
COMPLETION REPORT

KOREA MEKONG

ONLINE TRAINING
AND MENTORING PROGRAM



FOR SMART / SUSTAINABLE TOURISM
DEVELOPMENT AND BUSINESS OUTREACH

JULY 14 – AUGUST 13, 2021





MEKONG
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ONLINE TRAINING
AND MENTORING PROGRAM

MEKONG KOREA



FOR SMART / SUSTAINABLE TOURISM
DEVELOPMENT AND BUSINESS OUTREACH

November 11 to 16, 2021

Acknowledgements

We would like to express our sincere appreciation for all the 94 participants from Cambodia, Lao PDR, Myanmar, Vietnam and Thailand for participating in the Online Training Program entitled “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 and videos; example and case study presentations; and evaluations/examinations. Such active engagement of the participants contributed to making the training an immense success.

The training 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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EXECUTIVE SUMMARY

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

□ Title and Intention of the Program

The online training program named “THE MEKONG-KOREA TRAINING AND MENTORING PROGRAM ON SMART SUSTAINABLE TOURISM AND BUSINESS OUTREACH” was designed as a part of 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 (MI) organized **23 day-long** Online Training from July 14 - August 13, 2021 (1st Batch), November 11 – 16, 2021 (2nd Batch) and from January 22 - March 5 (for Mentoring Program), 2022 via Zoom Cloud Meeting.

□ Purpose and Target

The broad aim of the training was to build capacities of young entrepreneurs, fresh graduates, as well as undergraduate, master’s, or doctoral students for the development/enhancement of sustainable and smart tourism in the Mekong region.

□ Participants

Attended by total **94 participants** (43 pax for the 1st batch and 51 pax for the 2nd batch) from **Cambodia, Laos, Myanmar, Vietnam, Thailand**. Those who majored in tourism management, or business, or those working in related fields registered mainly.

□ Trainers and Mentors

10 Korean instructors with skills and influence of digital marketing and global business, who are former and incumbent announcers and live commerce experts shared practical know-how and experiences through a 10-class training program.

Not limited to the regular training program, **9 named professionals** also join in this program for special lectures and mentor the participants such as Mr. OH Sinan, Chairman Global Business Alliance, Professor Sang-Won Park, one of the world class authority in the field of smart tourism, Prof. Jisoon 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 several professors who have been devoted to training international students from Silla University, Seoul Theological University, etc. joined as special lecturers and mentors.

□ Key Topics

The training topics such as ▲ [Digital marketing skills] How to plan and execute digital marketing targeting Korean MZ generation (using e-commerce, Instagram, blog, card news/videos, etc.), ▲ [Sustainable & Smart tourism] Sharing best cases and strategies of sustainable-smart tourism, ▲ [Understanding Industry] Learning and practicing useful tips and networking with key partners of Korean tourism industry, ▲ [Understanding market environment] Exploring Koreans' unique lifestyle and changed global consumers' behavior with the pandemic through sharing examples of travel culture, movies, and dramas, were included in the curriculum.

□ Key Contents

Key contents of the online training sessions included ▲ Sharing opinion on trendy Keywords such as Metaverse, Sustainable/smart tourism, Community-based tourism (CBT), etc. ▲ Understanding the communication and consumption habits of Korean MZ consumers, ▲ How to use social media mostly used by Koreans, ▲ How to become a show host and plan successful home shopping, ▲ Learn Korean key expressions in fun ways, ▲ Analysis of Korea's sustainable and smart tourism cases, ▲ How to speak Korean language on travel and Must-visit places in Korea, ▲ Studying and working in Korea, ▲ How to be qualified in the New Normal era, ▲ How to become a global business leader, etc.

To apply knowledge and skills into practices, active participation was encouraged by the lecturers and most participants were given opportunities to speak up and try the missions in each session.

□ Assignments (Batch 1)

For the participants in the first Batch, to evaluate the level of understanding and skills learned from the training, the Mekong Institute team assigned participants to submit ▲ A Concept note on the Future of tourism and own reactions how to deal with, ▲ Design own Community Tourism Product (CBT) Plan and ▲ Marketing notes on products (2-3) to promote to Korean/global market via e-commerce.

□ Assignments (Batch 2)

For the participants in the second batch, the Mekong Institute team assigned participants to submit ▲ A Card news to introduce the city wish to promote in Mekong region on highlighting local experiences — foodies, heritage, tradition, etc. (“Invite friends to your City!”), ▲ A proposal how to improve relationship between the Mekong and Korea — strategy, activities to increase people to people and trade exchanges (“Be A Diplomat!”), and ▲ Make a proposal how to improve the city using sustainable and smart tourism concept (“Design your city!”).

□ Evaluation of the program by the participants

Further, in the survey conducted at the end of the program, the participants said that they ▲ learnt a lot from the resource persons and co-participants, ▲ considered the curriculum were well organized, trendy, timely, capturing and lively, ▲ were very satisfied with the overall arrangements and organization of the training (average rating: 4.8) and ▲ enjoyed the training atmosphere with so much fun and mood of encouragement.

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
Generation MZ	Millennials (born 1981-1995) and Generation Z (born 1996-2005)

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– Mekong Institute team Organizers

– 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 SUSTAINABLE TOURISM AND BUSINESS OUTREACH” was designed from July 14 - August 13, 2021 (1st Batch), November 11 – 16, 2021 (2nd Batch) and Mentoring Program from January 22 - March 5, 2022 using online training methods and tools with following objectives.

2. 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)

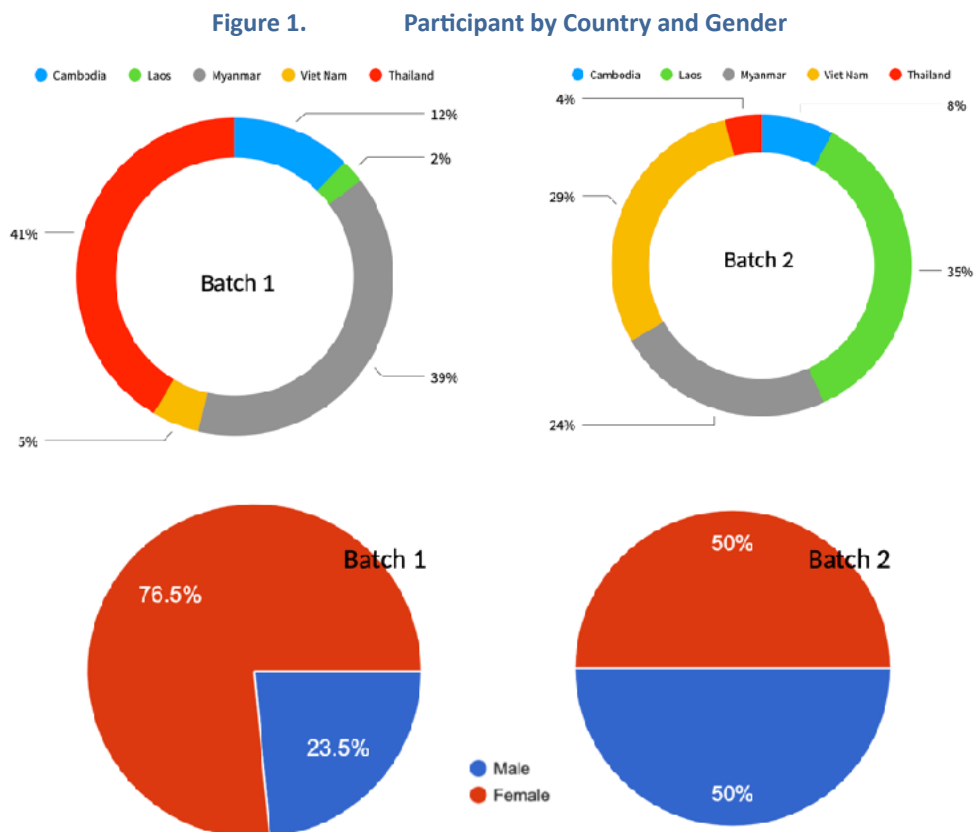
3.1. Participants

A total of 94 participants from universities in selected locations from CLMVT attended the workshop as shown below.

Participation by Country and University

COUNTRY	UNIVERSITY
Cambodia	<ul style="list-style-type: none"> Royal University Of Phnom Penh NPIC, Faculty of Tourism and Hospitality
Lao PDR	<ul style="list-style-type: none"> National University of Laos Souphanouvong University Champasak University
Myanmar	<ul style="list-style-type: none"> Mandalay University Pakokku University Yangon University GUSTO University
Viet Nam	<ul style="list-style-type: none"> Lac Hong University Viet Nam National University University of the People HCMC University of Education Aston University
Thailand	<ul style="list-style-type: none"> Suratthani Rajabhat University

The detailed list of the participants and universities is provided in **Appendix 7.2**.
The compositions of the participants by gender and country are shown in **Figure 1**.



3.2. Resource Persons (RPs)



10 experts engaged by MI as the leading resource persons to design the training curriculum and deliver training sessions. The training modules and session topics delivered by them are summarized as follows:



Name/Postion	Program
<p>Mr. Daehoon Moon Deputy Manager, Sales and Marketing, Gaonsoft Co., Ltd.</p>	<p>MODULE 1-1 : Digital Marketing (Social Network Service) Which Social Media Korean use the most and Why?</p> <ul style="list-style-type: none"> · Why Kakapo-Talk is so powerful in Korea? · Best Social Media for Marketing in Korea and How to use them? · How to make Contents and post at Social Media · Workshop: Make, Enjoy, Use Social Media for your own business <p>MODULE 1-2 : Digital Marketing (Portal Website) and Future in the 4th Industry</p> <ul style="list-style-type: none"> · Influence of the web portals site · About Naver.com : No.1 Portal Site · Search AD (Naver/Daum vs Google/Bing) · Web portal Advertising Promotion Strategy · Workshop: Case Studies and Practice <p>Q&A and Discussion on Digital Marketing</p> <ul style="list-style-type: none"> · Quiz (Knowledge of social networks) · Discussion on Integrated Marketing and Marketing Contents · Quiz (Knowledge of Naver Portal Site) · Discussion on Search AD · Additional Discussion on Character Marketing – LINE Friends, Kakao, Pengsoo <p>MODULE 2-2: Digital Marketing and Future in the 4th Industry SNS Platform (Youtube and Advertising)</p> <ul style="list-style-type: none"> · How to make good content for Youtube · Case Study : Famous Youtubers and their channels · Youtube Business in Korea (Sandbox Company) · Follower and upload management · Case Study : Best Contents of SNS and Youtube · Workshop: Making Ideal Contents for Korean consumers <p>MODULE 2-2: Digital Marketing and Future in the 4th Industry</p> <ul style="list-style-type: none"> · Naver keywords control · Search Engine Marketing / Search Engine Optimization · Daum and other portal site · New trends of Korean portal sites · Mobile searching engines · Workshop: Idea sharing for good SEM and SEO <p>MODULE 2-3 : Korea Integrated Digital Marketing (Quiz) Q&A and Discussion on Search Engine Marketing</p> <ul style="list-style-type: none"> · Naver Blog searching mission · Daum Blog searching mission · Posting Korean media content on SNS

<p>Mr. Euncheon GO SBS Gwangju (KBC) Announcer</p>	<p>MODULE 3-1 : Tourism Korean Studies Learn Real Korean from Korean Broadcaster</p> <ul style="list-style-type: none"> · Useful conversation on Airlines, Hotels, and Tour Operators · Learning key words of Tourism Industry · Understanding important holidays in Korea (Parents' day, Christmas Eve, New Year's day, Chuseok, Lunar New year's day, etc.) <p>MODULE 3-2 : Tourism Korean Studies (Korean for Tour guide)</p> <ul style="list-style-type: none"> · Korean Keyword Practice for Tour guide · Actual Korean conversation with TV announcer · Avoiding 5 mistakes when learning Korean · Top Five 'Don'ts' when Speaking Korean · Top 5 Phrases Your Teacher Will Never Teach You · Summary / Closing (and briefing on the next lecture)
<p>Ms. Hojeong KIM TV Anchor for Korea Economic Daily</p>	<p>MODULE 4-1 : Marketing Korean Studies Learn Real Korean from Korean Broadcaster</p> <ul style="list-style-type: none"> · Major words for Digital Marketing · Using the top 5 must-know phrases in Korean for Marketing · Learning useful Korean words for Hashtag and keywords <p>MODULE 4-2 : Korean Lesson for Digital Marketing (Quiz) and Q&A Discussion</p> <ul style="list-style-type: none"> · Learn Real Korean from Korean Broadcaster · Korean keywords for SNS Marketing · Korean words most used for making SNS contents · Learn Korean from online marketing source/material · How to make IG/FB posting in Korean · How to reply SNS contents in Korean · Workshop: Practical social media (IG) post · Summary / Closing (and briefing on the next lecture)
<p>Mr. Insung HWANG Yonhap News TV anchor</p>	<p>MODULE 6-1 : Korean Culture and Media Study 1</p> <ul style="list-style-type: none"> · Korean Culture based on TV Series and movie · Korean dramas and sitcoms · History and Change of Korean Drama · Korean media trends · Korean's favorite streaming site · Analysis of Koreans' preferred content on Netflix · Workshop: Why are Koreans sensitive to media content? <p>MODULE 7-1 : Korean Culture and Media Study 2</p> <ul style="list-style-type: none"> · Media trend with new platform (eg. Netflix, Disney) · Korean idol culture · Types and Popularity of Korean Media Content · The future of Korean media · Interesting Korean culture and customs · Workshop: Why do Koreans use honorifics?

<p>Mr. Dongjae OH TBN Announcer</p>	<p>MODULE 6-2 : New Media Contents for Korean MZ Generation 1</p> <ul style="list-style-type: none"> · Understanding of New trend and culture among Korean new generation · Analysis and Research of MZ Generation in Korea · Generation X, Y, Z and N · “Ajae” (old-fashioned) and social life in Korea · Changes in popular jobs in Korea · Workshop: “Kkondae” Culture in Korea (Kkondae refers to an older person who believes they are always right.) · Summary / Closing (and briefing on the next lecture) <p>MODULE 7-2 : New Media Contents for Korean MZ Generation & Korean neologism</p> <ul style="list-style-type: none"> · Sharing experiences on meeting people from different culture and environment · Changed Employment policies for young generation · Problems with younger generation due to COVID-19 · Overview on changes of behavior from COVID-19 by generation · Workshop: Changed Korean society due to COVID-19 · Summary / Closing (and briefing on the next lecture)
<p>Mr. Kyongsu MIN Shinsegae Shopping Show Host</p>	<p>MODULE 9-1 : Korean Merchandising & Commerce</p> <ul style="list-style-type: none"> · Understanding Korean Home-shopping Channels · Korea's home shopping channel analysis · Backgrounds of Korean home shopping · Show host job and features · Home shopping product group analysis and popular product group · Workshop: Why do Koreans like home shopping? <p>MODULE 9-2 : New trend of Merchandising & Commerce</p> <ul style="list-style-type: none"> · Untact Fashion trend and Shopping · Coupang, G-market, Interpark, and Kakao Shopping (new) Giftishow and Gifticon (on Mobile app) · The role of the MD(MerchanDiser), the role of the PD · Distribution structure of home shopping broadcasting · How to tap into Korean home shopping industry · Workshop: What is the future of home shopping channels in Korea?

<p>Mr. Sunwoo KIM KOREA Top Brand 'Showhost'</p>	<p>MODULE 10-1 : Live Commerce, New Shopping Trend</p> <ul style="list-style-type: none"> · Live/Online/Mobile Shopping · Trends of Live and e-Commerce in Korea · Live Commerce: Naver, Kakao, Coupang, GRIP · COVID-19 and Untact/On-Tact Shopping · Home shopping vs. Live home shopping · Workshop: How to become a live commerce show host in Korea? <p>MODULE 10-2 : Live Commerce Skills</p> <ul style="list-style-type: none"> · The win-lose factor of live commerce · Live Commerce Skills - Sales Assessment · COVID-19 and the future of live commerce · Workshop: Follow Korean Live Commerce - Find the product you want to sell <p>MODULE 10-3 : Live Commerce Skills & Live Commerce Quiz (Q&A)</p> <ul style="list-style-type: none"> · Mission (Be Live Showhost) · Actual practice as showhost and Live skill · Additional Q&A about Live Commerce · Summary / Closing (and briefing on the next lecture)
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<p>Mr. Tom PARK CEO, The MOA Announcer Corporation</p>	<p>MODULE 11-1 : Smart Tourism Development in Korea 1</p> <ul style="list-style-type: none"> · New Trends of Post COVID19 in Korea · What is Smart Tourism? · Smart tourism trends and cases in Korean · Koreans travelers with a smartphone only · Uncertainty in information on internet and the Crisis in the legacy Travel Agencies · Workshop: Status quo and the future of the Smart Tourism in Korea <p>MODULE 11-2 : Smart Tourism Development in Korea 2</p> <ul style="list-style-type: none"> · How to enjoy Holiday within Korea during Travel Ban · Policy and Current Status on Smart Tourism · Blockchain and Smart Tourism · Koreans as the 9th top spender in the world for tourism · Workshop: What do modern Koreans travel abroad for? · Summary / Closing (and briefing on the next lecture) <p>MODULE 12-1 : Sustainable Tourism 1</p> <ul style="list-style-type: none"> · Future of tourism post-pandemic and How to React · Diversified Tourism promotions with the pandemic and Government's policies and supports · Green tourism / Nature oriented tourism and Eco-friendly tourism · Workshop: future of the Sustainable Tourism for Korean travelers <p>MODULE 12-2 : Sustainable Tourism 2</p> <ul style="list-style-type: none"> · Various sample of sustainable tourism in Korea · Korean travel patterns and trends during COVID-19 · Hotel-Cation and CHA-Bak (sleeping in the car for outdoor camping) · New types of travel and behavior with the pandemic · MZ generation's travel pattern · Changes in family travel patterns · Korea's paradise, Jeju Island's policies and travel trends · Travel patterns and social networks · Workshop: How do Koreans get ideas for travel?
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4. TRAINING APPROACH

The training program was designed to enable the participants to have a comprehensive understanding of the changed market environment, consumers and marketing tactics, focus on sharing of updated information and practical knowledge by the participants and resource persons, encourage exchange of information and ideas through group discussions, adopt participative methods, and foster networking among the participants. The language used of the training program was English.

The first batch course lasted 12 days from July 14 to August 13, 2021 and for 5 days from November 11-16, 2021 for the second batch and and Mentoring Program for 5 days from January 22 - March 5, 2022 via Zoom Cloud Meeting — TOTAL 23 days, applied online training methods in the following manner.

(i) Online Training Session

- Each online training session with exercise took approximately about 3 hours per day (for total 17 days during the training program)
- The training sessions included individual assignments and discussions, live online presentations;
- Pre-training materials and references have been distributed to the participants;
- MI Organizing Team have conducted a review of the lecture on daily basis.
- To ensure full participation and attention, the final assignments were reviewed and graded by three proctors and by the MI Team;

(ii) Award of Training certificate:

- At the end of the online training sessions, certificates of completion have been awarded to the training participants on the basis of the performance in the training.
- Grading of scores was given from various sources — attendance, post online assessment, in-class exercises, final assignments and course evaluation.

(iii) Participant's Participation

- Each participant has been part of all the below-mentioned training activities:
 - (a) Live online learning sessions (Zoom)
 - (b) Self-introductory presentation
 - (c) Final assignments conducted by resource person(s) and MI Team
 - (d) Opening and Closing Sessions
- Self-paced activities (that is duration and time were decided by the participants themselves or in consultations with their respective groups)
 - (a) At least one day devoted to pre-training materials including readings, videos and assignments before the start of the training;
 - (b) At least two hours each week for additional training materials such as videos, presentations and readings;

The team of resource person(s), facilitators and moderators have been comprised of qualified MI and external experts with knowledge and experiences on the concepts and issues which have been introduced and discussed during the training.

5. PROGRAM CONTENTS

5.1. Inauguration Ceremony

Mr. Suriyan Vichitlekarn, Executive Director, Mekong Institute (MI)

Mr. Suriyan Vichitlekarn warmly welcomed all the participants to the online training and mentoring program, and underlined that the training would deepen understanding of participants on sustainable and smart tourism challenges and opportunities in the current era and in the post-pandemic.

He especially highlighted that this project was specifically mentioned several times as a 'good example of a cooperative project' at the Mekong-Korea Senior Official Meeting (SOM) with The Ministry of Foreign Affairs, Republic of Korea.

He further added that learning from the Covid-19 pandemic experience which caused a lot of disruption to the business and tourism sector is that through building digital interactive

platforms, businesses and SMEs can be more resilient, be able to access to new markets, and develop greater linkages in particular with ROK.

Mr. Suriyan hoped the participants would find the training useful, and strongly encouraged participants to proactively take part in all training activities to make the training a success. Finally, he extended his thanks to all the resource persons, the donor, and the MI organizing team.



Mr. Robby Rosandy, Mekong Institute Project Manager

Mr. Robby Rosandy also gave a big welcome to all participants and he briefly explained the background, goals, expected outcomes, and activities of the project on “Sustainable and Smart Tourism development in the Mekong region”. By sharing a video on Mekong Institute, Mr. Robby helped participants understand the role and level of contribution of the organization to the close cooperation between Mekong and ROK. Finally, he extend his gratitude to the outstanding work done by ROK-Mekong Institute team, especially Ms. Daisy Park, ROK project manager for her hard work to build the curriculum and put outstanding manpower and organizations together to lead this project success.





Ms. Daisy Park, The Republic of Korea Project Manager

On welcoming the participants for making decision to be part of this long but worthy journey, Ms. Daisy Park shared her gratitude to have more number of participants than expected from various fields of tourism and trade. She threw back two year long journey on implementing the project on “Sustainable and Smart Tourism development in the Mekong region” by sharing several digital platforms where the stories of Mekong are stored. She also provided an overview of the e-training objectives, contents, approach and methodology, composition of participants, resource persons, monitoring and evaluation tools, and program agenda, respectively. Added that she expected more stories and experiences to be shared during this program to develop more intriguing contents heard from true local are needed while no one freely can cross the borders. She highlighted this online training program was did not intend to ‘transfer’ information to participants but to ‘build up’ new value by sharing local wisdom, culture and lifestyle to each other. She sincerely gave thanks to all management team of Mekong Institute and Korean partners who worked hard to create courses and lectures.

5.2. Module 1: Digital Marketing (Social Network Service)

Mr. Daehoon MOON, Deputy Manager, Sales and Marketing, Gaonsoft Co., Ltd.

Led by Mr. MOON, this module provided the comprehensive information on Digital Marketing including key concepts and keywords most used in digital marketing, the mechanism of the most used portals and platforms such as Google and Naver.



The session guided participants on following points:

- To understand online purchase process on how online marketing impact
- Social media marketing strategy to increase sales and brand recognition
- Characteristics on leading social media platforms and portals

Module Contents:

- Session 1.1: Digital Marketing (Social Network Service)
- Session 1.2: Digital Marketing (Portal Website) and Future in the 4th Industry

Session 1.1. Which Social Media Korean use the most and Why?

- Why Kakapo-Talk is so powerful in Korea?
- Best Social Media for Marketing in Korea and How to use them?
- How to make Contents and post at Social Media
- Workshop: Make, Enjoy, Use Social Media for your own business

Session 1.2. All that Portals

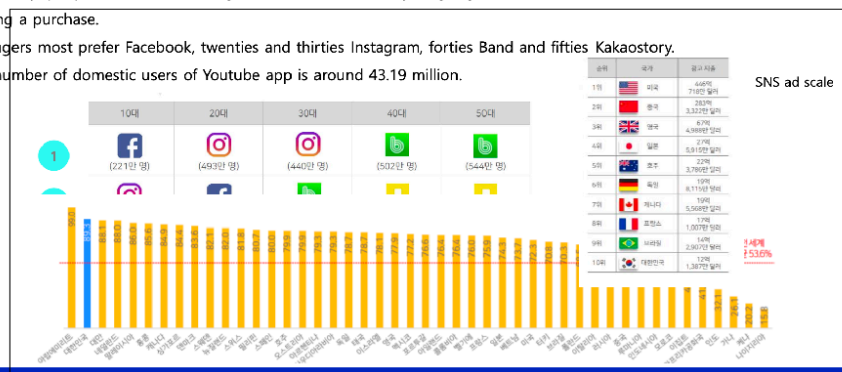
- Influence of the web portals site
- About Naver.com : No.1 Portal Site
- Search AD (Naver/Daum vs Google/Bing)
- Web portal Advertising Promotion Strategy
- Workshop: Case Studies and Practice



2. SNS Marketing



- A marketing strategy that increases potential consumer group, sales and brand recognition by putting ads or uploading contents on SNS platforms such as Instagram, Facebook and Linked in
- Half of the world population which is around 4 billion is shown to use SNS and 87% of Korean population uses SNS. This is roughly 1.8 times the world average(49%).
- Statistically, people under 50 are using SNS more and 47% of younger generation(under 25) visits the business SNS account when making a purchase.
- Teenagers most prefer Facebook, twenties and thirties Instagram, forties Band and fifties Kakaostory.
- The number of domestic users of Youtube app is around 43.19 million.



5.3. Module 2: Digital Marketing (Portal Website) and Future in the 4th Industry

Mr. Daehoon MOON, Deputy Manager, Sales and Marketing, Gaonsoft Co., Ltd.

Mr. Moon continued the second day by sharing best examples of leading social media and how to manage online advertisement at the platforms to measure ROIs and develop strategies. He also compared different mechanism of the most used portals in Korea and global, which are Naver vs. google.



The session guided participants on following points:

- Sharing best examples of leading social media — instagram and facebook
- Result analysis on advertising at digital platforms
- Ideal way of how to make postings at social media and Portal sites
- How to manage online advertisement to make the maximum ROI
- Difference and similarity of key platforms in the NAVER and Kakao

Module Contents:

- Session 1.1: Digital Marketing (Portal Website) and Future in the 4th Industry 1
- Session 1.2: Digital Marketing (Portal Website) and Future in the 4th Industry 2
- Session 1.3: Korea Integrated Digital Marketing (Quiz)

Session 1.1: SNS Platform (Youtube and Advertising)

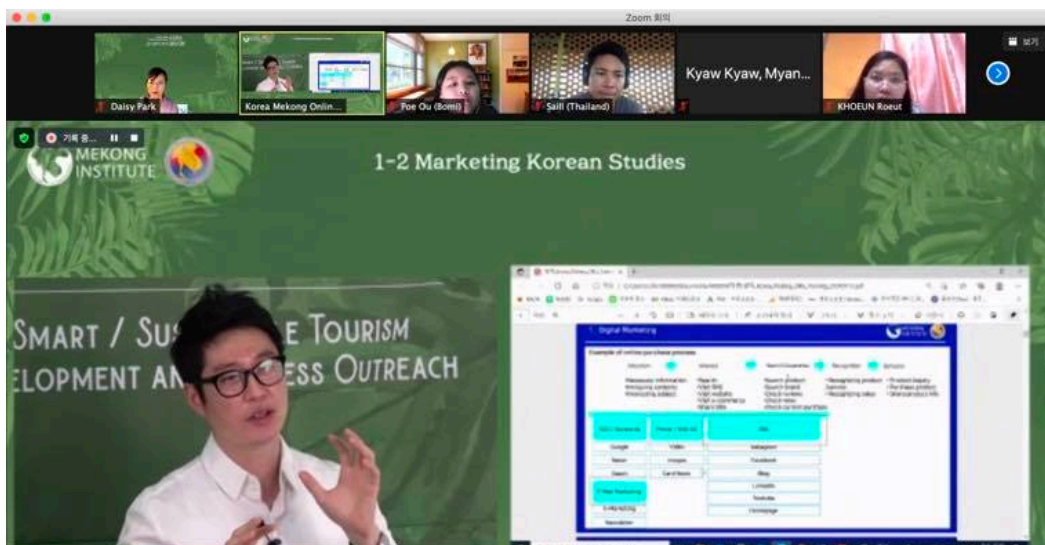
- How to make good content for Youtube
- Case Study : Famous Youtubers and their channels
- Youtube Business in Korea (Sandbox Company)
- Follower and upload management
- Case Study : Best Contents of SNS and Youtube
- Workshop: Making Ideal Contents for Korean consumers

Session 1.2: Search Engine Marketing / Search Engine Optimization

- Naver keywords control
- Daum and other portal site
- New trends of Korean portal sites
- Mobile searching engines
- Workshop: Idea sharing for good SEM and SEO

Module 2: Digital Marketing (Portal Website) and Future in the 4th Industry

- Naver Blog searching mission
- Daum Blog searching mission
- Posting Korean media content on SNS



5.4. Module 3: Tourism Korean Studies

Mr. Euncheon GO, SBS Gwangju (KBC) Announcer

Mr. Go started lecture by introducing himself on his backgrounds in various fields being an announcer, Live commerce show host, CEO of Wedding MC Company, the Winner of Korean language competition to justify his qualification to lead the lecture. Imagining to travel to Jeju with participants, he shared the useful Korean expression applicable in reality. The lecture was exciting with many laughs as he shared videos in the K-drama to visualize the situation and played games to learn Korean language and culture nowadays.



The session guided participants on following points:

- Learning keywords and Korean expressions in tourism industry and on tour
- Practicing real Korean language used by MZ Generation by playing games and watching dramas

Module Contents:

- Session 1.1: Tourism Korean Studies
- Session 1.2: Tourism Korean Studies (Korean for Tour guide)

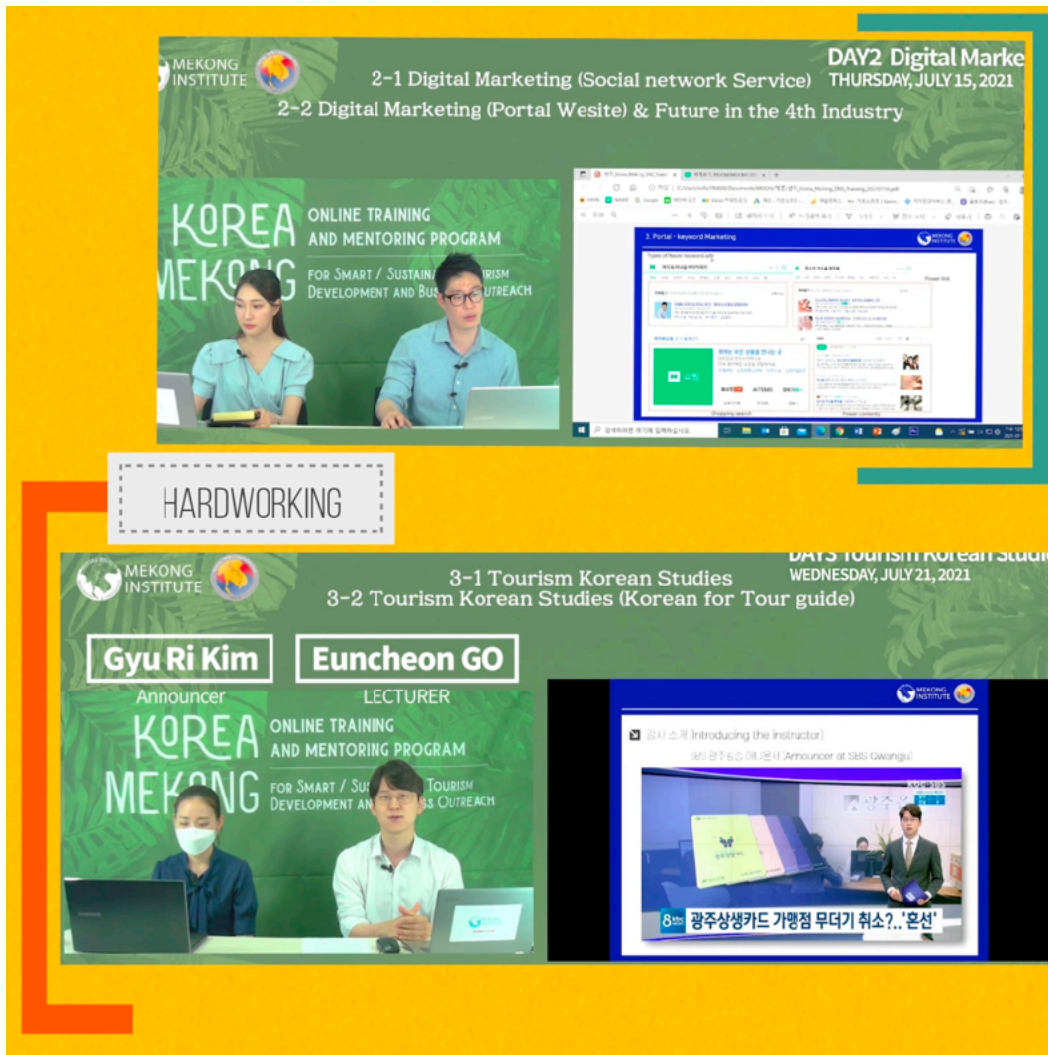
Session 1.1: Learn Real Korean from Korean Broadcaster

- Useful conversation with Airlines, Hotels, and Tour Operators
- Learning key words of Tourism Industry
- Understanding important holidays in Korea (Parents' day, Christmas Eve, New Year's day, Chuseok, Lunar New year's day, etc.)

Session 1.2: Korean Keyword Practice for Tour guide

- Actual Korean conversation with TV announcer
- Avoiding 5 mistakes when learning Korean
- Top Five 'Don'ts' when Speaking Korean
- Top 5 Phrases Your Teacher Will Never Teach You





5.5. Module 4: Marketing Korean Studies

Ms. Hojeong KIM, TV Anchor for Korea Economic Daily

Led by Ms. Kim, participants could learn in-depth knowledge on behavior and habits of Korean consumers on using social media especially instagram. She shared know-hows on how to create and upload online postings to attract Korean target consumers, especially ladies with purchasing power. She listed up the must-know and must-used hashtags and abbreviations on playing with social media. And she advised to keep in mind these tactics on designing marketing program targeting Korean and Asian target consumers.



The session guided participants on following points:

- Learning the most used words in Digital Marketing nowadays
- Practicing the top 5 must-know phrases in Korean for Marketing
- Learning useful Korean words for Hashtag and keywords

Module Contents:

- Session 1.1: Marketing Korean Studies

- Session 1.2: Korean Lesson for Digital Marketing (Quiz) and Q&A Discussion

Session 1.1: Learn Real Korean from Korean Broadcaster

- Major words for Digital Marketing
- Using the top 5 must-know phrases in Korean for Marketing
- Learning useful Korean words for Hashtag and keywords

Session 1.2: Learn Real Korean from Korean Broadcaster

- Korean keywords for SNS Marketing
- Korean words most used for making SNS contents
- Learn Korean from online marketing source/material
- How to make IG/FB posting in Korean
- How to reply SNS contents in Korean
- Workshop: Practical social media (IG) post



5.6. Module 5: Korean Lesson for Digital Marketing (Quiz) and Q&A Discussion

Mr. Euncheon GO / Ms. Hojeong KIM

Continue from previous day session, Mr. Mr. Euncheon attracted participants’ attention by playing games and singing songs together in learning language and culture. Participants could not stop smiling on playing together which elevated the level of involvement. Ms. Hojeong KIM shared changed market and consumers’ behavior and know-hows on SMO(social media optimization), influencer marketing, and hashtag marketing.



The session guided participants on following points:

- Learning must know etiquette on working in tourism industry
- Learning Korean culture and lifestyle to understand Korean consumer better
- Learning the most used words in Digital Marketing nowadays
- Practicing the top 5 must-know phrases in Korean for Marketing
- Learning useful Korean words for Hashtag and keywords

Module Contents:

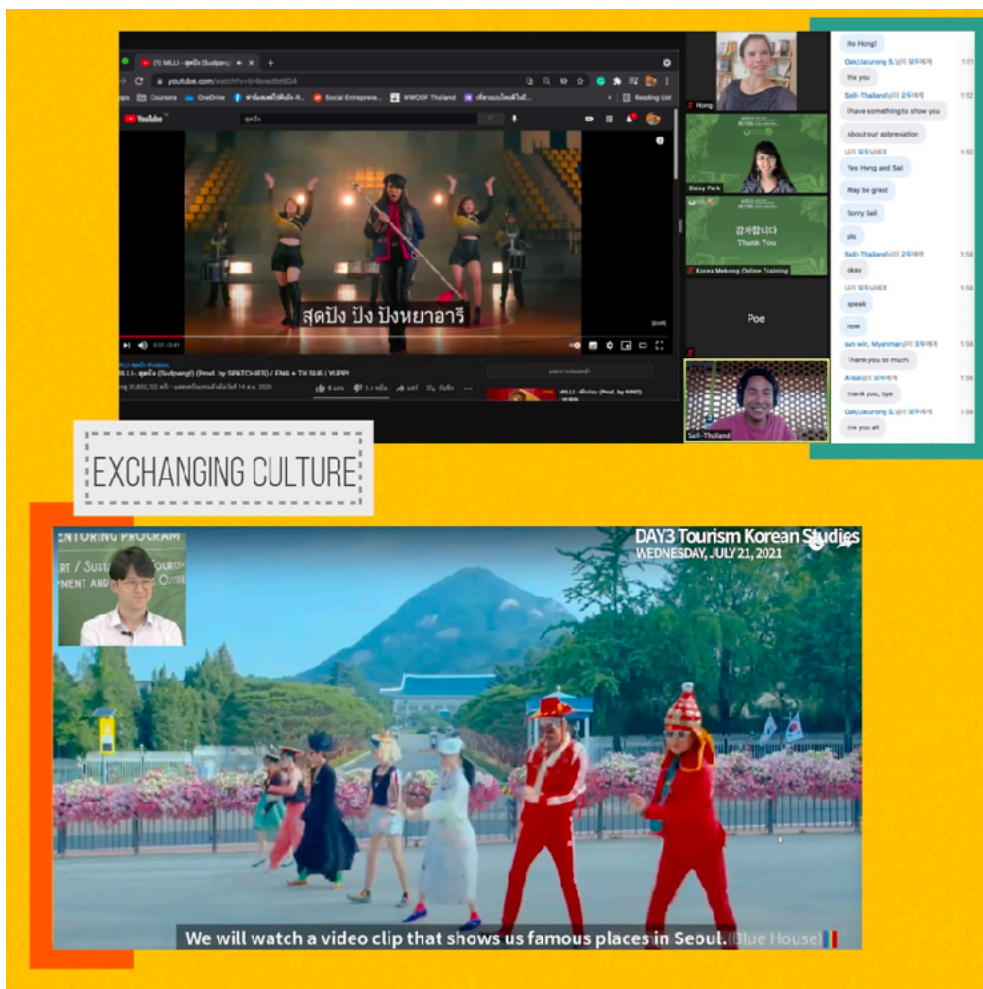
- Session 1.1: Korean Lesson for Digital Marketing (Quiz) and Q&A Discussion
- Session 1.2: Korean Lesson for Tourism Korean Studies (Quiz)

Session 1.1: Q&A and Discussion on Korean word for tourism

- Quiz (keywords for Tourism contents)
- Quiz (Level of knowledge on Korea)
- Quiz (Useful conversation related with Airlines, Hotels, and Tour Operators)
- Quiz (Korean Keyword for Tour guide)

Session 1.2: Q&A and Discussion on Digital Marketing Korean words

- Quiz (Major words for Digital Marketing)
- Quiz (Korean SEM/SMO keywords)
- Quiz (Online marketing source/material)
- Quiz (IG/FB posting)



5.7. Module 6: K-Culture and Media & New Media Contents for Korean MZ Generation 1

Mr. Insung HWANG, Yonhap News TV anchor
Mr. Dongjae OH, TBN Announcer

Mr. Insung HWANG, selected as the best lecturer from the poll by the participants shared how the pandemic changed our daily lives and how people cope with or adjust themselves. With fast rising importance of digital contents and platforms in marketing, he shared the characteristics of platforms we need to pay attention and utilize. Mr. Hwang shared key attributes of growing OTT contents platforms and behavior of consumers and spared time for discussion or brainstorming how participants would react to this changed environment.



The session guided participants on following points:

- Considering how market has been changed due to impact from COVID-19
- How digital media impacted to our daily lives and work
- What kind of platforms should we utilize for dominating the market

Module Contents:

- Session 1.1: Korean Culture and Media Study 1
- Session 1.2: New Media Contents for Korean MZ Generation 1

Session 1.1: Korean Culture based on TV Series and movie

- Korean dramas and sitcoms
- History and Change of Korean Drama
- Korean media trends
- Korean's favorite streaming site
- Analysis of Koreans' preferred content on Netflix
- Workshop: Why are Koreans sensitive to media content?

Session 1.2: Understanding of New trend and culture among Korean new generation

- Analysis and Research of MZ Generation in Korea
- Generation X, Y, Z and N
- “Ajae” (old-fashioned) and social life in Korea
- Changes in popular jobs in Korea
- Workshop: “Kkondae” Culture in Korea (Kkondae refers to an older person who believes they are always right.)



5.8. Module 7 : K-Culture and Media & New Media Contents for Korean MZ Generation 2

Mr. Insung HWANG, Yonhap News TV anchor
Mr. Dongjae OH, TBN Announcer



Mr. Dongjae Oh shared New trend and culture among Korean new generation and funky words used among MZ Generation and their meanings. Mr. OH also captured participants by narrowing down the behavior and consumption patterns of MG Generations. He highlighted Generation MZ Consumption power as a New center of consumption, captivating their hearts and minds is key of the success in marketing. So he shared unique behavior of MZ such as Sharing Economy, MEANING OUT, 'Neologism', etc.

Module Contents:

- Session 1.1: Korean Culture and Media Study 2
- Session 1.2: New Media Contents for Korean MZ Generation 2

Session 1.1: Media trend with new platform (eg. Netflix, Disney)

- Korean idol culture
- Types and Popularity of Korean Media Content
- The future of Korean media
- Interesting Korean culture and customs
- Workshop: Why do Koreans use honorifics?

Session 1.2: Korean neologism

- Sharing experiences on meeting people from different culture and environment
- Changed Employment policies for young generation
- Problems with younger generation due to COVID-19
- Overview on changes of behavior from COVID-19 by generation
- Workshop: Changed Korean society due to COVID-19
- Summary / Closing (and briefing on the next lecture)

5.9. Module 8 : K-Culture and Media & New Media Contents for Korean MZ Generation Q&A

Mr. Insung HWANG, Yonhap News TV anchor
Mr. Dongjae OH, TBN Announcer



Module Contents:

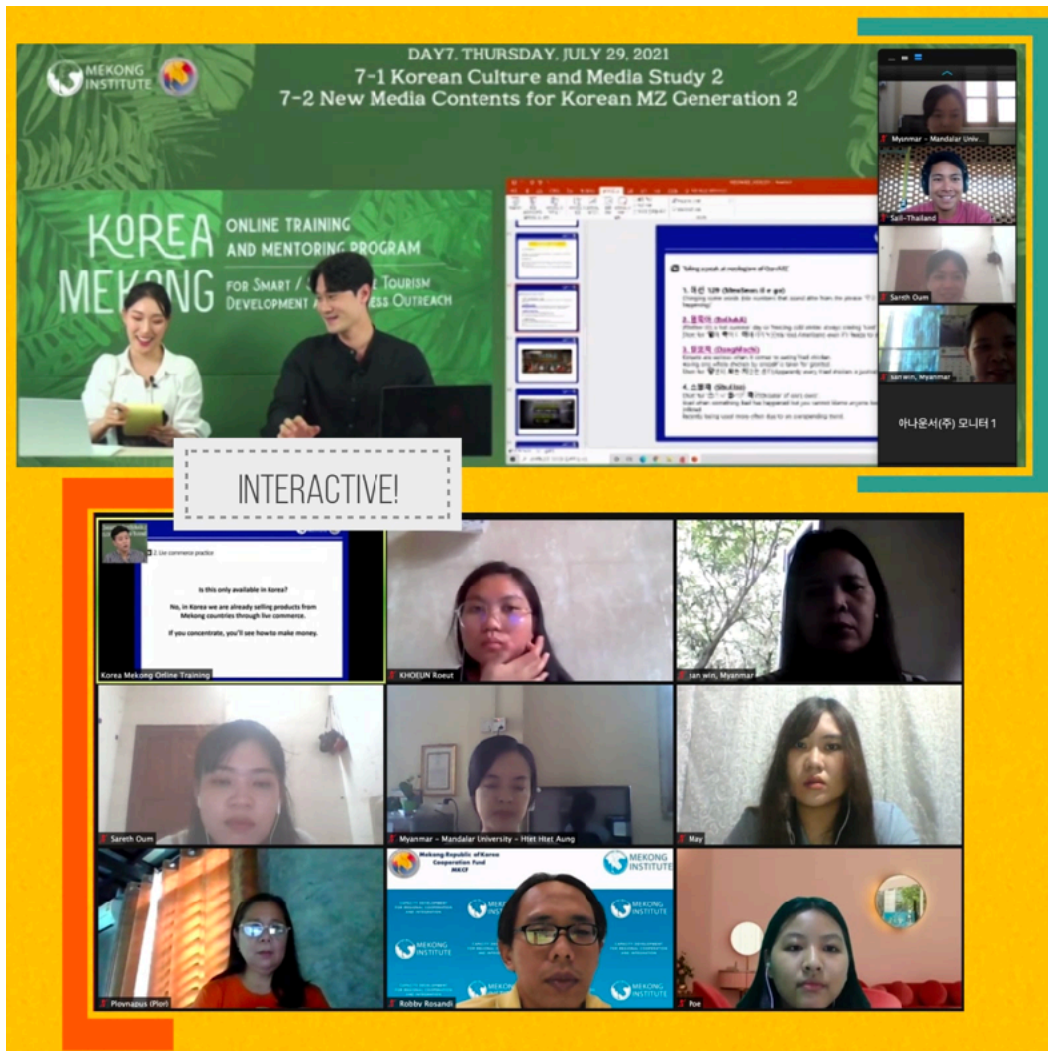
- Session 1.1: Korean Culture and Media (Q&A Session)
- Session 1.2: New Media Contents for Korean MZ Generation (Q&A Session)

Session 1.1: Culture and Media Quiz with Mission

- Quiz (Korean Culture based on TV Series and movie)
- Quiz (Media trend with new platform)

Session 1.2: Quiz and Discussion about Korean MZ Generation

- Quiz (New trend and culture among Korean new generation)
- Quiz (New Korean words : neologism)
- Summary / Closing (and briefing on the next lecture)



5.10. Module 9 : Korean Merchandising & Commerce trend

Mr. Kyongsu MIN, Shinsegae Shopping Show Host

Mr. Kyongsu MIN shared persuading and motivating skills in TV Home Shopping to fascinate customers which can be applied in any situation to influence others. He also presented 3 cases how 'Newtro' (New+Retro) trend has been applied and made successful marketing in Korea and how they 'appealed' demanding Korean consumer.



The session guided participants on following points:

- Persuading and motivating skills in Home Shopping to fascinate customers
- How Newtro appealed the young generation consumers
- Sharing actual persuasion skills often used in Home shopping

Newtro Cases

- Case1. Development of traditional alcoholic beverages
- Case2. Development of traditional house
- Case3. Adaptation of disappearing modern culture

Persuasion skills often used in Home shopping

- Persuasion of 'Authority(knowledge)' based on trust
- 'Optical illusion' that makes things look different
- 'Contrasting' that makes you perceive differently
- Public opinion is always correct 'Trust in the general public'
- 'Law of Reciprocity', desire to pay one's debt
- Inducing purchase before one makes thorough contemplation 'Pressuring technique'

Module Contents:

- Session 1.1: Korean Merchandising & Commerce
- Session 1.2: New trend of Merchandising & Commerce
- Session 1.3: New trend of Merchandising & Commerce Q&A

Session 1.1: Understanding Korean Home-shopping Channels

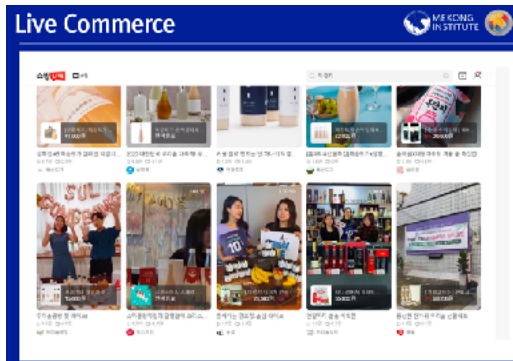
- Korea's home shopping channel analysis
- Backgrounds of Korean home shopping
- Show host job and features
- Home shopping product group analysis and popular product group
- Workshop: Why do Koreans like home shopping?

Session 1.2: Untact Fashion trend and Shopping

- Coupang, G-market, Interpark, and Kakao Shopping (new) Giftishow and Gifticon (on Mobile app)
- The role of the MD(MerchanDiser), the role of the PD(ProDucer)
- Distribution structure of home shopping broadcasting
- How to tap into Korean home shopping industry
- Workshop: What is the future of home shopping channels in Korea

Session 1.3: Q&A and Quiz

- Quiz (TV Home-shopping and online shopping site)
- Quiz (Merchandising jobs and contents)
- Discussion on future of shopping platform



5.11. Module 10 : Live Commerce

Mr. Sunwoo KIM, KOREA Top Brand 'Show host'

Mr. Sunwoo KIM, 2nd best lecturer out of poll after the training shared the 'theory' on "why live commerce work much better than traditional



home shopping channels?” And he gave participants opportunities to practice to create own commerce programs and to become a Live Commerce Host. All participant practiced the mission by taking ‘3 steps’ on how to sell products online guided by Mr. Kim. The lecture was so intriguing with much laughter and excitement. Mr. Kim has been awarded as the best Korea Talent Award and actively working as one of the top show-host.

The session guided participants on following points:

- Learning the background why Live Commerce emerged
- How COVID-19 and MZ Generation impacted to the market change
- Comparison between TV Home shopping vs. Live Commerce
- Practice to become a Live Commerce Host

Module Contents:

- Session 1.1: Live Commerce, New Shopping Trend
- Session 1.2: Live Commerce Skills
- Session 1.2: Live Commerce Skills Q&A

Session 1.1: Live/Online/Mobile Shopping

- Trends of Live and e-Commerce in Korea
- Live Commerce: Naver, Kakao, Coupang, GRIP
- COVID-19 and Untact/On-Tact Shopping
- Home shopping vs. Live home shopping
- Workshop: How to become a live commerce show host in Korea?

Session 1.2: The win-lose factor of live commerce

- Live Commerce Skills - Sales Assessment
- COVID-19 and the future of live commerce
- Workshop: Follow Korean Live Commerce - Find the product you want to sell

Session 1.3: Live Commerce Quiz (Q&A)

- Mission (Be Live Show host)
- Actual practice as show host and Live skill
- Additional Q&A about Live Commerce



5.12. Module 11 : Smart Tourism Development in Korea

Mr. Tom PARK, Instructor, Korea Tourism College

Mr. Tom PARK shared changes of tourism trend in Korea with the impact from COVID-19 including key concepts on Smart tourism, smart city and promotions. He also presented various cases of best



smart tourism practices in Korea and global. Mr. Park narrowed down to 5 cities of Korea to evaluate how smart tourism tools are applied and how they try to develop.

The session guided participants on following points:

- Sharing definition on Smart Tourism & Smart Tourism City?
- Sharing Smart Tourism City Promotion Tasks
- Sharing examples of Global Smart Destination
- Sharing Korean Smart Destination and Tourism — Seoul, Jeju (Green New Deal), Busan (Smart Eco-Delta City), Gangwon (Natural Area Development Plan) and Others (Jeollado Area)

Module Contents:

- Session 1.1: Smart Tourism Development in Korea 1
- Session 1.2: Smart Tourism Development in Korea 2
- Session 1.3: Quiz and Discussion on Smart Tourism Development in Korea

Session 1.1: New Trends of Post COVID-19 in Korea

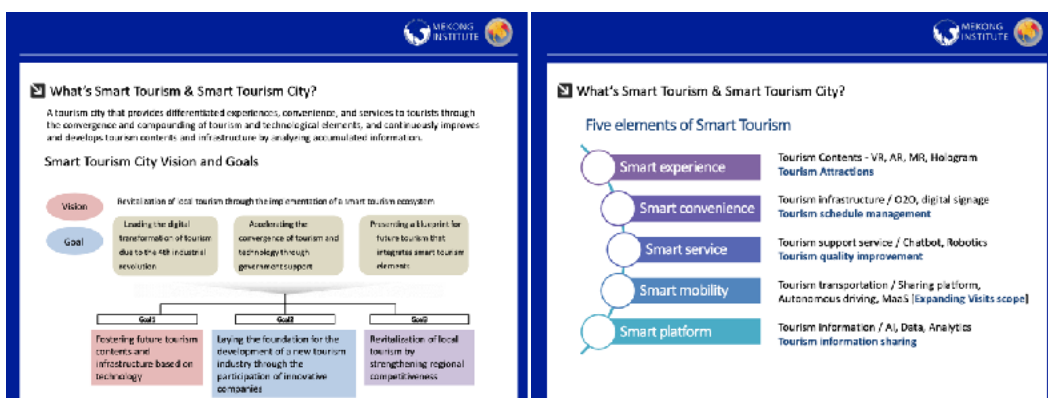
- What is Smart Tourism?
- Smart tourism trends and cases in Korean
- Koreans travelers with a smartphone only
- Uncertainty in information on internet and the Crisis in the legacy Travel Agencies
- Workshop: Status quo and the future of the Smart Tourism in Korea

Session 1.2: How to enjoy Holiday within Korea during Travel Ban

- Policy and Current Status on Smart Tourism
- Blockchain and Smart Tourism
- Koreans as the 9th top spender in the world for tourism
- Workshop: What do modern Koreans travel abroad for?

Session 1.3: Quiz and Discussion on Smart Tourism Development in Korea

- Q&A (Quiz) and Discussion
- Quiz (Smart Tourism policy and place in Korea)
- Mission (Make your own strategy to attract travelers)



5.13. Module 12 : Sustainable Tourism Development in Korea

Mr. Tom PARK, Instructor, Korea Tourism College

In the 2nd lecture on smart and sustainable tourism, Mr. Tom PARK elaborated various Sustainable Tourism Themes of Seoul including 1) Game & Sport, 2) Media & Contents, 3) Fintech, 4) Echo Tourism, 5) Modern, 6) Traffic System and Safety, 7) M.I.C.E, 8) Fashion/Beauty, 9) Cuisine, 10) Traditional Tourism, 11) Industrial heritage and 12) 4th advanced industrial technology to lead participants visualize and specify what sustainable tourism really is. Mr. Park also shared some of the best sustainable tourism cases of cities in Korea including 1) Andong (Hahoe Folk Village), 2) Busan, 3) Incheon and 4) Gangwon. He highlighted important role of marketing and media as well on promoting sustainable tourism to public and stake holders. Finally he dealt with the new trends brought by COVID-19 and how we keep nurturing sustainable tourism in the mean time.



The session guided participants on following points:

- Sharing Sustainable Tourism Themes of Seoul
- Sharing the best sustainable tourism cases of Korean cities
- Sharing how COVID-19 affected to tourism and how sustainable tourism should go

Module Contents:

- Session 1.1: Sustainable Tourism 1
- Session 1.2: Sustainable Tourism 2
- Session 1.3: Quiz and Discussion on Sustainable Tourism

Session 1.1: Future of tourism post-pandemic and How to React

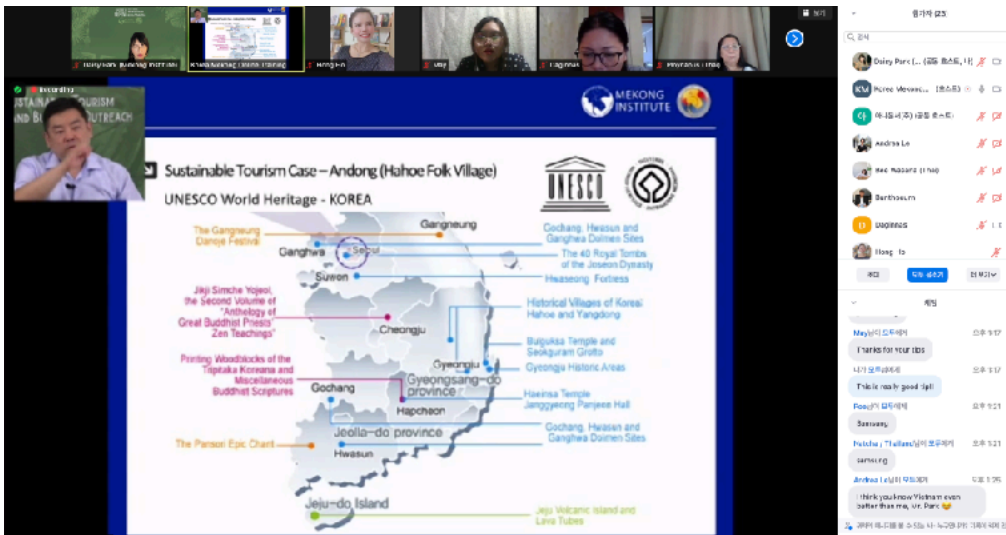
- Diversified Tourism promotions with the pandemic and Government's policies and supports
- Green tourism / Nature oriented tourism and Eco-friendly tourism
- Workshop: future of the Sustainable Tourism for Korean travelers

Session 1.2: Various sample of sustainable tourism in Korea

- Korean travel patterns and trends during COVID-19
- Hotel-Cation and CHA-Bak (sleeping in the car for outdoor camping)
- New types of travel and behavior with the pandemic
- MZ generation's travel pattern
- Changes in family travel patterns
- Korea's paradise, Jeju Island's policies and travel trends
- Travel patterns and social networks
- Workshop: How do Koreans get ideas for travel?

Session 1.3: Quiz and Discussion on Smart Tourism Development in Korea

- Additional Q&A for lecture
- Quiz (Case of Korean Sustainable Tourism)
- Mission (Design your own plan for sustainable tourism)



6. TRAINING EVALUATION

6.1. Evaluation Methods

During the training, the TIF facilitator introduced various of methods and tools to monitor and evaluate the performance of resource person and MI team, and understanding levels of the participants.

- Participation on Quiz & Missions (during the class) — 30%
- Attendance — 10%
- Final Assignments — 60%

6.2. Evaluation Results

Final Assignments

(Batch 1) For the participants in the first Batch, to evaluate the level of understanding and skills learned from the training, the Mekong Institute team assigned participants to submit ▲ A Concept note on the Future of tourism and own reactions how to deal with, ▲ Design own Community Tourism Product (CBT) Plan and ▲ Marketing notes on products (2-3) to promote to Korean/global market via e-commerce.

(Batch 2) For the participants in the second batch, the Mekong Institute team assigned participants to submit ▲ A Card news to introduce the city wish to promote in Mekong region on highlighting local experiences — foodies, heritage, tradition, etc. (“Invite friends to your City!”), ▲ A proposal how to improve relationship between the Mekong and Korea — strategy, activities to increase people to people and trade exchanges (“Be A Diplomat!”), and ▲ Make a proposal how to improve the city using sustainable and smart tourism concept (“Design your city!”).

Topics of the Best Assignments

No	Country	Topic	Starring
1	Myanmar	A Win-Win for Peace and Prosperity UNESCO Sites of Myanmar How to improve Myanmar tourism using sustainable and smart tourism concept	★★★★
2	Myanmar	Dawei Town, Kalone Htar CBT Educational and Professional Development SUSTAINABLE PROJECT IDEAS FOR DAWEI MARINE TOURISM	★★★
3	Viet Nam	Can Tho Travel Guide and A smarter Can Tho How Vietnam and South Korea enhance bilateral cooperation in the period of regional turmoil ?	★★★★★
4	Vientiane, Laos	Five element of Smart Tourism & Smart Tourism Plan in my City Laos & Vientiane Tourism and Culture Exchanges	★★★
5	Lao PDR	Food culture and Travel in Laos Vang Vieng -Luang Prabang world heritage	★★
6	Viet Nam	Strategy promoting Vietnam - Korea trade Green and modern tourist city	★★★
7	Myanmar	Definition of Smart Tourism and application to Yangon bilateral economic communication and make a good relationship	★★
8	Lao PDR	LOCAL TRAVEL EXPERIENCE IN LAO PDR HOW TO IMPROVE RELATIONSHIP BETWEEN LAO AND KOREA SUSTAINABLE TOURISM CONCEPT	★★★
9	Viet Nam	FOLLOW THE LIGHTS IN HOCHIMINH CITY HCMC Smart & SUSTAINABLE	★★★
10	Viet Nam	Welcome to Mekong Delta! (10 things to exploreeeee) Improve the relationship between Korea and Vietnam on people and trade (새마을운동) Smart Village in Mekong Delta	★★★★★
11	Lao PDR	Champasak Province Present about Lao PDR Culture and Tourism Smart City Framework	★★★
12	Myanmar	Cherry Land of Myanmar Sustainable tourism in Taunggyi Human resources development for diplomatic tie	

No	Country	Topic	Starring
13	Myanmar	Minglabar (brief intro of Myanmar's life and culture) Closer Myanmar (Myanmar's Destination Info-Platform that can accessed by anyone) Comparison culture of Myanmar and Korea	★★★
14	Lao PDR	Improve relationship between Laos and Korea The proposal how to improve sustainable and smart tourism concept	★★
15	Myanmar	6 As' of Tourism Proposed Smart Tourism City: YANGON, Myanmar	★★★
16	Viet Nam	Card News on Viet Nam Travel Guide Short-term exchange program for students	★★★
17	Lao PDR	Smart Education, Smart City and Smart Tourism Be Diplomatic (Young Tourism Ambassador Project (YTAP)	★★★

6.3. 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. Further, useful suggestions/recommendations were made by the participants, in particular for further improvement of the training program as below:

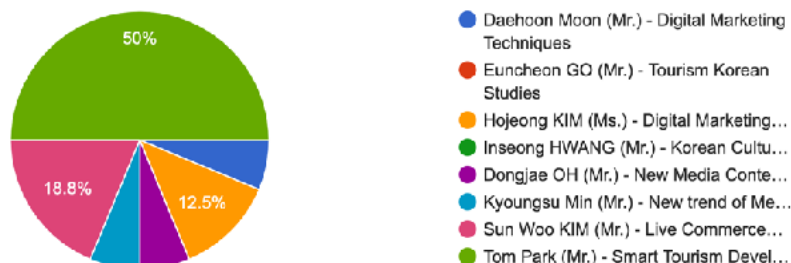
Level of Satisfaction

78.6% (1st batch) and 76.5% (2nd batch) participants scored 5 stars respectively.



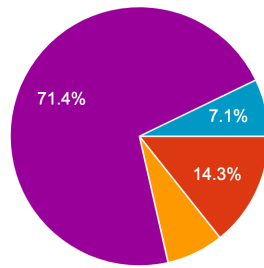
There top the most impressive lecturers

- Professor Mr. Inseong Hwang (Media trend with new platform), Eunchan Go(Learn Real Korean from Korean Broadcaster) and Hojeong Kim (Tourism Korean Studies)

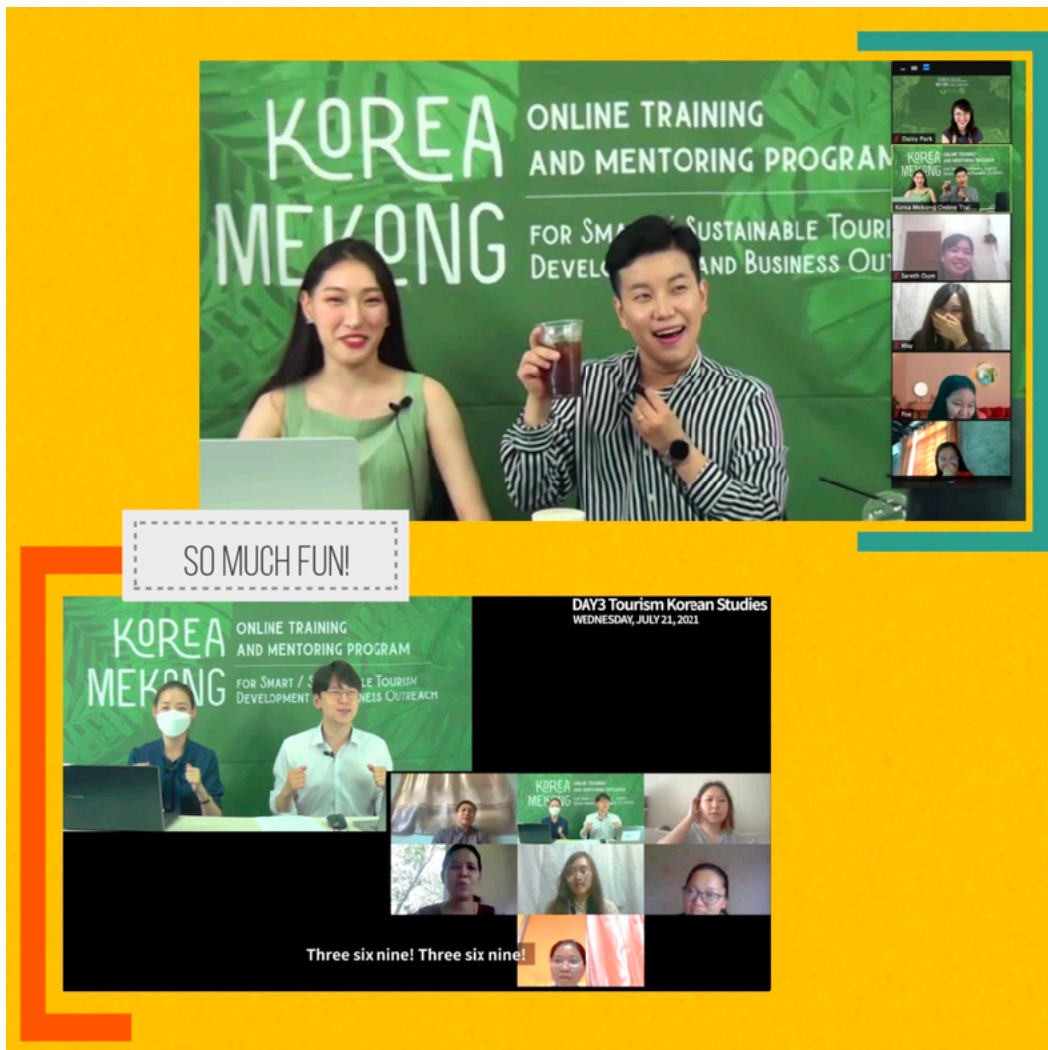


There top the most interesting Topics

- 1) Sustainable and Smart tourism, 2) e-Commerce Skill and 3) Korean Culture and Language



- Digital Marketing
- Korean Culture and Language
- New media contents for MZ generation
- e-Commerce skills and Trend of merchandising
- Sustainable and Smart tourism
- Business Outreach



Participants' Comments on the Course

- “This course provides me a lot of new knowledge and get to know the Korea more. I learn how to adapt with Covid-19 pandemic and recovery with it. As well as I really appreciate with Korea that have a lot of tourism attractions.”
- “The training exchanged language, culture and knowledge as well as guidelines for tourism development in the Mekong area.”
- “There are may lecturers share many strategy, knowledge, experience including different Generation how do they think, culture, marketing, how to sell on website, etc.”

- “The lecturer was active and already attracted by his selling skills. Although e-Commerce is not developed in our country, this course helps me to realize the trend of e-Commerce and to understand the competitiveness of businesses.”
- “The professional lectures and relevant subjects were interested.”
- “There are several points to state about the greatness of the course: Be able to connect with different nationalities among Mekong regions countries and Korean basically.”
- “Learn about the modern technology support from the digital marketing from Korean which is a very advanced of tech used.”
- Meeting with professional speakers who work in the specific fields share their experiences and professionalism.
- Practically implementing the session learn in the class after that as assignments which is so helpful to conduct the work particularly to me personally.
- “It was really timely for me.
“I wanted to study smart tourism but in Myanmar there is no lecture for this subject. So I always read from internet and research papers. This was a great chance for me to attend Mr. Tom Park's lecture.”
- “I got to know South Korea culture better after this course. Great platform to make new friends, learn from one another and networking.”
- “This course allowed me to know more about the trend in marketing nowadays, specifically about the e-Commerce. It's also let me extend my knowledge about trending and how to launch the product in the Market.”
- “This is a really great chance to learn and exchange about culture and behaviors for two country.”
- “It was very informative and covered various ideas, area which can all be applied in improving Smart Tourism. As for me, a very newcomer to the idea of Smart Sustainable Tourism, I was able to learn a lot more from our lecturers and fellow trainees, as well as our MC, Ms. Daisy” - 1. Network within Korea and Mekong Region, 2. New knowledges about Korea and online platforms, 3. Sustainable and Smart tourism
- “This course was very good and crucial because I am looking for training about Tourism Management during COVID-19 pandemic to boost tourism in my country and the course discussed in term of digital marketing, sustainable tourism and smart tourism, and exchange culture CLMVT Countries, especially Korea. this course was very useful for me, I like this course.”
- “Can connect with friends, professors and business leaders in Mekong and Korea”
- “Subject and Experienced Speakers -Very useful informative from Mr Tom, -I was very interesting about waste management system for big issue for sustainable tourism. I will contact to prof; soon.
- “It was very hot issues that can be utilized in Mekong countries”
- “All presenter are good job”
- "I had special weeks cause of this training and . I've been getting networks among Mekong - Korea countries. The most I interested was " smart tourism " . The professor is tremendously professional in his field. It was blew my mind .This program is quite insightful and impressive . Especially, I had a chance to meet with special lecturers . And the knowledge which I got are meet my expectations. Now, I can re-share those related knowledge to my local community. Again, thank you so much for all dedicated and obligated people.”
- “It gave me the newest trends in tourism and the overview of tourism and other relevant activities in Korea, especially sustainable and smart tourism. I am really interested in how to take advantages of technology to analyze data in tourism to get insights.”
- "It was the good topic, good speaker and i met new friends”
- “The lectures is informative, intensive and well-prepared, I like the way contents were designed.”
- “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.”

- "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."
- "Good mentoring program for business youth with full of goals!"
- "Very useful for sustainable tourism"
- "Useful information and net working"
- "I am so interesting and useful on our work place."
- "This program is good and I wish to have for next time."
- "Efficient and very useful"
- "They all are doing their best. Good team work, good job overall !"
- "Very useful program"



6.4. Overall Training Organization

Throughout 17-days' training, participants reported that they were satisfied with the overall organization of the workshop by MI-ROK team and provided comments and suggestions as below:

- "Well-prepared, time management, many interesting and up-to-date topics"
- "All training course are suited for time arrangement. All course I interest and need for learning."
- "Informative, systematic and well-organized"
- "It's a very interesting program; creative, Public relations, culture and charm of tourism."
- "The program covers many kinds of interesting topics and many experts were invited for us to gain helpful knowledge. The program is also flexible."
- "The program is well prepared and very useful"
- "Everyone felt comfortable with the class and share their own experience, opinions . Thank you so much Ms.Daisy <3"
- "Daisy was very good on MC and I like her because she speak clearly, friendly, and motivated person."

- “The MC is so professional and energized and opened person person”
- "It was really powerful and professional MC that i love”
- "Ms. Daisy has a strong passion and eager upon her operation. And then wearing of best smile always on her face is the next level of her performance.”
- "Wow, she is so amazing! I love the ways she was along with us the whole funny and informative journey!”
- "Daisy Park was a good Organizer, you can hold all participant point in the lesson and connect more friends”
- “Daisy is so friendly and kind I like the way she connects us together. 100/100”

Topics wish to learn in the next training

- “I suggest you on topic " Community-Public-Private Partnerships: Towards Collaborative on CBT in sustainable Tourism Destination”
- “Development of ecotourism in Maekong area”
- “Korean Language”
- “Please kindly give a chance for participants practice present goods, tourism, culture of each area from each countries by writing or presentation.”
- “More tips of marketing for online shopping”
- “Study tour to the tourism sites”
- “I would like to add more about historical area and community-based tourism in Korea”
- “All topics were well organized.”
- “All are very good, may be more time”
- “Consumer Behavior and some knowledge about Big data”
- “I wish to know more about sustainable practices in Korea. Watching Korean vlogs, shows and movies, I notice that a lot of plastic has been used. I wonder how do you manage to keep the scenario and environment still clean.”
- “Each lectures should be remain, anyway I wish I could learn more about smart tourism. As I studied Tourism Management, this lecturer is good for me to broaden my knowledge.”
- “New normal way of developing tourism”
- There is nothing I want to delete because everything was helpful in many different ways
- I would like you to add one of K-pop idols' lecture how to control their mental to be an idol. I know about their mental strong in their auditions, interviews or biography. I always consider how they can control their inner mind at their ages like 15,16,17 and I really respect them. So, I think their speech will surely be the power to future generations.
- I would like to add service design for tourism during COVID19 Pandemic, because we can not go to travel in some oversea and how to make a good design for tourist.
- Add more about smart tourism
- All topics are interesting, but it is good to create into two courses.
- Please add more detail marketing strategy and eco tourism for undeveloped and developing country.
- Do and Don't in Korea, Type of Visa and processing
- The most interesting for the next training is Business Outreach or Business matching
- I need to add topics son SMEs
- To give you an idea , I wish to add a topic for " climate change effects for tourism " in the future training .
- Keep diving deeper into sustainable, community-based and smart tourism.
- More detail for digital marketing.
- Smart tourism should add more
- I think we can dig deeper into the topic of K-Pop and K-Drama, it is so trending and thought-provoking.

7. APPENDICES

7.1. Training Program Schedule

1st Batch Training Schedule

PRE-TRAINING PREPARATION

TUESDAY, JULY 13, 2021

Date & Time	Activity/Topics	By
10:00-10:30 (Indo-China time)	The Pre-training Briefing and Testing Session <ul style="list-style-type: none"> to announce the Zoom meeting links (the information on the link will be announced in email for registered trainees), to guide participants to familiar with the designated Zoom application on personal computer, MI E-Learning System, and other online training and survey tools, to understand the training agenda, rules and norms of the online training for better preparing and understanding the online training arrangement providing guidance and how to access and utilize online platforms for the training Sharing contacts and communication channels for more interactions 	MI-TIF Team and all participants
10:30-11:00	The Pre-Training Self-Assessment and Q&A	All participants

DURING TRAINING

DAY 1, WEDNESDAY, JULY 14, 2021

Time (ICT)	Activity/Topics	By
9:30-9:35	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:35	Join in the ZOOM meeting room by 9:40 pm	All participants
OPENING		
9:40-9:45	Opening Remarks	Mr. Suriyan Vichitlekarn Executive Director, MI
9:45-9:55	<ul style="list-style-type: none"> Welcome and Brief on the Background and Introduction of the Training Introduction of Mekong Institute and the Project Overview 	Mr. Robby Rosandi MI Project Manager Ms. Daisy Park Korea Project Manager
9:55-10:00	Opening (and Introduction of Today's Lecture)	Emcee
MODULE 1-1 : Digital Marketing (Social Network Service)		

10:00-10:50	<p>Which Social Media Korean use the most and Why?</p> <ul style="list-style-type: none"> • Why Kakapo-Talk is so powerful in Korea? • Best Social Media for Marketing in Korea and How to use them? • How to make Contents and post at Social Media • Workshop: Make, Enjoy, Use Social Media for your own business 	Master, DH Moon
10:50-11:00 Break		
MODULE 1-2 : Marketing Korean Studies		
11:00 – 11:50	<p>Learn Real Korean from Korean Broadcaster</p> <ul style="list-style-type: none"> • Major words for Digital Marketing • Using the top 5 must-know phrases in Korean for Marketing • Learning useful Korean words for Hashtag and keywords 	Announcer, HJ Kim
11:50 – 12:00	Summary and Review	Announcer, HJ Kim
12:00	(Closing Remarks by MC and Share daily quizzes and evaluation link to participants)	MI-TIF Team



LECTURER
Daehoon Moon (Mr.)

- Deputy Manager, Sales and Marketing, Gaonsoft Co., Ltd.
- Samsung (Spin-off Group) Marketing Team Manager
- Lydia Wiming, Marketing Team Leader
- IB Sports Marketing Headquarters Representative

DAY 2, THURSDAY, JULY 15, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee
MODULE 2-1: Digital Marketing (Social Network Service)		
10:00-10:50	<p>SNS Platform (Youtube and Advertising)</p> <ul style="list-style-type: none"> • How to make good content for Youtube • Case Study : Famous Youtubers and their channels • Youtube Business in Korea (Sandbox Company) • Follower and upload management • Case Study : Best Contents of SNS and Youtube • Workshop: Making Ideal Contents for Korean consumers 	Master. DH Moon
10:50-11:00 Break		
MODULE 2-2: Digital Marketing (Portal Website) and Future in the 4th Industry		

11:00-11:50	Search Engine Marketing / Search Engine Optimization	Master. DH Moon
	<ul style="list-style-type: none"> • Naver keywords control • Daum and other portal site • New trends of Korean portal sites • Mobile searching engines • Workshop: Idea sharing for good SEM and SEO 	
11:50-12:00	<i>Break</i>	
MODULE 2-3 : Korea Integrated Digital Marketing (Quiz)		
12:00-12:50	Q&A and Discussion on Search Engine Marketing	Master. DH Moon
	<ul style="list-style-type: none"> • Naver Blog searching mission • Daum Blog searching mission • Posting Korean media content on SNS 	
12:50 – 13:00	Summary / Closing	Emcee

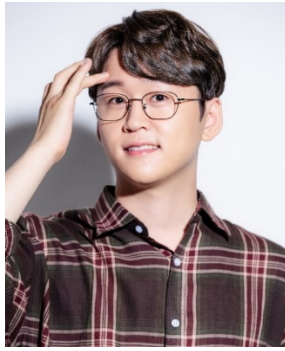


LECTURER
Daehoon Moon (Mr.)

- Deputy Manager, Sales and Marketing, Gaonsoft Co., Ltd.
- Samsung (Spin-off Group) Marketing Team Manager
- Lydia Wiming, Marketing Team Leader
- IB Sports Marketing Headquarters Representative

DAY 3, WEDNESDAY, JULY 21, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee
MODULE 3-1 : Tourism Korean Studies		
10:00-10:50	Learn Real Korean from Korean Broadcaster	Announcer, EC Go
	<ul style="list-style-type: none"> • Useful conversation related with Airlines, Hotels, and Tour Operators • Learning key words of Tourism Industry • Understanding important holidays in Korea (Parents' day, Christmas Eve, New Year's day, Chuseok, Lunar New year's day, etc.) 	
10:50-11:00	<i>Break</i>	
MODULE 3-2 : Tourism Korean Studies (Korean for Tour guide)		
11:00-11:50	Korean Keyword Practice for Tour guide	Announcer, EC Go
	<ul style="list-style-type: none"> • Actual Korean conversation with TV announcer • Avoiding 5 mistakes when learning Korean • Top Five 'Don'ts' when Speaking Korean • Top 5 Phrases Your Teacher Will Never Teach You 	
11:50 – 12:00	Summary / Closing	Emcee



LECTURER

Euncheon GO

- SBS Gwangju (KBC) Announcer
- Korea Economic TV Announcer (appeared on Biz&Life broadcast)

DAY 4, THURSDAY, JULY 22, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee
MODULE 4-1 : Marketing Korean Studies		
10:00-10:50	Learn Real Korean from Korean Broadcaster <ul style="list-style-type: none"> • Major words for Digital Marketing • Using the top 5 must-know phrases in Korean for Marketing • Learning useful Korean words for Hashtag and keywords 	Announcer, HJ Kim
10:50-11:00	<i>Break</i>	
MODULE 4-2 : Korean Lesson for Digital Marketing (Quiz) and Q&A Discussion		
11:00-11:50	Learn Real Korean from Korean Broadcaster <ul style="list-style-type: none"> • Korean keywords for SNS Marketing • Korean words most used for making SNS contents • Learn Korean from online marketing source/material • How to make IG/FB posting in Korean • How to reply SNS contents in Korean • Workshop: Practical social media (IG) post 	Announcer, HJ Kim
11:50 – 12:00	Summary / Closing (and briefing on the next lecture)	Emcee



LECTURER

Hojeong KIM (Ms.)

- Current) TV Anchor for Korea Economic Daily
- Current) iNet TV MC
- Former Seocho HCN MC

DAY 5, FRIDAY, JULY 23, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team

9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee
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MODULE 5-1: Korean Lesson for Digital Marketing (Quiz) and Q&A Discussion

10:00-10:50	Q&A and Discussion on Korean word for tourism <ul style="list-style-type: none"> • Quiz (keywords for Tourism contents) • Quiz (Level of knowledge on Korea) • Quiz (Useful conversation related with Airlines, Hotels, and Tour Operators) • Quiz (Korean Keyword for Tour guide) 	Announcer, EC Go
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10:50-11:00 Break

MODULE 5-2 : Korean Lesson for Tourism Korean Studies (Quiz)

11:00-11:50	Q&A and Discussion on Digital Marketing Korean words <ul style="list-style-type: none"> • Quiz (Major words for Digital Marketing) • Quiz (Korean SEM/SMO keywords) • Quiz (Online marketing source/material) • Quiz (IG/FB posting) 	Announcer, HJ Kim
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11:50 – 12:00 Summary / Closing Emcee



LECTURER
Euncheon GO

SBS Gwangju (KBC)
Announcer
Korea Economic TV
Announcer (appeared
on Biz&Life broadcast)



LECTURER
Hojeong KIM (Ms.)

Current) TV Anchor for
Korea Economic Daily (2015
~)
Current) iNet TV MC
Former Seocho HCN MC

DAY 6, WEDNESDAY, JULY 28, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee

MODULE 6-1 : Korean Culture and Media Study 1

10:00-10:50	Korean Culture based on TV Series and movie <ul style="list-style-type: none"> • Korean dramas and sitcoms • History and Change of Korean Drama • Korean media trends • Korean's favorite streaming site • Analysis of Koreans' preferred content on Netflix • Workshop: Why are Koreans sensitive to media content? 	Anchor, IS Hwang
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10:50-11:00 Break

MODULE 6-2 : New Media Contents for Korean MZ Generation 1

11:00-11:50	Understanding of New trend and culture among Korean new generation <ul style="list-style-type: none"> • Analysis and Research of MZ Generation in Korea • Generation X, Y, Z and N • “Ajae” (old-fashioned) and social life in Korea • Changes in popular jobs in Korea • Workshop: “Kkondae” Culture in Korea (Kkondae refers to an older person who believes they are always right.) 	Instructor. Dongjae Oh
11:50 – 12:00	Summary / Closing (and briefing on the next lecture)	Emcee



Inseong HWANG

Yonhap News TV anchor
G1 Emcee Announcer
Korean Vocational Broadcasting Announcer
KBS Announcer (Andong)
Appeared in many K-movies (K-Drama)



Dongjae OH

TBN Announcer
Osan City Announcer
Suwon Times Reporter (Culture and Sports)
Hiteen TV Reporter
Taekwondo master (instructor – Level 5)
CEO / Blossom Speech

DAY 7, THURSDAY, JULY 29, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today’s Lecture)	Emcee

MODULE 7-1 : Korean Culture and Media Study 2

10:00-10:50	Media trend with new platform (eg. Netflix, Disney) <ul style="list-style-type: none"> • Korean idol culture • Types and Popularity of Korean Media Content • The future of Korean media • Interesting Korean culture and customs • Workshop: Why do Koreans use honorifics? 	Anchor, IS Hwang
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10:50-11:00 Break

MODULE 7-2 : New Media Contents for Korean MZ Generation 2

11:00-11:50	Korean neologism <ul style="list-style-type: none"> • Sharing experiences on meeting people from different culture and environment • Changed Employment policies for young generation • Problems with younger generation due to COVID-19 • Overview on changes of behavior from COVID-19 by generation • Workshop: Changed Korean society due to COVID-19 	Instructor. Dongjae Oh
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11:50 – 12:00	Summary / Closing	Emcee
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Inseong HWANG

Yonhap News TV anchor
G1 Emcee Announcer
Korean Vocational Broadcasting Announcer
KBS Announcer (Andong)

Appeared in many K-movies (K-Drama)



Dongjae OH

TBN Announcer
Osan City Announcer
Suwon Times Reporter (Culture and Sprots)
Hiteen TV Reporter

Taekwondo master (instructor – Level 5)
CEO / Blossom Speech

DAY 8, FRIDAY, JULY 30, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee
MODULE 8-1 : Korean Culture and Media (Q&A Session)		
10:00-10:50	Culture and Media Quiz with Mission • Quiz (Korean Culture based on TV Series and movie) • Quiz (Media trend with new platform)	Anchor, IS Hwang
10:50-11:00	Break	
MODULE 8-2 : New Media Contents for Korean MZ Generation (Q&A Session)		
11:00-11:50	Quiz and Discussion about Korean MZ Generation • Quiz (New trend and culture among Korean new generation) • Quiz (New Korean words : neologism)	Instructor. Dongjae Oh
11:50 – 12:00	Summary / Closing	Emcee



Inseong HWANG

Yonhap News TV anchor
G1 Emcee Announcer
Korean Vocational Broadcasting Announcer
KBS Announcer (Andong)

Appeared in many K-movies (K-Drama)



Dongjae OH

TBN Announcer
Osan City Announcer
Suwon Times Reporter (Culture and Sprots)
Hiteen TV Reporter

Taekwondo master (instructor – Level 5)
CEO / Blossom Speech

DAY 9, WEDNESDAY, AUGUST 04, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team

9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee
MODULE 9-1 : Korean Merchandising & Commerce		
10:00-10:50	Understanding Korean Home-shopping Channels <ul style="list-style-type: none"> • Korea's home shopping channel analysis • Backgrounds of Korean home shopping • Show host job and features • Home shopping product group analysis and popular product group • Workshop: Why do Koreans like home shopping? 	Showhost, KS Min
10:50-11:00	Break	
MODULE 9-2 : New trend of Merchandising & Commerce		
11:00-11:50	Untact Fashion trend and Shopping <ul style="list-style-type: none"> • Coupang, G-market, Interpark, and Kakao Shopping (new) Giftishow and Gifticon (on Mobile app) • The role of the MD(MerchanDiser), the role of the PD(ProDucer) • Distribution structure of home shopping broadcasting • How to tap into Korean home shopping industry • Workshop: What is the future of home shopping channels in Korea? 	Showhost, KS Min
MODULE 9-3 : New trend of Merchandising & Commerce		
12:00 – 12:50	Q&A and Quiz <ul style="list-style-type: none"> • Quiz (TV Home-shopping and online shopping) • Quiz (Merchandising jobs and contends) • Discussion on future of shopping platform 	Showhost, KS Min
12:50 – 13:00	Summary / Closing	Emcee



Kyoungsu Min

- Shinsegae Shopping Show Host
- Denmark Lactobacillus Story Guest
- Lina Life Ti-Commerce Show Host
- Naver live show host (food, furniture, health food, etc.)
- NuSkin New Talk Shop Show Host
- Shinhan Life Insurance Informational Show Host

DAY 10, THURSDAY, AUGUST 05, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee
MODULE 10-1 : Live Commerce, New Shopping Trend		

10:00-10:50	Live/Online/Mobile Shopping <ul style="list-style-type: none"> • Trends of Live and e-Commerce in Korea • Live Commerce: Naver, Kakao, Coupang, GRIP • COVID-19 and Untact/On-Tact Shopping • Home shopping vs. Live home shopping • Workshop: How to become a live commerce show host in Korea? 	Showhost, SW Kim
10:50-11:00	Break	
MODULE 10-2 : Live Commerce Skills		
11:00-11:50	The win-lose factor of live commerce <ul style="list-style-type: none"> • Live Commerce Skills - Sales Assessment • COVID-19 and the future of live commerce • Workshop: Follow Korean Live Commerce - Find the product you want to sell 	Showhost, SW Kim
MODULE 10-3 : Live Commerce Skills		
12:00 – 12:50	Live Commerce Quiz (Q&A) <ul style="list-style-type: none"> • Mission (Be Live Showhost) • Actual practice as showhost and Live skill • Additional Q&A about Live Commerce 	Showhost, SW Kim
12:50 – 13:00	Summary / Closing	Emcee



Sun Woo KIM

- KOREA Top Brand 'Showhost'
- Disney, Hill's, LINE Friends, Sillyman
- KaKao Friends, SKT, LOTTE, Logitech
- Korea Top MC (of National event hosted by Blue House Event)

DAY11, WEDNESDAY, AUGUST 11, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee

MODULE 11-1 : Smart Tourism Development in Korea 1

10:00-10:50	New Trends of Post COVID19 in Korea <ul style="list-style-type: none"> • What is Smart Tourism? • Smart tourism trends and cases in Korean • Koreans travelers with a smartphone only • Uncertainty in information on internet and the Crisis in the legacy Travel Agencies • Workshop: Status quo and the future of the Smart Tourism in Korea 	Professor, Tom Park
10:50-11:00	Break	
MODULE 11-2 : Smart Tourism Development in Korea 2		
11:00 – 10:50	How to enjoy Holiday within Korea during Travel Ban <ul style="list-style-type: none"> • Policy and Current Status on Smart Tourism • Blockchain and Smart Tourism • sKoreans as the 9th top spender in the world for tourism • Workshop: What do modern Koreans travel abroad for? 	Professor, Tom Park
10:50 – 11:00	Summary / Closing	Emcee



Tom Park

- Instructor, Korea Tourism College
- CEO, The Announcer Corp.
- Naver Travel Blogger (1M + View)
- Director of Sales and Marketing, Imperial Palace Resort, Cebu, PH
- Editor, Outrigger Resort Group, Hawaii, USA

DAY12, THURSDAY, AUGUST 12, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee

MODULE 12-1 : Sustainable Tourism 1

10:00-10:50	Future of tourism post-pandemic and How to React <ul style="list-style-type: none"> • Diversified Tourism promotions with the pandemic and Government's policies and supports • Green tourism / Nature oriented tourism and Eco-friendly tourism • Workshop: future of the Sustainable Tourism for Korean travelers 	Professor, Tom Park
10:50-11:00	Break	

MODULE 12-2 : Sustainable Tourism 2

11:00 – 11:50	Various sample of sustainable tourism in Korea <ul style="list-style-type: none"> • Korean travel patterns and trends during COVID-19 • Hotel-Cation and CHA-Bak (sleeping in the car for outdoor camping) • New types of travel and behavior with the pandemic • MZ generation's travel pattern • Changes in family travel patterns • Korea's paradise, Jeju Island's policies and travel trends • Travel patterns and social networks • Workshop: How do Koreans get ideas for travel? 	Professor, Tom Park
11:50 – 12:00	Summary / Closing	Emcee



Tom Park

- Instructor, Korea Tourism College
- CEO, The Announcer Corp.
- Naver Travel Blogger (1M + View)
- Director of Sales and Marketing, Imperial Palace Resort, Cebu, PH
- Editor, Outrigger Resort Group, Hawaii, USA

DAY13, FRIDAY, AUGUST 13, 2021

Time (ICT)	Activity/Topics	By
9:45	Open the ZOOM Meeting room for daily registration	MI-TIF Team
9:50	Join in the ZOOM meeting room by 10:00 pm Opening (and Introduction of Today's Lecture)	Emcee
MODULE 13-1 : Quiz and Discussion on Smart Tourism Development in Korea		
10:00-10:50	<ul style="list-style-type: none"> • Q&A (Quiz) and Discussion • Quiz (Smart Tourism policy and place in Korea) • Mission (Make your own strategy to attract travelers) 	Professor, Tom Park
10:50-11:00	Break	
MODULE 13-2 : Quiz and Discussion on Sustainable Tourism in Korea		
11:00-11:50	<ul style="list-style-type: none"> • Additional Q&A for lecture • Quiz (Case of Korean Sustainable Tourism) • Mission (Design your own plan for sustainable tourism) 	Professor, Tom Park
11:50 – 12:00	Summary / Closing (and briefing on the next lecture)	Emcee



Tom Park

- Instructor, Korea Tourism College
- CEO, The Announcer Corp.
- Naver Travel Blogger (1M + View)
- Director of Sales and Marketing, Imperial Palace Resort, Cebu, PH
- Editor, Outrigger Resort Group, Hawaii, USA

2nd Batch Training Schedule

DAILY TRAINING PROGRAM

DAY 1, THURSDAY, NOVEMBER 11, 2021

Time (ICT)	Activity/Topics	Status	By
8.45	Open the ZOOM Meeting room for daily registration	Live	MI-TIF Team
8.55	Join in the ZOOM meeting room by 9.00am Opening (and Introduction of Today's Lecture)		All participants
OPENING			
9.00-9.25	<ul style="list-style-type: none"> • Welcome and Introduction of the Training • Overview of Mekong Institute and the Project 	Live	Mr. Robby Rosandi MI Project Manager Ms. Daisy Park ROK Project Manager
9.25-9.30	Opening and Introduction of Today's Lecture		Emcee
SPECIAL LECTURE			
9.30-10.00	"How to be a global leader and make own business successful"	Live	Chairman of GBA OH Sinan
Digital Marketing (How to use the most used social media platforms)			
10.00-11.30	Which Social Media Korean use the most and Why? <ul style="list-style-type: none"> • Why Kakao-Talk is so powerful in Korea? • Best Social Media for Marketing in Korea and How to use? • How to make Contents and post at Social Media 	Recorded	Master Daehoon Moon
Digital Marketing (How to optimize my contents)			

11.50-13.20	SNS Platform (Youtube and Advertising) <ul style="list-style-type: none"> • How to make optimal content for Youtube • Case Study. Famous Youtubers and their channels • Youtube Business in Korea (Sandbox Company) • Follower and upload management • Case Study. Best Contents of SNS and Youtube 	Recorded	Master Daehoon Moon
	Search Engine Marketing / Search Engine Optimization <ul style="list-style-type: none"> • Naver keywords control • Daum and other portal site • New trends of Korean portal sites • Mobile searching engines 	Recorded	Master Daehoon Moon
13.20-13.30	Closing Remarks by MC and house keeping announcement	Live	Emcee

Daehoon Moon (Mr.)

- Deputy Manager, Sales and Marketing, Gaonsoft Co., Ltd.
- Samsung (Spin-off Group) Marketing Team Manager
- Lydia Wiming, Marketing Team Leader
- IB Sports Marketing Headquarters Representative



OH Sinan (Mr.)

- 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 23 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.



DAY 2, FRIDAY, NOVEMBER 12, 2021

Time (ICT)	Activity/Topics	Status	By
8.45	Open the ZOOM Meeting room for daily registration	Live	MI-TIF Team
8.55	Join in the ZOOM meeting room by 9.00am Opening (and Introduction of Today's Lecture)		All participants
9.00-9.25	"Please share your story!" 3 students prepare a short presentation	Live	Emcee
Travel Korean language and culture			
9.30-11.00	Learn Real Korean from Korean Broadcaster <ul style="list-style-type: none"> • Useful conversation : Airlines, Hotels, and Tour Operators • Learning key words of Tourism Industry • Understanding important holidays in Korea 	Recorded	Announcer Eun-Cheon Go
Practical Skills How to Travel in Korea			

11.20-12.30	Korean Keyword Practice for Tour guide <ul style="list-style-type: none"> • Actual Korean conversation with TV announcer • Avoiding 5 mistakes when learning Korean • Top Five 'Don'ts' when Speaking Korean • Top 5 Phrases Your Teacher Will Never Teach You 	Recorded	Announcer Eun-Cheon Go
SPECIAL LECTURE			
12.40-13.20	“How to get a job overseas and what/how to do?”	Live	Professor Song KeeHyun Tourism Management
13.20-13.30	Closing Remarks by MC and house keeping announcement	Live	MI-TIF Team

Euncheon GO (Mr.)

- SBS Gwangju (KBC) Announcer
- Korea Economic TV Announcer (appeared on Biz&Life broadcast)



Song KeeHyun (Mrs.)

- 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



DAY 3, SATURDAY, NOVEMBER 13, 2021

Time (ICT)	Activity/Topics	Status	By
8.45	Open the ZOOM Meeting room for daily registration		MI-TIF Team
8.55	Join in the ZOOM meeting room by 9.00am Opening (and Introduction of Today's Lecture)	Live	All participants
9.00-9.25	“Please share your story!” 3 students prepare a short presentation	Live	Emcee
9.25-9.30	(Must-Know Keyword) Metaverse	Live	Ms. Daisy Park
Study on Korean Culture and Media I			
9.30-11.50	Korean Culture based on TV Series and movie <ul style="list-style-type: none"> • Korean dramas and sitcoms • History and Change of Korean Drama • Korean media trends • Korean's favorite streaming site • Analysis of Koreans' preferred content on Netflix 	Recorded	MC/ Announcer In-Seong

Media trend with new platform (eg. Netflix, Disney)

Hwang

- Korean idol culture
- Types and Popularity of Korean Media Content
- The future of Korean media
- Interesting Korean culture and customs

Study on Korean Culture and Media II

Understanding of New trend and culture in Korea

- Analysis and Research of MZ Generation in Korea
- Generation X, Y, Z and N
- “Ajae” (old-fashioned) and social life in Korea
- Changes in popular jobs in Korea

Korean neologism

- 12.00-13.25
- Sharing experiences on meeting people from different culture and environment
 - Changed Employment policies for young generation
 - Problems with younger generation due to COVID-19
 - Overview on changes of behavior from impact of COVID-19 by generation

Recorded

MC/
Announcer
Dongjae Oh

13.25-13.30

Closing Remarks by MC and house keeping announcement

Live

Emcee



Inseong HWANG (Mr.)

Yonhap News TV anchor
G1 Emcee Announcer
Korean Vocational Broadcasting Announcer
KBS Announcer (Andong)
Appeared in many K-movies (K-Drama)



Dongjae OH (Mr.)

TBN Announcer
Osan City Announcer
Suwon Times Reporter (Culture and Sprints)
Hiteen TV Reporter
Taekwondo master (instructor - Level 5)
CEO / Blossom Speech

DAY 4, MONDAY, NOVEMBER 15, 2021

Time (ICT)	Activity/Topics	Status	By
8.45	Open the ZOOM Meeting room for daily registration	Live	MI-TIF Team
8.55	Join in the ZOOM meeting room by 9.00am Opening (and Introduction of Today's Lecture)		All participants
SPECIAL LECTURE			
9.00-9.30	Mekong Tourism Development and Sustainability and Cooperation with Korea	Live	Professor CHANG, Ji Soon , Samyung Univ.

9.30-10.00	Exploring synergies and collaboration opportunities with Millennium Destinations, Herost and Destination Mekong	Live	CEO Catherine GERMIER-HAMEL Destination Mekong
10.00-10.20	(Must-Know Keyword) Sustainable tourism & CBT	Live	Discussion
Korean Merchandising & Commerce			
10.00-11.30	<p>Understanding Korean Home-shopping Channels</p> <ul style="list-style-type: none"> • Korea's home shopping channel analysis • Backgrounds of Korean home shopping • Show host job and features • Home shopping product group analysis and popular product group • Workshop. Why do Koreans like home shopping? <p>Live/Online/Mobile Shopping</p> <ul style="list-style-type: none"> • Trends of Live and e-Commerce in Korea • Live Commerce. Naver, Kakao, Coupang, GRIP • COVID-19 and Untact/On-Tact Shopping • Home shopping vs. Live home shopping • Workshop. How to become a live commerce show host in Korea? <p>The win-lose factor of live commerce</p> <ul style="list-style-type: none"> • Live Commerce Skills - Sales Assessment • COVID-19 and the future of live commerce • Workshop. Follow Korean Live Commerce - Find the product you want to sell 	Recorded	Showhost Kyoungsu Min Sun Woo KIM
11.30-12.00	How to be a Global Entrepreneur turns your ideas into business And start your successful journey into Korean Market	Live	Chairman Hussein Elbanna Korea Start-up Committee
12.00-12.20	Tourism and Trade business post-pandemic and how I prepare?	Live	Discussion
12.20-12.25	"Please share your story!"	Live	Emcee
12.25-12.30	Closing Remarks by MC and house keeping announcement		Emcee



Sun Woo KIM (Mr.)

- KOREA Top Brand 'Showhost'
- Disney, Hill's, LINE Friends, Sillyman
- KaKao Friends, SKT, LOTTE, Logitech
- Korea Top MC at the national Blue House Event



Kyoungsu Min (Mr.)

- Shinsegae Shopping Show Host Denmark Lactobacillus Story Guest
- Lina Life Ti-Commerce Show Host
- Naver live show host (food.

CHANG, Ji-Soon (Mr.)

- Present, 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



Catherine GERMIER-HAMEL (Mrs.)

- CEO of Millennium Destinations - Herost - Mekong Destination
- Sustainable Tourism Development and Marketing Consultant, Trainer and Facilitator
- Promoting Feel Good-Do Good Travel Experiences



Hussein Elbanna (Mr.)

- 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



DAY 5, TUESDAY, NOVEMBER 16, 2021

Time (ICT)	Activity/Topics	Status	By
8.45	Open the ZOOM Meeting room for daily registration		MI-TIF Team
8.55	Join in the ZOOM meeting room by 9.00am Opening (and Introduction of Today's Lecture)		All participants
SPECIAL LECTURE			
9.00-9.30	Smart tourism will become our daily life and the future of travel	Live	Professor, Park Sang Won Kyung Hee Univ. Hotel & Tourism Management
9.30-10.00	University life as an international student in Korea	Live	Professor Kang, Sung Kook Seoul Theological Univ.
Smart Tourism in Korea I			

10.00-11.00	New Trends of post-pandemic in Korea <ul style="list-style-type: none"> • What is Smart Tourism? • Smart tourism trends and cases in Korean • Koreans travelers with a smartphone only • Uncertainty in information on internet and the Crisis in the legacy Travel Agencies • Workshop: Status quo and the future of the Smart Tourism in Korea 	Recorded	Professor, Tom Park Korea Tourism College
Smart Tourism in Korea II			
11.00-12.00	How to enjoy Holiday within Korea during Travel Ban <ul style="list-style-type: none"> • Policy and Current Status on Smart Tourism • Blockchain and Smart Tourism • sKoreans as the 9th top spender in the world for tourism • Workshop: What do modern Koreans travel abroad for? 	Recorded	Professor, Tom Park Korea Tourism College
SPECIAL LECTURE			
12.00-12.20	Guidelines of Final assignments and Q&A Mentoring courses and Empowerment programs	Live	Emcee
12.20-12.30	Closing Remarks by Mekong Institute team (Robby Rosandi and Daisy Park)	Live	Emcee



Tom Park (Mr.)

- Professor, Korea Tourism College
- CEO, The Announcer Corp.
- Naver Travel Blogger (1M + View)
- Director of Sales and Marketing, Imperial Palace Resort, Cebu
- Editor, Outrigger Resort Group, Hawaii, USA



Park Sang Won (Mr.)

- 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)



Kang, Sung Kook (Mr.)

- 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

7.2 Directory

Participant - Batch 1

Name	Nationality	Organization/Position	Major	Email
NHEM BUNTHOEURN/ Heaven	Cambodia	VGT Export Import & Transportation Co.,Ltd.	Logistic, Trade, Transportation	heaven.nbt@gmail.com
Hong Ho	Cambodia	Tour Operator	Tourism	anachaktravel@gmail.com
KHOEUN ROEUT	Cambodia	Royal University of Phnom Penh	Tourism Management	khoeunroeut19@gmail.com
Kham Sotheara	Cambodia	Royal University of Phnom Penh	Tourism management	Khamsotheara@gmail.com
Sareth Oum	Cambodia	Royal University of Phnom Penh	Tourism	oumsareth03@gmail.com
Phouthalak Phansalithong (Jay)	Lao PDR	Exo travel Laos	IT and Product	p.phansalithong@gmail.com
Daginnas Batsukh	Mongolia	School of Agroecology and Business, Mongolian University of Life Sciences	Tourism and higher education	daginnasb@gmail.com
Pyae Phyo Maung/ Phyo Maung	Myanmar	The Savour Korean BBQ & Restaurant/ Daily Bazaar Groceries Mart	Food Industry/ Trading	kphyo.maung@gmail.com,p mutradingmyanmar@gmail.c om
Pyae Phyo Kyaw (Ethan)	Myanmar	Final Year (National Management Degree College)	Tourism and Hospitality Management	pyaephyokyawppk240@gmai l.com
Ni Shan	Myanmar	Tourist Guide	B.A (Myanamr)	nishanbagan1@gmail.com
Than Htike	Myanmar	Assistant Lecturer- Mandalay University	Tourism	thanticketutor78@gmail.co m
Thida Aye	Myanmar	Ministry of Hotels and Tourism/ Assistant Director	Tourism	tdcold2017@gmail.com
Kyaw Kyaw Lwin	Myanmar	Ministry of Hotels and Tourism / Deputy Director	Tourism	kyawkyawlwin.moht@gmail. com
POE OU SHWE SIN	Myanmar	My Voice My Tourism, Co-founder	Tourism, Marketing	poeoushwesin@gmail.com
Aye Thida Min Din	Myanmar	Amazing Hotels & Resorts, Myanmar. CEO	Hospitality	Ayethida@adventuremyanm ar.com
May Madi Kyaw	Myanmar	National Management Degree College	Tourism Management	maymadiyawmmk@gmail.c om
Thida Aye	Myanmar	Ministry of Hotels and Tourism, Assistant Director	Tourism	promotion@tourism.gov.mm
San San Win/ San	Myanmar	Staff Officer	Tourism	irc@tourism.gov.mm
Nang Sam Hom	Myanmar	Freelance	Tourism	thmmconnect@gmail.com
Nang Lun	Myanmar	Shwe Lwei Sa Tone/ PR and Marketing Executive	Trade, and tourism	lun.smile3@gmail.com
Htet Htet Aung	Myanmar	Lecturer, Mandalay University	Tourism	htethtet@mdl.edu.mm
San Hla Phone	Myanmar	UMTA/Secretary	Tourism	office@umtanet.org
Khant Chaw	Myanmar	Golden Royal Travel/ MD	Tourism	k4ck4c@gmail.com

Non Arkaraprasertkul	Thailand	Digital Economy Promotion Agency/ Smart City Promotion Office	Digital Economy	non.ar@depa.or.th
Ploynapus Ruangsaengsilpa	Thailand	Pracharat Raksamakki Prachinburi (Social Entrprise) Co., Ltd. / Position : Managing Director	1. Agriculture 2. Food Processing and Handicrafts 3. Community by Tourism	ploynapus@gmail.com , prachinburi@gmail.com
Pongpoonat Rungrueng/Saill	Thailand	Rai Kuen Rang's Farmstay	Community Based Tourism	rungrueng.pong@gmail.com
Yaowaret (Pu)	Thailand	Rajamangala University of Technology Isan	Forestry and Geoinformatics	yaowaret.ja@rmuti.ac.th
Russakorn Nopparujkul / Film	Thailand	Institute of Public Policy and Development	Public Policy	russakorn.n@gmail.com
Pornwattana Boonthumcharoen (Aeoy/Alice)	Thailand	Program Coordinator at Agoda (recent graduated from Chulalongkorn University)	Tourism	pornwattana.b@gmail.com
Jaturong Srisawangwong/ Oak	Thailand	The federation of Thai SMEs/Northeast Vice President, Business Development	Business development Tourism, Trade, e-commerce, Food, Garment.	jaturongs@gmail.com
Wasana laochai/ bee	Thailand	Asian Institute of Technology	Development and Sustainability	st121467@ait.asia
Sanhakot (Joe)	Thailand	Stamford International University	Aviation, Tourism and Hospitality	Sanhakot@hotmail.com
Khao Sariza	Thailand	Trails of Indochina Thailand/ Spanish and Portuguese Speaking tourguide	Tourism	kao_999@hotmail.com
Natcha Chatthong/ Roong	Thailand	Asialife Media Thailand/Project Assistant	Event Organizer	asialife.natcha@gmail.com
Tripob/Jay	Thailand	IME	Finance	jinkszee@gmail.com
Yaowaret (Pu)	Thailand	Rajamangala University of Technology Isan	urban forest	yaowaret.ja@rmuti.ac.th
Fluke	Thailand	Rajamangala University of Technology Isan	Applied Information and Communication Technology	lt3kittiwinn.ud@gmail.com
Thikamporn Hudkhuntod / Neay	Thailand	Rajamangala University of Technology Isan	logistics technology	Lt3thikamporn.hud@gmail.com
Miss Arisa Hinprom	Thailand	Local Alike Co., Ltd. / Community Development Manager	Community-Based Tourism	aarisa.hin03@gmail.com
Rawipa	Thailand	Rajamangala University of Technology Isan	Computer science	Rawipa.thai1999@gmail.com
Huynh Thi Anh Thu	Vietnam	Hyatt Regency Danang Resort & Spa	Hospitality	huynhanhthudn95@gmail.com

Le Ta Hoang Nhi / Andrea	Vietnam	UCSI University	Hospitality and Tourism Management, Sustainable Tourism	letahoangnhi@gmail.com
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Participant - Batch 2







Name	Nationality	Organization/Position	Major	Email
Nguyen Thuy Linh	Vietnam	Lac Hong University	Tourism	samactim468@gmail.com
Dang Huyen Trang	Vietnam	Mekong Development Research Institute	Tourism	trang2310vn@gmail.com
Bui Kim Loan - Luna	Vietnam	Administration Operations Manager	Tourism	voicon588@gmail.com
Ka Lo Po Njan Huyen	Vietnam	Viet Nam National University Ho Chi Minh City	Tourism	klpnh0102@gmail.com
Ngô Hoàng Phương Lam	Vietnam	AEONMALL	Tourism	Ngohoangphuonglam98@gmail.com
Truong Tan Loc	Vietnam	University of the People	Tourism	tanloc.vietmycantho@gmail.com
Tran Nhu Tri (Chris)	Vietnam	WeShare/Cofounder & Finance Director	Tourism	nhutritran.97@gmail.com
Luu Thien Huong	Vietnam		Tourism	huongarmy25@gmail.com
Bui Thi Kim Ngan (Clover)	Vietnam	Korean Department, HCMC University of Education	Tourism	nganbui991016@gmail.com
Tran Thi Ha Anh	Vietnam	Quang Tri Investment, Trade and Tourism Promotion Agency/ Official	Tourism	tranhaanh3010@gmail.com
Thi Thuy Dung Tran (Jumita)	Vietnam	Aston University	MSc of Strategic Marketing Management	jumita.tran@gmail.com
Nguyễn Thị Mỹ Trang (Jelly Nguyen)	Vietnam	Hoasen University - CP Film/Lecturer - Script writer	Media - Content Creator	trangmyhi@gmail.com
Tran Le Hang	Vietnam	University Social Sciences and Humanities	Faculty of International Studies	htranle71220@gmail.com
Tran Thi Ha Anh	Vietnam	Quang Tri Investment, Trade and Tourism Promotion Agency	Tourism	tranhaanh3010@gmail.com
My-Phuong Nguyen-Hoang	Vietnam	Ministry of Agriculture and Rural Development	Agricultural Cooperatives , Rural Tourism	menfuong@gmail.com
Mr. Nitikorn Piwpong	Thailand	Department of Fisheries	researcher	piwpong@gmail.com
Kessini Tripomgpun (Em)	Thailand	Suratthani Rajabhat University, Instructor	Tourism	Kessini.tri@sru.ac.th
San Hla Phone	Myanmar	Nature Scope Co., Ltd. / Managing Director	Tourism	sanhlaphonettravel@gmail.com
Than Htike	Myanmar	Mandalay University	Tourism	thantiketutor78@gmail.com
THET TUN OO	Myanmar	MTA Travel & Tours Co.,Ltd. Director	Tourism	thettunoo.nick@gmail.com
Nwai Nwai (Sayne)	Myanmar	Pakokku University / Tutor	English	greenladygirl26@gmail.com
May Myat Moe	Myanmar	SME Entrepreneur (Burma Basket Local Products)	Tourism based trading	maymyatmoe.gg@gmail.com

Htet Htet Aung	Myanmar	Former Lecturer of Mandalay University	Tourism	htethtet@mdl.edu.mm
Naung Naung Lin Aung	Myanmar	Ministry of Hotels and Tourism/Director	Tourism	naungnaungla@gmail.com
Zay Nyein Htun	Myanmar	Lucia Travels and Tours/ Managing Director & Licensed Tour Guide	Tourism	zayzaynyeinhun@gmail.com
Nang Pyae Pyae Aung	Myanmar	P Culture, Founder	Tourism, marketing, e-commerce	nangpyae.tgi@gmail.com
Yadanar Mon	Myanmar	Yangon University of Economic	Tourism	yadanar.monmyat@gmail.com
Htet Htet Aung / Hailey	Myanmar	Mandalay University/ Lecturer	Tourism	htethtet@nmdc.edu.mm
Hnin Wut Yee San	Myanmar	Student from GUSTO University	Computer Science + E-commerce	hninwutyeesan@gmail.com
Aphirasany Anna	Lao PDR	Working with Chinese Company CWE	International Trade	aphirat.dsnv@gmail.com
Ng Phinh	Lao PDR	National University of Laos	Tourism Amanagement	ng_phinh@yahoo.com
Vilayphone SOMSAMONE	Lao PDR	Souphanouvong University	Tourism, Economic	v_somsamone@hotmail.com
Champa	Lao PDR	Souphanouvong University	Tourism and Hotel Department	champa_sulaos@yahoo.com
Sangthong Sifongxay	Lao PDR	Souphanouvong University	Tourism	wednesdayade@gmail.com
Vilaythieng Sisouvong	Lao PDR	National University of Laos	Tourism Development	V.sisouvong@nuol.edu.la
Bounsouvanh Noy	Lao PDR	Champasak University	Faculty of economics	N.noy.bualapha81@gmail.com
Pavina miew	Lao PDR	Champasack University	Faculty of economics	Pavinasayyaseng@gmail.com
Mexay TORNKHAM	Lao PDR	Champasak University	Tourism Development	mechai639@gmail.com,mexaytk89@gmail.com
Nilaphone Chanthachack (Tom Chan)	Lao PDR	Food and Agriculture Organization (Program Support and Liaison consult)	Agriculture	nilaphone.c@gmail.com
Mr. Noukai SIHATHEP	Lao PDR	Champasack University	Tourism and hospitality	nou999sihathep@gmail.com
Miss Thanakhanh (kie)	Lao PDR	Champasak university	Economics and management	thanakhanh@gmail.com
Phothong Chanthavilay	Lao PDR	National University of Laos	Sustainable Development	c.phothong@nuol.edu.la
Kingxay King	Lao PDR	Ministry of Information Culture and Tourism	Tourism	Kingxay@yahoo.com
Phatsa DUANGPASITH	Lao PDR	Souphanouvong University	International Commerce Major	phatsa268@gmail.com
Sombath PHOMMANY	Lao PDR	Souphanouvong University	International Business	sbth4u@gmail.com
Phatsa	Lao PDR	Souphanouvong University	Tourism management, Forest Environment Science	seng_sounthaly@hotmail.com
Khanthaly Mixaykone	Lao PDR	Soupanouvong university	Teaching English	Khanthaly125@gmail.com

Noh Navey (Navey)	Cambodia	Royal University of Phnom Penh	Tourism	naveynohcambodia@gmail.com
Khoeun Roeut	Cambodia	Royal University of Phnom Penh	Tourism Management	khoeunroeut19@gmail.com
Kham Sotheara	Cambodia	Royal University Of Phnom Penh	Tourism management	Khamsotheara@gmail.com
Sun Sonimul	Cambodia	NPIC, Faculty of Tourism and Hospitality	Master of hospitality and tourism management	sunsonimul@npic.edu.kh

Resource Persons I - Main Lecturers

Photo	Name	Organization
	Digital Marketing Dae hoon Moon (Mr.)	<ul style="list-style-type: none"> Deputy Manager, Sales and Marketing, Gaonsoft Co., Ltd. Salted Ventures (Samsung Electronics Spin-off) Marketing Team Manager Lydia Wiming Co., Ltd. Marketing Team / Team Leader IB Sports Co., Ltd. (currently Galaxia SM) Marketing Headquarters Representative
	Tourism Korean Studies Eun cheon KO (Mr.)	<ul style="list-style-type: none"> Bachelor of Civil and Environmental Engineering, Yonsei University Presently SBS Gwangju Broadcasting (KBC) Announcer Former Korea Economic TV announcer (appeared on Biz&Life broadcast) KBS Korean Quiz Show Winner I.O.I, Pristin) Lim Na-young fan meeting event MC
	Marketing Korean Studies Ho Jeong KIM (Ms.)	<ul style="list-style-type: none"> Bachelor of Communication, University of Washington Current) TV Anchor for Korea Economic Daily (2015 ~) Current) iNet TV MC
	K-Culture and Media) — In Seong HWANG (Mr.)	<ul style="list-style-type: none"> Bachelor of Forestry Biotechnology, Kookmin University Yonhap News TV anchor Korean Vocational Broadcasting Announcer KBS Announcer (Andong)

	<p>Korean MZ Generation) — Dong Jae OH (Mr.)</p>	<ul style="list-style-type: none"> • Bachelor of Sports & Health, Kyeonggi University • TBN Announcer • Osan City Announcer • Suwon Times Reporter (Culture and Sports)
	<p>Korean Commerce trend Kyoung su Min (Mr.)</p>	<ul style="list-style-type: none"> • Accounting, Chungang University • Shinsegae Shopping Show Host • Denmark Lactobacillus Story Guest • Lina Life Ti-Commerce Show Host • Naver live show host (food, furniture, health food, etc.) • NuSkin New Talk Shop Show Host • Shinhan Life Insurance Informational Show Host
	<p>Korean Live Commerce Sun Woo KIM (Mr.)</p>	<ul style="list-style-type: none"> • Bachelor of Media and Information, Hanyang Univ • KOREA Top Brand 'Showhost' • Disney, Hill's, LINE Friends, Sillyman • KaKao Friends, SKT, LOTTE, Logitech • Korea Top MC (of National event hosted by Blue House Event)
	<p>Sustainable Tourism Development Tom PARK (Mr.)</p>	<ul style="list-style-type: none"> • Instructor, Korea Tourism College • CEO, The Announcer Corp. • Naver Travel Blogger (1M + View) • Director of Sales and Marketing, Imperial Palace Resort, Cebu, PH • Editor, Outrigger Resort Group, Hawaii, USA • Master of Communication, Sogang Univ • MBA, Korea National Open Univ • University of Seoul
	<p>MC/Translator Gyu Ri Kim (Ms.)</p>	<ul style="list-style-type: none"> • Seoul National University Graduate School of Policy Studies • Federation of Korean Culture Announcer • Sookmyung Korean Education Volunteer Group • Sookmyung Women's University IPTV Reporter
	<p>MC/Translator Seong Bin LIM (Ms.)</p>	<ul style="list-style-type: none"> • Bachelor of Business, Sungsin Women's University • News Who Plus Anchor/Reporter • KBS Journalist (9 News) • TBS Reporter

Mekong & Institute team Organizers

MEKONG INSTITUTE

“ The GMS holds a strong position in cementing strategic regional alliances and accelerating economic growth for a robust Asia. **”**

Mr. Suriyan Vichitlekarn
Executive Director, Mekong Institute
Boao Forum Asia Conference/April 20, 2021

EXECUTIVE DIRECTOR

SURIYAN VICHITLEKARN

“ MI's focus is to present innovative but safe measures to spur inbound tourism in the Mekong region. **”**

Mr. Madhurjya Kumar Dutta
Director of Trade and Investment
Facilitation Department, Mekong Institute
Khon Kaen, Thailand/September 13, 2020

DIRECTOR

MADHURJYA KUMAR DUTTA

Mekong Project Manager

ROBBY ROSANDI

ROK Project Manager

DAISY PARK

MEKONG INSTITUTE 25 YEARS

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

MEKONG INSTITUTE


GMS intergovernmental organization

123 Mittraphap Rd., Muang District Khon Kaen 40002, Thailand

+ 66 (0) 43 202 411 to 2, +66 (0) 43 204 041 to 2, + 66 (0) 43 203 656

information@mekonginstitute.org

www.mekonginstitute.org

 [/mekonginstitute.org](https://www.facebook.com/mekonginstitute.org)

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