. Melendez	Philippines	Consultant, GMS Unit Regional Cooperation and Country Coordination Division Southeast	Asian Development Bank (ADB)
36	Mr.	Sunichi Hinata	Japan	Regional Cooperation Specialist	Asian Development Bank (ADB)
37	Mr	Steven Schipani	Laos	Sr. Portfolio Management Specialist	Asian Development Bank (ADB)
38	Ms	Flordeliza S. Melendez	Philippines	Consultant, GMS Unit Regional Cooperation and Country Coordination Division	Asian Development Bank (ADB)
39	Mr	Sunichi Hinata	Japan	Regional Cooperation Specialist	Asian Development Bank (ADB)
40	Mr	Jens Thraenhart	Thailand	Executive Director	Mekong Tourism Coordination Office (MTCO)
41	Mr	David Gillbanks	Thailand	Consultant	Mekong Tourism Coordination Office (MTCO)
42	Ms	Thitikan Wimonsrinarachai	Thailand	Operation Manager	Mekong Tourism Coordination Office (MTCO)
43	Ms	Chomkhwan Peibua	Thailand	Assistance Operation Manager	Mekong Tourism Coordination Office (MTCO)
44	Ms	Prakobsiri Pakdeepinit	Thailand	Vice Dean	University of Phayao
45	Mrs	Supawadee Photiyarach	Thailand	Deputy Division Director for Targeted Research Division	The Thailand Research Fund (TRF)



Mekong
Tourism



APPENDIX 2

SPEECHES



在第 38 次大湄公河次区域旅游工作组会议

欢迎晚宴上的致辞

2016 年 12 月 7 日

尊敬的云南省高树勋党组（副省长），
尊敬的湄公河旅游协调办公室主任晏子先生，
尊敬的各位嘉宾，女士们，先生们：
大家晚上好！

首先，我谨代表中国国家旅游局、代表李金早局长对各位远道而来的朋友表示欢迎！欢迎大家来到中国！

今天，我们非常高兴来到美丽的昆明，参加第 38 次大湄公河次区域旅游工作组会议，与大家共叙友情、共话合作、共议发展。

“大湄公河”是东南亚各国的生命河流，沿线六国“同饮一江水”，互为友好邻邦。构建 GMS 旅游交流和合作机制，对于促进本地区经济稳定发展、增进人民友谊、促进政治互信等，具有十分重要的意义。云南省作为湄公河次区域旅游的前沿阵地，近年来为次区域旅游发展做出了突出成绩，在中国的旅游业发展中也具有举足轻重的地位。为筹备明天的会议，云南省人民政府、云南省旅游发展委员会高度重视，和大湄公河旅游协调工作办公室（MTCO）的同仁们一道，付出了诸多努力。今晚，他们也为大家精心准备了欢迎晚宴，请大家开心品尝云南美食，享受云南风光！最后，预祝工作组圆满成功！希望各位朋友们在云南度过美好的时光！

Distinguished Mr. Gao Shuxun, Deputy Governor of Yunnan Province
Distinguished Mr. Jens Threanhart, Executive Director of Mekong Tourism Coordinating Office
Distinguished guests, ladies and gentlemen,

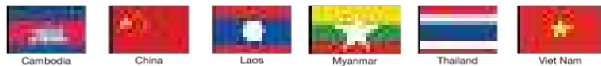
Good evening!

First of all, on behalf of China National Tourism Administration, and the Chairman Mr. Li Jinzao, I would like to extend our warmly welcome to all the friends from afar.

Today, we get together at the beautiful city of Kunming, to join the 38th meeting of the GMS tourism working group. We sincerely hope that we could renew our friendship, enhance our cooperation, and discuss our development.

Great Mekong river is the life river of the Southeast Asia countries. Six countries drink from the same river as a friendly neighbor. Establishing the GMS tourism exchange and cooperation mechanism has a very important significance to promote the economy development of the area, enhance the friendship of the people and promote the mutual political trust. Yunnan province located at the forward position of the Great Mekong Sub region tourism, and in recent years Yunnan has made outstanding achievements for the tourism development of the area. Meanwhile, Yunnan also shares important position in China's tourism development. The People's Government of Yunnan Province and the Yunnan tourism development committee work together with the MTCO colleagues and made so much efforts to prepare the meeting tomorrow. Tonight, they also provide a well prepared reception dinner for everyone, please enjoy yourself.

Finally, we wish the meeting a complete success, and wish you all have good time in Yunnan. Thank you!



Remarks at 38 Meeting of GMS Tourism Working Group

Li Shihong, Vice Chairman of CNTA

Dec.8, 2016

Dear colleagues from the tourism sector,

Ladies and Gentlemen,

Good Morning.

I hereby extend, on behalf of China National Tourism Administration and Chairman Mr. Li Jinzao, warm congratulations on the grand opening of the 38th Meeting of the Greater Mekong Sub-region Tourism Working Group, and heartfelt thanks to Yunnan for the meticulous preparation and thoughtful arrangements for today's meeting.

China National Tourism Administration attaches high importance to developing innovative, open and shared tourism exchanges with other GMS states. In recent years, it has brought forward a series of regional tourism cooperation on HR training, project construction, tourism marketing and product development. In December 2015, CNTA and the Lao Ministry of Information, Culture and Tourism jointly organized the first training session on the standardization of tourism attractions development. A few days ago, a delegation consisting of experts in Yunnan visited the Luang Prabang of Laos to deliver another training course to the local industry workers. Upon the signing of the *Agreement on Cooperation on the Protection and Development of Tourism Resources of Detian Waterfalls* between the Chinese and Vietnam governments in November 2015, the outline on the development of the Detian-Thac B'n Gi'c Waterfalls Cross Border Tourism Cooperation Zone has quickly taken its shape, with a cooperation demonstration base currently under construction and a coordination committee jointly established by the Guangxi Zhuang Autonomous Region of China and the Thanh Cao B'ng of Vietnam in such regard. For many years, China and Thailand have worked hand-in-hand on tourism marketing and promotions. A few days ago on December 1st, Thailand introduced a three-month long visa fee exemption policy in China. The cooperation between China and Myanmar on border tourism dates back to the 1990's. By the end of this year, tourists on both sides will be able to enjoy 3 new border tourism routes that connect Yunnan with Myanmar through arrangements of tour operators. China and Cambodia have kept frequent exchanges on higher levels. In August, a MOU was signed between CNTA and the Cambodian Ministry of Tourism on strategic cooperation. With the joint efforts of all parties, the total number of two way visits between China and other GMS states has registered 14.93 million in the first 3 quarters of 2016.

Dear friends, as we are pleased to witness the ever deepening tourism exchanges between GMS states, we are also aware of the great potential that lies in the future of our cooperation. My special thank goes to the MTCO for its hard work along the years to improve the connectivity and coordination between GMS states. I'd also like to express my appreciation for the devotions and unremitting efforts of ADB on regional cooperation. The GMS Tourism Working Group mechanism has provided all of its 6 member states with



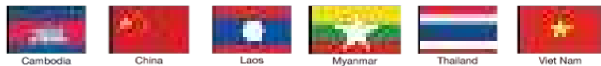
a dedicated, smooth-running platform for communication and cooperation in the past decade, during which the tourism authorities of all member states have worked closely together, through thick and thin, to build the Greater Mekong Sub-region into a tourism destination featuring easy connectivity, orderliness and openness.

We believe that the decade to come will be an era of prosperity for tourism development in the Greater Mekong River Region. GMS states are all important nations along the land and maritime silk road. CNTA has started the drafting of the *Outline of Cooperation on Tourism Development along the Belt and Road* and we stand ready to work more closely with other GMS states on tourism infrastructure projects, investment cooperation in the trade of tourism, and tourism service standardization. In the mean time, to implement the important decision made by the Chinese Government on building Cross Border Tourism Cooperation Zones and Border Tourism Pilot Zones, CNTA has launched the campaign of building these two types of zones nationwide. We will take a more innovative approach in the reform and opening up of tourism development in the GMS region, which is where a number of cooperation zones and pilot zones are established, and expand our cooperation with other GMS states in heritage protection and utilization, Eco-environment construction, etc. In the future, we will step up our efforts on building Yunnan Province into a pivot in Southwest China's reform and opening up, support Guangxi in its Pan-North Bay cooperation and work even harder on promoting sub-region tourism cooperation and exchanges, and the branding and marketing of GMS region as an integrated tourism destination.

Ladies and gentlemen, China will always has her arms open and seek common progress with all other nations. We expect support and help from other GMS states, and are willing to share the outcomes of China's reform and opening up, and take our responsibilities on regional development. With an aim of creating a community of shared future for mankind, we believe, from the very beginning, that as long as we uphold the principles of equity, mutual benefit and win-win cooperation, further deepen our mutual trust and adhere to practical approaches, the GMS tourism community will become the most vibrant, charming and attractive in the global market, and the GMS tourism working group mechanism will become a role model for international tourism exchanges and cooperation.

I wish today's meeting a complete success.

Thank you.



TWG-38 OPENING SPEECH

By Jens Thraenhart

Executive Director, Mekong Tourism Coordinating Office

38TH MEETING OF THE GMS TOURISM WORKING GROUP

December 8th, 2016, Kunming, P. R. China

- HE Mr. Li Shihong, Vice Chairman, China National Tourism Administration
- Mr. Wu Kefeng, Deputy Director General, China National Tourism Administration
- Mr. He Ligui, Deputy Secretary General, The People's Government of Yunnan Province
- Mr. Yun Fan, Director General, Tourism Development Commission of Yunnan Province
- Heads of Delegation of the GMS Member Countries
- Mr. Steven Schipani, Senior Portfolio Management Specialist, Asian Development Bank
- Distinguished Delegates of the GMS Member Countries,
- Representative from development partners and the media,
- Ladies and Gentlemen.

Zao shang hao and good morning to all of you. On behalf of the Mekong Tourism Coordinating Office, I would like to thank the China National Tourism Administration and the Yunnan Tourism Development Commission for their warm welcome, gracious hospitality, and excellent arrangements provided to us here at the 38th GMS Tourism Working Group in Kunming. Personally, it is always a pleasure visiting China, after having lived in Beijing for 5 years, and while having served as Chair for PATA China. During that time, I had the opportunity to visit Yunnan as well as Guangxi multiple times. Kunming is one of my favorite cities in China, and the Stone Forrest truly one of the most spectacular attractions in Asia.

Over the last decade, China has become a world leader in tourism. China is today the first tourism source market in the world in terms of spending and trips. China is also the 4th most visited country in the world and the biggest domestic market. In a strong recognition of the contribution of tourism to development, China has long placed tourism at the centre stage of its economic development. More recently, China has set as an objective to lift 17% of the country's impoverished population out of poverty through tourism by 2020.

We are living in the age of travel. International tourists have grown from 25 million in 1950 to almost 1.2 billion in 2015. Tourism now counts for one in every 11 jobs worldwide, 10% of global GDP, 7% of world exports and 30% of services exports. And let's not forget tourism's immense human impacts. Tourism creates opportunities for communities around the world to leave poverty behind and hope for a better live.



Tourism is a strong driving force for socio-economic development in the Greater Mekong Subregion that has benefited all of our countries. Indeed, while Southeast Asia is the fastest growing tourism region in the world (+6%), the Greater Mekong Subregion is the fastest growing sub region in Asia in 2015 and this growth is expected to continue. Over the past two years, we have embarked on an ambitious strategy, reflected in the GMS TWG Workplan, to position the Mekong Subregion as a single tourism destination, driving inclusive growth and poverty alleviation, by promoting multi-country travel and secondary destinations in a responsible way.

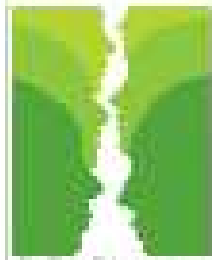
We have changed how MTCO is operated just three years ago - both internally, but more importantly, externally in how we engage with industry via digital means, and aligned to the new Experience Mekong Tourism Marketing Strategy & Action Plan 2015-2020. Over the past few days, we have had some very productive discussions with representatives from the Yunnan Tourism Development Commission, how to further promote Yunnan leveraging our new storytelling programs.

In the past two years, together we focused on developing a foundation for execution and collaboration, from launching an award-winning digital platform to invite content contributors and an e-library that functions as a repository of documents related to the GMS and Travel and Tourism. We developed the MTF into a platform for organizations to produce forums for debate and networking such as the Mekong Tourism Investment Summit, the Mekong Tourism Digital Boot Camp, and for the first time the Mekong Food Tourism Summit, as a few examples. Finally, as a major milestone, TWG agreed in moving forward to seek establishment as an international governmental organization of the MTCO. Other projects and initiatives are ready to be launched and implemented, leveraging our powerful digital platform and marketing strategy.

As mentioned, we also embarked on the next 10-year GMS Tourism Sector Strategy 2016-2026, to meet the demands of a changing consumer scape from the importance of the internet and social media, the sharing economy and traveler's desires to have truly local experiences, to increased air and land connectivity, visa openness, and increased tourist arrivals to destinations that either were not accessible or not on the radar by international mainstream tourists. The development of the next ten-year strategy could not come at a more relevant time.

As we have a full agenda, I want to close by thanking all of you by giving the MTCO team and me your confidence in assisting to execute the GMS TWG workplans over the past to years, and represent the GMS in tourism-related matters. It has been a true honor and pleasure to be of service.

Xie Xie & thank you very much!



Mekong
Tourism



Laos



China



Thailand



Myanmar



Cambodia



Vietnam

APPENDIX 3

PROVISIONAL AGENDA



38th MEETING OF THE GMS TOURISM WORKING GROUP

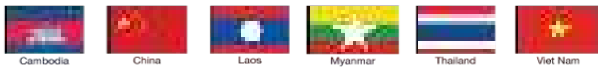
09:00 – 15:10 hrs, 08 December 2016

InterContinental Hotel, Kunming, PR China

PROVISIONAL AGENDA

- Agenda item 1** **Opening Remarks** (09:00-09:40)
- Remarks from CNTA
 - Remarks from Yunnan Government
 - Remarks from Asian Development Bank
 - Remarks from Mekong Tourism Coordinating Office
 - Group Photo
- Agenda item 2** **Adoption of the Agenda** (09:40-09:45)
- Agenda item 3** **Business arrangements** (09:45-09:50)
- Agenda item 4** **Report and follow-up of the 37th GMS Tourism Working Group Meeting** (09:50-10:05)
- Cambodia will brief the meeting on the outcomes of the 37th GMS TWG Meeting held in January in Sihanoukville, Cambodia
- Agenda item 5** **Report and follow-up of the 2016 GMS Ministerial Meeting** (10:05-10:10)
- ADB will brief the meeting on the outcomes of the 2016 GMS Ministerial Meeting.
- **BREAK (10:10-10:25)** ----
- Agenda item 6** **Implementation of the GMS Tourism Marketing Strategy 2015–2020** (10:25 – 11:50)
- GMS Country Project Updates:
 - Each country may brief the Meeting on projects and regional initiatives
 - GMS Tourism Working Group 2016 Workplan Progress Report Q3:
 - MTCO Executive Director to present progress against the TWG's agreed 2016 Workplan
 - Open discussion on joint marketing progress, issues and solutions
- Agenda item 7** **GMS Tourism Performance Scorecard** (11:50 – 12:00)
- MTCO to present GMS Tourism Performance Scorecard

---- **LUNCH BREAK (12:00 – 13:00)** ----

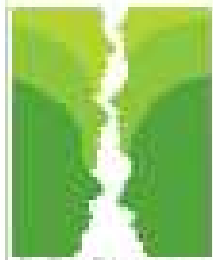


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- Agenda item 8 Updating the GMS Tourism Sector Strategy 2016-2025 (13:00 – 13:45)**
- ADB will brief the meeting on progress of the GMS Tourism Sector Strategy 2016-2025
 - Open discussion on Implementation of the GMS Tourism Sector Strategy
 - Yunnan, PR China
 - Other countries
- Agenda item 9 Greater Mekong Subregion Tourism Infrastructure for Inclusive Growth Project (13:45 – 14:45)**
- Cambodia, the Lao PDR and Viet Nam will brief the meeting on progress made and key issues encountered
 - Project Coordination Unit, Ministry of Tourism, Cambodia
 - Project Coordination Unit, Ministry of Information, Culture and Tourism, Laos
 - Project Coordination Unit, Ministry of Culture, Sports and Tourism, Viet Nam
 - Discussion
- Agenda item 10 TWG-39 Preparations & MTF 2017 (14:45 – 15:00)**
- Lao PDR to brief the Meeting on preparations for the 38th TWG Meeting & Mekong Tourism Forum 2017
- Agenda item 11 Other Matters (15:00 – 15:10)**

---- BREAK (15:10 -15:30) ----

Dinner: InterContinental Hotel Kunming (18:30 – 21:00)



Mekong
Tourism



Laos



China



Thailand



Myanmar



Cambodia



Vietnam

APPENDIX 4

TWG-27 PRESENTATION



The 38th Tourism
Working Group Meeting
December 5th, 2015, Kunming, PR China

Report on the
37th Tourism
Working Group
Meeting

Siha Sihanoukville
Cambodia
5th July 2016



Report on the 37th Tourism Working Group
Sihaoukville, Preah Sihanouk Province,
5th July 2016



Attended by representatives from the six GMS MTOs
Cambodia, PR China, Myanmar, Lao PDR, Thailand and
Vietnam and the AEC, ACC, MTCU and the ADB



The 37th Tourism Working Group Meeting

- OPENING REMARKS -

- Ministry of Tourism, Cambodia
- The Asian Development Bank
- The Mekong Tourism Coordinating Office



Noted:

- Excellent achievements through dedication and hard work
- Continued pursuit of emerging opportunities



The 37th Tourism Working Group Meeting

- GMS COUNTRY UPDATES -

CAMBODIA:



LAO PDR:



VIET NAM:





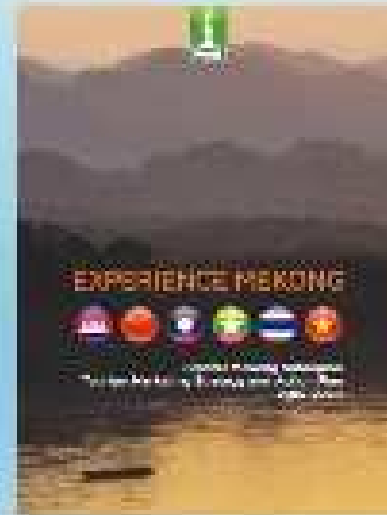
The 37th Tourism Working Group Meeting - IMPLEMENTATION OF THE GMS TOURISM MARKETING STRATEGY 2015-2020 -

SUB-REGIONAL JOINT MARKETING PROGRAM

Lao PDR: Development of the
Northern Heritage Route

Thailand: Linking destinations
along the Mekong Discovery Trail

Cambodia: Importance of the
Southern Discovery Trail



The 37th Tourism Working Group Meeting - MTCO ACTIVITIES REPORT -

MTCO Websites: Adrian Award

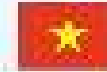
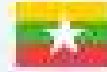
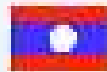
E- Library: 350+ documents

E-Newsletter: 8th edition

Mekong Moments: Social media
campaign

Media FAM Trip: From Nanhai to
Luang Prabang





The 37th Tourism Working Group Meeting

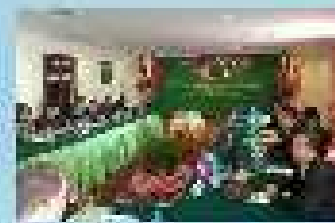
- STATISTICS HARMONIZATION IN THE GMS -

GMS Tourism Statistics
Harmonization Workshop
March 23-24 in Siem Reap

24 participants from 4 countries
and MTCO

- Discussed current systems of
generating statistics

- Identified next steps for
harmonization.



The 37th Tourism Working Group Meeting

- UPDATING THE GREATER MEKONG SUBREGION TOURISM STRATEGY 2016-2025 -



Dr. Walter Johnson, Consultant





The 37th Tourism Working Group Meeting

- GMS REGIONAL INVESTMENT FRAMEWORK IMPLEMENTATION PLAN: TOURISM SECTOR UPDATE -

- 21 Ministerial Meeting
- 3rd Progress Report of the GMS Regional Investment Framework Implementation Plan
- Mid-Term Review of the RIF-IP 2014-2018
- Expanded RIF-IP up to the year 2020



The 37th Tourism Working Group Meeting

- GMS TOURISM WORKING GROUP: WORK PLAN PROGRESS REPORT Q1/Q2 -
- TWG-38 PREPARATIONS -





The 37th Tourism Working Group Meeting - PARTNERSHIPS -

1. ASEAN-JAPAN
CENTER

2. ASEAN-CHINA
CENTER



The 37th Tourism Working Group Meeting - MEKONG TOURISM FORUM REPORT -

Produced by the MTCO

1st time

Available on the MTCO website





The 37th Tourism Working Group Meeting - CLOSING SESSION -



The 37th Tourism Working Group Meeting on Inclusive Growth



APPENDIX 5

ADB – TWG BRIEFING ON 21st MIN
CONFERENCE



21st GMS Ministerial Conference

30 November - 1 December 2016 (Thailand)

One Asia, One Road

Outline of Presentation

General Briefing on Outcome of 21st GMS Ministerial Conference (21st MC)

1. Theme & Component Events
2. Tourism Deliverables for the Senior Officials' Meeting
3. Tourism at the Development Partners' Meeting
4. Joint Statement of 21st GMS Ministerial Conference – Tourism Sector
5. Mid-Term Review & 3rd Progress Report of Regional Investment Framework (RIF (E) 2014-2018 with expanded till 2020)



21ST GMS MC: Theme and Component Events

Theme: *"Spurring Inclusive Growth Along the GMS Economic Corridors"*

Component Events:

1. GMS Senior Officials' Meeting (SOM) held in the morning of 30 Nov;
2. Development Partners' Meeting (DPM) held in the afternoon of 30 Nov;
3. GMS Ministerial Meeting (MM) held in the morning of 1 Dec; and
4. GMS Ministerial Retreat held in the afternoon of 1 Dec.



Tourism Deliverables for the SOM

SOM briefed on status of following items:

- Draft GMS Tourism Sector Strategy 2016-2025
- Draft Agreement on the Establishment of the MTCO



Tourism Item at the DPM

- DPM attended by GMS Senior Officials, Development Partners, private sector, and ADB resource persons.
- Case study on “Integrating Sustainable Tourism in Infrastructure Investments to Spur Inclusive Growth” – presented by Mr. Steven Schipani



21st MC Joint Ministerial Statement: Tourism Sector

"In Tourism, international tourist arrivals in the GMS reached 57.5 million in 2015, generated tourism receipts of about \$35 billion, and supported more than 10 million full-time jobs. A new Tourism Sector Strategy is now being finalized to guide our cooperation in this important sector for the next decade. We welcome the progress in establishing the Mekong Tourism Coordinating Office (MTCO) as an inter-governmental organization. We encourage relevant ministries to expedite the process. We lauded actions taken and support given to improve the www.mekongontourism.org digital platform, and wish to congratulate our tourism officials and the MTCO for a number of international awards received in recognition of the website's innovative design and use of cutting-edge technology to create a digital hub for travel and tourism collaboration."

Mid-Term Review of Regional Investment Framework 2014-2018 cum 3rd Progress Report and RIF-IP 2020

- 1. Copy of Mid-term Review and progress of implementation of RIF-IP 2014-2018. http://www.unep.org/press/presskit/2018/08/20180801_rif-ip-2014-2018.pdf
- 2. Mid-term Review shows substantial progress i.e.
 - Securing financing for 62 out of 93 Investment & TA projects valued at US\$26 B (85% of av. total \$28 B)
 - Strengthening country ownership (substantial investments from PRC & Thailand val. at \$12 B)
 - Building partnerships : 87% of private sector co-financing at US\$3.8 B, ADB at \$2.9 B

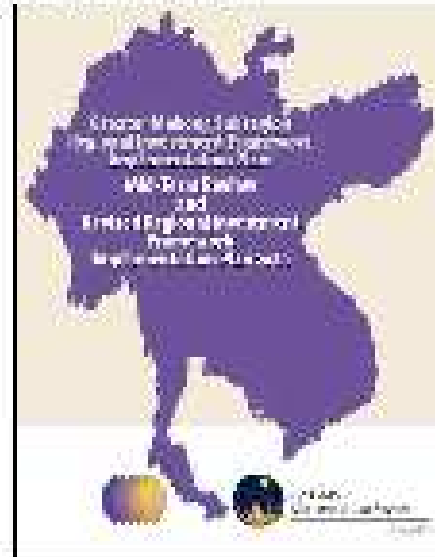


Table A.1. Tourism Policy Projects

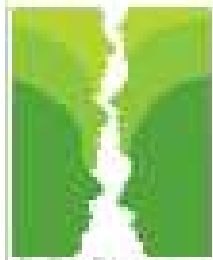
Name of Project	Priority coverage	Cost estimate (US\$ million)	Available financing
Investment projects			
1. EASEC (East Asia Economic Community) Convention	China, Laos, Viet Nam, Thailand	1,000	750
2. Construction of the Doha-Turkey Cairo-Canton Road (also known as Tourism Corridor in Doha)	PRC, Cambodia, Viet Nam	2,000	
3. EASEC (East Asia Economic Community) Convention II	China, Viet Nam, Laos, Myanmar, Thailand	1,500	750
4. Tourism Infrastructure Development in the Greenfield Development Zone	Cambodia, Viet Nam, Thailand	1,100	
5. Tourism Infrastructure Development in the Greenfield Development Zone	Viet Nam, Laos, PRC, Cambodia	800	
Technical assistance projects			
1. Strengthening the Working Tourism Coordination Office	Myanmar, Cambodia	50	450
2. Preparation of the GMS Tourism Sector Strategy (2015-2020)	Myanmar, Cambodia	10	
3. Preparation of the GMS Tourism Sector Strategy (2015-2020) (Cambodia)	Cambodia, Laos, PRC, Myanmar and Viet Nam	10	450
4. Preparing the Tourism and Sustainable Development in the Greenfield Development Zone	Laos, Viet Nam, PRC, Myanmar	50	
5. Preparing the Tourism Infrastructure Development in the Greenfield Development Zone	Cambodia, Laos, PRC, Thailand	10	
6. Strengthening the Coordination of Sustainable Tourism Knowledge and Local Marketing in the GMS	Myanmar, Viet Nam	200	

1. ADB funding covers Cambodia half of total cost. 2. Includes 400 million in total cost of loans.

Conclusion

- Tourism is an important sector of the GMS Economic Cooperation Program.
- Tourism sector's achievements and contribution to GMS vision are well recognized and appreciated at all levels of GMS institutional hierarchy and machinery.

Thank you!



Mekong
Tourism



APPENDIX 6

GMS TWG 2016 Work plan Progress
Report Q3



- 1 China Tourism in Brief
- 2 Top Markets and Destinations
- 3 GMS Countries
- 4 Cooperation Activities





China Tourism In Brief



January to May, 2016

► Inbound tourism ► Outbound tourism ► Domestic tourism
(Three Quarters)

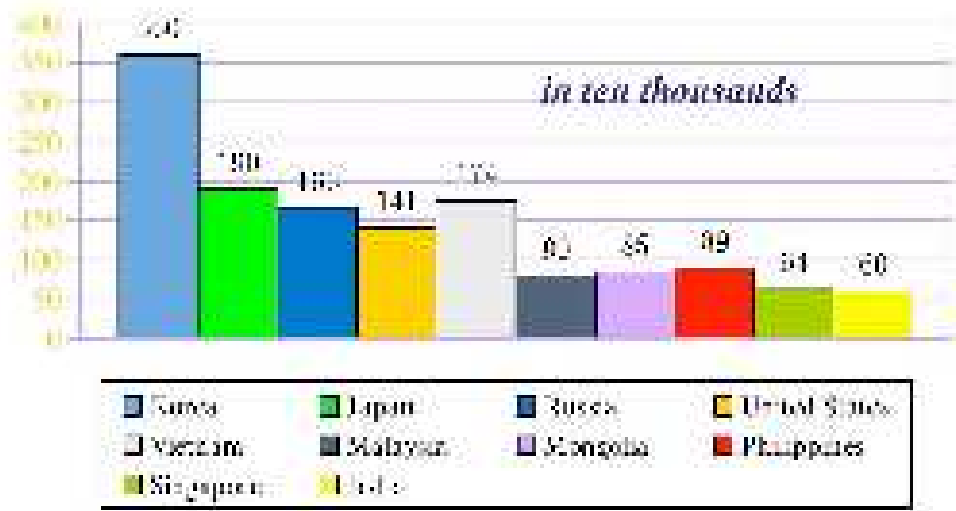
► Overnight tourists	► Tourists number	► Tourists number
43.67 million(+4.2%)	62.26 billion(+4.7%)	3.38 billion(+17.2%)
► intl tourism receipts		► Tourism revenue
86.63 billion US\$		2853 billion RMB
(+5.1%)		(+15.3%)





2 Top Markets and Destinations

Top 10 Source Countries Jan-May 2016



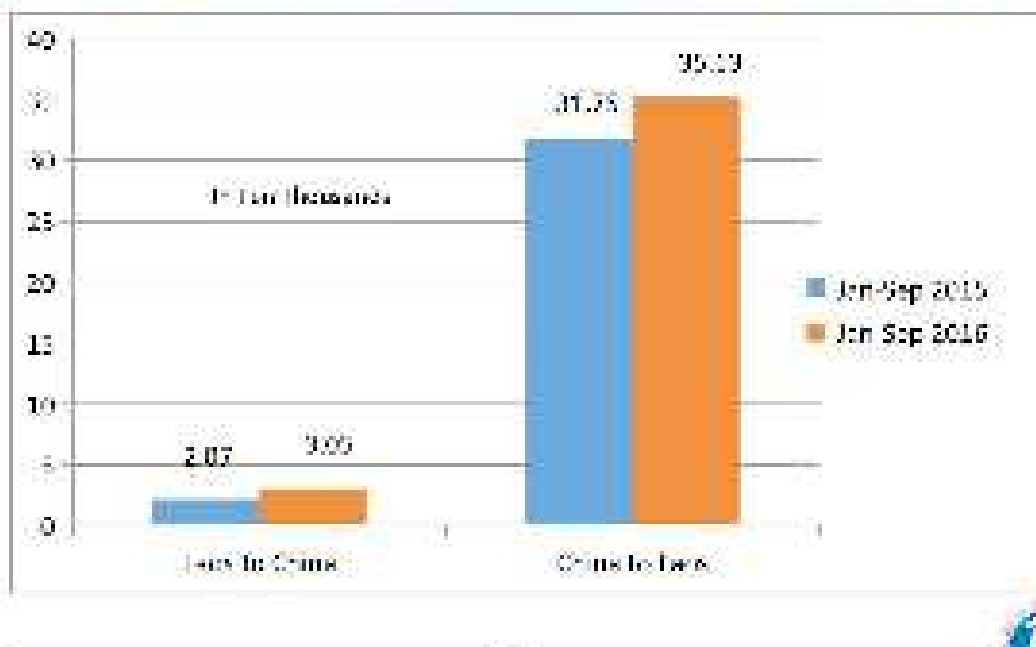
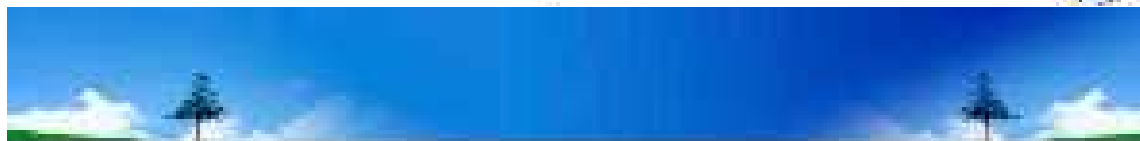
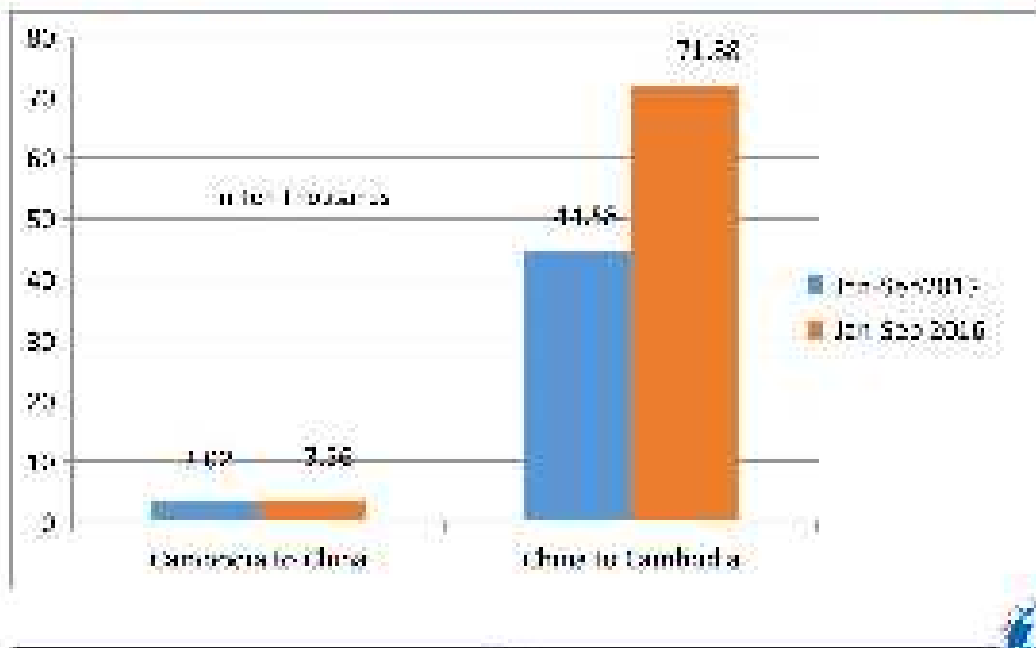


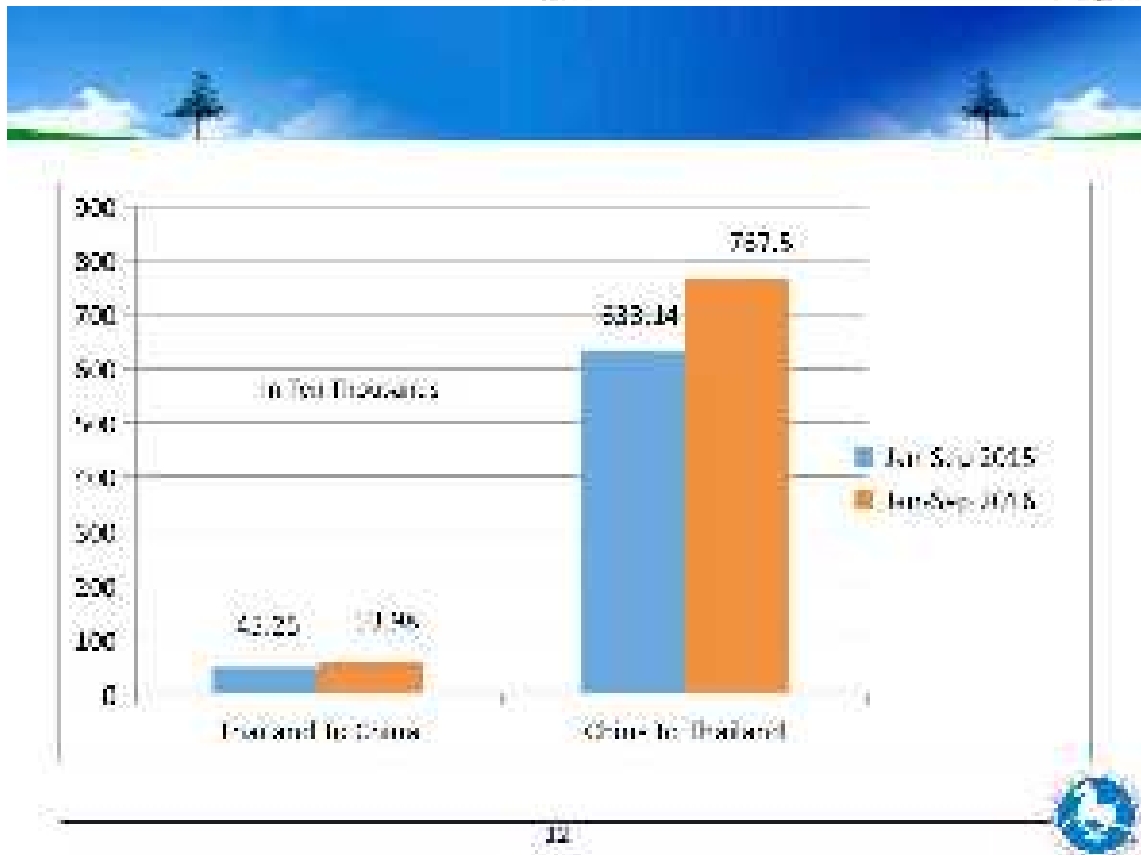
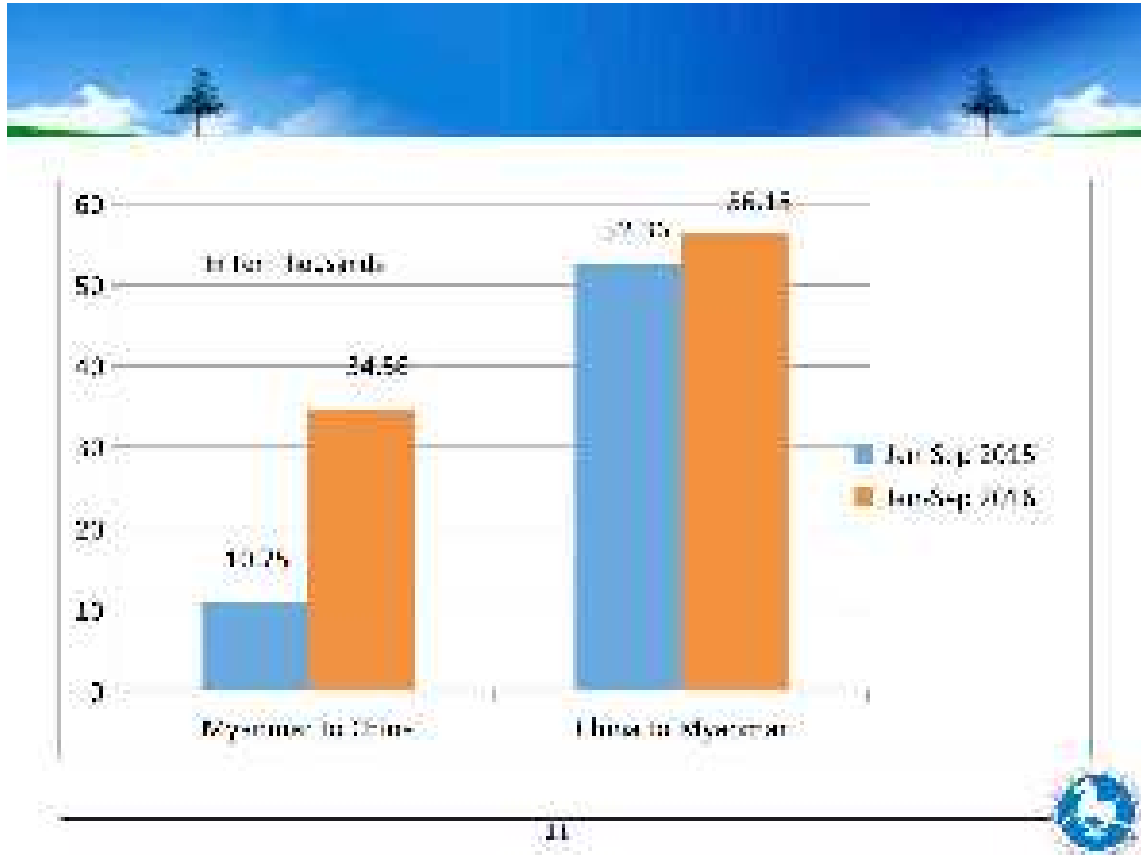
Top 10 Destination Countries Jan-May 2016

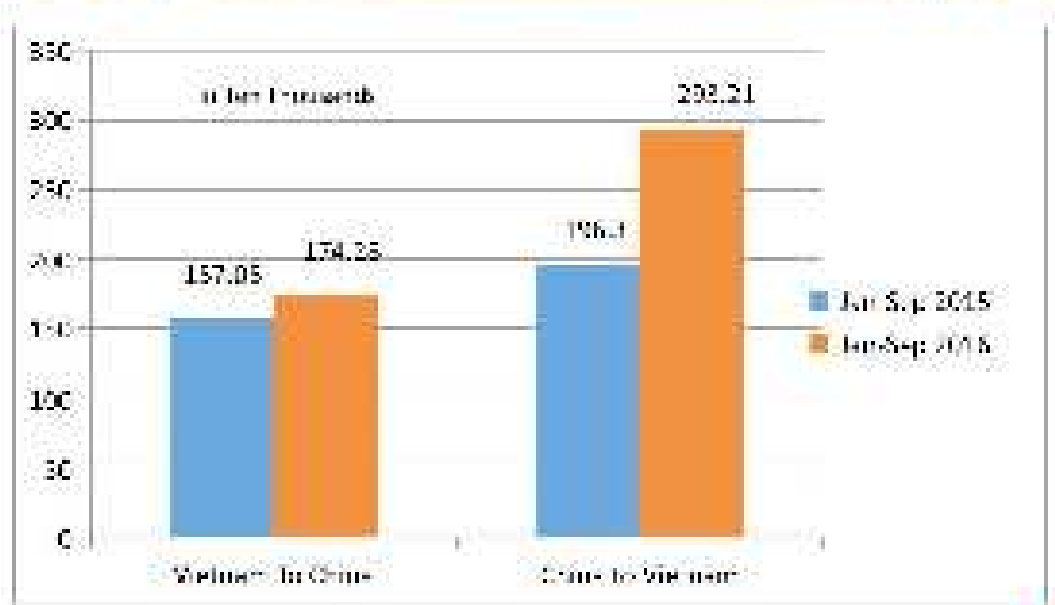


GMS Countries









13

Tourists between GMS Countries and China, Jan-Sep 2016

	2015 (In ten thousands)		2016 (In ten thousands)	
	Inbound	Outbound	Inbound	Outbound
Cambodia	5.02	44.58	5.55	71.38
Laos	2.07	31.25	5.05	35.11
Myanmar	10.75	52.36	24.59	50.15
Thailand	45.25	113.14	52.89	767.56
Vietnam	157.05	156.35	174.25	202.21

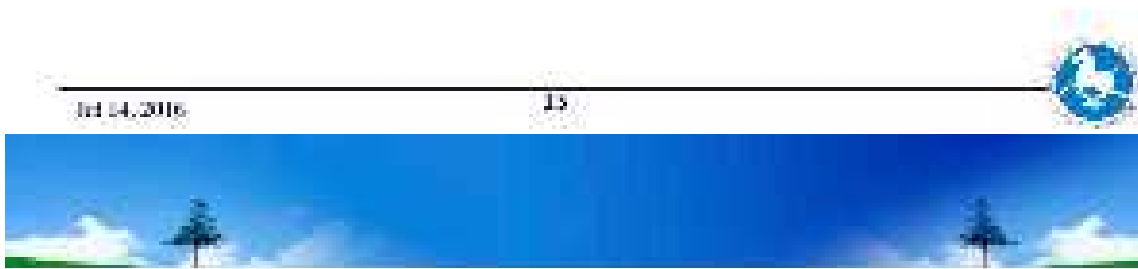
Jul 14, 2016

14



◆ **Description:**

- ◆ The datas have not been officially released in China, so the datas are not open for the time being.



◆ **Cooperation Activities**







38TH MEETING OF THE GMS TOURISM WORKING GROUP

COUNTRY REPORT

MYANMAR

8-12-2016

Ministry of Hotels and Tourism

OVERVIEW

- Introduction
- Marketing and Tourism Promotion
- Tourism Performance
- Travel Facilitation
- Policies to Attract Investment in Tourism
- Human Resources Development
- The Middle Path



Newly Developing Destinations



Ecotourism Sites in Myanmar



Community Based Tourism Development

1. Indawgyi Lake in Kachin State
2. Loikaw in Kayah State
3. Thandaunggyi in Kayah State
4. Pa-O Self-Administrative Zone in Shan State
5. Myaing Township in Magwe Region
6. Irrawaddy dolphin conservation center based in six villages in Mandalay Region

Community Based Tourism Development

1. Danu Self-Administrative Zone in Shan State
2. Nyaung Shwe Township in Shan State
3. Salay Township in Magway Region
4. Kan-Poilat in Chin State
5. Thar-Si Township in Mandalay Region
6. Tun-Tay Township in Yangon Region

MARKETING AND TOURISM PROMOTION





MARKETING AND TOURISM PROMOTION



MARKETING AND TOURISM PROMOTION

Tourism Cooperation within the Frameworks of Regional Organizations

- ASEAN
- GMS
- ACMECS
- CLMV
- HATA
- BIMSTEC
- AJC
- AKC
- ACC

International And Regional Tourism Fairs

- ASEAN Tourism Forum(ATF)
- Moscow International Travel Mart,
- ITB Berlin,
- Thailand Travel Mart(TTM),
- ITE-CVC held in Ho Chi Minh City, Vietnam,
- PATA Travel Mart,
- JATA Tourism Expo Japan,
- World Travel Mart(WTM),
- ASEAN-Japan Tourism Fair(AJTF),
- ITB Asia,
- Expo Milano
- China International Travel Mart(CITM), and ASEAN Culture & Tourism Fair(ACTF)

INTERNATIONAL VISITOR ARRIVALS TO MYANMAR





ECONOMICS

Year	2012 (US\$)	2013 (US\$)	2014 (US\$)	2015 (US\$)
Tourism Receipts	534 M	828 M	1789 M	2122 M
Average Expenditure per Person per Day	135	145	170	171
Tourism Investment			2557.555	2678.380

Direct Contribution to Employment

- In 2015 Travel and Tourism directly supported 860,000 jobs (2.3% of total employment)

Direct Contribution to GDP (%)

- The direct contribution of Travel and Tourism to GDP was MYM 1,956.2bn (2.6% of total GDP) in 2015. (WTTC)

ACCOMMODATIONS AND TOUR SERVICES

No.	ACCOMMODATIONS AND TOUR SERVICES	2014	2015	2016 (Jan-Oct)
1.	Number of Hotels	1105	1979	1391
2.	Number of Hotel Rooms	40246	49946	55031
3.	Average Occupancy Rate in Hotels (%)		50%	
4.	Number of Tour Operators	1622	1946	2315
5.	Number of Registered Tour Guides	4846	5630	6913

Foreign Investment in Hotels and Commercial Complexes

Sr.	Projects	Rooms	Investment US\$(m)	Remarks
1	33	6271	1749.992	Completed
2	1	2296	857.5454	Under Construction
3	1	2624	457.888	M/C Permitted
Total	55	11161	3065.4254	

Foreign Investment in Hotels and Commercial Complexes by Countries

Sr.	Country	Hotel / Apartment	Investment US\$ (m)
1	Singapore	25	1371.0911
2	Ireland	11	457.6946
3	Vietnam	1	700.000
4	Hong Kong	3	187.8000
5	Korea	1	100.0000
6	Japan	4	77.6650
7	Malaysia	3	27.1500
8	United Kingdom	3	14.5000
9	Luxembourg	1	5.2000
10	UAE	1	4.5000
	Total	55	3065.4254



Connectivity

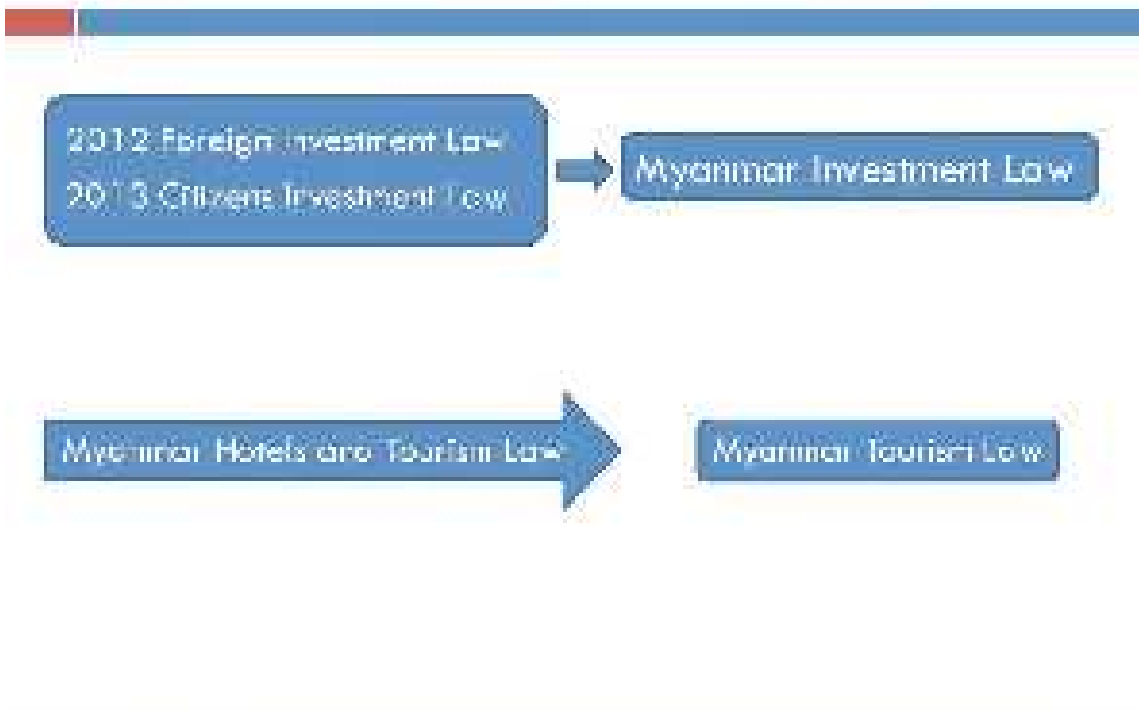
Linkages

- 3 International Airports
 - Yangon, Mandalay, Nay Pyi Taw
- 13 Border Gateway
 - Myanmar-China Border (5)
 - Myanmar-India (3)
 - Myanmar-Laos-Thailand (Golden Triangle) (1)
 - Myanmar-India (4)

Visa

- ▣ Myanmar has granted eVisa (Tourist Visa) for 100 countries and eVisa (Business Visa) for 51 countries including Cambodia, Laos, Vietnam and Thailand.
- ▣ Myanmar has been practicing (12) types of visa on 11.1.2016. New government is going to implement in (100) days to add Multiple Journey Special Re-Entry Visa and reduction on the requirement of each entry visa.

POLICIES TO ATTRACT INVESTMENT IN TOURISM



HUMAN RESOURCES DEVELOPMENT



Awareness Seminars on ASEAN Tourism Standard



Multi-country Tour Route – Middle Path

Visitor Arrivals

	Page	Kyaikhtiya	Hpa-an	Myittha
2015	102629	136521	2271	25172
2016 Sep	52205	24000	2232	11854

Caravan Tours

	Car			Motorcycle			Cycling		
	Tour	No.	Pass	Tour	No.	Pass	Tour	No.	Pass
2015	24	162	562	18	108	124	3	3	3
2016 Sep	13	60	160	18	60	115			

	Car + Motorcycle			
	Tour	Car	Cycle	Pass
2015	10	19	50	11
2016 Sep	7	14	27	27

Mekong Ganga Tourism Cooperation

- To enhance tourism cooperation among MGC countries through jointly conducting tourism marketing and promotional activities, exploring tourist destination for outbound tour operators and media of MGC countries and developing Mekong tours for Indian tourists. (7th FMs' meeting)
- Myanmar offer to serve as the coordinator on the initiative of "Buddhist Trail" tour.

Myanmar International Travel Mart



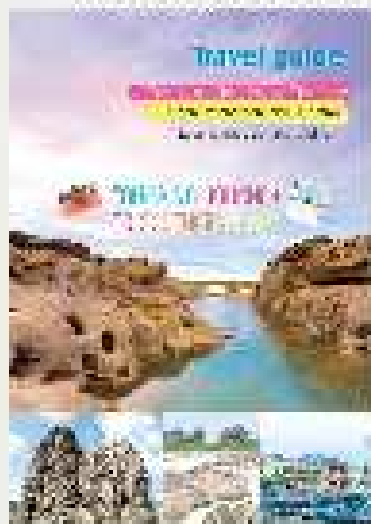


THANK YOU

Agenda Item 6: Implementation of the GMS Tourism Marketing Strategy 2015 - 2020

DEPARTMENT OF TOURISM,
MINISTRY OF TOURISM AND SPORTS

I. Study of Linkage of Potential Destination under Mekong Discovery Trail



Developing the Linkage trail from South East of Thailand (Ubonratthani, Surabot, Surin, Buriram) to Lao PDR (Pakse, Champasak and Mondouk Mekong area), and Cambodia (Stung Treng and Kratie).





II. Heritage Trail "Coasts of History" Project

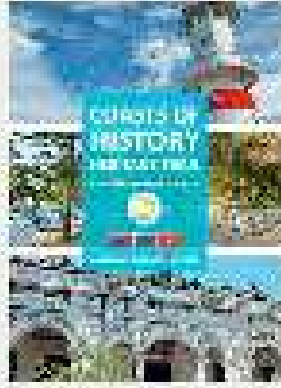


Creating a new historical circuit along the Gulf of Tonkin and through the six countries: Thailand, Cambodia and Vietnam.

→ Revealing the identity of the coastal region along the GMS southern corridor.

→ Promoting tourism potential in the region.

→ Promoting common values of GMS cultural & historical heritage through a multi-lateral approach.





Agenda Item 6: Implementation of the GMS Tourism Marketing Strategy 2015-2020

38th Meeting of the GMS Tourism Working Group
 8 December 2015
 Kunming, China PRC

HANDBOOK FOR CROSS-BORDER TRAVEL FROM THAILAND TO CAMBODIA MALAYSIA MYANMAR LAOS

- Including useful information about:
 - Requirements for Entering Thailand/ Cambodia/ Malaysia/ Myanmar/ Laos PDR
 - Border Crossings
 - Border Fees
 - Border Check-in
 - Other
 - Contact Details of the Embassies and Consulates



HANDBOOK FOR AEC SEAMLESS DISCOVERY

Including sample of itineraries on tour packages connecting routes with transport and immigration details

-  2015-16 is the period for which the countries across the South-East Asia region have agreed to start the AEC. This handbook is a guide for the AEC Seamless Discovery.
-  With the AEC Seamless Discovery Handbook, you can explore the AEC Seamless Discovery Handbook.
-  The handbook provides information on the AEC Seamless Discovery Handbook, including the AEC Seamless Discovery Handbook.
-  The handbook provides information on the AEC Seamless Discovery Handbook, including the AEC Seamless Discovery Handbook.



Joint Fam Trip between Thailand & Viet Nam

12 Travel Agents and Media from the USA and Canada to explore the connecting route of Vietnam and Thailand

- Period: 25 September to 7 October 2015
- Route: Sa Pa – Quang Binh – Hanoi – Bangkok – Phang Nga – Phuket – Chiang Mai



2017 Work Plan : Networking & Agent Fam-Trip Events on Multicountry Tour Routes

Objectives:

- To jointly package and promote thematic multicountry tour products in secondary destinations
- To build network of tour operators in CIVIS region

Tentative Activities:

- Meeting & Networking among Thai and respective countries' tour operators on potential products on connecting routes
- Product Inspection

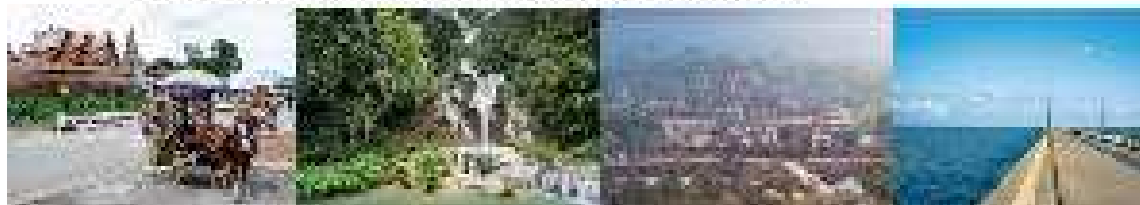


2017 Work Plan : Networking & Agent Fam-Trip Events on Multicountry Tour Routes

Participants: NTOs/Tour Operators/Travel Agents

Tentative Routes:

1. Bangkok-Ban Na-Udonratchathani-Pakon-Champosak
2. Bangkok-Chai-Laburi-Tat-Koh-Kong-Sihanoukville-Siem- Reap
3. Bangkok-Lampang-Nan-Pak-Dang-Luang-Prabang
4. Bangkok-Sukhothai-In-Myawaddee-Yangon





Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

Curriculum of Certificate in Integrated Tourism Marketing Management in CIMVT Countries

The curriculum was prepared by the Institute of Asia and Southeast Asian Studies, Thammasat University for the ASEAN Academy, Tourism Authority of Thailand.

The curriculum targets to:

1. High-level Executives in the public and private sectors within the CIMVT
2. Entrepreneurs within the CIMVT





**MEKONG TOURISM
COORDINATING OFFICE
(MTCO)**

**TWG-38
MTCO Activities Report**
Kunming, PR China
December 8, 2016



**Mekong
Tourism**





37th
MEETING
OF THE GMS
TOURISM WORKING
GROUP (TWG-37)

0900-1600 H, MONDAY, 4 JULY 2016,
ST. ANGTUKVILLIE, CAMBODIA

2016

Mekong
Tourism

MEKONG TOURISM COORDINATING OFFICE

GMS TWG – 2016 Work Plan

MTCO CAPABILITIES	INDUSTRY PARTICIPATION	MARKETING REACHING	PRODUCT DEVELOPMENT	CAPACITY BUILDING
Legal Status ➢ Thai ➢ 70%	TWG Meetings ➢ Hualu/MTCO ➢ 100%	FAM Trips ➢ MTCO ➢ 100%	Truethlan ➢ Thai ➢ 100%	Gullis Seminar ➢ PRC/ADB ➢ 100%
Digital Contents ➢ MTCO ➢ 70%	Contributor Program ➢ MTCO ➢ 100%	Conferences ➢ MTCO ➢ 100%	Eco Tourism Forum ➢ Lao ➢ 100%	University Lectures ➢ MTCO ➢ 100%
Operations Plan ➢ ADB/MTCO ➢ 80%	MTT 2016 ➢ CAM/MTCO ➢ 100%	Digital Platforms ➢ MTCO ➢ 100%	GMS TS Strategy ➢ ADB ➢ 90%	Statistics Workshop ➢ UNM ➢ 100%
Internalize ➢ MTCO ➢ 100%	Scorecard ➢ MTCO ➢ 100%	E Library ➢ MTCO ➢ 100%	River Cruise Report ➢ VN ➢ 100%	Responsible Tourism Guide ➢ MTCO ➢ 80%

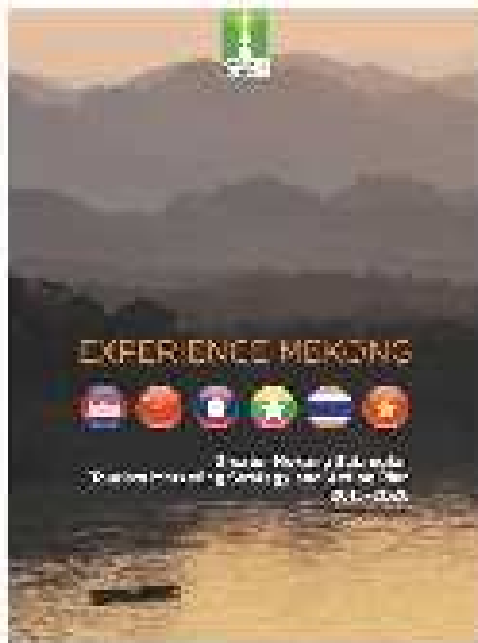




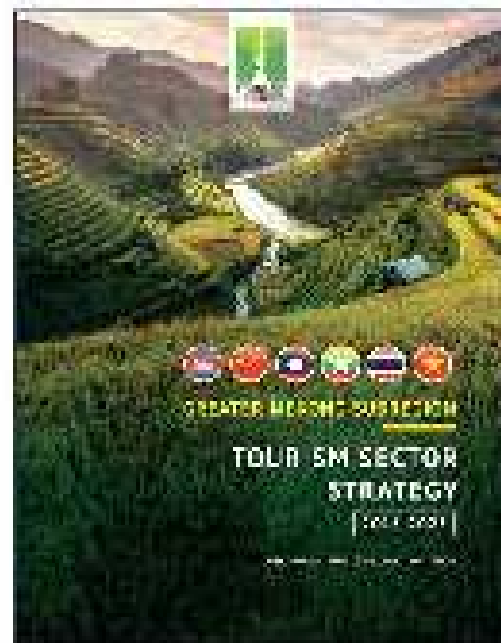
Mekong Tourism Strategy 2014-2018



MEKONG TOURISM STRATEGY FRAMEWORK



2015-2020

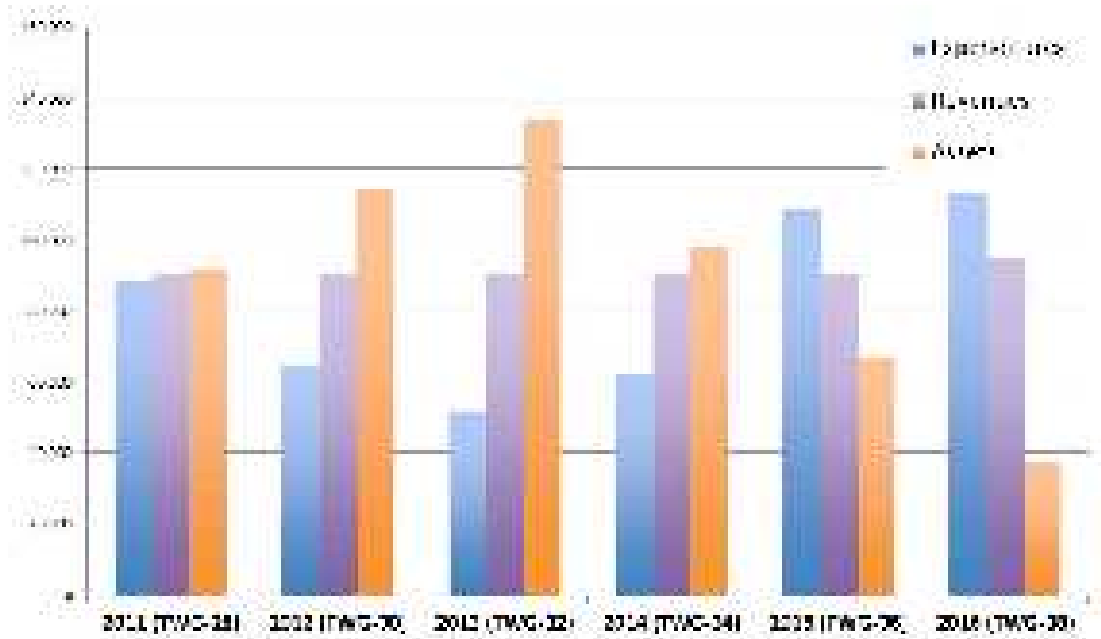


2016-2025

MEKONG TOURISM WALKING GUIDE	MEKONG TOURISM FORUM	MEKONG TOURISM WEBSITES
MEKONG TOURISM CONTRIBUTORS	MEKONG TOURISM NETWORKS	MEKONG TOURISM NEWSLETTER
MEKONG TOURISM PAPERS	MEKONG TOURISM STORYTELLERS	MEKONG TOURISM VIDEO TIPS
MEKONG RESPONSIBLE TRAVEL CARD	MEKONG TOURISM SOURCES (JOURNAL)	MEKONG TOURISM FAM TRIPS
MEKONG INDEPENDENTS CAMPAIGN	MEKONG INDEPENDENT STARTUP TOURISM	MEKONG TOURISM PACIFIC PARTNERS

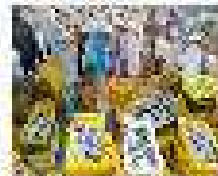


Financial Analysis 2011-2016

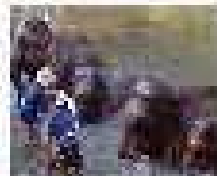




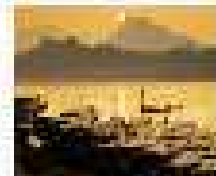
Suburban Yangon's natural experience collection



2016 Myanmar's top experiences



100% Realistic travel guide in Thailand



100% Authentic travel experience in Hainan Island

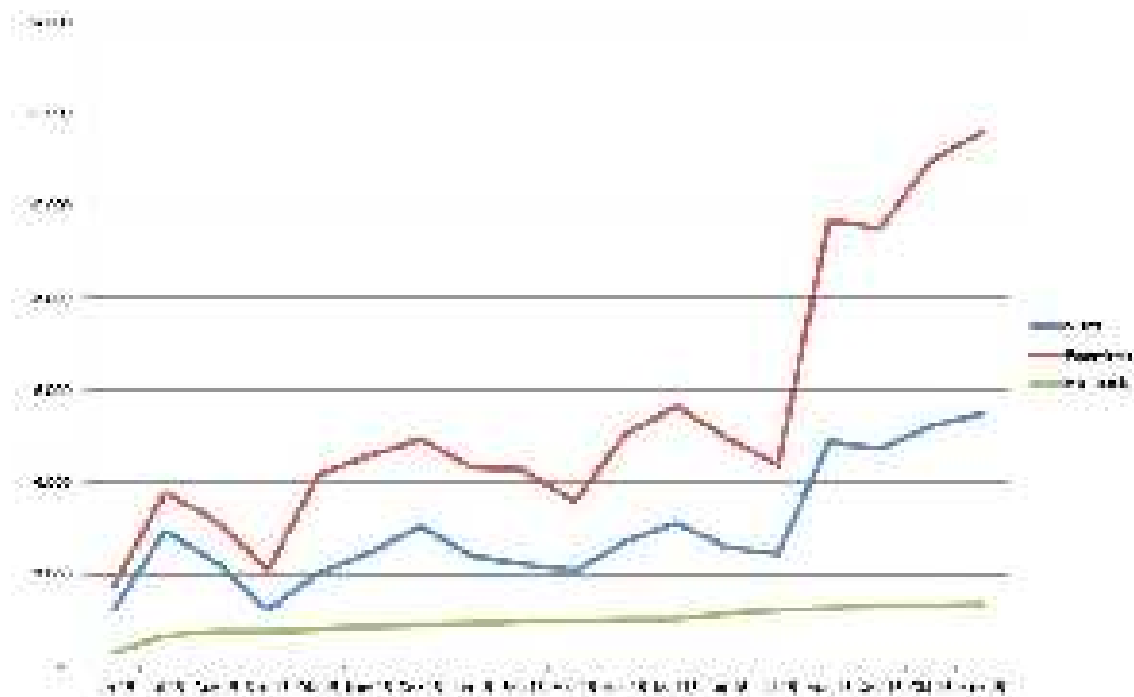




MTCO DIGITAL CHANGE

	MONTHS: 01-2015	MONTHS: 01-2016	MONTHS: 01-2017
ALPFA SHARES	4,253,089	2,616,095	1,200,561
WEBSITE VISITORS	633	1,028	5,497
WEBSITE VIEWS	1,687	4,038	10,970
AVERAGE PER DAY	20	140	400
FACEBOOK LIKES	175	850	1,350
E-LEADY DOCS	0	150	300
WEBSITE POSTS	75	200	380
EXTERNAL LINKS	70	770	5,400

Website Stats (June 2015 – Nov 2016)







TESTIMONIALS

"The High Potential Tourism Forum 2018 was a highly engaged and productive event and I was the winner of the Best Award for Best Tourism Business Deal. I was able to meet with a number of potential investors and partners who are now in the process of finalizing their investment deals."



Ms. [Name]
[Company Name]



"The success of the High Potential Tourism Forum 2018 was a testament to the high quality of the event and the professionalism of the organizers. I was able to meet with a number of potential investors and partners who are now in the process of finalizing their investment deals."



"I had a great time at the High Potential Tourism Forum 2018 and was able to meet with a number of potential investors and partners who are now in the process of finalizing their investment deals."

Mr. [Name]
[Company Name]

Mr. [Name]
[Company Name]



"I had a great time at the High Potential Tourism Forum 2018 and was able to meet with a number of potential investors and partners who are now in the process of finalizing their investment deals."



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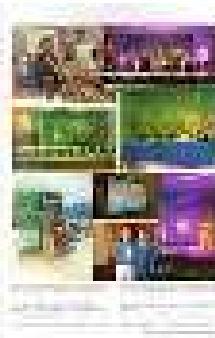
"I had a great time at the High Potential Tourism Forum 2018 and was able to meet with a number of potential investors and partners who are now in the process of finalizing their investment deals."



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Hainan Tourism Forum produces conference apps

Developed by the Hainan Tourism Forum, the conference apps provide a convenient way for attendees to access event information, including schedules, maps, and contact details.

FOOTBALL

News and updates on football events, including matches, player transfers, and team performances.

DISCOVER ASIA

Discover the beauty and diversity of Asia through travel guides, itineraries, and destination highlights.

GLOBE

Global news and information from around the world, covering politics, economics, and culture.

TRAVEL

Travel tips, destination guides, and travel news to help you plan your next adventure.

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Global news and information from around the world, covering politics, economics, and culture.

TRAVEL

Travel tips, destination guides, and travel news to help you plan your next adventure.

2018

Mekong Tourism

MEKONG TOURISM COORDINATING OFFICE

MEDIA FAM TRIP

MEDIA FAM TRIP MAY 22 TO MAY 26 ALONG THE NORTHERN MEKONG FROM NAN TO LUANG PRABANG

An international Media Fam Trip to promote multi-country routes along the Mekong River. The itinerary went from Nan to Luang Prabang, via the King's Highway, 24 hours in Nan, a six-hour cruise along the Mekong River and a two-day stay in Luang Prabang. A good example of public/private cooperation to promote tourism in the GMS. With the support and sponsor of Thai Air Asia, TAT, Accor hotels, Eco Travel, Mekong Cruise/ Luang Jay Lodge





MEDIA FAM TRIP MAY 22 TO MAY 26 ALONG THE NORTHERN MEKONG FROM NAN TO LUANG PRABANG

8 International bloggers and journalists including 4 from Thailand, 2 from the Philippines, 1 from China and 1 from Malaysia

- A multicultural, multi-activities experience including culture, history, gastronomy, luxury accommodation, boat travel, local crafts.
- Meetings with officials (LSA, JMI, SOG), NGOs (Cross Border Lab), artists (Nan Tany Art Gallery), local communities (Lao village) and a restaurant owner (Mekongde Laos).



MEDIA FAM TRIP JULY 9 AND 10 IN KAMPOT AND KEP

An International Media Fam Trip following the Mekong Tourism Forum in Siem Reap, Cambodia. The itinerary took media from Siem Reap to Kampot and Kep for two days with a transfer to Phnom Penh. The purpose was to highlight heritage tourism along Cambodia's Southern Coast.

8 International
journalists and 1
blogger including
5 based in
Thailand and 1
from Cambodia

Overview of the
Trip
Sangkat Aranya,
Thir Aranya,
Sri Porthea
Cambodia, Pong
Rei Circuit





- Number of articles already published:
- Seedling on Gheramballa, Borneo (TTR) July
 - Muna: the word on Kompu (TTR) July
 - Kap. Dan The Cambodia 'M-tropes' - Ba (Tourist) July
 - Kantev: the word on Kompu (TTR) July
 - What not to do in Laos (TTR) August
 - Meeting a broken country through the power of pepper, Asia (TTR) August
 - Line route touristique de la Thaïlande au Vietnam (TTR) August
 - TTR summary and review of press trip - Phuket Magazine September
 - Review and Rep-Bangkok (TTR) October



11

2015

Mekong Tourism

MEKONG TOURISM COORDINATING OFFICE

PROJECTS & PROGRAMS



2007



Your Guide to the region of Southeast Asia
Cambodia, Laos, Vietnam

Author: Catherine
Purkay
Editor: J. J. J. J. J.
Illustration: J. J. J. J. J.

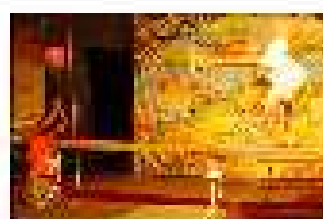


အမျိုးသားနှင့်အမျိုးသမီးများအတွက် နေရာချထားရေးနှင့် ဝန်ဆောင်မှုများ

CAMBODIA | CHINA | LAOS | MYANMAR | THAILAND | VIETNAM



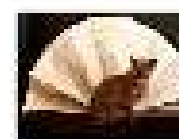
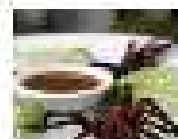
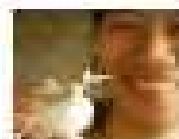
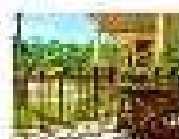
Canu Retreat at the Mekong



What a circus! in Siem Reap

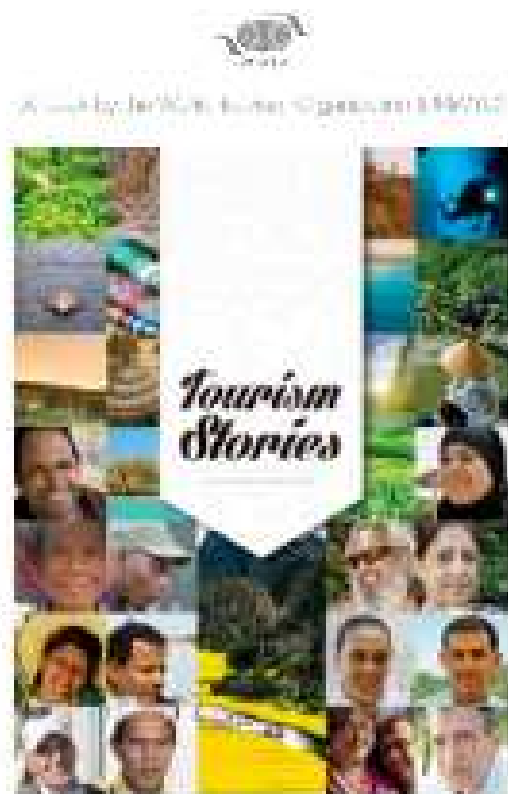


Viva la do Vu Linh



MEKONG TOURISM STORIES

- Inspiring Human Impact Stories of residents in the GMS where travel and tourism has changed their life for the better and lifted them out of poverty.
- Partnership with UNWTO, and part of the UNWTO Tourism Stories Series (3 books so far).
- Co-writers will be Nick Ray (Lonely Planet Author), and Anita Mendiratta (CNN).
- Planet to introduced at MTF 2017 by Dr. Taleb Rifa (JNW U).



MIST

MEKONG INNOVATIVE STARTUP TOURISM

- Joint initiative between MITCO and ADO (MIB) to connect travel startups in Cambodia, Laos, Myanmar, and Viet Nam with investors/mentors.
- Startup Pitch competitions in CLMV countries, with a final at MTF 2017.
- Criteria aligned to issues raised during GMS TSS workshops and consultations.

MEKONG TOURISM NETWORKS

- New program to create groups of subject matter experts of specific topics (ie food tourism, river cruise, responsible tourism, etc.).
First MTN: Culinary Tourism
- Networks would create simple workplan (ie session at MTF, issues paper, project) – MTCO would facilitate and networks have page on website.
- Networks would get access to TWG to communicate
- Part of the larger Contributor Program Strategy to engage.



MTF at ITB

- Session about Mekong Tourism at ITB Berlin, with a focus on Human Resources Development.
- 50 minutes with potential networking with press and industry. (TBD – Sponsor)
- If successful, can be expanded to ITB Asia and ITB China – possibly with Mekong booth for SMEs - Responsible Tourism
- Increase awareness of GMS and have a platform at biggest travel trade show in the world.





What is #MekongMoments?

- Cooperative campaign try and for ALL stakeholders
- Turn-key solution for ALL budgets to run a social media campaign
- Digital marketing capacity-building
- A social media campaign that leverages the phenomenon of social media sharing
- Public-private partnership owned and operated by CEN International





七彩雲南
COLORFUL YUNNAN OF CHINA
旅游天堂
TOURISM PARADISE OF THE WORLD



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

#MEKONGMOMENTS

HOW TO ENTER

Swivel the perspective of the Mekong River and capture the beauty of the Mekong Region (Cambodia, Myanmar, Laos, Thailand, Viet Nam).

CAPTURE

Explore the beauty of the Mekong River and capture the beauty of the Mekong Region (Cambodia, Myanmar, Laos, Thailand, Viet Nam).

SHARE

Swivel the perspective of the Mekong River and capture the beauty of the Mekong Region (Cambodia, Myanmar, Laos, Thailand, Viet Nam).

WIN

Swivel the perspective of the Mekong River and capture the beauty of the Mekong Region (Cambodia, Myanmar, Laos, Thailand, Viet Nam).

Please visit www.MekongMoments.org to view and vote for the most inspiring #MekongMoments!



MekongMoments.com



GMS Tourism Working Group Meeting Mekong tourism Forum Hosting Rotation

Events	Month & Year	Country
TWG 37 & MTF 2016	May/Jan - 2016	Cambodia
TWG 38	Nov/Dec - 2016	China
TWG 39 & MTF 2017	May/Jan - 2017	Laos PDR
TWG 40	Nov/Dec - 2017	Myanmar
TWG 41 & MTF 2018	May/Jan - 2018	Thailand
TWG 42	Nov/Dec - 2018	Vietnam
TWG 43 & MTF 2019	May/Jan - 2019	China
TWG 44	Nov/Dec - 2019	Cambodia
TWG 45 & MTF 2020	Nov/Jan - 2020	Myanmar
TWG 46	Nov/Dec - 2020	Laos PDR
TWG 47 & MTF 2021	May/Jan - 2021	Vietnam



七彩雲南
COLORFUL YUNNAN OF CHINA
旅遊天堂
TOURISM PARADISE OF THE WORLD



Cambodia



China



Laos



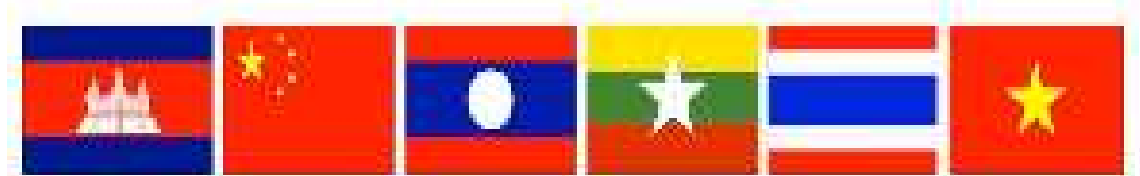
Myanmar



Thailand



Viet Nam



Thank you



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

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

Email: jens@mekongtourism.org

11



Cambodia



China



Laos



Myanmar



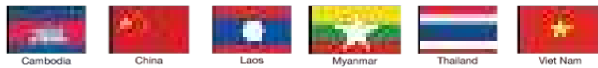
Thailand



Vietnam

APPENDIX 7

GMS Tourism Performance



Tourism's Contribution to Gross Domestic Product and Employment, 2015

	CMB	LAO	MYA	THA	VE	YUN	CLA
International visitor arrivals (millions)	4.77	4.58	4.65	25.58	7.64	3.82	2.09
International visitor expenditure (\$ billions)	3.04	3.73	2.42	47.87	6.65	2.42	0.54
Direct contribution to GDP (%)	10.5	4.8	3.8	8.1	5.8	20.1	12.8
Tourism investment (\$ billions)	0.41	0.27	0.3	5.50	0.09	4.48	1.69
Tourism workers (millions)	1.05	0.12	0.65	2.40	2.75	2.48	0.94
Women's share of employment (%)	34	50	40	66	70	40	40
Average expenditure per tourist (\$)	631	816	521	1,876	871	631	258

CMB= Cambodia, CUA= Guangxi Zhuang, LAO= Lao People's Democratic Republic, MYA= Myanmar, THA= Thailand, VE= Viet Nam, YUN= Yunnan.

Source: National tourism administration estimates; World Travel and Tourism Council (WTTC) 2016 Gender, Equalities and the Global Economic Surveys on the Greater Mekong Subregion: Emerging Travel and Tourism Markets.

International Visitor Arrivals, Greater Mekong Subregion 2005-2015

	2005	2010	2014	2015	Average Annual Growth Rate		Share 2015 (%)
					2005-2010 (%)	2010-2015 (%)	
Cambodia	1,503,030	2,500,205	4,032,775	4,770,251	10.0	10.0	6.2
Laos (People's Democratic Republic)	1,080,215	2,210,025	4,150,715	4,004,428	10.0	10.0	6.1
Myanmar	600,006	701,506	3,081,412	4,481,040	21.6	21.6	8.7
Thailand	11,367,341	16,935,400	24,605,562	29,851,091	10.0	10.0	31.9
Viet Nam	3,467,757	3,519,035	7,057,012	7,843,621	6.5	6.5	10.7
Guangxi Zhuang	1,477,098	1,306,442	2,357,815	3,524,850	5.4	5.4	6.6
Yunnan	1,502,757	2,729,793	2,855,662	2,094,920	8.2	8.2	2.6
Total	21,108,605	31,525,512	50,062,757	67,859,202	10.0	10.0	100.0

Source: National tourism administration.



Scorecard | Sources of Visits to CMS by Country 2018

Key Indicators (Year 2018)		Cambodia	Laos PDR	Myanmar	Thailand	Vietnam	Total
Top Ten Markets by Country							
1. Myanmar	174,126	201,126	1,429,877	1,807,174	1,700,218	2,100,124	7,319,545
2. Thailand	174,126	201,126	418,126	1,400,218	2,100,124	2,100,124	4,218,545
3. Vietnam	201,126	1,429,877	80,126	1,200,124	1,100,124	2,100,124	3,100,124
4. Cambodia	201,126	1,429,877	200,126	1,100,124	1,100,124	2,100,124	3,100,124
5. Laos PDR	201,126	1,429,877	1,100,124	1,100,124	1,100,124	2,100,124	3,100,124
6. Korea	201,126	1,429,877	1,100,124	1,100,124	1,100,124	2,100,124	3,100,124
7. Japan	201,126	1,429,877	1,100,124	1,100,124	1,100,124	2,100,124	3,100,124
8. USA	201,126	1,429,877	1,100,124	1,100,124	1,100,124	2,100,124	3,100,124
9. Europe	201,126	1,429,877	1,100,124	1,100,124	1,100,124	2,100,124	3,100,124
10. Australia	201,126	1,429,877	1,100,124	1,100,124	1,100,124	2,100,124	3,100,124
11. Other	201,126	1,429,877	1,100,124	1,100,124	1,100,124	2,100,124	3,100,124
12. Total	1,741,260	2,011,260	14,298,770	18,071,740	17,002,180	21,001,240	73,195,450

Source: CMS, Mekong Tourism Association (MTA)

TOURISM PERFORMANCE

MekongTourism.org

CMS Tourism Performance

1. Mekong Tourism Performance Indicators

1. Number of Tourists Arrivals
2. Average Length of Stay
3. Tourist Expenditure (Spending)
4. Percentage of Tourist Arrivals by Gender
5. Percentage of Tourist Arrivals by Age
6. Percentage of Tourist Arrivals by Season
7. Number of Tourist Arrivals by Country
8. Number of Tourist Arrivals by Region
9. Number of Tourist Arrivals by Nationality
10. Number of Tourist Arrivals by Ethnicity
11. Number of Tourist Arrivals by Religion
12. Number of Tourist Arrivals by Education
13. Number of Tourist Arrivals by Occupation
14. Number of Tourist Arrivals by Income
15. Number of Tourist Arrivals by Marital Status
16. Number of Tourist Arrivals by Travel Purpose
17. Number of Tourist Arrivals by Travel Mode
18. Number of Tourist Arrivals by Travel Season
19. Number of Tourist Arrivals by Travel Group
20. Number of Tourist Arrivals by Travel Agency
21. Number of Tourist Arrivals by Travel Operator
22. Number of Tourist Arrivals by Travel Service Provider
23. Number of Tourist Arrivals by Travel Destination
24. Number of Tourist Arrivals by Travel Itinerary
25. Number of Tourist Arrivals by Travel Package
26. Number of Tourist Arrivals by Travel Budget
27. Number of Tourist Arrivals by Travel Satisfaction
28. Number of Tourist Arrivals by Travel Feedback
29. Number of Tourist Arrivals by Travel Complaint
30. Number of Tourist Arrivals by Travel Resolution

Top Destinations in Seats' Capacity within GMS

		July 2015	July 2016	YTD 2015/2016
Bangkok	TH	1,995,146	2,028,731	6.2%
Ho Chi Minh City	VN	961,503	1,263,951	31%
Hanoi	VN	769,788	997,356	27.5%
Kunming	CN	407,208	421,581	3.5%
Chiang Mai	TH	353,194	402,757	14%
Danang	VN	343,197	440,107	30.1%
Phuket	TH	324,381	397,449	21.6%
Yangon	MM	268,561	319,653	17.2%
Jinghong	CR	183,700	207,641	9.4%
Uet Yai	TL	103,532	190,251	21.0%

Source: TDOT, unpubl. data

Top Airports in 2015 (Total Passengers)

Bangkok Suvarnabhumi	52,902,110
Kunming	37,523,098
Bangkok Don Mueang	30,304,183
Ho Chi Minh City	26,546,475
Hanoi	17,213,715
Phuket	12,859,356
Nanning	10,393,728
Chiang Mai	8,365,851
Danang	6,722,587
Gullin	6,361,045
Yangon	4,680,000
Krabi	3,689,672

Source: Thai Aviation Authority



TABLE 10: TOURISM INCOME FROM OVERSEAS VISITORS (USD MILLION)

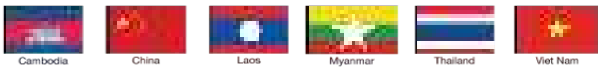
Country	2018	2019	2020	2021	2022	2023	2024	2025
China	1,111.0	1,211.0	1,211.0	1,211.0	1,211.0	1,211.0	1,211.0	1,211.0
Thailand	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0
Laos	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0
Myanmar	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0
Cambodia	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0
Viet Nam	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0
Other	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0
Total	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0

Source: Ministry of Culture and Tourism of Myanmar

TABLE 11: TOURISM INCOME FROM OVERSEAS VISITORS (USD MILLION)

Country	2018	2019	2020	2021	2022	2023	2024	2025
China	1,111.0	1,211.0	1,211.0	1,211.0	1,211.0	1,211.0	1,211.0	1,211.0
Thailand	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0
Laos	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0
Myanmar	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0
Cambodia	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0
Viet Nam	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0
Other	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0
Total	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0	1,111.0

Source: Ministry of Culture and Tourism of Myanmar



Text content, likely a list of items or a table, but the text is too small and blurry to read accurately.



APPENDIX 8

Updating the GMS Tourism Sector Strategy



Key Activities & Milestones





MR	THAILAND	LAOS	MYANMAR	THAILAND	THAILAND	THAILAND	THAILAND
International Promotion	TRC	TRC	TRC	TRC, T, T, T, T, T	TRC	TRC, T, T, T, T, T	TRC, T, T, T, T, T
Domestic Marketing	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T
International Cooperation	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T
Domestic Cooperation	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T
International Cooperation	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T
Domestic Cooperation	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T
International Cooperation	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T
Domestic Cooperation	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T	TRC, T, T, T, T, T

Strength	Weakness
<ul style="list-style-type: none"> 1. High quality of tourism services and facilities 2. High quality of tourism services and facilities 3. High quality of tourism services and facilities 4. High quality of tourism services and facilities 5. High quality of tourism services and facilities 6. High quality of tourism services and facilities 7. High quality of tourism services and facilities 8. High quality of tourism services and facilities 9. High quality of tourism services and facilities 10. High quality of tourism services and facilities 	<ul style="list-style-type: none"> 1. Low quality of tourism services and facilities 2. Low quality of tourism services and facilities 3. Low quality of tourism services and facilities 4. Low quality of tourism services and facilities 5. Low quality of tourism services and facilities 6. Low quality of tourism services and facilities 7. Low quality of tourism services and facilities 8. Low quality of tourism services and facilities 9. Low quality of tourism services and facilities 10. Low quality of tourism services and facilities
Opportunity	Threat
<ul style="list-style-type: none"> 1. High quality of tourism services and facilities 2. High quality of tourism services and facilities 3. High quality of tourism services and facilities 4. High quality of tourism services and facilities 5. High quality of tourism services and facilities 6. High quality of tourism services and facilities 7. High quality of tourism services and facilities 8. High quality of tourism services and facilities 9. High quality of tourism services and facilities 10. High quality of tourism services and facilities 	<ul style="list-style-type: none"> 1. Low quality of tourism services and facilities 2. Low quality of tourism services and facilities 3. Low quality of tourism services and facilities 4. Low quality of tourism services and facilities 5. Low quality of tourism services and facilities 6. Low quality of tourism services and facilities 7. Low quality of tourism services and facilities 8. Low quality of tourism services and facilities 9. Low quality of tourism services and facilities 10. Low quality of tourism services and facilities



Tourism in the Greater Mekong Subregion is Integrated,
Prosperous, Equitable and Resilient with Effective Partnerships
and Knowledge Management

Expected Outcome

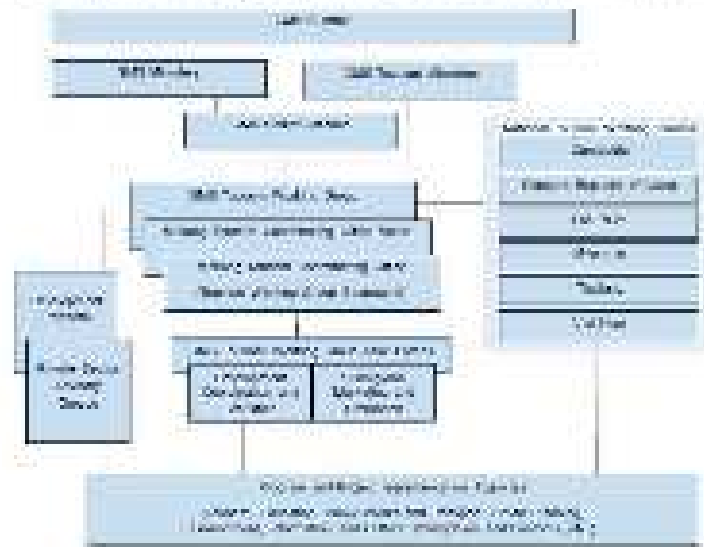
More competitive, balanced, and sustainable
destination development



GMS Tourism Cooperation Indicative Targets

Indicator	2015	2025	2035
Tourist expenditure (US billion)	65	91	130
Tourist investment (US billion)	19	45.5	69
Tourist/Visitors GDP contribution (%)	2.6-2.8	2.75-3.0	3.0-3.2
Tourist contribution to employment (million)	10.5 million	12.5 million	15 million
Women share of employment	+50%	+50%	+50%
Environmental sustainability (green work) (range 100-110)	100	105	110
International air arrivals	51 million	77 million	95 million
GDP share of GMS international air arrivals	34%	40%	42%
Foreign & regional direct investment in international air arrivals	10%	11%	12%

GMS Tourism Cooperation Institutional Framework



GMS Tourism Sector Strategy 2016–2025: Cost Estimates

Strategic Initiatives	Cost Estimates (US million)
1. Human resource development	100
2. Infrastructure development	12,500
3. Enhance tourism representation and services	100
4. Creative marketing and promotion	20
5. Implementing green travel	240
Total	13,060



Discussion

- Agenda: How to overcome an increasingly unreliable funding process – list of priority projects and border cooperation activities?
- Air transport and performance: in general, KMF?
- Developments?
- Discussion and final report: in December 2016, reporting on findings in January/February 2017



Thank You



Agenda Item 8: Updating the GMS Tourism Sector Strategy 2016 - 2025

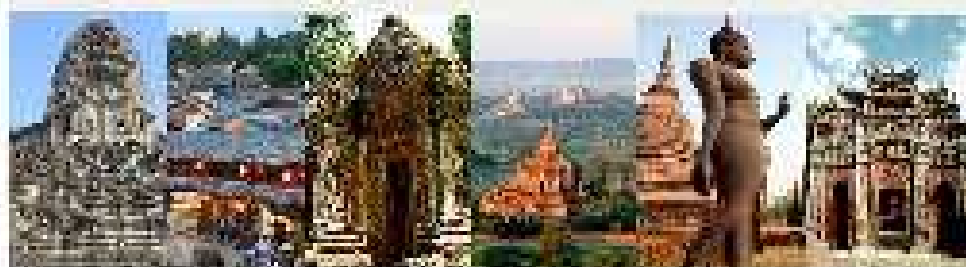
DEPARTMENT OF TOURISM,
MINISTRY OF TOURISM AND SPORTS



Workshop on Interpretation for Tourist Guides in World Heritage Site for ASEAN and South Asia

Objective : To develop tourist guide interpretation skill in World Heritage Site.
To raise awareness of UNWTO Global Code of Ethics to tourist guides
To promote and develop sustainable and responsible tourism in the heritage site

Target : A total of 40 representative of tourist guides from ASEAN and South Asia





Creating of tourism route connecting the Royal Project in Thailand with tourism destinations in the GMS countries

Promoting the Initiative of
Her Majesty the Queen
Maha Chulabhornraja of Thailand.
Many of His Majesty's projects
are designed to help people of
Thailand to become self-reliant
and create the national economy.





APPENDIX 9

*GMS Tourism Infrastructure for Inclusive Growth
Project*



KINGDOM OF CAMBODIA
NATION RELIGION KING
ព្រះរាជាណាចក្រកម្ពុជា



ASIAN DEVELOPMENT BANK

Tourism Infrastructure for Inclusive Growth Project ADB LOAN No. 3194-CAM (SF) Project Progress Report TWG 38

Kunming, PR China 8th December, 2016

Overview

1. OVERALL PROGRESS

- Progress Summary

2. PROGRESS BY OUTPUT

- Output 1 Highlights
- Output 2 Highlights
- Output 3 Highlights
- Output 4 Highlights

3. GOING FORWARD

- Goals for 2017





1. Summary of Project Progress Since Previous Review Mission (10/07/2016)



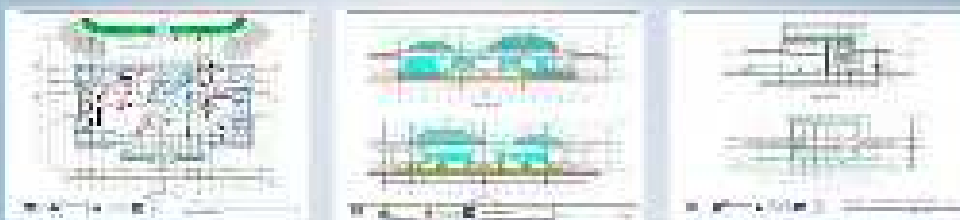
- *Outputs 1 and 2 have experienced delays completing the detailed designs and bidding documents, and staff changes*
- *Output 3 activities focused on capacity building including workshops and trainings and MSE and Heritage Conservation activities by consultants.*
- *Output 4 activities show both progress in some areas and delays in others.*



2.1. Output 1 Highlights: Last Mile Tourism Infrastructure



Kampot International Passenger Terminal



Results:

Preliminary design concepts for waste management systems and facilities

IEE updated and FIMR in preparation



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

Keo Crab Market Waste Management System



Results:

- Preliminary design concepts for waste management system and facilities
- IEE updated and EIMP in preparation



2.3 Output 3 Highlights: Institutional Capacity Building for Inclusive Tourism

DMP Finalization



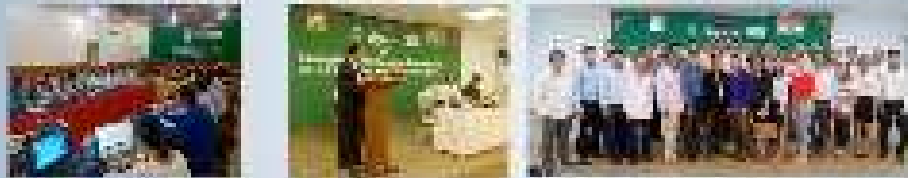
Results: All DMPs have been finalized and published and include action plans that incorporate relevant project activities that the DMOs will assist in implementation



2.3 Output 3 Highlights: Institutional Capacity Building for Inclusive Tourism

Sustainable Coastal Development Workshop

September 14 to 16, Sihanoukville



Results: Representatives from the Coastal Development Committee presented the Coastal Development Plan. 110 people (30 women) attended representing relevant departments in the four coastal provinces.



2.3 Output 3 Highlights: Institutional Capacity Building for Inclusive Tourism

Second DMO Leadership Training Workshop

September 14 to 16, Sihanoukville

Results: The training provided relevant leadership skills and varied learning methods to benefit 50 DMO/PIU participants with strengthened leadership capacity.

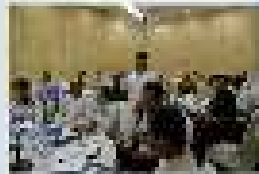




2.3 Output 3 Highlights: Institutional Capacity Building for Inclusive Tourism

DMO Marketing Training Workshop:

November 19-21, Shuangshuihe



Results: The training covered important fundamentals and current trends in tourism destination marketing. Working group sessions were used to reinforce learning and to support the DMOs with developing Tourism Marketing Action Plans. X participants



2.3 Output 3 Highlights: Institutional Capacity Building for Inclusive Tourism

MSE Consultant Mobilization

September-December



Results: The consultant's final report will included detailed support for MSEs in all project provinces and will form the basis for ongoing support to these enterprises.



2.3 Output 3 Highlights:

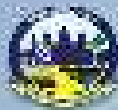


Institutional Capacity Building for Inclusive Tourism

Heritage Consultant Mobilization

September-December

Results: Heritage Management Plans will be completed for all 3 project provinces along with the design of heritage interpretation materials and heritage guide training manuals.



2.3 Output 3 Highlights:



Institutional Capacity Building for Inclusive Tourism

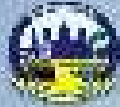
Tourism Awareness Signage:

Keo: 19 tourist direction sign boards and two billboards were designed and installed

Koh Kong: 30 tourist direction signs including 2 billboards, 16 medium sized, and 12 smaller signs.

Awareness Raising Campaigns: "Potential Negative and Positive Impacts of Tourism". June 30, the Keo

Results: This event was attended by 69 people (9 women) from local hotels, restaurants, provincial government departments, and local communities.



2.3 Output 3 Highlights: Institutional Capacity Building for Inclusive Tourism

Hospitality Skills and Food Safety Training

July 21, Koh Kong, 49 participants, 5 women.

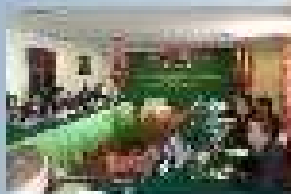


Results: To date 20 trainings have been conducted and a total of 631 tourism workers (373 female, 258 male) have enhanced skills and understandings that will help improve tourism experiences in the project provinces.



2.4 Output 4 Highlights:

Third Meeting of the Subregional Project Steering Committee



July 5, Siem Reap, Cambodia

Cambodia successfully hosted the 3rd Meeting of the Subregional Project Steering Committee that brought together representatives from the TIG Projects and GMS NTOs to review and discuss project progress.



3. Going Forward: Towards 2017



- *Outputs 1 and 2 all works required to start construction in early 2017 completed*
- *DMP commences through the delivery of project activities, including MSE and marketing activities*
- *Heritage Management Plans developed and guide training completed*
- *Continued rolling out of awareness raising activities*
- *Ongoing capacity building and increased engagement of PUs and DMOs in project delivery*



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Tourism Infrastructure for Inclusive Growth Project

ADB LOAN No. 3194-CAM (SF)

Project Progress Report

TWG 38

“Thank you for your Attention”

Kunming, PR China 8th December, 2016



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

Progress Report

Status 31 October 2016

Presented in People's Republic of China PRC, 7 December 2016



Project overview

ADB Loan-3156-REG (LAO)

Loan amount:	US\$ 40 million
Estimated project cost	US\$ 13.57 million
Government contribution:	US\$ 3.57 million
Period:	14/01/2015 – 31/12/2019
Target provinces:	4 (Luang Prabang, Oudomxay, Khammouane and Champasack)



Project Components and Outputs

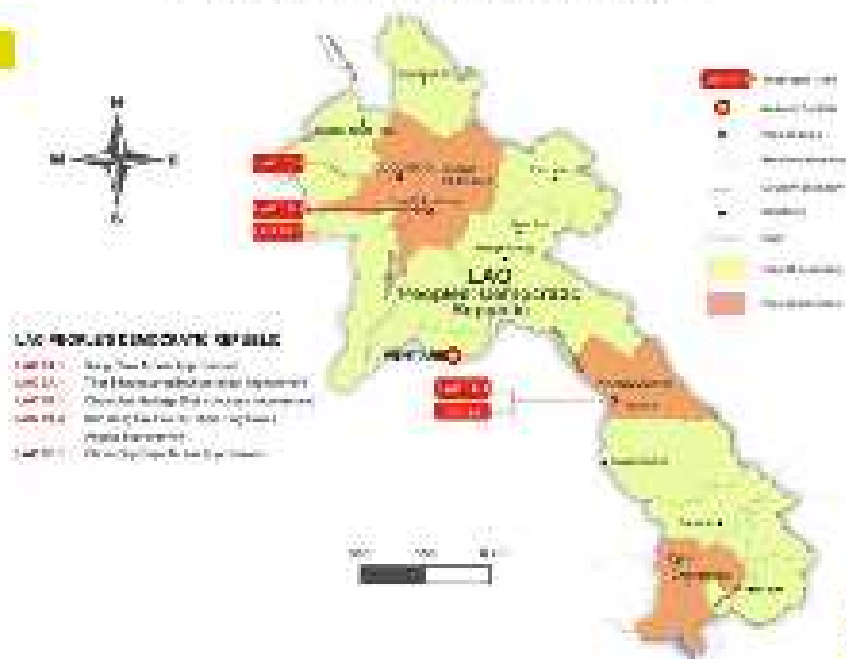
The project has four outputs:

- (i) Tourism access infrastructure improved;
- (ii) Improved environmental infrastructure in Cross border tourism destinations;
- (iii) Strengthened institutional capacity to promote and manage inclusive tourism growth; and
- (iv) Effective project implementation and knowledge management

3



ENVIRONMENTAL INFRASTRUCTURE FOR INCLUSIVE GROWTH PROJECT
 LAO FOR: PROJECT PROVINCES AND SUB PROJECTS

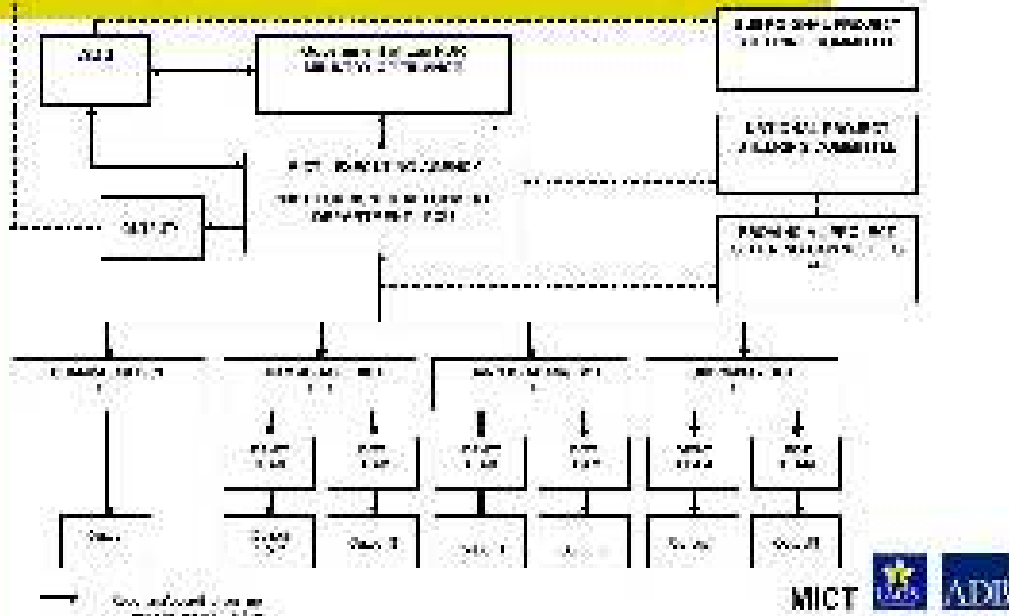


4



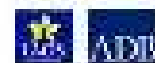


Project organization structure



Overall Progress (up to 1 October 2016)

- As of 1 October 2016, overall progress is at 17.68% compared to the elapsed implementation period of 25% since the loan became effective.
- From the recent ADB review mission, as of 1 October 2016 the project was rated on-track according to ADB's performance monitoring criteria, which include contracts awarded and disbursement achievements, technical performance, safeguards compliance and timely submission of audited accounts acceptable to ADB.



Contract awards and Financial Disbursements

- \$4.587 million **contract awards** as of 1 October 2018, equivalent to 135,6% of the cumulative projections as of 1 October 2016.
- **Disbursements**, including advances to the imprest account, totaled \$2.990 million as of 1 October 2018, equivalent to 178,9% of the cumulative projection as of 1 October 2016.

7



Project progress by output

Outputs 1 and 2

(Infrastructure and Environmental Services)

Xang Cave Access Improvements & That Sikhotlabang Environmental Improvements (Khammouane):

The Pre-Bid meeting took place on September 20, followed by a site visit attended by ICI International and Lao contractors.

The ADB mission in October reviewed Khammouane's draft resettlement plan together with MICT, Khammouane's PIU, village authorities and the consultants. All parties confirmed Xang Cave access improvements will cause minor land acquisition impacts for 5 non-vulnerable families and temporary impacts for a number of households in three villages situated along the road's existing right of way.

8





Project progress by output

Outputs 1 and 2

(Infrastructure and Environmental Services)

- **Xang Cave Access Improvements & That Sikhottabong Environmental Improvements (Khammouane):**

That Sikhottabong archaeological survey is complete, and it confirms the planned civil works will not adversely affect built or intangible heritage assets.

The government-approved resettlement plan and updated IEE, compliant with ADB's Safeguards Policy Statement, was submitted to ADB for review and no objection in November 2016. Civil works contract will be awarded end of 2016.

9



Project progress by output

Outputs 1 and 2

(Infrastructure and Environmental Services)

- **Chom Ong Cave Access Improvements (Ouakxay):** Survey and detailed engineering design work is ongoing. The expected bidding documents will be complete and ready for advertisement by 28 February 2017. Government approved updated safeguards documents will be submitted to ADB for review and no objection by 31 January 2017. Procurement will follow ICB, single stage two envelope procedure.

10



Project progress by output

Outputs 1 and 2

(Infrastructure and Environmental Services)

- Ban Xang Hai Them Ting Cave & Chomphet Heritage District Access Improvements (Luang Prabang)

Survey and detailed engineering design work is ongoing. It is expected bidding documents will be complete and ready for advertisement by 31 December 2016. Procurement will follow ICE, single stage two envelope procedure. The government-approved updated safeguards documents will be submitted to ADB for review and non-objection together with the draft bidding documents, by 15 December 2016.

11



Project progress by output

Outputs 1 and 2



Xan Xang access improvements: site visit by contractors, PIJ and IIG engineers

12

Project progress by output

Outputs 1 and 2



That Sikkotobong
Environmental Improvement
Site visit by architect Paul
and IIG engineers

13

Project progress of outputs

Output 3

Institutional Capacity to Promote Inclusive Tourism Growth Strengthened

National Level and cross-province activities:

- Capacity building activities to promote inclusive tourism growth are ongoing
- English language training for DMN members in all target provinces ongoing
- Continued scholarship support for 2 MICT officials (masters), 1 Chamaeasak DICT official (masters), and 1 Luang Prabang DICT Official (PhD)
- Information collected on history, tales and festivals for special tourists sites in all 4 provinces

14

MICT



Project progress of outputs

Output 3

(Institutional Capacity to Promote Inclusive Tourism Growth Strengthened)

National Level and cross-province activities:

- All participating provinces have approved destination management plans (DMPs), heritage management plans, gender action plans and ethnic participations plans
- Additional plans completed:
 - SME support including funds to value chain plans
 - Public-private partnership (PPP) opportunities for tourist attractions/services, including project briefs for a mode tourism PPPs
 - Interpretation plan for Greater Vst. Flu area + Champasak province
 - Marketing plans for all target provinces – in line with DMPs

15

MICT

Project progress of outputs

Output 3



16

MICT



Project progress of outputs

Output 3

(Institutional Capacity to Promote Inclusive Tourism Growth Strengthened)

Champasak:

- 1 tourist information-directional signs installed in Pakse
- Training for local enterprises on organizing meetings, conventions and exhibitions
- 2-days nature tour guide training in cooperation with Green Discovery tour company
- 2-days tour guide training for on-site specialized tour guides in specific local area based on new training material developed by Phnom Penh
- Seminar to combat child exploitation and human trafficking

17



KINGDOM OF CAMBODIA
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PHILIPPINES WITH

Tourism Infrastructure for Inclusive Growth Project ADB LOAN No. 3194-CAM (SF) Project Progress Report TWG 38

Kunming, PR China 8th December, 2016

Overview

1. OVERALL PROGRESS

- Progress Summary

2. PROGRESS BY OUTPUT

- Output 1 Highlights
- Output 2 Highlights
- Output 3 Highlights
- Output 4 Highlights

3. GOING FORWARD

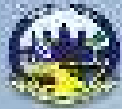
- Goals for 2017



1. Summary of Project Progress Since Previous Review Mission (10/07/2016)



- *Outputs 1 and 2 have experienced delays completing the detailed designs and bidding documents, and staff changes*
- *Output 3 activities focused on capacity building including workshops and trainings and MSE and Heritage Conservation activities by consultants.*
- *Output 4 activities show both progress in some areas and delays in others.*



2.1. Output 1 Highlights: Last Mile Tourism Infrastructure



Kampot International Passenger Terminal



Results:

Preliminary design concepts for waste management system and facilities

iEE updated and EIMP in preparation



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



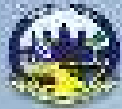
Keo Crab Market Waste Management System



Results:

- *Preliminary design concepts for waste management system and facilities*

- *iEE updated and EIMP in preparation*



2.3 Output 3 Highlights: Institutional Capacity Building for Inclusive Tourism

DMP Finalization



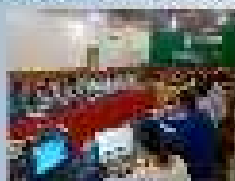
Results: All DMPs have been finalized and published and include action plans that incorporate relevant project activities that the DMOs will assist in implementation.



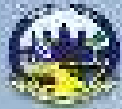
2.3 Output 3 Highlights: Institutional Capacity Building for Inclusive Tourism

Sustainable Coastal Development Workshop

September 14 to 15, Sihanoukville



Results: Representatives from the Coastal Development Committee presented the Coastal Development Plan. 110 people (30 women) attended representing relevant departments in the four coastal provinces.



2.3 Output 3 Highlights: Institutional Capacity Building for Inclusive Tourism



Second DMO Leadership Training Workshop

September 14 to 16, Siem Reap
Villie

Results: The training provided relevant leadership skills and varied learning methods to benefit 50 DMO/PIU participants with strengthened leadership capacity.



2.3 Output 3 Highlights: Institutional Capacity Building for Inclusive Tourism

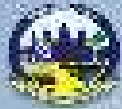


DMO Marketing Training Workshop:

November 19-21, Siem Reap/Villie



Results: The training covered important fundamentals and current trends in tourism destination marketing. Working group sessions were used to reinforce learning and to support the DMOs with developing Tourism Marketing Action Plans. X participants

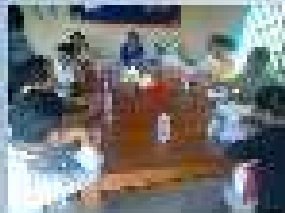


2.3 Output 3 Highlights: Institutional Capacity Building for Inclusive Tourism



MSE Consultant Mobilization

September-December



Results: The consultant's final report will include detailed support for MSEs in all project provinces and will form the basis for ongoing support to these enterprises.



2.3 Output 3 Highlights: Institutional Capacity Building for Inclusive Tourism

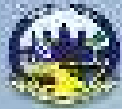


Heritage Consultant Mobilization

September-December

Results: Heritage Management Plans will be completed for all 3 project provinces along with the design of heritage interpretation materials and heritage guide training manuals.





2.3 Output 3 Highlights:



Institutional Capacity Building for Inclusive Tourism

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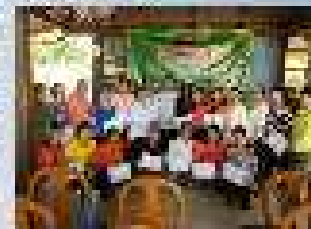
2.3 Output 3 Highlights:



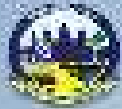
Institutional Capacity Building for Inclusive Tourism

Hospitality Skills and Food Safety Training

July 21, Koh Kong, 49 participants, 5 women.



Results: To date 20 trainings have been conducted and a total of 631 tourism workers (373 female, 258 male) have enhanced skills and understandings that will help improve tourism experiences in the project provinces.



2.4 Output 4 Highlights:

Third Meeting of the Subregional Project Steering Committee



July 5, Siem Reap, Cambodia

Cambodia successfully hosted the 3rd Meeting of the Subregional Project Steering Committee that brought together representatives from the TIG Projects and GMS NTOs to review and discuss project progress.



3. Going Forward: Towards 2017

- *Outputs 1 and 2 all works required to start construction in early 2017 completed*
- *DMP commences through the delivery of project activities, including MSE and marketing activities*
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Tourism Infrastructure for Inclusive Growth Project

ADB LOAN No. 3194-CAM (SF)

Project Progress Report

TWG 38

“Thank you for your Attention”

Kunming, PR China 8th December, 2016

Project progress of outputs

Output 3

(Institutional Capacity to Promote Inclusive Tourism Growth Strengthened)

Khammouane:

- Seminar on motorcycle safety for rental companies in Thakhek
- Seminar on traffic safety and vehicle maintenance for tourist vehicle drivers
- Handbook on food safety and sanitation finalized, workshop with dissemination of the handbook in Thakhek
- Seminar to combat child exploitation and human trafficking

Project progress of outputs

Output 3

Justification: Capacity to Promote Inclusive Tourism Growth Strengthened

Luang Prabang:

- 8-days UNESCO heritage tour guide training in Luang Prabang completed in September 2018
- English, Japanese and Korean language training for tourist information center staff
- New information displays installed in the tourism information center
- Tourist information center staff surveys to collect tourist information in 9 neighboring provinces
- Tourism hospitality services awareness seminars
- Food and beverage hygiene trainings
- Seminars to combat child exploitation and human trafficking

19

MICT

Project progress by output

Output 3



20

Project progress by output

Output 3



21

Project progress of outputs

Output 3

(Institutional Capacity to Promote Inclusive Tourism Growth Strengthened)

Qudumxay:

- 5-days hospitality services training of trainers for guesthouse/hotel staff, in collaboration with a newly built nature resort in Qudumxay
- Seminar on traffic safety and vehicle maintenance for tourist vehicle drivers
- Seminar to combat child exploitation and human trafficking

22

MICT



Upcoming

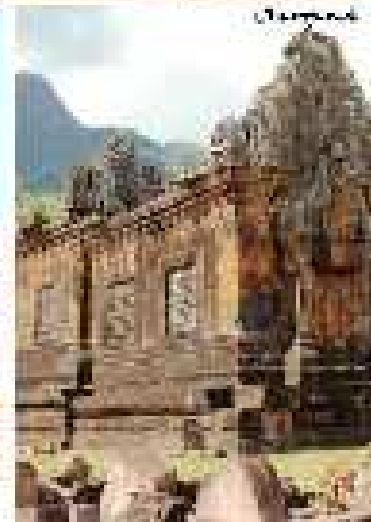
- Until end of 2016: Continued capacity building and awareness raising efforts
- Annual project review and planning meeting for 2017 with all PIUs to be held 13 – 16 December in Luang Prabang, with annual workplans to be finalized end of December
- Focus 2017 will be on implementing the different plans

24

Challenges and lessons learned

- All PIUs are very busy with other responsibilities in their department next to the project, and therefore sometimes delay implementation of project activities, despite regular follow up from consultants.
- Some PIUs lack capacity in implementing certain activities, but sometimes are hesitant to accept support and advice from consultants.
- PIUs sometimes think they work only for the project, instead of a mindset of working for the province and tourism development in their destination.

25





Cambodia



China



Laos



Myanmar



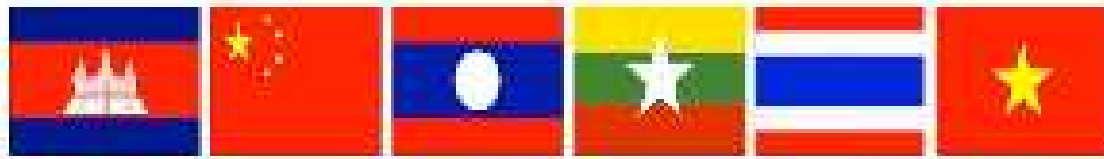
Thailand



Vietnam

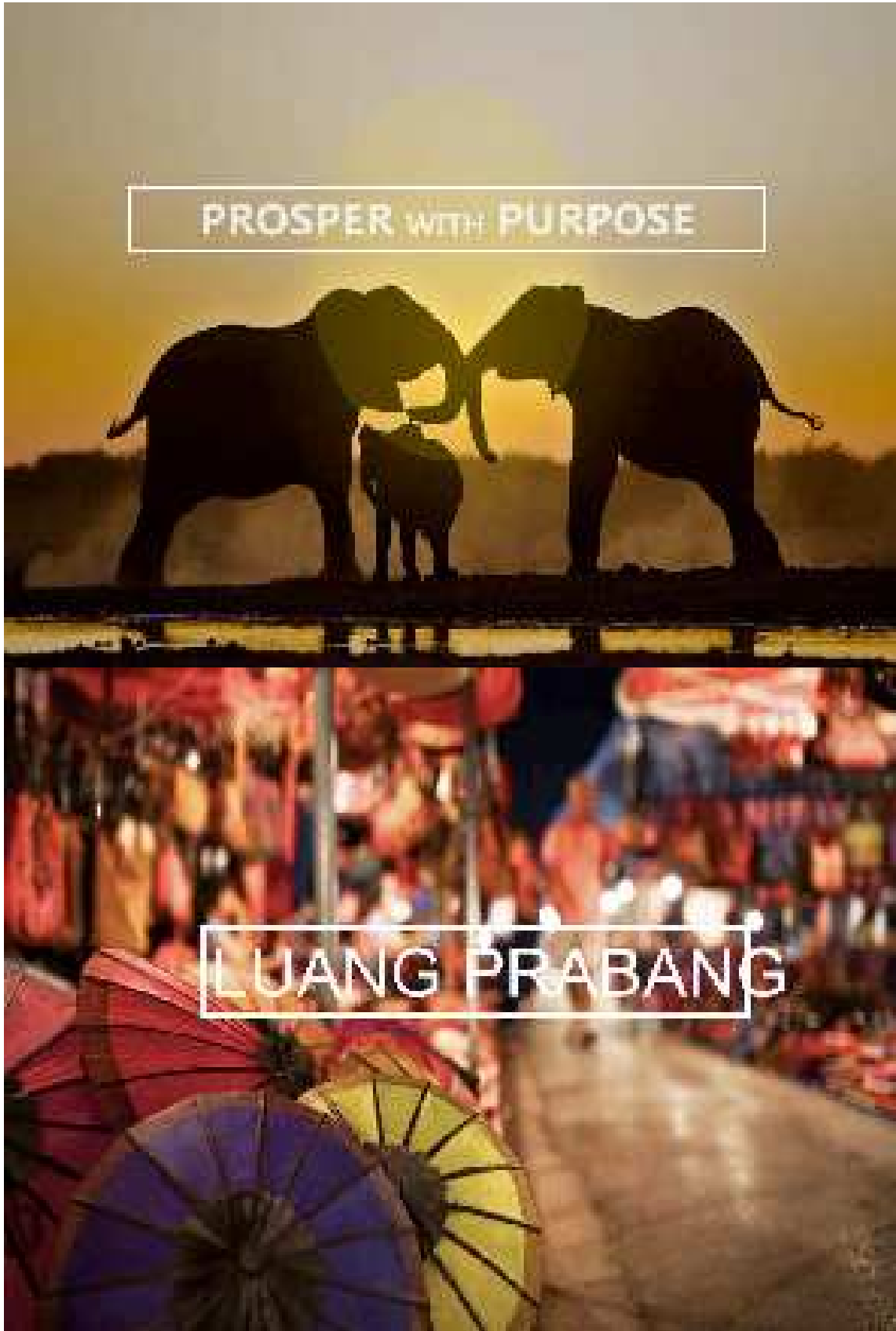
APPENDIX 10

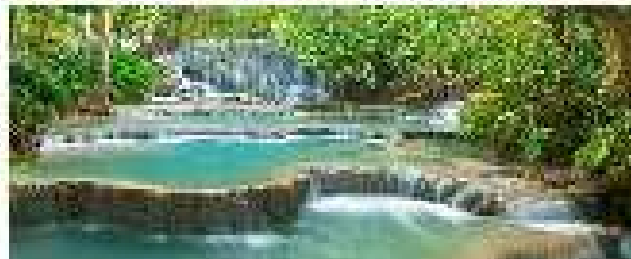
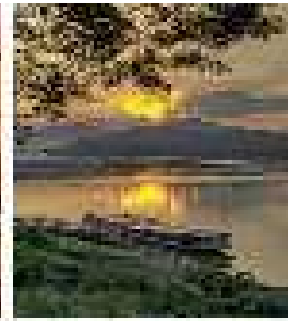
TWG-39 Preparations and MTF 2017



MTF 2017 & TWG 39 Proposal
TWG-38 - Kunming, PR China
December 8, 2016







June 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	1	2	3	Jun 1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1 Jul
1	2	3	4	5	6	7

DAY 0 MON JUNE 5	MEKONG TOURISM FORUM 2017 & RELATED MEETINGS ARRIVAL - LUANG PRABANG		
DAY 1 TUES JUNE 6	TWG-38 & MEKONG RELATED MEETINGS	ARRIVAL - LUANG PRABANG	
DAY 2 - WED JUNE 7	2017 TWG-38 TOURISM COMMITTEE MEETING	MIST	
DAY 3 - THUR JUNE 8	MTF 2017 Day 1 - MAIN CONFERENCE HOTEL & SESSION VENUES IN LUANG PRABANG		
DAY 4 - FRI JUNE 9	MTF 2017 Day 2 - MAIN CONFERENCE HOTEL & SESSION VENUES IN LUANG PRABANG		



MIST MEKONG INNOVATIVE STARTUP TOURISM

- Joint Initiative between MTCO and ADD (MDI) to connect travel startups in Cambodia, Laos, Myanmar, and Viet Nam with investors, mentors.
- Travel Startup Pitch competitions in the afternoon with prominent expert judges – seminars for new ventures in the morning.
- Criteria aligned to travel and tourism issues in the GMS as valued by tourism industry.

MTF 2017 CONCEPT "Prosper with Purpose"

- **Mornings:**
 - Official Opening & Welcome
 - Keynote Speech and Panel
- **Afternoons:**
 - Breakout Sessions in 6 topical blocks - 3 blocks per day with 2 sessions each in relevant venues in Luang Prabang (exact locations to be confirmed)
 - Tourism Development (Red)
 - Marketing & Digital (Purple)
 - Experience Development (Blue)
 - Sustainable Tourism (Green)
 - Human Resources Development (Orange)
 - Responsible Tourism (Pink)

<p>9.00 - 11.30</p>	<p>MTF 2017 - DAY 1 OPENING / KEYNOTE / PANEL</p>		
<p>12.00 - 13.30</p>	<p>LUNCH</p>		
<p>14.00 - 15.30</p>	<p>HOTEL DEVELOPMENT</p>	<p>INDIGENOUS CULTURE</p>	<p>LEISURE TOURISM</p>
<p>16.00 - 17.30</p>	<p>AVIATION</p>	<p>EMERGING SOURCE MARKETS</p>	<p>RIVER CRUISING</p>
<p>19.30 - 22.00</p>	<p>WELCOME DINNER & RECEPTIONS</p>		
<p>9.00 - 11.30</p>	<p>MTF 2017 - DAY 2 OPENING / KEYNOTE / PANEL</p>		
<p>12.00 - 13.30</p>	<p>LUNCH</p>		
<p>14.00 - 15.30</p>	<p>MINI MICE</p>	<p>HRD</p>	<p>PROTECTING INTANGIBLE HERITAGE</p>
<p>16.00 - 17.30</p>	<p>CITIZEN ENGAGEMENT FOR SMART CITIES</p>	<p>WOMEN-LED ENTERPRISES</p>	<p>POSITIVE SOCIAL IMPACT</p>
<p>19.30 - 22.00</p>	<p>WELCOME DINNER & RECEPTIONS</p>		



七彩雲南
COLORFUL YUNNAN OF CHINA
旅遊天堂
TOURISM PARADISE OF THE WORLD



Cambodia



China



Laos



Myanmar

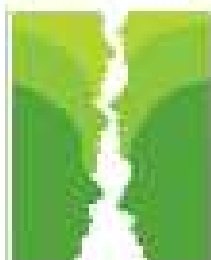


Thailand



Viet Nam





Mekong
Tourism



Laos
2012-2013



China
2012-2013



Thailand
2012-2013



Myanmar
2012-2013



Cambodia
2012-2013



Vietnam
2012-2013