



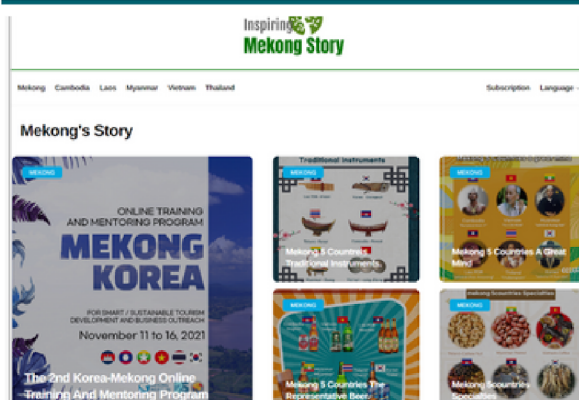
Promote Mekong Tourism through online platform

*Under Sustainable and Smart Tourism Development in the Mekong Region
financed by Mekong-Republic of Korea Cooperation Fund (MKCF)
2020-2023*

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' from 2020 to 2023. The project comprised three key components: 1) Facilitating Smart Tourism Development in the Mekong countries; 2) Korea–Mekong Hospitality Training & Mentoring; and 3) Twinning historical/cultural towns between Korea and Mekong Countries.

In realization of the global and regional development context where the travel and tourism marketplace has been expanded with the revolution in global information and communications technology and increasing demand for international standards of responsible and ethical conduct in sustainable tourism, the project has promoted the five major destinations in Mekong region by established Mekong Sustainable Tourism Guidebook–Make Your Mekong and social media platforms (Facebook, Instagram, etc.) as the important marketing tools to promote the images and values of the UNESCO World Heritage destinations in the Mekong regions as well as connecting international tourists, especially Korean people, and the potential travelers who are expected to access to the [Mekong Stories](#) and associated sources over time, to the people and the heritage destinations in the Mekong region.

Website



www.mekongsustainabletourism.com

- Detailed insights into the principles and practices of sustainable tourism, emphasizing responsible travel, conservation of natural resources, and community engagement.
- Comprehensive five Mekong countries profiles highlighting key interests
- In-depth guides on both central and secondary cities
- A dedicated section showcasing ongoing sustainable tourism initiatives.



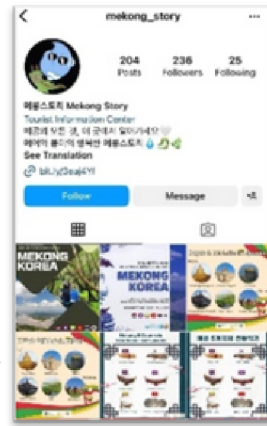
Facebook and Instagram



www.facebook.com/mekongstory

Visual, simple, and appealing to the younger generation, it is linked to Facebook and collaborates with influencers more effectively than other social media platforms.

www.instagram.com/mekong_story

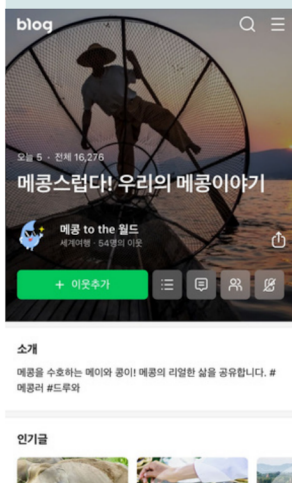


About Mekong-Korea Cooperation



Established in 2011, the Mekong-Republic of Korea Cooperation is a dynamic partnership between the Republic of Korea (ROK) and Mekong countries (Cambodia, Lao PDR, Myanmar, Thailand, Vietnam). Driven by shared goals of economic development, sustainable growth, and cultural exchange, this collaboration aims to foster regional prosperity, narrow development gaps, support ASEAN Community building, and address challenges in the Mekong region.

Blog and Guidebook

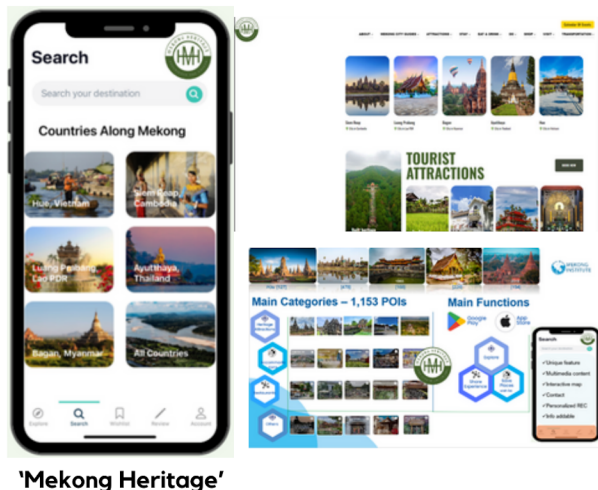


- Exceptional boost to search engine optimization
- Develop and strengthen relationships with existing and new customers, create new opportunities for sharing
- Flexible, time effective, quick response
- Environmentally safe, reduce costs, easy to modify, high quality look, easy to download, user friendly format



<https://blog.naver.com/mekongstory>

Mobile Application and Web-based platform



'Mekong Heritage'

- Helps to promote sustainable tourism through smart technologies. The App provides updated information on five Mekong heritage sites and related services to travelers.
- It also enhances the visibility of small and medium-sized enterprises in the tourism value chain, allowing them to gain valuable customer data and insights for better, data-driven business decisions.



About Mekong Institute (MI)

Mekong Institute (MI) is an inter-governmental organization that promotes regional development, cooperation, and integration across the Mekong region by working closely with the governments of Cambodia, P.R. China, Lao PDR, Myanmar, Vietnam, and Thailand.

MI, as the Fund Coordinator of MKCF, has been tasked to announce, evaluate, and select project proposals prepared and submitted from the Mekong countries. MI also provides guidance to overall implementation, documentation of results, and outcomes sharing of these projects to integrate, replicate, and upscaling them into larger program interventions.

Mekong Institute (MI)

GMS Intergovernmental Organization
123 Mittraphap Rd., Muang District
Khon Kaen 40002, Thailand

