

ACTIVITY COMPLETION REPORT

PROJECT ROADSHOWS IN CLMVT



SUSTAINABLE AND SMART TOURISM DEVELOPMENT IN MEKONG REGION PROJECT



MEKONG
INSTITUTE



TABLE OF CONTENTS



01
Executive Summary

02
Background and Introduction

03
Key Features of Roadshow

04
Roadshows in CLMVT
(Ayutthaya, Siem Reap, Hue, Luang Prabang, & Bagan)

05
Feedback and Lessons Learned



Executive Summary

The Mekong Institute (MI), supported by the Mekong-Republic of Korea Cooperation Fund (MKCF) has implemented a project focused on promoting "Sustainable and Smart Tourism Development in the Mekong Region." This three-year project aims to introduce smart tourism tools, techniques, and technologies through learning exchanges, structured visits, information-sharing, and the adoption of best practices. The project targeted stakeholders in the tourism sector from Mekong countries and consisting of three key components: Facilitating Smart Tourism Development, Korea-Mekong Hospitality Training and Mentoring, and Twinning of Historical/Cultural Towns.

The Mekong region is known for its diverse attractions and UNESCO World Heritage sites, which have witnessed a significant increase in visitor numbers. However, the rapid growth of tourism also poses challenges to the preservation and conservation of these sites. To address these challenges, the project focused on sustainable and smart tourism practices that enhance the visitor experience while minimizing negative impacts.

The project includes the development of a mobile application that provides information on key attractions and facilitates better communication between businesses and heritage site managers. Roadshows are conducted in selected heritage sites, bringing together stakeholders from the public and private sectors to share knowledge and best practices in sustainable and smart tourism. The roadshows also serve as platforms to validate and enhance the application's content and foster collaboration among Mekong countries and the Republic of Korea.

Participants in the roadshows include representatives from provincial governments, heritage site administrations, tourism departments, travel agencies, private sector businesses, TVET institutions, Mekong embassies, and the project team. The roadshows provided valuable insights, promoting the application's features, data management, and the potential for cultural linkages with the Korean market.

Key takeaways from the roadshows highlighted the importance of robust IT infrastructure, data validation, accessibility, and usability. The project also emphasized the potential for cultural destinations to attract Korean tourists by establishing linkages with Korean popular culture. Furthermore, the roadshows showcased the potential of mobile applications and town twinning to enhance destination experiences and improve the quality of life for visitors and locals alike.

To maximize the project's impact, it is recommended to implement a comprehensive marketing strategy for the application, ensure secure data management, encourage business participation, build local capacity, and continue promoting sustainable tourism practices in the region.

Overall, the project fostered sustainable and smart tourism practices, enhanced collaboration among stakeholders, and showcased the unique cultural heritage of the Mekong region, providing economic benefits that will help to preserve its historical sites for future generations.

Background and Introduction

The “Sustainable and Smart Tourism Development in the Mekong Region” project, Mekong Institute (MI), with support from the Mekong-Republic of Korea Cooperation Fund (MKCF), 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.

The project covers three components that will benefit stakeholders in the tourism sector from the Mekong countries as follows:

Component A: Korea-Mekong Hospitality Training and Mentoring

Component B: Facilitating Smart Tourism Development in Mekong Countries

Component C: Twinning of Historical/Cultural Towns Between the Republic of Korea and Mekong Countries

As part of the project, MI organized a series of half-day roadshows on Sustainable and Smart Tourism Development in five selected UNESCO heritage sites located in the Mekong region. These are Ayutthaya in Thailand, Siem Reap in Cambodia, Luang Prabang in Lao PDR, Hue in Vietnam, and Bagan in Myanmar.

Project Roadshow Objectives

- To exchange insightful information and experiences of the sustainable and smart tourism for Mekong countries.
- To promote and connect the identified tourism sites in the Mekong countries for cooperation and integration in sustainable and smart tourism in Mekong countries.
- To provide progress on project information, objectives, expectations, outcomes, scope of collaboration, and engagement of project coordinators.
- To introduce an online platform for the smartphone applications system with its functions to stakeholders and beneficiaries.

Expected Outcomes

These will be supplemented and enhanced through further promotional and cultural activities:

- Provide tools, techniques, and technologies for smart tourism;
- Provide information, adaptation methods, and best practices sustainable and environmentally friendly tourism that is both resilient and preserves historical and cultural sites; and
- Provide information, adaptation methods, and best practices for collaboration and cooperation to enhance business connections among the Mekong region and Korea.

Target Participants

The roadshow targeted to the project’s numerous stakeholders in the government and private sector in the selected World Heritage cities in Mekong Region. This includes the National Ministries of Tourism, Tourism associations, tourism site authorities, and Media in Mekong countries as well as the MI’s training participants and alumni.

Dates and Locations

Duration: The one-day roadshow will be organized at the UNESCO heritage sites in the Mekong countries from Nov 2022 - March 2023.

Location:

- i. Luang Prabang, Lao PDR (Jan 12, 2023)
- ii. Bagan, Myanmar (Mar 13, 2023)
- iii. Siem Reap, Cambodia (Nov 21, 2022)
- iv. Ayutthaya, Thailand (Nov 18, 2022)
- v. Hue, Vietnam (Mar 7, 2023)

Key Features of Roadshow

Introduction

In each location, the representative of the local authority extended a warm welcome to the guests at the event, held in a historic and culturally significant city. The speaker would emphasize the city's recognition as a "National Green City" and an ASEAN Clean Tourist City where applicable, highlighting their commitment to environmental sustainability, tourist growth and sustainable use of national resources. Each city was actively promoting tourism as a key economic sector, focusing on sustainable practices, professionalism, and intelligent growth. Furthermore, each government official took the opportunity of their opening address to emphasize the natural attractions of the region, including historic buildings, and ancillary attractions such as their beautiful coastline and lagoons, where applicable. The purpose of the roadshow on "Sustainable and Smart Tourism" was always billed as providing valuable insights into sustainable tourism practices and showcase the tourism products of the city to the wider region.

Objective

The Mekong Heritage mobile application aims to promote accessible and helpful sustainable and smart tourism in the Mekong region by prompting dialogue between businesses and historic sites managers, encouraging broader synergies between the public and private sector, facilitating learning exchanges, and introducing visitors, travel agencies, and investors to the region's historic value.

Question and Answer session

Following the speeches, there was an interactive session that involved a lively exchange of questions and answers.

Attendees had inquiries about how potential customers would 'discover', download and access the newly developed application instead of using compared the more popular ones already available online.

Dr. Park stated that MI will implement a marketing strategy in the next phase of the project to increase the brand recognition of the app, which will be available on major app platforms like Google Play and Apple. MI plans to promote the app to businesses that are interested in joining the database of searchable destinations. This app is unique because it features businesses that prioritize sustainable tourism in the context of cultural and creative economic ventures rather than corporate or mainstream ones, creating appeal to wealthier more discerning consumers in an accessible format that also appeals to younger tourists.

When asked about the management of the application and the storage of information, Professor Park explained that the data would be stored on the MI server initially, while the application architecture and feed would be managed by Destination Mekong, the marketing and destination management firm led by Catherine Grenier.

During each workshop, representatives of tourism businesses raised concerns about the cost of participating in the platform. They asked if the app would charge a fee to tourism firms that wanted to be included in the database. In response, Dr. Park reassured them that it would be completely free of charge for businesses to participate. He also reminded audience members that the app would be free for customers to download and use online.

The Mekong Institute and other speakers reassured audience members that the application would provide a unique experience to visitors to historic sites of cultural importance in the Mekong. It would emphasize and showcase the sustainable tourism approach, encouraging visits from tourist who are concerned about sustainability, while also nudging them towards cultural events and creative industries that provide a unique insight into each destination.

Other

During the workshop, attendees had the opportunity to view and purchase locally made products such as materials and handicrafts from the market stalls set up around the main hall's periphery. Merchants were available to transact purchases with interested audience members, creating an opportunity for attendees to support local businesses and take home unique and authentic souvenirs.

Ayutthaya Roadshow

Mekong Institute (MI), with support of the Mekong-Republic of Korea Cooperation Fund (MKCF), organized roadshows, one in Ayutthaya, Thailand on November 18 at Krungsri River Hotel under the “Sustainable and Smart Tourism Development in the Mekong Region” project. MI team partnered with the Ayutthaya Provincial Tourism and Sports Office and Phra Nakhon Si Ayutthaya Historical Park Office. The roadshows aimed to enhance the knowledge and understanding of stakeholders in the tourism industry while highlighting opportunities in sustainable and smart tourism and introducing new tools, techniques, and technologies.



The representative of Ayutthaya Tourism, Culture, and Sport office and the Representative of Ayutthaya Tourism Business Council delivered opening and welcoming remarks expressing their gratitude to the project, the guests, delegates, and speakers for sharing knowledge and solutions to promote sustainable tourism in Ayutthaya. The closing remarks were delivered by the Representative of Ayutthaya Provincial Community Development Office.



Mr. Madhurjya K. Dutta, the Trade and Investment Facilitation Department Director, MI, underscored the needed collective efforts by saying, “Travelers are increasingly concerned about the environment, prompting all stakeholders in the tourism sector to make sustainability a priority. Therefore, in this journey, we must join hands to meet the growing demand for sustainable tourism so that Bagan will be recognized as a sustainable tourism destination.”



Ayutthaya Roadshow



Dr. Sang-won Park, the Professor at the Tourism and Hospitality Management College of Kyung Hee University in Korea, discussed the technical aspect of the application, which he and his team have been instrumental in developing. He responded to questions from the audience as to the unique cultural and sustainable emphasis provided by this application that differentiates it from existing products in the market. The application will be made available on app stores including the Android Google Play and Apple iOS platforms. The marketing strategy to be pursued in the next phase of the project will create recognition for the tool, which is also to be featured prominently and used actively by participating businesses. The Mekong Institute's unique position as an intergovernmental organization will assist in its outreach to government-linked entities and large commercial operations in the tourism sector.

Ms. Catherine Grenier, the CEO of Destination Mekong, a private destination management and marketing organization, that aims to promote sustainable tourism in the Greater Mekong Subregion (GMS) discussed the importance of POI data and demonstrated the data input format and process for the audience. It will feature a central database management system that will include customer reviews, images, stories, links to websites, deals, and other marketing materials for points of interest (POIs). The next steps include creating profiles of businesses that wish to be included in the application and relevant data about their attraction to maintain the integrity of the information.



Ms. Daisy Park, a seasoned expert in the field of Korean tourism and trade, delivered a concise breakdown of the Structure of Korean tourism industry, providing a clear understanding of its key components and functioning. Overall, Ms. Daisy Park's Interaction Session left participants enlightened and motivated to explore promising opportunities in Korean tourism and trade, armed with practical knowledge to navigate this dynamic industry.

Mr. Ruj Masan of ONDA presented information on the travel industry landscape and the Korea's OTAs market. ONDA is the only company in South Korea providing hotels with a Korean customer base following the Covid-19 pandemic and offering international markets one of Korea's largest lodging sales networks as its main product. ONDA is introducing a new optimized booking solution in Thailand to attract tourists to local hotel and accommodation businesses.



Ayutthaya Roadshow

Exhibition Site at Ayutthaya Khon Festival

The focus was on showcasing the diverse offerings of Ayutthaya province. The presentation covered a range of topics, including Ayutthaya OTOP businesses, which highlighted the unique local products and crafts. The discussion also centered around Ayutthaya Artisans, emphasizing the traditional craftsmanship and artistic heritage of the region.

Furthermore, Ayutthaya's rich cultural and musical arts were Ayutthaya Khon Festival emphasizing their contribution to the local heritage and tourism sector at Ayutthaya Historical Park. The event successfully promoted Ayutthaya as a vibrant and culturally rich destination, offering a wide range of experiences for both local and international visitors.



Ayutthaya Roadshow Participants

	Name		Name
72	Preyaporn Teanlor, Thai fabric shop	72	Preyaporn Teanlor, Thai fabric shop
73	Jarin Nakdee, Folk Performance	73	Jarin Nakdee, Folk Performance
74	Panom Khonthasorn, Folk Performance	74	Panom Khonthasorn, Folk Performance
75	Darunee Khonthasorn, Folk Performance	75	Darunee Khonthasorn, Folk Performance
76	Saetsan Sumanit, Folk Performance	76	Saetsan Sumanit, Folk Performance
77	Arree Supattha, Soft mung-bean crepe shop	77	Arree Supattha, Soft mung-bean crepe shop
78	Sumalee Jinda, Thai Curry puff shop	78	Sumalee Jinda, Thai Curry puff shop
79	Somprathana Lueshorn, Thai dessert shop	79	Somprathana Lueshorn, Thai dessert shop
80	Supara Chuathai, Thai dessert shop	80	Supara Chuathai, Thai dessert shop
81	Thipparat Aramrote, Soft mung-bean crepe shop	81	Thipparat Aramrote, Soft mung-bean crepe shop
82	Sombat Jettapon, Palm Leaf Handmade shop	82	Sombat Jettapon, Palm Leaf Handmade shop
83	Aumnuay Loylamai, Thai dessert shop	83	Aumnuay Loylamai, Thai dessert shop
84	Tupon Peamhai, Thai dessert shop	84	Tupon Peamhai, Thai dessert shop
85	Wimolmanee Rueanyat, Garland shop	85	Wimolmanee Rueanyat, Garland shop
86	Phattarawadee Sayon, Garland shop	86	Phattarawadee Sayon, Garland shop
87	Satit Pandaoket, Deep fried shop	87	Satit Pandaoket, Deep fried shop
88	Sunthornmas Baibuathong, Community Development Office	88	Sunthornmas Baibuathong, Community Development Office
89	Achida Rutgam, Community Development Office	89	Achida Rutgam, Community Development Office
90	Chittarat Thongkuang, Community Development Office	90	Chittarat Thongkuang, Community Development Office

Siem Reap Roadshow

Siem Reap at a glance:

Siem Reap is a city in Cambodia that is known for its rich history and cultural significance. It was the center of the Khmer Empire from the 9th to the 15th centuries and is home to many ancient temples and ruins that serve as reminders of this powerful empire. Siem Reap is a popular destination for travelers who are interested in exploring ancient ruins and learning about the history of Cambodia. Siem Reap is also home to several museums and cultural centers that provide insight into the history and culture of the Khmer people.

Today, Siem Reap is a bustling city with a thriving tourist industry. Visitors from all over the world come to explore the ancient ruins and learn about the rich history and culture of Cambodia. The city has a vibrant nightlife scene, with many restaurants, bars, and clubs catering to tourists and locals alike. Despite its growth and development, Siem Reap has managed to maintain its unique cultural heritage and remains a must-visit destination for travelers to Cambodia.



Networking Lunch and Cultural Dances

To help give your audience an overview, this section can include a brief description of the goal, its relevance to your sector or industry, and the specific sub-targets your organization is addressing.



Siem Reap Roadshow

Remarks by Siem Reap Authorities

H.E. LONG Kosal, Deputy Director General of APSARA National Authority, and Mr. Kong Souen, Deputy Director of Siem Reap Provincial Department of Tourism, delivered opening and closing remarks respectively. Their speeches highlighted the significance of the project and emphasized the importance of sustainable practices for the future of tourism in Siem Reap.



Presentations and Q&A Sessions

The project team organized the roadshow in Siem Reap, Cambodia on November 21. The Siem Reap roadshow event featured similar activities, such as introduction of the newly designed mobile application to the Siem Reap stakeholders, a presentation on the Korean traveler market and Korea's Online Travel Agencies (OTAs), and an exhibition by local enterprises showcasing their sustainability-focused products and community-based tourism services.

These events provided an opportunity for the project team to gather valuable insights from various stakeholders regarding their businesses, including new trends, challenges, and opportunities in the post COVID-19 era. This input was instrumental in the development of the mobile application, which is intended to be eventually transferred to local ownership once fully functional with a sustainable revenue model for independent maintenance.

Siem Reap Roadshow

1. Presentations and Knowledge Sharing

Mr. Sa-Nga Sattanun, Program Manager of the Trade and Investment Facilitation Department at the Mekong Institute, presented the project overview and roadshow introduction to the participants. He mentioned that the event is expected to improve the knowledge and understanding of multi-stakeholder in the tourism industry on the opportunities and practices associated with sustainable and smart tourism in Siem Reap. He further emphasized the importance of exchanging local insights and experience in respect to sustainable and smart tourism, which could facilitate local cooperation and integration of sustainable and smart tourism in heritage sites of Mekong countries.



Ms. Daisy Park discussed the potential of the Mekong region to attract high-spending Korean tourists. She emphasized the importance of establishing linkages between cultural destinations and Korean popular culture to increase each destination's market share as a destination for Korean travelers. Ms. Park highlighted the historical significance of each cultural landmark and suggested that they could be used as a location for Korean TV series or as a backdrop for popular music groups. By doing so, Korean visitors may feel more comfortable in choosing historic or heritage locations as travel destinations, as they tend to favor familiar travel destinations.



Siem Reap Roadshow

2. Introduction of Mekong Heritage App

To educate, engage, and inspire individuals worldwide about the unique traditions and historical significance of the Mekong's vibrant communities, a dedicated team led by Prof. Dr. Sangwon Park from Kyung Hee University's College of Tourism and Hotel Management has developed the Mekong Heritage Mobile app. Dr. Sangwon Park came to the stage to showcase the features and functions of this app to the audience. He elaborated in detail how this app can be utilized to enhance the travel experience in the Mekong region and pointed out: "This app could serve as a valuable resource for both local residents and tourists, offering a user-friendly interface that allows easy access to a wealth of cultural information and travel resources. By utilizing the app, users can gain insights into the diverse heritage sites, explore their historical significance, and discover the fascinating stories behind them."



Ms. Catherine Germier-Hamel, CEO of Destination Mekong focused on the importance of digital content, especially the validated data. She also introduced how to create good content for the mobile app and provided detailed explanation on how to create the Point of Interest (POI) profile form for the mobile application.



Siem Reap Roadshow

Siem Reap Products Exhibition Site

A round 40 local small businesses in Siem Reap joined the exhibition site and showcased Siem Reap's authentic products and services, traditional music and crafts, and cultural arts.



Siem Reap Roadshow Participants

	Name
1	Surya Nayaran, The Better Cambodia
2	Thou Chouly, The Better Cambodia
3	Peou Kimhouy, Saray Tonle (Osmose)
4	Anne Laure BARTENAY, Beyond Retail Business Cambodia
5	Andre Ruys, Cambodiajeep.com
6	Nguon Vathana, Siem Reaper Travel
7	Sokun Ang, Angkor Rural Boutique Resort
8	Claudia Martinez, Claudia Victori- Wellness Consultancy
9	Mrs. Voen KimSoun, Hidden Cambodia Adventure Tours, Hidden Cambodia Dirt Bike Tours, Koh Ker Jungle Lodge
10	Davy Kim, FairTradeVillage (www.thefairtradevillage.com)
11	Tim Blondeel, Rose Apple Group
12	Sarah Rhodes, Plastic Free Southeast Asia
13	Brent Gerlach, Black Pepper Resort
14	Tan Bounty, N/A
15	Sara Wallimann, HAVEN Training Restaurant
16	Cho Choch, Local Trail Adventures
17	OUN Savann, Made in Cambodia Market
18	Set Soeng, Colors of Cambodia
19	Oliver Smith, Pomme Brewhouse & Kitchen
20	Chim Sopheap, Angkor Centre for Conservation of Biodiversity (ACCB)
21	Mork Mengly, POU Restaurant Siem Reap
22	Katrine Solhaug, Babel Guesthouse
23	Sothy Than, Insight Tours
24	Clemy Balasoto, The Better Cambodia
25	Roeurm Pisey, The Better Cambodia
26	KE Sovann, Saray Tonle (Osmose)
27	Veasna THACH, Beyond Retail Business Cambodia
28	Pon Hokmeng and Heng Sreyleak, Siem Reaper Travel
29	Bun Theoun NEAB, Globalstream Agency
30	Mr. Torsten Münther, FairTradeVillage (www.thefairtradevillage.com)
31	Leaphea Prom, Rose Apple Group

	Name
32	Tanya Cardone, Beyond Retail Business Cambodia
33	Andres Godou, Beyond Retail Business Cambodia
34	Erkon Bilol, AZ Group
35	Kong Soeun, Tourism Department
36	Soueng Sitha, Tourism Department
37	Mlaitre Pieare, Herbal Kulen
38	Ken Zheng, Awesome Tours
39	Heng Bunsung, A.L.L
40	Khemy, Urban Living Solutions
41	Seng Sotheara, APSARA National Authority
42	SAING Piseth, HAVEN Training Restaurant
43	Simen Julner, Babel Guesthouse
44	Jess Kalisiak, Only One Planet
45	Sarak Sarith, Insight Tours
46	Chuan Sony, Black pepper
47	Mao Sophany, Spoons café restaurant
48	Chheung Nhuth

Hue Roadshow

Mekong in Hue, Vietnam

The Hue roadshow was held on March 7, 2023, in Hue, Vietnam. The roadshow focused on introducing a new sustainable tourism application and engaging with key stakeholders involved in the tourism sector in Hue. Mekong Institute team partnered with the local government authority, the Tourism Information and Promotion Center office.

In addition to providing a platform for collaboration and knowledge-sharing among stakeholders, the workshop also offered attendees an opportunity to explore locally-made products. Market stalls showcasing materials and handicrafts were set up around the main hall's periphery, providing a chance for attendees to purchase these items and support local artisans.



Welcomed guests to the ancient capital

Vice Chairman of the Hue Municipal People's Committee, Nguyen Thanh Binh, welcomed guests to the ancient capital, highlighting its historical and cultural significance and status as a "National Green City" and ASEAN Clean Tourist City. Thua Thien Hue province is promoting tourism as a spearhead economic sector with a focus on sustainability, professionalism, and smart development.

He spoke highly of the Hue Roadshow organized by Mekong Institute within the framework of the Project "Sustainable and Smart Tourism Development in the Mekong region" funded by the Mekong-Korea Cooperation Fund (MKCF), which could contribute to providing and sharing information, insights, and experiences of multi-stakeholders in the tourism industry on the opportunities and practices of tourism in a sustainable way in a locality and the Mekong region and provide a good opportunity to introduce and promote the potential, strengths, and attractiveness of the ancient capital of Hue's tourism products to organizations and partners in the region.

Provided information on the application

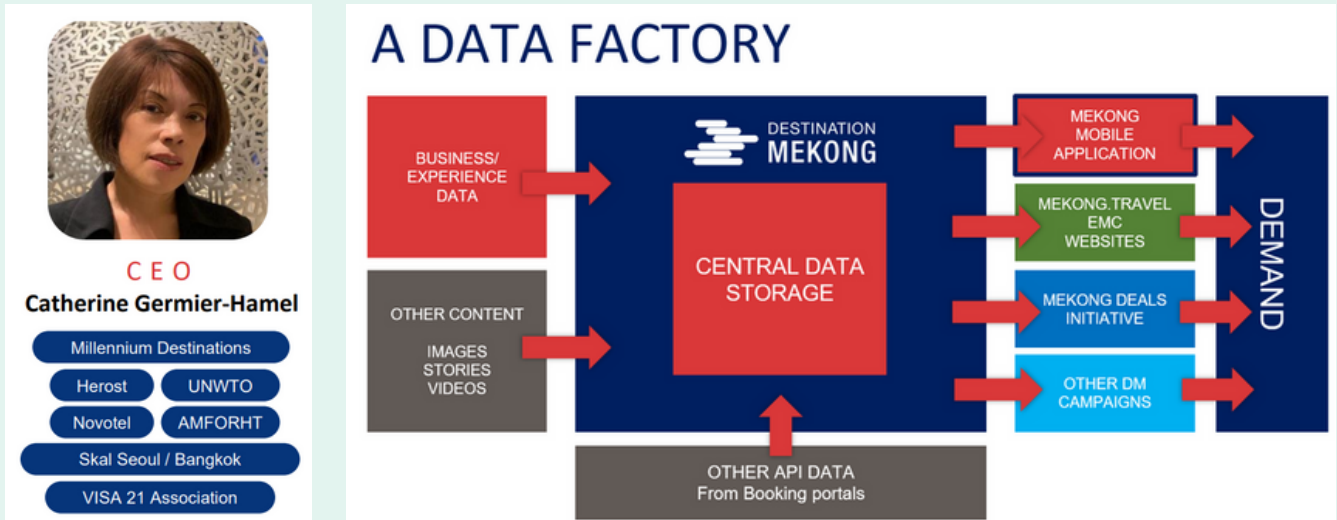
Mr. Madhurjya Dutta, Director of the Trade and Investment Facilitation Department, MI, provided information on the application, which is initially aimed at hotels and resorts that have adopted sustainability and cultural and creative economic activities as part of their core business model. The tool is envisioned as an accessible and efficient means of sustainable and smart tourism in the Mekong region.



Hue Roadshow

POI Data Information

Catherine Grenier, CEO of Destination Mekong, provided additional information on the new tourism app featuring a central database management system that includes customer reviews, images, stories, links to websites, deals, and other marketing materials for points of interest.



Discussion of the technical aspect

Dr. Sang-won Park of Kyung Hee University in Korea joined the event online for a discussion of the technical aspect of the new tourism application. Dr. Park shared insights into the unique cultural and sustainable emphasis provided by this application that differentiates it from existing products in the market. The application will be available on app stores, including Google Play and Apple.



Hue Roadshow

Ms. Daisy Park, a Project Consultant, emphasized the importance of establishing linkages between cultural destinations, such as Hue, and Korea's popular cultural brands in TV and music to increase Hue's appeal to Korean travelers.



Closing Remarks

In his closing remarks, Director of the Department of Tourism, Mr. Nguyen Van Phuc thanked delegates and speakers for sharing knowledge and solutions to promote sustainable tourism. “Through this project and roadshow, we learned how state agencies and relevant local businesses can participate in the tourism ecosystem connecting Hue with four other Heritage Ancient Capitals in the Mekong sub-region to promote and introduce heritage values, culture, history, destination, and tourism products to the visitors through mobile applications. Thereby, we have the opportunity to exchange learning and share experiences in producing creative and inspiring content for potential tourists, tour operators, and investors to introduce the true value of ancient capitals located in the Mekong sub-region”, he emphasized.



Hue Roadshow Participants

	Name
1	Mr. Phan Thanh Binh, People's Committee of Thua Thien Hue Province
2	Ms. Le Thi An Hoa, Hue Monuments Conservation Center
3	Mr. Ho Dang Long, Hue Festival Center
4	Mr. Vo Duc Quang, Thua Thien Hue Newspaper
5	Mr. Pham Ba Hung Lam Minh Quy, Hue Tourism College
6	Ms. Ngo Thuy Trang, Culture Newspaper
7	Mr. Le Van Hieu, Voice of Vietnam (VOV)
8	Mr. Truong Thanh Minh, Hue Tourism Information and Promotion Center
9	Mrs. Phan Thi Phuong Thao, Hue Tourism Information and Promotion Center
10	Ms. Dang Tran Nhat Anh, Hue Tourism Information and Promotion Center
11	Ms. Hoang Tran Thu Uyen, Hue Tourism Information and Promotion Center
12	Mr. Nguyen Thuc Nhan, Hue Tourism Information and Promotion Center
13	Mr. Le Dinh Hoang, Hue Tourism Information and Promotion Center
14	Mr. Nguyen Ngoc Kim Lan, Hue Tourism Information and Promotion Center
15	Mr. Tran Anh Dung, La Perle Hue
16	Mr. Nguyen Thai Vu, Hue Railway Hotel
17	Ms. Huyen Phung, Vong Canh Hue
18	Mr. Hoang Truong Phuoc Lam, Hoang Ky Lam Travel Service Co., Ltd
19	Mr. Nguyen Xuan Kien, Motorcycle Vietnam Co., Ltd – Motorvina
20	Mr. Vu Van Chuong, Proud Vietnam Travel Limited Company
21	Mr. Trần Thanh Tú, Tu Tran Travel and Trading Company Limited
22	Mrs. Ho Thi Suong Lan, Viet Orchid Travel Service and Trade One Member Limited Liability Company
23	Mr. Nguyen Dinh Thanh, Eagle Travel, Advertising and Communication Service Joint Stock Company
24	Ms. Nguyen Lan Vy, VKSTAR Joint Stock Company
25	Mrs. Chau Thi Nho, Branch of Song Viet Joint Stock Company in Hue
26	Ms. Nguyen Thi Thuy Trang, Elephant Media & Travel Services One Member Limited Company
27	Mr. Le Dinh Huy, Le Gia Travel One Member Limited Liability Company

	Name
28	Mr. Tran Van Truyen, A-Travel Mate and Trading Company Limited
29	Mr. Ngo Hong Khanh, Khanh Tuan Tourist Limited Company
30	Mr. Mai Quoc Bao, Loc Mai Manufacturing Trading Services Company Limited
31	Mr. Pham Van Hien, Coi Spa Co., Ltd
32	Mr. Le Anh Tuan, HG Hue Joint Stock Company
33	Mrs. Ho Nhat Phuong, SBC Royal Co., Ltd
34	Mrs. Le Thi Nhu Quynh, Produce Trading Services Bach Ma Herbs Company Limited
35	Ms. Nguyen Thi Ngoc Quynh, Hue Smile Trading and Travel Company
36	Mr. Phan Quoc Vinh, Eureka America One Member Company Limited
37	Mr. Truong Cong Le Hoang, Viet Trung Travel and Service One Member Co., Ltd
38	Mr. Nguyen Khac Toan, HueTravel Corporation
39	Mr. Trinh Xuan Tinh, Hoa Nen Essential Oil Production One Member Co., Ltd
40	Mr. Hoang Minh Tai, Quang Tho Centella Tea
41	Ms. Ngo Dinh Bao Vi, Vietnam Truc Chi Art Company Limited
42	Ms. Phan Thi Dieu Huyen, Moc Truly Hue's Company Limited
43	Ms. Nguyen Thi Thuy An, An Nhien Garden
44	Mrs. Ton Nu Thi Ha, Tinh Gia Vien
45	Mrs. Phan Ton Gia Hien, Tinh Gia Vien
46	Dr. Rodney W Caldicott, Dr. Rodney W Caldicott (inviting Lecturer, College of Tourism)
47	Mr. Pham Ngoc, Thuan Hoa Travel

Luang Prabang Roadshow

Promote sustainable and smart tourism concepts in Luang Prabang

On January 13, 2023, the project team organized another roadshow in Luang Prabang, Lao PDR in collaboration with the Department of Industry and Commerce (DIC) for Luang Prabang Province. DIC supported with necessary on-site event preparations.

The activity, organized as part of a “Sustainable and Smart Tourism Development in the Mekong Region” project, is aimed largely at the tourism stakeholders in the hotel and resort sector with sustainability as a core business model, as well as ecological-focused and community-based tour operators, Luang Prabang's One District One Product (ODOP) product and souvenir enterprises with a digital presence, Luang Prabang’s fine arts and musical instruments associations, and digital media which promote sustainable tourism.



Remarks by Mr. Bounsom Khounmany, the Director General for the Luang Prabang

“Today’s meeting is a milestone for the development of goods and services in Luang Prabang which will contribute to creating favorable conditions for the tourism actors who will benefit from wider market access in the Mekong Region and beyond,” Mr. Bounsom Khounmany, the Director General for the Luang Prabang Department of Industry and Commerce (DIC), said in his opening remarks on behalf of the Luang Prabang Governor’s office.

The event was attended by over 80 stakeholders from both the public and private sectors. Prior to this, the project had organized two successful similar roadshows in Ayutthaya and Siem Reap, and two more events are planned to be held in Hue, Viet Nam, and Bagan, Myanmar. The selected destinations are all UNESCO heritage sites which have been identified due to their historical and cultural significance and as prime locations for the tourism industry.

Luang Prabang Roadshow

Presented application content

“The objectives of today’s roadshow are to introduce and promote the concept of a newly designed smartphone application and validate the Points of Interest (POI) information of local innovative and sustainable businesses for the application content. In doing so, we hope to produce creative and inspiring application content which will help improve the travel experience and the quality of life of both visitors and local residents,” said Mr. Madhurjya K. Dutta, the Trade and Investment Facilitation Department Director, MI.



Roadshow featured and Cultural Dances

The half-day roadshow featured a number of activities including expert presentations, an exhibition to showcase Luang Prabang goods and services by local enterprises, as well as a Luang Prabang traditional dance performance by Souphanouvong University students.



Luang Prabang Roadshow

Luang Prabang Products Exhibition Site



Luang Prabang Roadshow Participants

	Name
1	Wang Lamphet, Ban Chanh Pottery House
2	Somphet, Handicraft and incense at Phou Si
3	Kogtawee, Weaving Group
4	Ladsamee Thongviset, Luang Prabang Thong Viset Shop
5	Wandala, Vanvisa Guesthouse
6	Damli Suliwang, Passa Paa Boutique
7	Boonthavee Panchaya, Lao traditional medicine
8	Somphet, Somphet Silk Handicraft
9	Phutai
10	Sompasang
11	Thale, My BanLao Hotel
12	Somnuek, My Dream Resort
13	Somsanith, Guest House
14	Wanthalin Keokhamphet, My Lao Home Guest house
15	Sangjan, Bee Camp Guest House
16	Sa nga, Phong Pang Guest house
17	Souksawang, Pimpa Guest house
18	Pitsamai chanthasee, Thong Pailin restaurant
19	Boonpheng Pilailuk, Phlailuk Guest house
20	Sutthiwong, Lao Chamber of Commerce
21	Phatpalee Thaladabud, Villa Senesouk
22	Chansangwon, Zen Family
23	Mittraphap Wangmasee, Villa Senesouk
24	Suwalad, Lao Chamber of Commerce
25	Phoummasit Duangdean, Phu sa Luangprabang Factory
26	Phoukham, Buppha Restaurant
27	Pimpha, Vanvisa Guesthouse
28	Anton Traohlich, Vanvisa Guesthouse
29	Khamlak
30	Banjerd Seangsea, Artist
31	Toum, Lao Chamber of Commerce
32	Ladsulak, Handicraft
33	Poutthalad Chanthamane, Lao Chamber of Commerce
34	Boonsuay Keawkham, Lao Chamber of Commerce
35	Boonpheng, Lao Chamber of Commerce
36	Boonsith, Department of Industry and Commerce (DIC)

	Name
37	Khamtanh Somphanvilay, Department of Industry and Commerce (DIC)
38	Santi Chanthalad, Department of Industry and Commerce (DIC)
39	Dawduen Sawaddee, Lao Chamber of Commerce
40	Khampan Sripanya, Lao Chamber of Commerce
41	Mr. Khattaphone, Lao Chamber of Commerce
42	Ms. Duangmala, Lao Chamber of Commerce
43	Paiwan Seangmalai, Lao Chamber of Commerce
44	Seangchan Simmala, Lao Chamber of Commerce
45	Petchmanee Saliya, Lao Chamber of Commerce
46	Mr. Sombath Phommany, Souphanouvong University
47	Wiparat Jantric, Herbal Soap shop
48	Manaf Jhanpetch, Painted Handmade Bag shop
49	Jutatip Ketkam, Pork Sarong shop
50	Winai Ruayjareun, Forest Knife shop
51	Suparada Panumasmonthol, Herbs Product shop
52	Sineenat Yamyim, Pork Stick shop
53	Kesine Kongjareunsuk, Artificial Flowers shop
54	Sulang Saelao, Fried tofu shop
55	Samran Phumjampa, Bamboo Product shop
56	Satit Panduangkeaw, Deep fried shop
57	Peeraya Ruangkit, Bamboo Product shop
58	Anchita Raktham, Handmade Basket shop
59	Thanadol Songjareuan, Makmit production
60	Mahasak Phromchai, Makmit production
61	Sujinda Nuangsaatuean, Painted Handmade Bag shop
62	Sirichai Homchamod, Community Development Office
63	Rattana Ketphan, Community Development Office
64	Worawan Thonglertsuk, Fried tofu shop
65	Arinya Korapopgun, Pork Stick Tatum
66	Apirak Kinbuppha, Aranya Knife shop
66	Pornshita Silom, Palm Leaf Handmade shop
67	Parinya Sabai, Folk Performance
68	Kamol Prathomway, Coconut Perfume shop
69	Naruekit Sangkaewkud, Coconut Perfume shop
70	Audchara Naklor, Thai dessert shop
71	Tharawut Julwhong, Palm Leaf Handmade shop

Luang Prabang Roadshow Participants

	Name
72	Preyaporn Teanlor, Thai fabric shop
73	Jarin Nakdee, Folk Performance
74	Panom Khonthasorn, Folk Performance
75	Darunee Khonthasorn, Folk Performance
76	Saetsan Sumanit, Folk Performance
77	Arree Supattha, Soft mung-bean crepe shop
78	Sumalee Jinda, Thai Curry puff shop
79	Somprathana Lueshorn, Thai dessert shop
80	Supara Chuathai, Thai dessert shop
81	Thipparat Aramrote, Soft mung-bean crepe shop
82	Sombat Jettapon, Palm Leaf Handmade shop
83	Aumnuay Loylamai, Thai dessert shop
84	Tupon Peamhai, Thai dessert shop
85	Wimolmanee Rueanyat, Garland shop
86	Phattarawadee Sayon, Garland shop
87	Satit Pandaoket, Deep fried shop
88	Sunthornmas Baibuathong, Community Development Office
89	Achida Rutgam, Community Development Office
90	Chittarat Thongkuang, Community Development Office

Bagan Roadshow

Bagan at a glance:

Lying on a bend of the Ayeyarwady River in the central plain of Myanmar, Bagan is a sacred landscape, featuring an exceptional range of Buddhist art and architecture. The seven components of the serial property include numerous temples, stupas, monasteries and places of pilgrimage, as well as archaeological remains, frescoes and sculptures. The property bears spectacular testimony to the peak of Bagan civilization (11th -13th centuries CE), when the site was the capital of a regional empire. This ensemble of monumental architecture reflects the strength of religious devotion of an early Buddhist empire. To this day, Bagan has become a complex, layered cultural landscape which also incorporates living communities and contemporary urban areas.



On March 13, 2023, the “Bagan Roadshow was organized in collaboration with private sector actors in Bagan. Approximately 50 local businesses in Bagan attended the half-day event.

Remarks by Mr. Jackie Thet Lwin Toh, Managing Director of Myanmar Voyages

In his opening remarks, Mr. Jackie Thet Lwin Toh, Managing Director of Myanmar Voyages, said, "Bagan has been greatly affected by the COVID-19 pandemic and the political instability in Myanmar. While we are now taking steps toward recovering local businesses, this initiative plays a crucial role in accelerating the process. Through digital presence and increased direct exposure to target markets, local businesses will have the opportunity to improve both their competitiveness and environmental sustainability. Therefore, I believe this project will greatly benefit Bagan's economic recovery efforts and the tourism industry's resiliency in Myanmar as a whole."



Bagan Roadshow

Mr. Madhurjya K. Dutta, the Trade and Investment Facilitation Department Director, MI, underscored the needed collective efforts by saying, “Travelers are increasingly concerned about the environment, prompting all stakeholders in the tourism sector to make sustainability a priority. Therefore, in this journey, we must join hands to meet the growing demand for sustainable tourism so that Bagan will be recognized as a sustainable tourism destination.”



“Today’s activity is part of a ‘Sustainable and Smart Tourism Development in the Mekong Region’ project. It is aimed largely at those in hospitality and tourism sector with sustainability as a core business, including tour operators with a focus on ecology and community, producers of handicrafts and souvenirs, artisans and culinary providers, as well as associations promoting local fine arts and musical instruments, eco-friendly

accommodation providers, and digital media outlets dedicated to promoting sustainable tourism,” he added.

Bagan local businesses

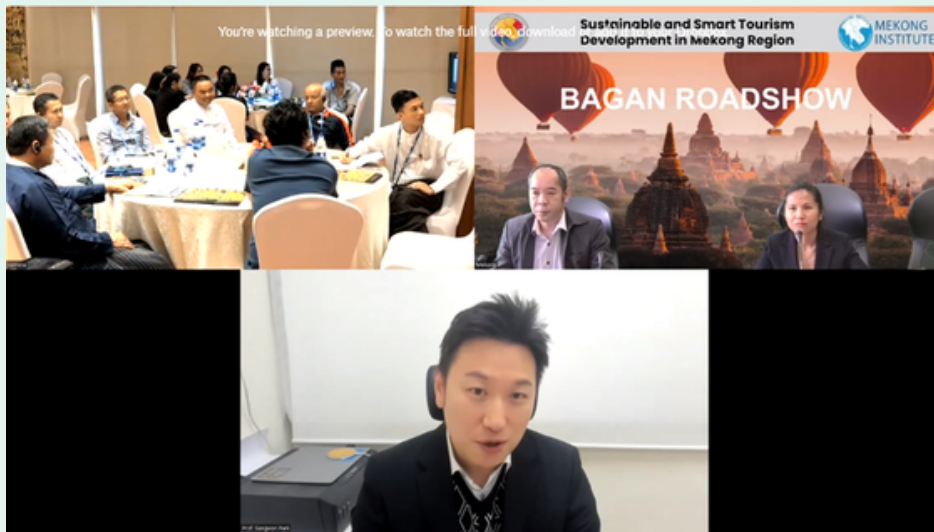
Another highlight was the exhibition by Bagan local businesses around the event’s grounds, inviting guests and participants to visit the booths. Showcases ranged from the handmade goods and food, tourism services, cultural and traditional arts, visual arts, and community-based tourism experiences and activities which are on offer.



Bagan Roadshow

Introducing the Mekong Heritage app to the audience.

To help improve the travel experience and promote knowledge exchange, a new mobile application is underway. Dr. Sangwon Park, Kyung Hee University, who is behind the development of the digital tool, took to the stage to present the app to the audience: “The new application will increase access to information on sustainability practices of the local businesses and help promote their products at selected heritage sites. Through the app, sustainable and smart heritage tourism best practices from various heritage sites in Mekong Countries will be shared.”



Providing insights on sustainable tourism

Two other experts provided insights on sustainable tourism, namely Ms. Catherine Germiel-Hamel, CEO, Destination Mekong, who talked about the Point of Interest (POI) data used to create attractive content for the mobile app, and Ms. Daisy Park, a project consultant, who gave an insightful presentation on Korean travelers, market opportunities and the potential of digital technology in sustainable tourism promotion.



Bagan Roadshow Participants

	Name
1	Sithu Kyaw, Win House
2	Tin Aung Toe, Su Tine San
3	Daw Ei Ei Khaing, Bagan View Hotel
4	May Thazin Aung, Green Land
5	Myat Min Soe, Rain Hotel
6	Htoo Pyae Sone Hlan, Baobabed Hotel
7	Daw Mar Lar Win Maung, Billiken Hotel
8	Myo Min thant, Kyaw Thura Lwin (Home Stay)
9	Zaw Thet Paing, No.18
10	Ma Moe Moe Han, My Place
11	Ma War War
12	U Win Ko, Sun Rise Bagan
13	Wai Yan Phyo, Shwe Kant Kaw Hotel
14	Daw Nyein Nyein, Temple View
15	U Yan Naing Htoo, The Golden Bamboo
16	U Naing Lin, Village House
17	Ma Theingi Oo, Nanda Restaurant
18	Pyae Phyo Kyaw, Queen
19	U Nyunt Hlaing, Malar Theingi
20	U Aung Ko Myint, Golden Emperor Restaurant
21	Yin Yin Soe, Mya Yadanar Restaurant
22	Daw Zin Mar Win, Be Kind To Animal The Moon
23	Ye Myint Tun, Treasure Café Daung Lang Gyi
24	Ko Min Min Zaw, SHARKY'S Restaurant
25	Khin Nyein San, Nu Wah Myanmar Buffet
26	Arkar, La Pizza Restaurant
27	Yadanar Than Htike, Cake de Bagan
28	U Khin Maung Htway, La Min Thit Restaurant
29	Aeyar Moe, Sunset Garden
30	U Aung Soe, Zee Kwat Pone Yay Gyi
31	Win Kyaing, Paukkan Wood Carving Souvenir
32	Zayar Win, Theint Cotton Souvenior Shop
33	Thein Zaw Myint , Kaung Set Souvenir Shop
34	U Soe Kyi Aung, Mya Thit Sar Souvenir Shop
35	Hla Oo Maung, U Ba Nyein Lacquerware
36	Khant Si Thu, Stallion Goddess ,Eco Printing
37	Win, Wyne Todday Palm
38	Daw Moe Moe Htwe, Balloon Over Bagan

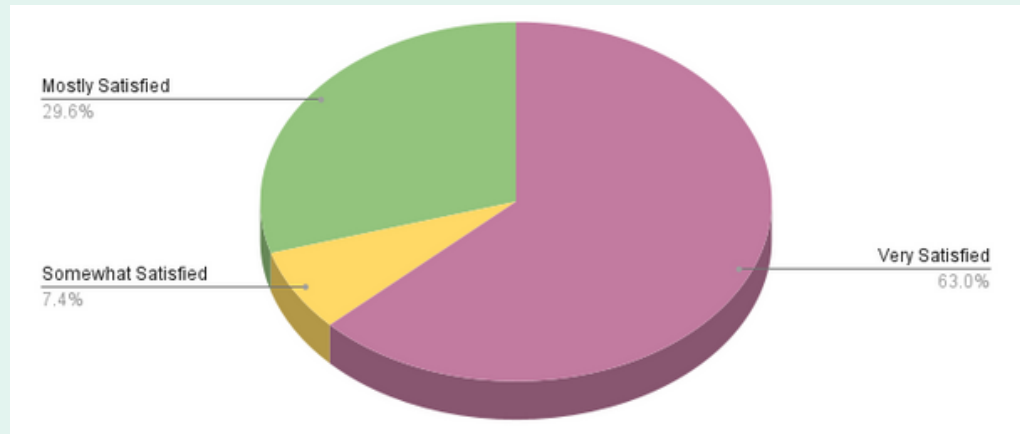
	Name
39	Kyaw Thu Htun, Oriental Ballooning
40	Daw Thin Thin Oo, STT Balloning
41	U Than Chaung, Bagan Viewing Tower
42	Min Min Aung, Bagan Palace
43	Tin Ko Min, The Great Mauntain Treeking
44	Thet Htar Khaing, Bagan Mountain Bike
45	Maung Thiha, Artist Maung Thiha
46	Chit Hnin Eain, Chit Hnin Eain
47	Min Min Oo Photo, Min Min Oo (Photo)
48	Lin Lin Tun, Golden Brother Mendi
49	U Win Kyi, Maung Pa Sand Panting
50	Ko Kyaw San, Hangyi Car Rental
51	Hnin Nu War, Star Of Bagan
52	U Thet Lwin Toh, Myanmar Voyages
53	Nyein Tsu
54	Myo Tun Naing
55	Ms Phyu Phyu

Feedback and Lessons Learned

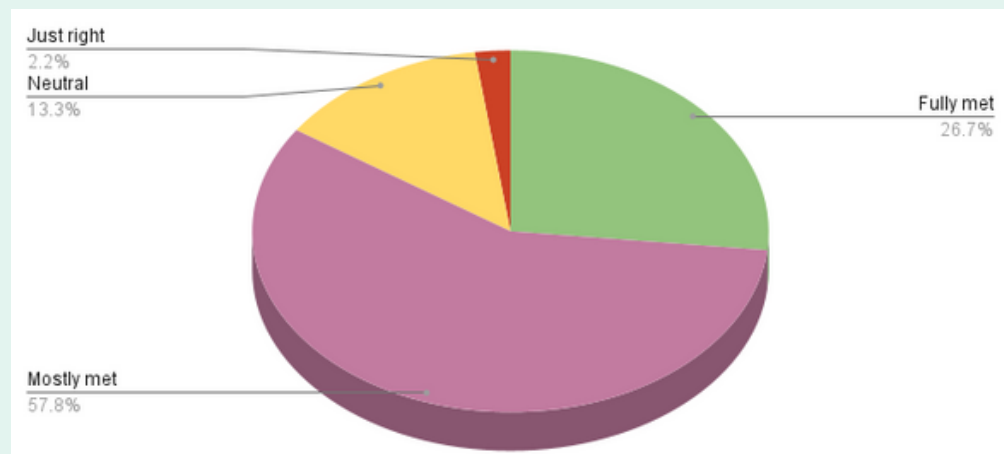
The participants provided diverse feedback on their experiences.

According to the participants, the roadshow provided a valuable opportunity to connect with other entrepreneurs/SMEs and foster collaborations that might not be possible in everyday interactions. The participants acknowledged the organization's substantial effort in the project while some participants expressed concerns in their feedback. They advised focusing less on technical presentations and more on facilitating meaningful connections among key stakeholders, promoting local businesses, and fostering a sustainable plan for the new app.

Please share your overall satisfaction level with your experience at the roadshow event.



To what extent, did the event meet your expectations?

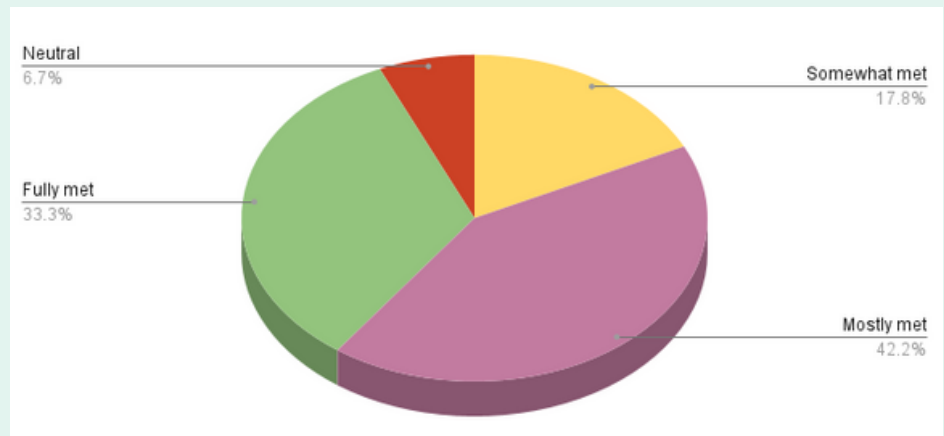


Despite the challenges and constructive feedback, participants acknowledged the roadshow's positive potential for the Mekong region with the right vision and stewardship. By aligning their efforts with the interests of local businesses and communities, the Mekong Institute can garner greater support and enthusiasm for the mobile app's adoption and success in the region.

Feedback and Lessons Learned

The participants encouraged the Mekong Institute to outline a clear path for the app's future, exploring potential monetization strategies to ensure its long-term viability and value to the community. Participants questioned the app's appeal to tourists and sought clarification on its value proposition and promotional strategies. They also inquired about the availability of a marketing budget and highlighted the importance of promoting small businesses to level the playing field against larger corporations. Particularly, they expressed concerns about the app's ability to get enough users/downloaders and compete against well-established giants like Traveloka and TripAdvisor.

Did the roadshow meet its objective in promoting local cooperation and integration of sustainable and smart tourism practices?



To what extent, did the knowledge and information gained from the roadshow relevant to your work/business?

