

Sustainable Smart Tourism Development in the Mekong Region

The Mekong region is among the world's most visited travel destinations. As the tourism industries of Cambodia, Lao PDR, Myanmar, Thailand and Viet Nam (CLMTV) are helping promote economic growth, generate employment, and foster peaceful societies, their governments are increasing efforts to pursue a more balanced, collaborative, and sustainable tourism development.

In support to this, Mekong Institute (MI) with the support of Mekong-Republic of Korea Cooperation Fund is implementing the project that aims to support "smart cities" to strengthen heritage cities of five countries' capacities in meeting the fast-rising and highly competitive tourism [Read more...](#)



Priority Sector
Culture & Tourism



Countries



Beneficiaries
2658



Duration
Apr-2020 to Dec-2023

Objectives

1. Short-Term: Enhance capacities of the tourism related-organizations representing government, private sector and academe to promote sustainable tourism practices through new tools and techniques on smart tourism, exchanges and information sharing and adopt
2. Long-term: Wide application by Mekong countries of smart tourism and sharing economy concept to maximize potentials of human capital and enhance innovation and efficient use of endogenous cultural and natural resources.

Outputs and Activities

Higher quality hospitality and tourism services in Mekong countries.

- ✓ Enhance Korea-Mekong Hospitality Training & Mentoring
- ✓ Online Platform Development
- ✓ Regional Workshop

Deeper collaboration between Korea and the Mekong countries through sustained historical and cultural town twinning.

- ✓ Establish Historical/Cultural Towns Twinning between Korea and Mekong Countries
- ✓ Investment Forums in CLMTV
- ✓ Exchange Program in Korea

Increased tourism competitiveness among Mekong countries due to the wide and efficient utilization of smart technologies.

- ✓ Facilitate Smart Tourism Development in Mekong countries
- ✓ Roadshow in CLMTV
- ✓ Sustainable Tourism Curriculum
- ✓ Training in Republic of Korea

Beneficiaries

1. **Total:** 2658
2. **Target areas:** 788 direct beneficiaries and 1870 indirect beneficiaries (Culture and Tourism Stakeholders)

Achievements

1. Built digital platforms to promote tourism in five Mekong countries (Mobile Application, Website, Social media channels and Blog)
2. Conducted regional workshops on Sustainable and Smart Tourism
3. Developed curriculum on sustainable tourism and provided training
4. Conducted roadshows in CLMTV countries to exchange insightful information and experiences
5. Conducted Program Exchange in the Republic of Korea
6. Three MoUs signed between CLMTV and RoK to promote tourism


Trade and Investment Facilitation Department, Mekong Institute
Project Implementing Agency

Contact Person: Mr. Sa-nga Sattanun, Program Manager
(If you would like to know more about the project, or engage with us, [contact us](#).)

Photo Gallery




Project Activity Reports



Success Stories Mekong Heritage App

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PROJECT EVALUATION

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Impact Stories



Promote Mekong Tourism through Online Platform

20-Feb-2024

Mekong Institute (MI), with the support of the Mekong-Republic of Korea Cooperation Fund (MKCF), successfully implemented a three-year project on Sustainable and Smart Tourism Development in the Mekong Region....

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Enhancing Heritage Tourism Exchange between Korea and Mekong Countries through MoUs

20-Feb-2024

With this project, the Mekong Institute aims to build synergies to transfer sustainable tourism solutions and best practices and to adopt and adapt smart solutions in the Mekong countries. ...

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Contact Us



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