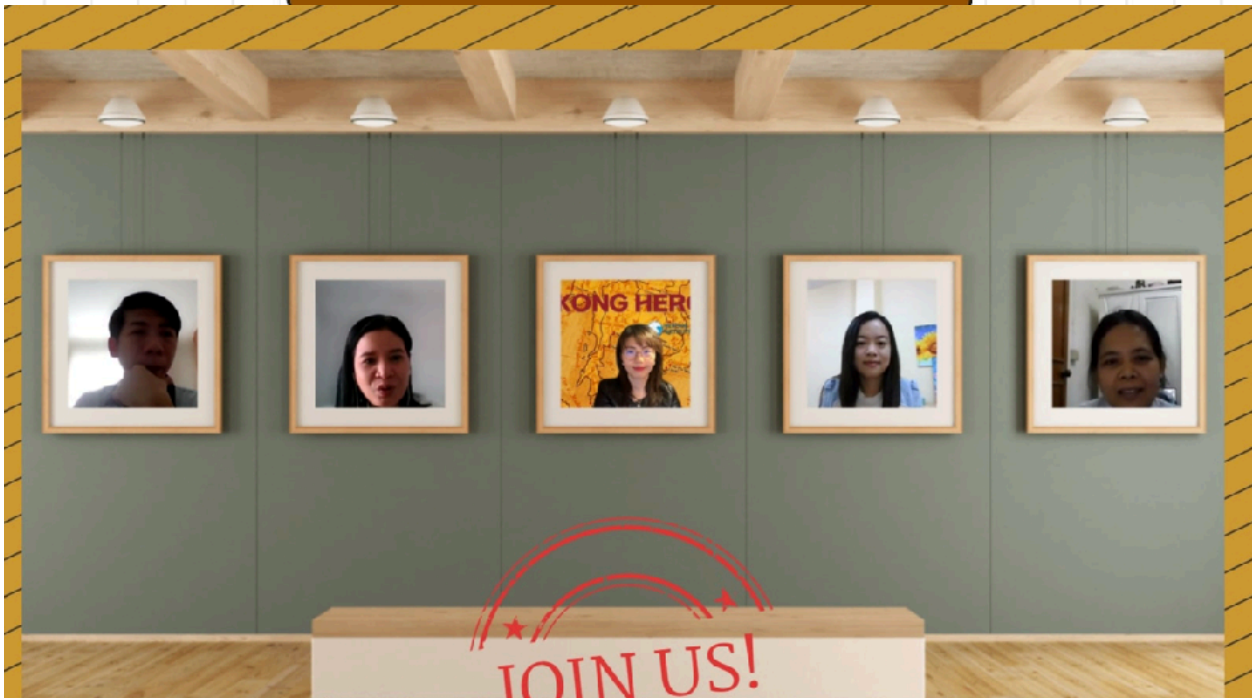

COMPLETION REPORT

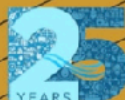
MENTORING PROGRAM

★ Where we talk share our stories and solutions to the better future! ★

Training period: January 22nd - March 5th



MEKONG INSTITUTE



Acknowledgements

We would like to express our sincere appreciation for all the 20 participants from Cambodia, Lao PDR, Myanmar, Vietnam and Thailand for participating in the Mentoring Training Program entitled **“Mekong-ROK HEROEST Mentoring Program”** as a part of **“THE MEKONG-KOREA TRAINING AND MENTORING PROGRAM ON SMART SUSTAINABLE TOURISM AND BUSINESS OUTREACH”**.

The participants proactively engaged in the activities of the training course, which included lectures by professionals and special advisors, discussions and presentations by participants.

This mentoring program could not be accomplished without the generous support of the Mekong-Korea Cooperation Fund (MKCF).

Further, we would also like to thank the resource persons for imparting knowledge, lessons learned and best practices during the training course drawing from their technical expertise.

Lastly, our appreciation goes to the project team of Trade and Investment Facilitation (TIF) Department, all colleagues of Mekong Institute (MI) and ROK training program develop and managing team led by Mrs. Daisy Park, Republic of Korea Project Team Leader for their support and assistance in ensuring a successful completion of the training course.

Trade and Investment Facilitation (TIF) Department

Mekong Institute (MI)

Khon Kaen, Thailand

April 2022

MEKONG-ROK SUSTAINABLE & SMART TOURISM DEVELOPMENT

The Mekong region is among the world's most visited travel destinations, having welcomed more than 70 million tourists in 2018 alone. As the tourism industries of Cambodia, Lao PDR, Myanmar, Vietnam, and Thailand 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 of this, the project aims to create “smart cities” suitable for the local environment to strengthen the five countries' capacities in meeting the fast-rising and highly competitive tourism inbound market.

Implemented by Mekong Institute with support from National Tourism Organizations and local destination management companies of Cambodia, Lao PDR, Myanmar, Vietnam, and Thailand, the three-year project will introduce smart tourism tools, techniques, and technologies through learning exchanges, structured learning visits, information-sharing, and adaption of best practices.

Such investments are geared to expand small entrepreneurial businesses and deepen cultural interconnectedness and appreciation among and between cities in the Republic of Korea and the Mekong region countries.

Read more: www.MekongSustainableTourism.com



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INSTITUTE



Executive Summary

THE MEKONG-KOREA TRAINING AND MENTORING PROGRAM ON SMART SUSTAINABLE TOURISM AND BUSINESS OUTREACH

Title and Intention of the Program

- “Mekong-ROK HEROEST Mentoring Program”, the online mentoring program was implemented from **January to March 2022** followed by the online training program “The Mekong-Korea Training and Mentoring Program on Smart and Sustainable tourism and Business Outreach” from July-August and November 2022.
- These two programs were designed in the 2nd year’s project for empowerment and people to people exchange between the Republic of Korea (ROK) and 5 Mekong countries (Cambodia, Laos, Myanmar, Vietnam, Thailand, CLMVT) under the project of “Mekong-ROK Sustainable & Smart Tourism Development Project” sponsored by The Ministry of Foreign Affairs, Republic of Korea under the Mekong-ROK Cooperation Fund (MKCF) established in 2013 to support the implementation of cooperation activities initiated by the Mekong countries and the ROK under the Mekong-ROK cooperation framework.

Period of Training & Mentoring

- Mekong Institute - ROK team organized 5 days’ Mentoring Program on January 22/29, Feb 12/26 and Mar 5, 2022 for 2-2.30 hours from 10:00 AM (Indochina time) via Zoom Cloud Meeting.
- 1:1 mentoring program has been also carried out for 3 months from January to March 5, 2022 by sharing emails and messengers at Facebook group account with 30pax members (<https://www.facebook.com/groups/mekongherost>) and WhatsApp group chats with 39pax members



Mekong Herost

비공개 그룹 · 멤버 30명



유 가입함

+ 초대하기



Participants

- Total 20 participant attended from Cambodia, Laos, Myanmar, Vietnam, Thailand from the trainees in online trainings done in July-Aug 2021 and Nov 2022 and who majored in tourism management, or business, or those working in related fields (**List of the participants in Appendix**).

Mentors

- Named professionals such as Mr. OH Sinan, Chairman Global Business Alliance, Professor Sang-Won Park, one of the world class authorities in the field of smart tourism, Prof. Ji-soon Jang, expert on ODA program in sustainable development, Mrs. Catherine GERMIER-HAMEL, Sustainable tourism practitioner and practitioner, Mr. Hussein Elbanna, Founder and CEO of Arabko Korea who is passionately doing business in Korea, and devoted professors for international students from Silla University, Seoul Theological University, etc. have joined our program as special lecturers and mentors.
- These invited mentors are at work or lecture on sustainable tourism, smart tourism, international studies and global business fields who could give not only information, knowledge but practical know-hows, guidance, potential problems when participants may face on trial.

Topics of the Workshop

- The topics of mentoring and workshop programs were selected based on surveys done post-online trainings. —
 - ▲ Sharing own keywords and Draw life of path, ▲ Learning and exchanging culture and language, ▲ How to become the leader of sustainable/smart tourism post-pandemic, ▲ K-Beauty and global business development, ▲ Secrets of the success in K-POP & Cinema, ▲ Mekong&Korea Exchange, ▲ How to start Business with Korea and how's the work life will be?, ▲ Destination Marketing, etc.

Evaluation of the program by the participants

- There were only two evaluation criteria: attendance (more than 3 times) and participation (remarks more than 4 times).
- All participants were required to turn on videos and raise voice in all discussions and some participants were encouraged to prepare own presentations to share and discuss with participants.

Acronyms

GMS	Greater Mekong Sub-regions
ICT	Information Communication Technology
KIST	Korea Institute of Science and Technology
CLMVT	Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam
Lao PDR	Lao People's Democratic Republic
MI	Mekong Institute
MKCF	Mekong-ROK Cooperation Fund
ROK	Republic of Korea
RD&D	Research, Development and Demonstration
TIF	Trade and Investment Facilitation
SMEs	Small and mid-size enterprises
Generation MZ	Millennials (born 1981-1995) and Generation Z (born 1996-2005)

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6. Mentoring & Workshop

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7.2. Directory

Participants

Resource Persons

Mekong Institute and ROK team Organizers

1. Introduction

Under the “Sustainable and Smart Tourism Development in the Mekong Region” project, Mekong Institute (MI), with support from the Mekong-Republic of Korea Cooperation Fund, is working to (a) strengthen the quality of hospitality and tourism services, (b) deepen collaboration between the Republic of Korea and Mekong countries through historical and cultural town twinning, and (c) enhance tourism competitiveness via smart technologies in Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam (CLMVT).

The project objectives are to promote smart and sustainable tourism in the Mekong region and create smart cities to;

- (i) Increase the capacity of local experts, trained skilled staff in hospitality enterprise and public sector officials;
- (ii) Deepen cooperation among communities on business, social, and personal level by creating joint tourism niches;
- (iii) Promote exchanges and collaborations to preserve/conservate culture and historic sites through partnership agreements for twin city development;
- (iv) Stimulate the use of ICT/SMART technology in the tourism sector and adapt to current business models, and;
- (v) Increase the Mekong countries’ capacity in tourism inbound market.

As part of the above-mentioned project, MI organized the Online Training Program on **“The Mekong-Korea Training and Mentoring Program on Smart and Sustainable tourism and Business Outreach”** which was implemented from July 14 - August 13, 2021 (1st Batch) and November 11 – 16, 2021 (2nd Batch) and a **“Mekong-ROK HEROEST Mentoring Program”** followed by from January 22 - March 5, 2022 using online training methods and tools with following objectives:

2. Program Objectives

The broad aims of the training are to build capacities of young entrepreneurs, fresh graduates, as well as undergraduate, master’s, or doctoral students from CLMVT for the development/enhancement of sustainable and smart tourism in the Mekong region by:

- Enhancing their access to information and knowledge base of the participants of the training on concept, models, modes of delivery, issues and best practices of sustainable and smart tourism
- Encouraging the utilization of online platforms to maximize post-pandemic tourism opportunities
- Honing their skills in the design and implementation of business market plans to create opportunities and foster deeper linkages between the Republic of Korea and Mekong countries.

3. Participants and Resource Persons (RPs)

3.1. Participants

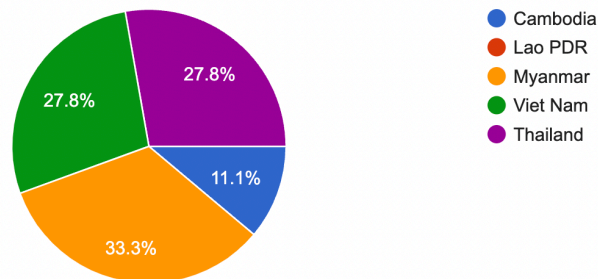
Total **20 participants** joined the mentoring program from Cambodia, Laos, Myanmar, Vietnam, Thailand who were trained in the online courses in July-Aug 2021 and Nov 2022. Most participants majored and/or worked in tourism management, or business, or those working in related fields.

The program was prepared during the weekend to encourage participants who are busy for work and classes during the week.

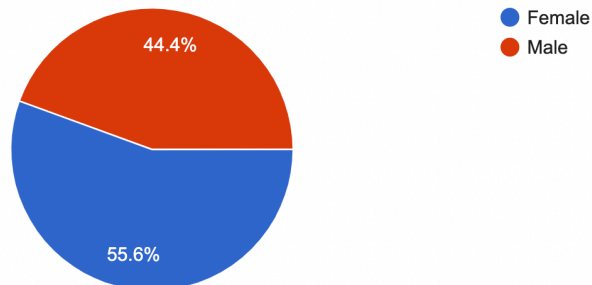
The detailed list of the participants is provided in [Appendix 7.3](#). The compositions of the training participants by gender and country are shown below.

Participant by Country and Gender

Nationality










Gender



3.2. Resource Persons (RPs)

7 professionals in sustainable tourism and global business were invited to the mentoring program by ROK training facilitation team as the leading resource persons to guide participants and share their experience and knowledge. Topics for the mentoring program delivered by resource persons are listed below:

List of the Resource Persons

Lecturer	Topic	Name/Position
	<p>“How to be a global leader and make own business successful”</p>	<p>OH Sinan (Mr.) Chairman of Global Business Alliance (GBA)</p>
	<p>“How to get a job overseas and what/how to do?”</p>	<p>Song KeeHyun (Mrs.) Assistant Professor of Seoul Theological University, Department of Tourism Management</p>
	<p>Mekong Tourism Development and Sustainability and Cooperation with Korea</p>	<p>CHANG, Ji-Soon (Mr.) Present, Professor for special mission of Sangmyung University, Korea</p>
	<p>Exploring synergies and collaboration opportunities with Millennium Destinations, Herost and Destination Mekong</p>	<p>Catherine GERMIER-HAMEL (Mrs.) CEO of Millennium Destinations - Herost - Mekong Destination</p>
	<p>How to be a Global Entrepreneur turns your ideas into business And start your successful journey into Korean Market</p>	<p>Hussein Elbanna (Mr.) Founder and CEO of Arabko Korea</p>
	<p>Smart tourism will become our daily life and the future of travel</p>	<p>Park Sang Won (Mr.) Professor, College of Hotel & Tourism Management, Kyung Hee University, Republic of Korea</p>
	<p>Efficient way of learning a new language and University life as an international student in Korea</p>	<p>Kang, Sung Kook (Mr.) Professor of Japanese Cultural contents at Seoul Theological Univ.</p>

4. Training Approach

The mentoring program was designed to encourage participants to present own opinion related to the topics and mentors responded by giving comments to support the idea and solve problems together. Followings are methods applied to the mentoring program. The language used of the training program was English.



(i) Issue Mining & Exchanging Session

- Followed by the special lectures from invited mentors, the leader of the mentoring program (Mrs. Daisy Park) introduced topics on each day and briefed information to open discussions.
- Participants shared their own opinion and discussed one another on the topic and some participants volunteered to present own cases and theories related to the issue.
- Mentors commented on the topics and participants' idea for further discussion and find solutions.
- The program allowed the participants and management team to get to know each other especially on specialty ability and potential that each member has.
- The management team and mentors introduced how to develop their interest to business and how to stretch networks, etc.

(ii) Award of Training certificate:

- A certificate of participating in the program has been issued with the logo of Mekong Institute, HEROST, MKCF and Mekong Story.

- HEROST's role in this mentoring program was matching each participant with the right mentor by topic and monitor/support communication between the two.

Sample certificate



(iii) Participant's Participation

- Each participant has been part of below-mentioned training activities:
 - (a) Live online learning sessions (Zoom)
 - (b) Self-introductory presentation
 - (c) Participation in discussions and presentations
 - (d) Evaluation of the program

5. PROGRAM CONTENTS

5.1. Inauguration Ceremony

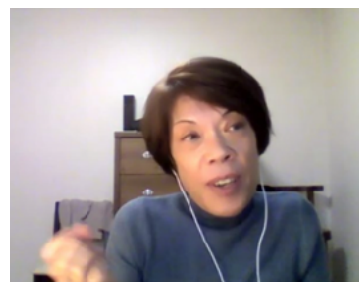
Daisy Park (Mrs.), The Republic of Korea Project Manager



Ms. Daisy Park warmly greeted participants and appreciated for their passionate and active engagement during the online training done in 2021 and welcomed to this advanced level of exchanges for empowerment. Ms. Park as the leader of the mentoring program briefed key topics of each session, assignments for mentoring, introduced mentors and channels how to engage with mentors by 1:1 e-meetings or e-mail correspondences.

Catherine GERMIER-HAMEL, CEO of Destination Mekong

Ms. Catherine warmly welcomed participants to the mentoring program and shared her background, vision and why she has joined in mentoring program and her role and expectations for this course. As the CEO of



Millennium Destinations, Herost and Destination Mekong, Catherine introduced networking programs on sustainable tourism so that participants can continue to be mentored and to bloom their vision by meeting influential leaders in smart and sustainable tourism industry. She also shared stories why she founded 'HEROST' and called participants for participation to be a 'hero' to local partners and 'host' to international travelers.



5.2. [Global Business Outreach] “How to be a global leader and make own business successful”

OH Sinan (Mr.), Chairman of Global Business Alliance (GBA)

- Mr. OH Sinan Ozturk is a Korean entrepreneur who came to Korea as an international student and lived as a Korean for 25 years who became a private diplomatic ambassador who loves Korea and makes Korea known to the rest of the world.
- In particular, on 26th of November 2019, Mr. OH Sinan established the GBA, a business platform created by 1,000 foreigners in Korea as well as Korean Small and mid-size enterprises(SMEs).
- Mr. Oh, as one of the most influential and successful foreign-born businessmen who immigrated to Korea shared his experience and challenges and how he finally built a multi-million dollar [Turkish kebab empire in Korea](#) and established [Global Business Alliance](#).
- He introduced various opportunities to be supported by Korean Seoul and local governments and private sectors if anyone has brilliant business items, good level of understanding and passion to bridge own country with Korea. He also encouraged to come to Korea to study and work in Korea as Korea is open and willing to help foreign workers. GBA recently made series of MOU with universities in Korea to welcome foreign students and give opportunities for internship.



Contacts

- Facebook: <https://www.facebook.com/koreasinan>
- Linked-In: <https://www.linkedin.com/in/sinan-oh-ozturk-791040230/>

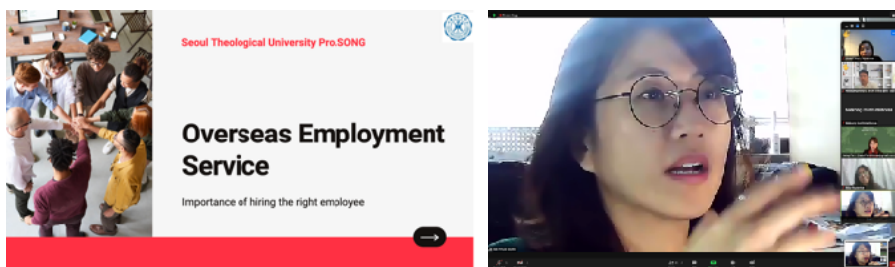
5.3. [Global Tourism Business Outreach] “How to get a job overseas and what/how to do?”

**Song Kee Hyun (Mrs.), Assistant Professor of Seoul Theological University,
Department of Tourism Management**

- Professor Song Kee Hyun as a Vice President of Korea MICE Tourism Contents Association, Vice President, Korea Tourism Research Institute and Vice President of Korea Association of Hotel, Food and Tourism Management, has trained over 20,000 Korean and foreign students to become professional hospitality and tourism industry business managers.
- Prof. Song shared how to get jobs overseas as a hospitality manager and recommended which destinations welcome new employees overseas.
- She also explained in detail what talents and skills one must achieve to get a job in the overseas tourism, hotel, and restaurant industries. In particular, she emphasized that a high level of understanding of the language and culture of the country in which one intends to work is essential.

Contacts

- Facebook: <https://www.linkedin.com/in/sinan-oh-ozturk-791040230/>
- Email: ktca0311@gmail.com



5.3. [Regional Cooperation] Mekong Tourism Development and Sustainability and Cooperation with Korea

**CHANG, Ji-Soon (Mr.), Professor for special mission of Sangmyung University,
Korea**

- Professor CHANG, Ji-Soon has good level of experience and knowledge on cooperative projects with Mekong region acting as an Advisor for Souphanovong University, Lao PDR, Member, Media Education Committee, Community Media Foundation, Korea, Senior Fellow, Institute of International Studies of Seoul National University, Korea and Director, ODA Bureau, Prime Minister's Office, etc.
- He made a in-depth presentation on 1) Situation of Mekong pandemic, vaccination, economy, 2) Sustainable Tourism educational solution & online and 3) Cooperation between Mekong & Korea to give participants a bird-eye view on development of ROK-Mekong Cooperation.
- Prof. Chang introduced the cooperation programs and initiatives between ROK-Mekong in comparisons with Multilateral Cooperation in Mekong Region by China, Japan and India.
- He also listed up cultural heritage sites under development and to be discovered where sustainable tourism concept should be engaged. prof. Chang also added good examples of sustainable tourism programs in Mekong region to share successful collaboration cases between locals and

governments. His presentation strongly supported the initiatives of the project on ‘Mekong-Rok Sustainable & Smart Tourism Development’.

- He finally introduced a module on ‘The restoration of cultural heritage and rural development’, which is a value chain to showcase the mechanism how Site, Infrastructure, Heritage, Capacity Development, Rural development Health, Education interact.

Contacts

- Linked-In: <https://www.linkedin.com/in/ji-soon-chang-15276a69/>
- Email: nowis21c@gmail.com

Laos	Cambodia	Myanmar	Vietnam	Thailand
Land Area 176,515km ²	Land Area 230,800km ²	Land Area 653,508km ²	Land Area 310,870km ²	Land Area 510,889km ²
Population 16.49 Million	Population 7.16 Million	Population 53.02 million	Population 95.49 million	Population 67.91 Million
GDP 267 billion \$	GDP 191 billion \$	GDP 686 billion \$	GDP 3,295 billion \$	GDP 5,436 billion \$
GDP per Capita 1,620.5 USD	GDP per Capita 2,660.8 USD	GDP per Capita 1,299.2 USD	GDP per Capita 3,416.2 USD	GDP per Capita 7,807.0 USD
Trade Volume 540 billion	Trade Volume 128 billion	Trade Volume 479 billion	Trade Volume 5,857 billion	Trade Volume 4,830 billion
Ethnicity Khmou97.6% Other2.3%	Ethnicity Lao82.2% Khmou11% Hmong9.2% Other26.6%	Ethnicity Burmese88% Shan9% Other23%	Ethnicity Khmou85.7% Thai14.3%	Ethnicity Thai83% Burmese17%

5.5. [Sustainable tourism] Exploring synergies and collaboration opportunities with Millennium Destinations, Herost and Destination Mekong

Catherine GERMIER-HAMEL (Mrs.), CEO of Millennium Destinations, Herost and Mekong Destination

- Mrs. Catherine GERMIER-HAMEL is a qualified and influential actor of sustainable tourism for Mekong region as Sustainable Tourism Development and Marketing Consultant, Trainer and Facilitator, Promoting Feel Good-Do Good Travel Experiences. In 2016, she started her own business in Seoul, Millennium Destinations, an impact company providing consulting services and innovative solutions to small businesses and organizations of the travel, hospitality and leisure sectors for their sustainable tourism development and marketing. In 2019, she founded the Herost platform, an online travel guide and toolkit promoting sustainable, community-driven travel places, experiences and practices, especially in the Mekong region and Korea. In November, 2021, Catherine was appointed CEO of Destination Mekong.
- Catherine as a co-host for the mentoring program with Mrs. Daisy Park, has been actively participated in the program and gave good inspiration and influences to participants.
- She presented on “2021 Korea Pacific Sustainable Tourism Revitalizing Local Economies” highlighting Sustainability as a value creator and enhancer. Pointing that COVID-19: even more losses for local economies, she elaborated Creating Value through Sustainable Tourism Development & Marketing is a key for developing future tourism in sustainable way. She also put importance on

promoting Community-Based Tourism Development as a Value Retention Strategy.

- She finally listed up key recommendations for revitalizing local economies and open the floor for discussion and comments.

Contacts

- Linked-In: <https://www.linkedin.com/in/cgermierhamel/>
- Facebook: <https://www.facebook.com/cathygermier>

5.6. [Global Business Outreach] How to be a Global Entrepreneur turns your ideas into business And start your successful journey into Korean Market

Hussein Elbanna (Mr.), Founder and CEO of Arabko Korea

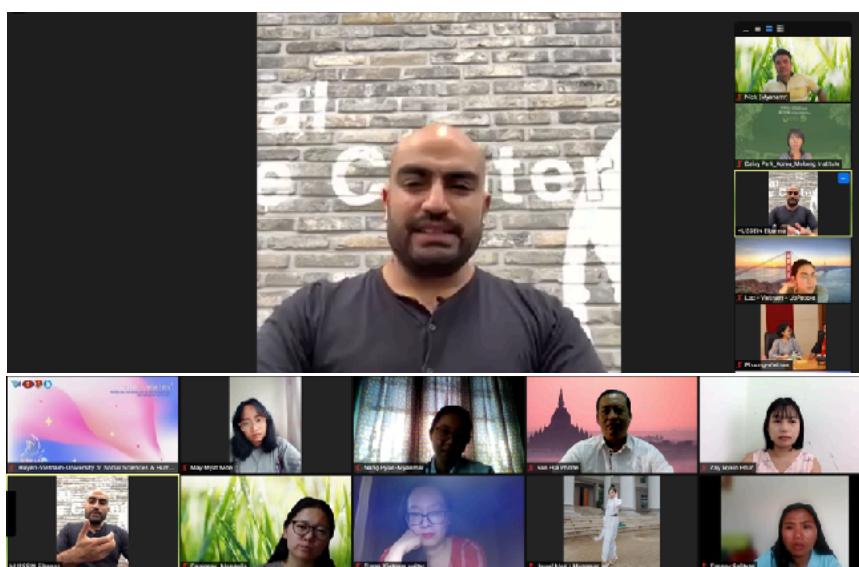
- Mr. Hussein Elbanna is an active business developer and mentor for the young entrepreneurs as the GBA Venture Hub Leader & Head of Startup Committee at GBA, International Business degree, KSGC 2018 Alumni and Serial Entrepreneur of Middle East / Africa -Focused Tech investment.
- CEO Hussein Elbanna from Egypt shared the experience how and why he started working in Korea and stories how he made success doing business in Korea targeting global citizens, not limited Korean consumers.
- Arabko, founded by the CEO, is a marketing and business consulting company focused on increasing and revitalizing business opportunities in Korea and the Middle East. Based in Korea, he also supports business people who wish to enter the Middle East.



- Emphasizing that Koreans are kind and willing to help foreigners in need, starting a business in Korea can help build a trustworthy network and receive various support from government level, he said. In particular, experience of dealing with Korean consumers who are demanding with higher-standard can help start-ups improve the quality of products and services, which is very helpful in enhancing competitiveness for global business outreach.

Contacts

- Linked-In: <https://www.linkedin.com/company/arabko/>
- Facebook: <https://www.facebook.com/H.M.M2018.2018>



5.7. [Smart tourism] Smart tourism will become our daily life and the future of travel

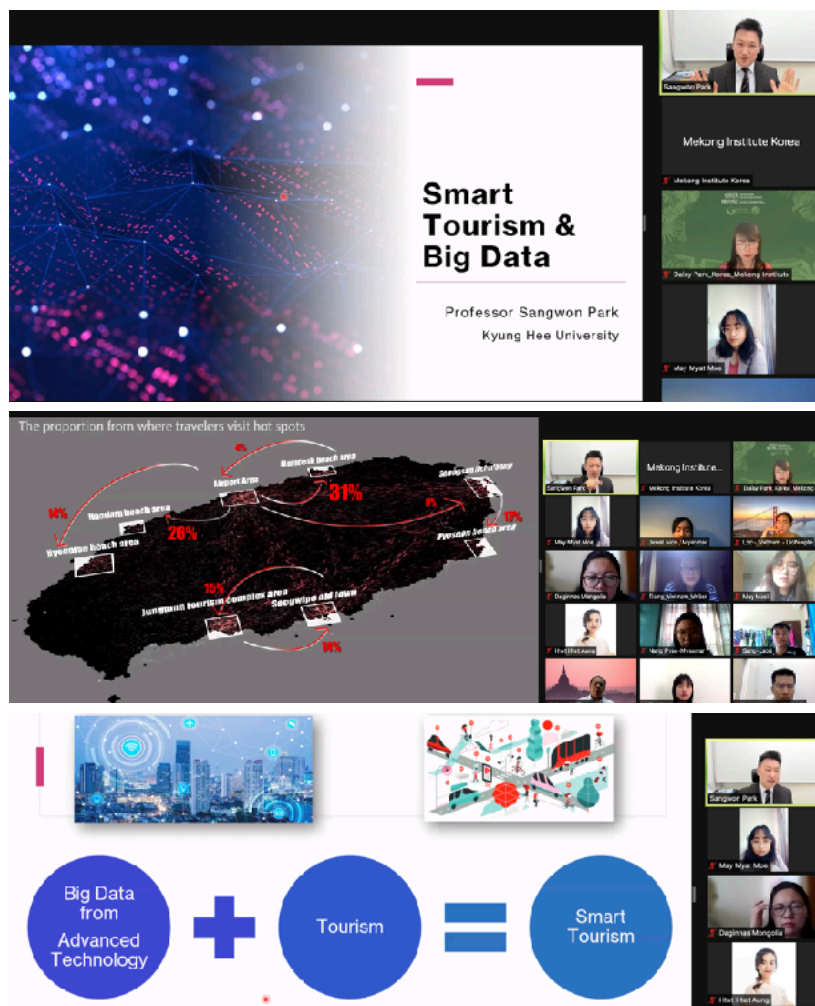
Park Sang Won (Mr.), Professor, College of Hotel & Tourism Management, Kyung Hee University, Republic of Korea

- Prof. Park Sang Won is a highly recognized scholar and practitioner in smart tourism by receiving series of awards from outstanding academy and organizations such as ‘Thesis Award of the Year’ at the ‘ENTER22’, an international academic conference hosted by the International Federation of Tourism Information Science and Technology (IFITT) and he and his team have handled several government-led smart tourism development projects with key tourism destinations of Korea such as Jeju, Jeonju and Gangwon, etc. Mr. Park joined the University of Surrey as a Lecturer in the Hospitality and Food Management in 2011, and has played a role of Program Leader for MSC International Hotel Management. He holds a Bachelor Degree about Tourism Management from South Korea and Master Degree in Hotel & Restaurant Management with Statistics minor from the University of Missouri, USA. He also works as a visiting Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong, Managing Editor of Tourism Management and the chief member of professional board for Tourism Artificial Intelligence in National Information Society Agency (NIA), etc.
- Prof. Park started the lecture by sharing a general definition on ‘Smart Tourism’ considered as a combined advanced technology and tourism.

- However, he highlighted that smart tourism become really smart and influential when Big Data is attached to technology saying that “Big data is key to make smart tourism successful.”
- Big data in his definition can be collected from various sources of the location data from ‘Connected Technology’. And the analyzed data can generate Destination Recommendation Systems and develop destination strategy including protecting people from infectious virus such as COVID-19.
- He demonstrated how big data collected from connected technology work by sharing sample models of Jeju and Jeonju.
- Participants expressed their admiration and discoveries in the chat box during the lecture, and showed the most enthusiastic response to the review after the lecture.

Contacts

- Linked-In: <https://www.linkedin.com/in/sangwon-park-a81b1621/>
- Facebook: <https://www.facebook.com/sangwon.park.750>



5.8. [Global Tourism Business Outreach] University life as an international student in Korea

Kang, Sung Kook (Mr.), Professor of Japanese Cultural contents at Seoul Theological University

- Prof. Kang, Sung Kook used to be a Director of Korean Language Education Institute, Researcher at Osaka University and Part-time Lecturer at Kinki University, Japan before he joined in Seoul Theological University.
- Mr. Kang started the lecture by sharing a story of a Chinese diplomat, Mr. Hoshu who successfully completed his work by mastering Korean language for short period of time. Mr. Hoshu came to Korea as a diplomat at the age of 35 and he realized understanding Korean language is essential to do his missions. And he mastered Korean language for only 2 years by a matrix he developed. The matrix lasted 200 years as a concrete guidebook for beginners to new languages.
- Mr. Kang raised this case to help participants understand how to tap into new market by learning language and culture in own way of understanding. And he introduced intriguing curriculum of the STU Korean Language Institute where participants can easily learn Korean and culture. And he introduced STU's generous scholarship, affordable tuition, safe and lively campus life suitable to the new comers to Korea.
- Participants could look and feel by watching a promotional video on the campus and hearing a testimony from a student from Cambodia who was very fluent in Korean after spending 2 years at the language school.

Contacts

- Website: <https://jpn.stu.ac.kr/CmsHome/AddPage/prf04.eznic>
- Email: izaya6013@stu.ac.kr

University Life As An International Student In Korea

stU 서울신학대학교

Name: Kang, Sung kook

Current:
Professor of Japanese Cultural Contents at STU (Seoul Theological Univ.)
(Director of STU Korean Language Institute)

Past:
Researcher at Osaka University (Japan)
Part-time Lecturer at Kinki University (Japan)

Education:
Hankuk University of Foreign Studies (B.A)
Osaka University (M.A)
Osaka University (D.A)

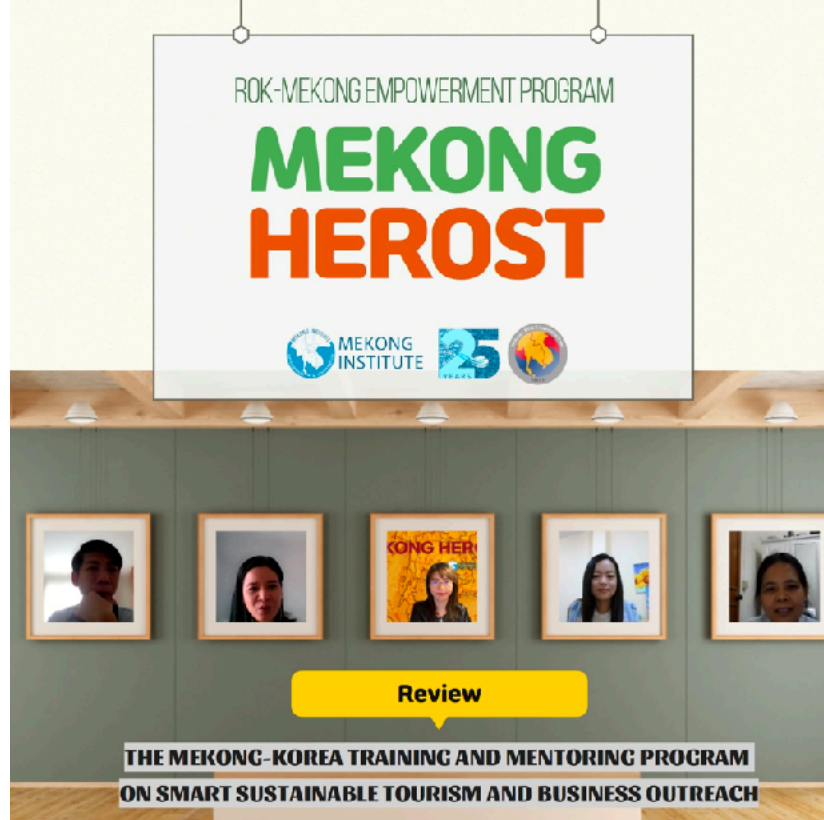
「My 交隣須知」

Japanese Translation	Japanese expressions I heard	English Translation	Notes
안녕하세요	안녕하세요	hello	
안녕히 계세요	안녕히 계세요	goodbye	
감사합니다	감사합니다	thank you	
죄송합니다	죄송합니다	sorry	
네가	너	you	
너희	너희	you (plural)	
저	저	I	
저희	저희	we	
그	그	he	
그녀	그녀	she	
그들	그들	they	
이	이	this	
그	그	that	
저	저	over there	
이곳	이곳	here	
거기	거기	there	
여기	여기	here	
저기	저기	there	
이제	이제	now	
다음	다음	next	
그때	그때	at that time	
오늘	오늘	today	
내일	내일	tomorrow	
어제	어제	yesterday	
내년	내년	next year	
올해	올해	this year	
지난해	지난해	last year	
내주	내주	next week	
이번주	이번주	this week	
지난주	지난주	last week	
내월	내월	next month	
이번달	이번달	this month	
지난달	지난달	last month	
내년	내년	next year	
올해	올해	this year	
지난해	지난해	last year	

Recorded 4623 sentences from 2009 to 2017.

What can we learn from Hoshu?

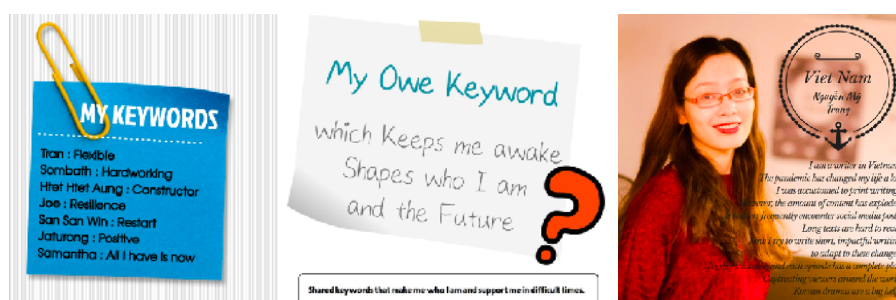
- Language is important for playing an active role in the global world.
- The best way to learn language, culture and way of thinking of a country is to go to that country.
- Even if you have a handicap such as age and environment, you can overcome if you do your best.



6. MENTORING & WORKSHOP

6.1. [People to People Exchange] My Keyword & Life Path

- All participants presented a ‘key word’ which describes the oneself including own philosophy or belief in life. This introductory session gave participants to get to know closely.
- Drawing a ‘life path’ or ‘graph of life’ as a take-home work to describe the process of life from birth till today.
- Summarized keywords and discussions were upload at the social media of Mekong Story in a card news. [Click here](#) to show the summary.



6.2. [Cultural Exchange] Mekong & Korean Traditions - Seollal

- The cultural exchange session started by comparing the rituals of the New Year in Korea and the Mekong countries.
- Participants learned how to speak “Happy New Year” in each country and practiced sentences by listening and imitating in each language of Korea, Cambodia, Laos, Myanmar, Vietnam, and Thailand.
- The participants could not stop laughing with the unfamiliar and difficult pronunciation, and they could feel great intellectual excitement as they shared different culture and traditions on New Year's Day.



6.3. [Exchange of Ideas] How to be the leader of sustainable tourism

- Participants tried to define sustainable tourism in own words and examples and shared opinion why we wish to be leaders of sustainable tourism and seek for ways to promote local culture and environment.
- ROK team shared various quotes on the topic — including ▲ How to Influence Traveller, ▲ Behavior to Support Sustainable Tourism, ▲ How to Influence Traveller Behavior to Support Sustainable Tourism, ▲ What Characterizes a Sustainability Leader in Tourism?, ▲ Why Focus on Tourism and Sustainability?, ▲ Does Sustainable Tourism Lead to More and Better Jobs? — these topics led participants to discuss and develop practices which were eye-opening sessions to consider the topic in various angles.
- Mrs. Catherine as the leader of sustainable tourism in action commented her vision and activities including mega changes in the industry and consumers during the pandemic period.
- Mrs. Daisy Park added explanations on the background of the online and mentoring program which can be a solutions to support for local people to lead sustainable tourism by escalating quality of service and products and by learning smart tourism promotion skills, etc.

Speak Greetings "Happy Lunar New Year"

Korea
새해 복 많이 받으세요
/sahae bog manh-i bad-euseyo/

Lao PDR
ສາບາດີປີມາລາວ
/sabaidi/pimallaw/

Myanmar
ပျော်ရွှင်စရာသစ်နှစ်တစ်
/pyawshwínhpwáinhátsáit/

Viet Nam
Chúc mừng tết: Nguyễn Đán
/축인덕느원단/



Thailand
สวัสดีปีใหม่ สุขสันต์วันตรุษจีน
/Swasdi pi him tháing canthridhi/


Cambodia

QUICK LEARN


How to Say:
HAPPY NEW YEAR!
in Khmer (Cambodian)
[អើ ស៊ុប៊ែ ឆ្នាំថ្មី]

Dr. John Se



Nature for nature
Intrinsic value of nature
Space allocated for nature



Nature as culture
Living in harmony
People one with nature

Nature for society
Nature's benefits to people
Ecosystem services

6.4. [Business Exchange] Global Outreach — Business Plan

- ROK team shared the secrets of Korea's competitiveness in some industries outdo globally such as contents, entertainment, beauty, medical tourism, etc.
- Mentors tried to help participants develop own business idea and guide how to tap into the market by studying in-depth industries which can match with Mekong countries. The first industry was K-Beauty which is linked to Medical Tourism.
- Thailand, Myanmar and Viet Nam are strong in nature-driven healing program, meanwhile Korea has top-tier medical technology especially in cosmetics surgery area.
- One of the participants from Myanmar shared the overview on medical tourism industry in ASEAN and ROK team briefed on Korean side. Mentors also added their opinion and experience to give idea how to attract Korean consumers to Mekong region for mental and body wellness program as well as medical tourism in different angles.
- This session was highly practical and to-the-point, participants wished to cover more industries to find area of cooperation and business development.

MEDICAL INCREASE LUCRATIVE VISITORS & SPENDING

As of 2018, the cumulative number of patients who visited Korea exceeded two million, with medical services growing in popularity. Additionally, the increasing popularity of Hallyu content, such as K-pop or K-drama, has also led to an increase in the number of tourists visiting Korea.

In 2018, about 300 thousand foreign patients from 190 countries visited Korea. Among them, Chinese patients accounted for 31.2% of the total, followed by the United States and Japan. A decade ago, the U.S. and Japan accounted for about half, but the nationality distribution of patients is becoming more and more diverse. In fact, the number of patients in Southeast Asian countries such as Thailand, Vietnam, and Indonesia and northern countries, including Russia and Uzbekistan, is increasing. In contrast, patients from Middle Eastern countries, including the United Arab Emirates, slightly decreased recently.

The most visited medical department among foreign patients in Korea was the internal medicine department, followed by plastic surgery, dermatology, examination centers, and gynecology departments. The preferred medical treatments to receive in Korea differ from patients' region of origin. Patients from Asian countries such as China, Japan, and Thailand mostly visited Korea for cosmetic purposes such as plastic surgery and dermatology. With these patients wanting to look like Korean celebrities, this aligns with the impact of the Korean Wave on the tourism sector in Korea. On the other hand, many visitors from the United States, Russia, Mongolia, and Kazakhstan visited Korea for non-cosmetic treatment purposes, such as visiting an internal medicine practice or health checkup center.

Department	Number of Visitors
Internal Medicine	19.4
Plastic Surgery	4.0
Dermatology	12.2
HEALTH CHECK	8.9
Gynecology & Obstetrics	4.4
Orthopedics	5.1
Neurosurgery	3.0

NEWS MEDICAL TOURISM IN KOREA

More than half of the patients who visited South Korea for medical treatment also enjoyed its additional tourism offers. Most visitors simply enjoyed shopping or city tours, while others visited historical sites and enjoyed its nature and scenery. On average, visitors stayed in Korea for 41.4 days. The average length of stay among visitors from the United States was the longest at 136 days.

Korean medical tourists spent an average of 5.0 thousand U.S. dollars, about half of which were medical fees. Overall, they were highly satisfied with the experience of medical services in Korea, and they were willing to revisit for medical treatment or recommend it to others.

HOW TO APPLY TO MY BUSINESS?

Source: <https://www.korea.net/feature/3332/medical-tourism-in-south-korea/>

HOW TO APPLY TO MY BUSINESS?

- Focus on Sustainable Well-Being**
- Soak into Life-Style**
- Target Young Generation**
- Options for Various Needs**
- Funky Packaging**
- Collaborate With Beauty Influencers**
- A Part of Cultural Promotion**
- Beauty Tech as a National Competitiveness**
- Value for Money**

6.5. [Destination Marketing] Best Destination marketing Cases

- ROK team started the program by sharing Destination Marketing strategies by European Capitals which are applicable to analyze destination marketing in Mekong countries.
- Team also shared the 3rd year's plan to promote 5 UNESCO Heritage cities in each country by applying the creative marketing skills.
- Participants actively discussed their opinion based on the topics including —
 - ▲ Who Are the Target Visitors?,
 - ▲ What Is the Unique Proposition of my Region?,
 - ▲ How To Collect and Share Stories of Local?,
 - ▲ Which Visual Aids Are Most Efficient To Target Visitors?,
 - ▲ Which Channels Should We Develop More?,
 - Who Are the Key Partners? and
 - ▲ How To Collaborate With Local Tourism Partners?, etc.
- ROK team shared videos of destination marketing cases in Korea by highlighting key competitiveness of each destination including —
 - ▲ Purple island in Shinan,
 - ▲ Treasure Islands of Korea,
 - ▲ Incheon Smart tourism programs,
 - ▲ Signature of Korea tourism,
 - ▲ Seosan's Mud,
 - ▲ Suncheon's folk music and
 - ▲ Jeju's local foods.
 After watching video, participants discussed how to apply these skills to own local tourism promotions.
- Sessions were closely after learning Business etiquette and useful Korean language on meetings with local partners.

DESTINATION MARKETING STRATEGIES

DESTINATION MARKETING

1. GO ALL-IN WITH ONLINE
2. EMBRACE THE MOBILE EXPERIENCE
3. BECOME DATA-DRIVEN
4. SEEK OUT WIN-WIN PARTNERSHIPS
5. FOCUS ON BRANDING
6. WORK WITH INFLUENCERS
7. PERSONALIZE THE EXPERIENCE FOR TARGET VISITORS
8. START A MARKETPLACE

Source: <https://en.faciondo.com/destination-marketing-strategies/>

BUSINESS KOREAN & RITUALS

English	Korean
Nice to meet you.	만나서 반갑습니다. (mannaseo bargapeumnnda)
How do you do? (Asked upon meeting for the first time.)	처음 반갑습니다. (cheoem bargapeumnnda)
I look forward to your kind cooperation.	잘 부탁드립니다. (jal butskdeurimnica)

BUSINESS CARD RITUALS IN SEOUL

- Mark how to read your name in Korean or make an English name
- Do not write on business cards in front of the giver.
- Do not fold or pocket business cards.
- Keep plenty of cards (preferably translated into Korean on one side).
- Treat cards with utter respect.
- Keep business cards face-up on the table or putting them delicately into a business card holder.

Source: <https://www.o-daykorean.com/business-korean/>
<https://www.floorsouting.com/insight/%E3%80%90%20journal%20business%20etiquette%20in%20south%20korea>

7. WORKSHOP EVALUATION

7.1. Evaluation Methods

- There were two evaluation criteria: attendance (more than 3 times) and participation (remarks more than 4 times)
- All participants were required to turn on videos and participated in all discussions and some participants voluntarily prepared own presentations to share and discuss with participants.

7.2. Evaluation Results

- 20 participants passed the program and received certificate issued by the Founder & CEO of Herost.

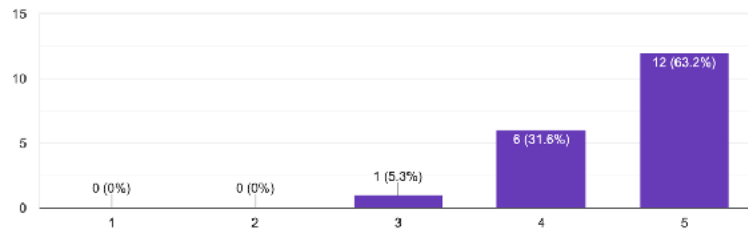
7.3. Comments Received from the Participants on Course and Operation

- The participants indicated they were satisfied with overall arrangements and organizations of the training and they enjoyed the training atmosphere and learnt a lot from the resource persons and co-participants.

Level of Satisfaction — 94.2%

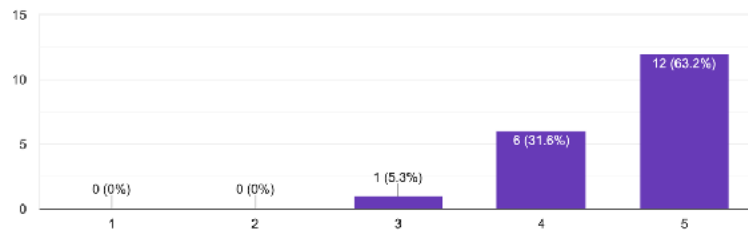
Was the mentoring and workshop useful?

응답 19개



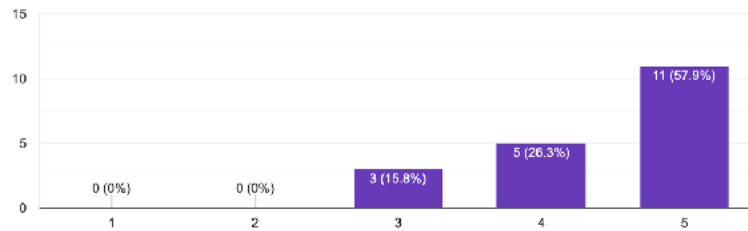
Was the mentoring and workshop well prepared?

응답 19개



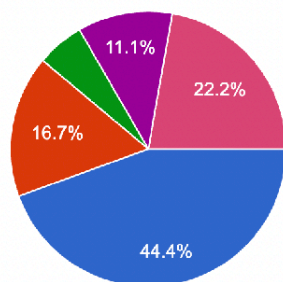
Did the program encouraged your participation?

응답 19개



Which topic drew your attention the most?

- Sustainable tourism and Destination marketing were two most intriguing topics according to the survey.



- Sustainable tourism (mentoring)
- Your keywords & Draw your life path (workshop)
- Learning Korean culture and language (workshop)
- K-Beauty, K-POP & Cinema (workshop)
- Mekong&Korea Exchange (mentoring)
- Working in Korea (mentoring)
- Destination Marketing (mentoring)

Participants' Comments on the Course

- Good mentoring program for business youth with full of goals!
- The program is well prepared and very useful
- Informative, systematic and well-organized
- Very useful for sustainable tourism
- It's a very interesting program; creative, Public relations, culture and charm of tourism.
- They all are doing their best. Good team work, good job overall !
- I am so interesting and useful on our work place.
- The translation makes the program more difficult to stay attentive to. Also, for a program with such an interesting content, there should be more immersive way of getting participants to feel related, motivated and therefore want to participate.
- Useful information and networking
- The program offers a variety of discussions, starting from keywords and life path was great for the icebreaking. Everyone can share how she/he insightful feeling and learning from the others too.
- This program is good and I wish to have for next time.
- The program covers many kinds of interesting topics and many experts were invited for us to gain helpful knowledge. The program is also flexible.
- Efficient and very useful
- Very useful program
- Very good

7.4. Overall Training Organization

Participants reported that they were satisfied with the overall operation on mentoring and workshop by MI-ROK team and provided comments and suggestions as below:

Comments on on MC (Mrs. Daisy Park for the 2nd Batch)

- She is professionalism in conducting as moderator, to encourage everyone participate in the program, running the program smoothly.
- Friendly, active and cooperative
- She speaks clearly. However, she could be more relaxed so that the feeling of the audiences could be less formal and structured. We needed the freely expressive experience.
- The excellent MC that I've ever met!
- Thanks for valuable knowledge
- Ms. Daisy is good-natured, very well prepared and very helpful for me.
- Thank you for the well preparation and kind heart
- She is such a charming MC I have ever met before.
- She is the best team leader of project for all of us, and then also very interesting on her program prepared and good excellent.
- She prepared the program in advance.
- She is friendly, knowledgable, organizing, targeting on training focus.
- Very beautiful and active
- Very well prepared and limit to time frame
- She was great and well prepared
- Thank you so much for giving us great opportunity and useful platform to learn and improve our skills!
- Excellent, Very good

Topics wish to learn in the next training

- Destination Marketing
- Investment potential and cultural exchange among Mekong-ROK
- Research methodology and paper writing
- Agricultural tourist attraction, Community enterprise, Preserving culture, Ancient sites, and Activities for tourists to participate.
- Tourism entrepreneurship in best practice.
- Sustainable tourism development
- Metaverse and convergence technology
- Content marketing through high quality VODs
- Destination marketing
- How to develop tourism in new normal in Covid-19 context.
- Digital agriculture such as software, sensors, IoT, etc.
- Creative tourism and sustainable tourism
- Korea local cultures and traditions
- Future tourism in the world!

8. APPENDICES

8.1. Mentoring Program Schedule






DAILY TRAINING PROGRAM			
	Lecture Topic	Mentor's Name/Position	Workshop Topic
Day-1	"How to be a global leader and make own business successful"	OH Sinan (Mr.) Chairman of Global Business Alliance (GBA)	My Keyword & Life Path
Day-2	"How to get a job overseas and what/ how to do?"	Song KeeHyun (Mrs.) Assistant Professor of Seoul Theological University, Tourism Management	Mekong & Korean Traditions - Seollal
Day-3	Mekong Tourism Development and Sustainability and Cooperation with Korea	CHANG, Ji-Soon (Mr.) Present, Professor for special mission of Sangmyung University, Korea	How to be the leader of sustainable tourism
Day-4	Exploring synergies and collaboration opportunities	Catherine GERMIER-HAMEL (Mrs.) CEO of Millennium Destinations - Herost - Mekong Destination	Global Outreach — Business Plan
	How to be a Global Entrepreneur turns your ideas into business And start your successful journey into Korean Market	Hussein Elbanna (Mr.) Founder and CEO of Arabko Korea	
Day-5	Smart tourism will become our daily life and the future of travel	Park Sang Won (Mr.) Professor, College of Hotel & Tourism Management, Kyung Hee University	Best Destination marketing Cases
	Efficient way of learning a new language and University life as an international student in Korea	Kang, Sung Kook (Mr.) Professor of Japanese Cultural contents at Seoul Theological Univ.	



8.2. DIRECTORY

I. Participants

Name	Nationality	Organization/Position	Major	Email
Tran Le Hang	Vietnam	University Social Sciences and Humanities	Faculty of International Studies	htranle71220@gmail.com
HTET HTET AUNG	Myanmar	Former Lecturer of Mandalay University	Tourism	htethtet@mdl.edu.mm
Than Htike	Myanmar	Assistant Lecturer-Mandalay University	Tourism	thanhtiketutor78@gmail.com
POE OU SHWE SIN	Myanmar	My Voice My Tourism, Co-founder	Tourism, Marketing	poeoushwezin@gmail.com
Ploynapus Ruangsaengsilpa	Thailand	Managing Director for Pracharat Raksamakki Prachinburi (Social Enterprise) Co., Ltd.	Agriculture, Food Processing and Handicrafts, Community by Tourism	ploynapus@gmail.com , prachinburi@gmail.com
Sareth DUCH	Cambodia	Royal University of Phnom Penh	Tourism	oumsareth03@gmail.com
San San Win	Myanmar	Staff Officer	Tourism	irc@tourism.gov.mm
TRAN THI HA ANH	Vietnam	Quang Tri Investment, Trade and Tourism Promotion Agency/ Official	Tourism	tranhaanh3010@gmail.com
Non Arkaraprasertkul	Thailand	Digital Economy Promotion Agency/ Smart City Promotion Office	Digital Economy	non.ar@depa.or.th
Nguyen Thi My Trang	Vietnam	Hoasen University - CP Film/Lecturer - Script writer	Media - Content Creator	trangmyhi@gmail.com
Sanhakot Vithayaporn	Thailand	Stamford International University	Aviation, Tourism and Hospitality	Sanhakot@hotmail.com
Noh Navey	Cambodia	Royal University of Phnom Penh	Tourism	naveynohcambodia@gmail.com
Nguyen Hoang My Phuong	Vietnam	Ministry of Agriculture and Rural Development	Agricultural Cooperatives, Rural Tourism	menfuong@gmail.com
THET TUN OO	Myanmar	MTA Travel & Tours Co.,Ltd. Director	Tourism	thettunoo.nick@gmail.com
Arisa Hinprom	Thailand	Local Alike Co., Ltd. / Community Development Manager	Community-Based Tourism	arisa.hin03@gmail.com
Jaturong Srisawangwong	Thailand	The federation of Thai SMEs/Northeast Vice President, Business Development	Business development/ Tourism, Trade, e-commerce, Food, Garment.	jaturongs@gmail.com
Zay Nyein Htun	Myanmar	Lucia Travels and Tours/Managing Director & Licensed Tour Guide	Tourism	zayzayneinhtun@gmail.com
Trần Như Trí	Vietnam	WeShare/Cofounder & Finance Director	Tourism	nhutritran.97@gmail.com
May Madi Kyaw	Myanmar	National Management Degree College	Tourism Management	maymadikyawmmk@gmail.com

II. Resource Persons

Photo	Organization
	<p>OH Sinan (Mr.)</p> <ul style="list-style-type: none"> • Chairman of Global Business Alliance (GBA) • Mr. OH Sinan is a Korean entrepreneur who came to Korea as an international student and lived as a Korean for 25 years who became a private diplomatic ambassador who loves Korea and makes Korea known to the rest of the world. • In particular, on 26th of November 2019, Mr. OH Sinan established the GBA, a business platform created by 1,000 foreigners in Korea as well as Korean SMEs.
	<p>Song KeeHyun (Mrs.)</p> <ul style="list-style-type: none"> • Assistant Professor of Seoul Theological University, Department of Tourism Management • Vice President of Korea MICE Tourism Contents Association • Vice President, Korea Tourism Research Institute • Vice President of Korea Association of Hotel, Food and Tourism Management
	<p>CHANG, Ji-Soon (Mr.)</p> <ul style="list-style-type: none"> • Professor for special mission of Sangmyung University, Korea • Advisor, Souphanovong Univesity, Lao PDR • Member, Media Education Committee, Community Media Foundation, Korea • Senior Fellow, Institute of International Studies of Seoul National University, Korea • Director, ODA Bureau, Prime Minister's Office
	<p>Catherine GERMIER-HAMEL (Mrs.)</p> <ul style="list-style-type: none"> • CEO of Millennium Destinations - Herost - Mekong Destination • Sustainable Tourism Development and Marketing Consultant, Trainer and Facilitator • Promoting Feel Good-Do Good Travel Experiences
	<p>Hussein Elbanna (Mr.)</p> <ul style="list-style-type: none"> • Founder and CEO of Arabko Korea • GBA Venture Hub Leader & Head of Startup Committee at GBA • International Business degree • KSGC 2018 Alumni • Serial Entrepreneur • Middle East / Africa -Focused Tech investment

	<p>Park Sang Won (Mr.)</p> <ul style="list-style-type: none"> • Professor, College of Hotel & Tourism Management, Kyung Hee University, Republic of Korea • Visiting Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong • Managing Editor of Tourism Management • The chief member of professional board for Tourism Artificial Intelligence in National Information Society Agency (NIA)
	<p>Kang, Sung Kook (Mr.)</p> <ul style="list-style-type: none"> • Professor of Japanese Cultural contents at Seoul Theological Univ. • Director of Korean Language Education Institute • Researcher at Osaka University • Part-time Lecturer at Kinki University, Japan

III. Mekong Institute and ROK team Organizers

Photo	Name	Organization
	<p>Mr. Robby Rosandi</p>	<p>Mekong Institute Project Manager, Trade and Investment Facilitation Department, Mekong Institute</p>
	<p>Ms. Daisy Park</p>	<p>ROK Project Leader, Sustainable and Smart Tourism Development in the Mekong region, Mekong Institute</p>



MEKONG INSTITUTE

About Mekong Institute

The Mekong Institute (MI) is an Inter-Governmental Organization (IGO) working closely with the governments of six countries, namely Cambodia, P.R.China, Lao PDR, Myanmar, Vietnam and Thailand, to promote regional development, cooperation and integration by offering capability development programs across three cutting themes of Agricultural Development and Commercialization (ADC), Trade and Investment Facilitation (TIF), and Innovation and Technological Connectivity (ITC).

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GMS intergovernmental organization


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