



Mekong- ROK Cooperation Fund Activities Progress Report

A. Brief Activities Information	
1.1. Project Activities	A. Facilitating Smart Tourism Development in Mekong Countries A1. Mekong Sustainable Tourism, Cultural Content Development, Platform Construction A2. Mekong Sustainable Tourism, Cultural Content Development, Platform Construction
1.2. Country(ies)	CLMVT
1.3. Project Area	
<input type="checkbox"/> Culture and Tourism <input type="checkbox"/> Human Resources Development <input type="checkbox"/> Agriculture and Rural Development <input type="checkbox"/> Infrastructure <input type="checkbox"/> Information and Communication Technology (ICT) <input type="checkbox"/> Environment <input type="checkbox"/> Non-traditional Security Challenges	
1.4. Project Implementation start/end date	
Implementation start date	16 March 2020
Implementation end date	15 February 2023
Project lifespan	3 years
B. Prepared by	
Name:	Daisy Park
Title:	ROK project manager
Department:	ROK consultant in cooperation with Mekong Institute
Signature:	
Date:	2020/12/17
C. Update on progressive implementation of the project	

Project Activities in Plan

1. Purpose

- Building up Smart and Sustainable Tourism Platforms of Mekong 5 countries (CLMVT) Items

2. Concept development

Tourism product and contents (in Korea / English)

- Smart tourism: Establish and update cultural and tourism contents/information and major tourism attractions of CLMVT
- Sustainable tourism: Local-lead and sustainable tourism attractions (e.g. Community Based Tourism) and develop products in cooperation with local DMCs of CLMVT
- Target Countries: 5 Mekong Countries (Myanmar, Laos, Cambodia, Vietnam and Thailand)

3. Period: March 2020-Feb 2021

4. Recipients

- Locals in CLMVT (recovery of tourism industry, economic benefit with investment and earning from visitors)
- Support marginalized locals (women and youth),
- Training young leaders in tourism business),
- Korean travelers/business/investors (with updated and various information)

Project Activities in Progress

1. Title: Mekong Sustainable Tourism, Cultural Content Development, Platform Construction

2. ROK-Mekong sustainable tourism online platforms

- Build and operate a website and social media
- E-guidebook
- Media PR

▼ ROK-Mekong sustainable tourism online platforms

- ROK team has built a website, facebook, Instagram and Blog (instead of YouTube in consideration of COVID-19 situation) since Aug 2020 and here are updates on environment and progress of the project.

▼ Environment

- Due to unexpectedly prolonged COVID-19 period, active promotions to increase visitors and followers have been delayed in consideration of government's guidelines and consumers sentiment in worries and fears.
- Korea now met the biggest 3rd spike with over 10,000 confirmed cases per day from early December, sentiment to revive tourism has been frustrated again and we shall wait till the surge be eased.
- Instead of focusing on promotion, ROK team continues to build up readable, informative and authentic contents to attract Millennials in 20-30's who put higher value on experience unique local culture. These contents will also be shared to local DMCs on building up their e-platforms.
- Timeline has been rescheduled meeting the market environment as follows.

▼ Update on Contents/Followers

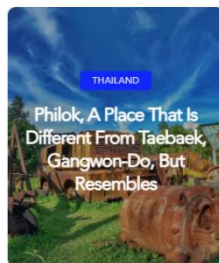
Website: www.mekongsustainabletourism.com

- Number of articles: 67
- Website Traffic: 35 per day



Mekong Cambodia Laos Myanmar Vietnam Thailand

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Mekong Cambodia Laos Myanmar Vietnam Thailand

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Vietnam Story



DALAT
"What Makes Vietnamese Coffee So Special"



PHONG NHA (QUANG BIN PROVINCE)
How To Explore The World's Largest Cave



PHONG NHA (QUANG BIN PROVINCE)
Secret Forest, Phong Nha Ke Bang National Park



VIETNAM
"A Bowl Of Delicious Noodles"

[Eng]

Project Introduction: <http://mekongsustainabletourism.com/en/aboutus>

About MI: <http://mekongsustainabletourism.com/en/aboutmi>

About MKCF: <http://mekongsustainabletourism.com/en/aboutmkcf>

[KOR]

Project Introduction: <http://mekongsustainabletourism.com/ko/aboutus>

About MI: <http://mekongsustainabletourism.com/ko/aboutmi>

About MKCF: <http://mekongsustainabletourism.com/ko/aboutmkcf>

Social media:

www.facebook.com/mekongstory

• Followers: 61

• Number of articles: 30



메콩 스토리 Mekong Story

@mekongstory · Tourist Information Center

Following

Home Reviews Videos Photos More

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About

See All

- 메콩의 진짜 삶을 이야기합니다
- 58 people like this including 2 of your friends
- 61 people follow this
- <https://blog.naver.com/mekongstory>
- Send Message
- mekongstory@naver.com
- Tourist Information Center

Suggest Edits

Is this a physical location that people can visit?

Yes

Unsure

No

Photos

See All



메콩 스토리 Mekong Story

19 hrs ·

[CLMVT 대표 시장 - 베트남]

안녕하세요 여러분!
오늘은 베트남을 대표하는 시장으로
여러분을 안내합니다! ... See More

See Translation



www.instagram.com/mekong_story

- Followers: 66
- Number of articles: 30

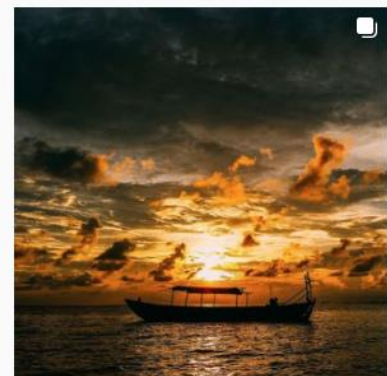


mekong_story Message ✓ ▼ ⋮

30 posts 66 followers 6 following

메콩 스토리 Mekong Story
메콩의 진짜 삶을 이야기합니다 🇰🇷
👍👍👍
bit.ly/3eaj4Yf
Followed by daisyparkkorea

POSTS TAGGED



Blog:
blog.naver.com/mekongstory

- Number of articles:
- Followers: 220



▼ Feedbacks:

- 1) Highly readable contents (ID: youu_hada)
- 2) Short and interesting articles (ID: stay_with_good_view)
- 3) Informative, brand new topics (ID: goodtraveler_kr)
- 4) Wish to experience Mekong's unique culture and nature (ID: peacockvelvet)

▼ E-guidebook

in progress to be finished by Mar 2021

▼ Media PR

Mekong sustainable tourism e-platforms and activities

- Human Aid Post: <http://www.humanaidpost.com/news/articleView.html?idxno=22046>
- Consumers times: <http://www.cstimes.com/news/articleView.html?idxno=440023>
- Prime Economy: <http://www.newsprime.co.kr/news/article/?no=524932>
- Tour Korea: <https://www.tournews21.com/news/articleView.html?idxno=44552>
- Korea Travel Times: <https://www.traveltimes.co.kr/news/articleView.html?idxno=110594>
- Korea Travel Times: <http://www.traveltimes.co.kr/news/articleView.html?idxno=110690>
- Discovery News: http://www.discoverynews.kr/sub_read.html?uid=317572
- The good review: <https://bit.ly/34jFqm5>

Mekong sustainable tourism Cities

- Vietnam, Laos and Thailand:
http://digitalchosun.dizzo.com/site/data/html_dir/2020/07/17/2020071780112.html
- Golden Triangle & Thailand:
http://digitalchosun.dizzo.com/site/data/html_dir/2019/11/21/2019112180125.html
- Hue, Vietnam: http://digitalchosun.dizzo.com/site/data/html_dir/2019/05/13/2019051380033.html
- Clean Laos: http://digitalchosun.dizzo.com/site/data/html_dir/2018/07/25/2018072511561.html
- Dalat, Palawan, Chiang Mai:
http://digitalchosun.dizzo.com/site/data/html_dir/2019/01/16/2019011610048.html
- Healing and Re-ports:
http://digitalchosun.dizzo.com/site/data/html_dir/2018/01/18/2018011811062.html
- Mekong River cruise: <http://www.traveltimes.co.kr/news/articleView.html?idxno=109366>

D. Problems Encountered/Deviations

1. Lack of consumers' actions for finding tourism information during COVID-19
2. Government guidelines and social agreement to refrain from overseas travel
3. First 6 months as a period of building contents, pages are yet fully promoted to public readers
4. Promotional tools are yet applied; no advertisement, events yet in actions
5. Lack of information source; not very active feedbacks from some NTOs

E. Work plan for the remaining activities

Work progress related with A1/A2

1. Mar 16: Announcement of approval of the project
2. Mar 20: Start communication for admin facilitation
3. Mar-July: Exchange of project details
4. July 16: ToR for Daisy Park signed
5. Aug 9: ToR for Mi Jung approved
6. Sept 1: Main focal point of the project (Ms. Racha)
7. Sept 8: The 1st meeting with NTOs (Myanmar)
8. Sept 22: The 2nd meeting with NTOs (Cambodia)

Timeline

1. Appointing agencies and start building platforms and operation (Aug-Nov 2020)
2. Focus on building creative and readable sustainable tourism contents up to 100 contents per platform (Oct 2020-Dec 2021)
3. Promote and share e-platforms to public (Jan-Apr 2021)
4. Share contents and images to Mekong local tourism industry for their use of marketing to attract Korean and English speaking visitors (Mar 2021~)

F. Appendix

Appendix 1: Communication report with NTOs of CLMVT

Appendix 2: Mekong Website (Contents)

Appendix 3: Mekong Blog (Contents)

Appendix 1: Communication report with NTOs of CLMVT

ROK team tried to communicate with who are in charge of National tourism organizations and hotel associations to;

- 1) Keep the project aware and participated by NTOs
- 2) Source sustainable tourism information to build up e-platforms
- 3) Develop sustainable tourism program under keywords (unique local attractions) and 2nd cities (to extend period of stay in each country)
- 4) Keep updating the progress of project

The communication was done by Ms. Mijung Im (mijung8633@gmail.com) and 3 emails were circulated to CLMVT and MI.

1st Report (14 October 2020)

- (1) Mekong River
- (2) Sustainable Tourism
- (3) Mekong-ROK Cooperation and Mekong-ROK Cooperation Fund
- (4) CLMVT countries
- (5) Thailand - Sanuk, Maipen rai
- (6) Lao PDR - Buddhist culture
- (7) Vietnam - Coffee
- (8) Myanmar - Pagoda
- (9) Cambodia - Apsara
- (10) Thailand - Ayutthaya

Facebook : www.facebook.com/mekongstory ► 9 stories uploaded

Instagram : www.instagram.com/mekongstory ► 9 stories uploaded

Blog : blog.naver.com/mekongstory ► 10 stories uploaded

5 Focal Unesco Heritage Certified Cities and the 2nd Cities for more stay

- Cambodia : Siem Reap & Kampot
- Lao PDR : Luang Prabang & Van Vieng
- Myanmar : Bagan & Inlay lake
- Vietnam : Hue & Hoi An
- Thailand : Ayutthaya & Kanchanaburi

2nd Report (12 November 2020)

2nd Report

- (1) Mekong River
- (2) Sustainable Tourism
- (3) Mekong-ROK Cooperation and Mekong-ROK Cooperation Fund
- (4) CLMVT countries
- (5) <Culture> Thailand - Sanuk, Maipen rai
- (6) <Culture> Lao PDR - Buddhism

- (7) <Culture> Vietnam - Aozai, Coffee, Rice Noodles
- (8) <Culture> Myanmar - Pagoda
- (9) <Culture> Cambodia - Apsara
- (10) <Thailand> Ayutthaya (1)
- (11) <Lao PDR> The history of Luang Prabang and the must-see sights
- (12) <Cambodia> The history of Siem Reap and the temples of Angkor
- (13) <Vietnam> The history and culture of Hue and the Nguyen Dynasty
- (14) <Myanmar> The history of Bagan and its representative sites
- (15) <Thailand> Ayutthaya (2)
- (16) Beer trip along the Mekong River
- (17) UNESCO World Heritage Sites in the Mekong countries
- (18) Sunset spots in CLMVT

Facebook : www.facebook.com/mekongstory ► 17 stories uploaded

Instagram : www.instagram.com/mekongstory ► 17 stories uploaded

Blog : blog.naver.com/mekongstory ► 18 stories uploaded

3rd Report (3rd December 2020)

- (1) Mekong River
- (2) Sustainable Tourism
- (3) Mekong-ROK Cooperation and Mekong-ROK Cooperation Fund
- (4) CLMVT countries
- (5) <Culture> Thailand - Sanuk, Maipen rai
- (6) <Culture> Lao PDR - Buddhism
- (7) <Culture> Vietnam - Aozai, Coffee, Rice Noodles
- (8) <Culture> Myanmar - Pagoda
- (9) <Culture> Cambodia - Apsara
- (10) <Thailand> Ayutthaya (1)
- (11) <Lao PDR> The history of Luang Prabang and the must-see sights
- (12) <Cambodia> The history of Siem Reap and the temples of Angkor
- (13) <Vietnam> The history and culture of Hue and the Nguyen Dynasty
- (14) <Myanmar> The history of Bagan and its representative sites
- (15) <Thailand> Ayutthaya (2)
- (16) Beer trip along the Mekong River
- (17) UNESCO World Heritage Sites in the Mekong countries
- (18) Sunset spots in CLMVT
- (19) Rivers you encounter while traveling in Vietnam
- (20) <Lao PDR> Lao PDR's culture and its food
- (21) <Myanmar> Inle Lake and Pyin Oo Lwin
- (22) <Thailand> Elephants and ecotourism
- (23) <Cambodia> All about Tonle Sap lake
- (24) 2020 Mekong-ROK Summit
- (25) Traveling to Lao PDR
- (26) Vietnam's signature cuisine
- (27) Cambodia's signature cuisine
- (28) Thailand's signature cuisine
- (29) Myanmar's signature cuisine

Facebook : www.facebook.com/mekongstory ► 26 stories uploaded
 Instagram : www.instagram.com/mekongstory ► 26 stories uploaded
 Blog : blog.naver.com/mekongstory ► 29 stories uploaded

Keywords for each city for making stories on e-platforms	
Siem Reap	<ul style="list-style-type: none"> • Angkor Sunrise Bike tour • Angkor Wat • Angkor Thom • Pre Rup temple(Sunset) • Ta Prohm temple • Banteay Srei • Beng Mealea • Pub street • Old market • Craftsmanship • Siem Reap boat tour • Tonle Sap lake • Floating fishing village • Kampong Phluk • Prahoc • Phnom Kulen(waterfalls) • Lotus farm
Kampot	<ul style="list-style-type: none"> • Praek Tuek Chhu river • Kayak • Fish market • Old French bridge • Lotus pond • Preah Monivong Bokor national park • Motorbike tour • Kampot pepper tour • Kampot salt field • Phnom Chhngok Cave temple • Brateak Krola lake • Cruise • Kep beach • Rabbit island

Luang Prabang	<ul style="list-style-type: none"> • Nam Khan river • Boat trip • Bamboo bridge • Phousi mountain • Kuang Si waterfall • Wat Xieng Thong • Wat Mai Suwannaphumaham • Green Jungle park(zip lining) • Jungle trek • Handicraft night market • Awk Phansa festival • Pha Tad Ke Botanical garden • Tham Sakkarin Savannakuha
Van Vieng	<ul style="list-style-type: none"> • Nam Song river • Kayaking • Tham Nam • Tubing • Nathang village(SAELAO Project) • Tham Loup cave • Ban Na Thong • Tham Phu Kham(Blue Lagoon) cave • Mountain bike • Tham Jang cave • Army bunker • Rock climbing • Tham Nam(zip lining) • Air ballooning
Bagan	<ul style="list-style-type: none"> • Pagan Kingdom • Archaeological zone • Ayeyarwady river • Lacquerware • Bagan viewing tower • Air ballooning • Yoke Sone Monastery • Zee O village • Soya Bean paste • Mt. Popa

Inlay lake	<ul style="list-style-type: none"> • Shan State • Intha people • Jungle-trekking • Boat ride • One-legged rowing • Silversmiths • Lotus plant fibres • Floating garden • Floating market • Phaung Daw Oo Pagoda • Inle Lake Wildlife Sanctuary
Hue	<ul style="list-style-type: none"> • Imperial city • Perfume river • Trang Tien bridge • Thanh Toan bridge • Thien Mu Pagoda • Thai Hoa Palace • Royal Tomb of Emperor Khai Dinh • Dieu De Pagoda(symbol for freedom) • Royal Fine Arts Museum • Hope center • Dong Ba market
Hoi An	<ul style="list-style-type: none"> • Ancient town • Night market • Japanese bridge • Tan Ky House • Phuc Kien assembly hall • Central market • Sidecar tour • Bike tour • Cruise • Café hopping • Tra Nhieu fishing village • An Bang beach • Tra Que vegetable village • Cam Nam island

Ayutthaya

- King River Prawns
- Boat Noodles
- Roti Sai Mai
- Lop Buri river
- Pa Sak river
- Chao Phraya river
- River Kayaking
- Sunset tour
- Bicycle tour
- Boat tour
- Buddhist temple
- Queen Suriyothai
- Bang Pa In Summer Palace
- Wat Chaiwatthanaram
- Wat Yai Chai monkhon
- Wat Ratchaburana
- Wat Mongkhon Bophit
- Wat Maha That
- Wat Phra Ram
- Wat Phra Sri Sanphet
- Ayutthaya Historical Park
- Krungsri Floating Market
- Night Market
- Cafe
- Ban Phraek

Kanchanaburi

- Khwae Noi river
- Khwae Yai river
- Mae Klong river
- Srinakharin Dam
- Vajiralongkorn Dam
- Sai Yok Noi Waterfall
- Sai Yok Yai Waterfall
- Erawan Waterfall
- Three Pagodas Pass
- Wat Wang Wiwekaram
- World War II museum
- Art Gallery
- Giant Rain Tree
- Chang Pheuk Mountain
- Wat Tham Khao Noi
- Khao Laem National Park
- Ban Don Chedi Ancient Remains
- Nine-Army Battle Historical Park
- Mueang Sing Historical Park
- Pilo Mine
- Underwater City
- Mallika City
- Kanchanaburi War Cemetery
- Pratu Mueng
- Chong Kai War Cemetery
- Sapan Mon Bridge
- Surasi Military Camp Floating Market

Appendix 2: Mekong sustainable tourism website contents update				
No	Country	English Title	Korean Title	CTR
67	Thailand	Philok, a place that is different from Taebaek, Gangwon-do, but similar	<u>강원도 태백과 다르지만</u> <u>닮은 곳, 필록</u>	11
66	Vietnam	The night in Hoi An is more beautiful than the day	<u>호이안의 밤은 낮보다</u> <u>아름답다</u>	23
65	Vietnam	Hoi An, a port city of 2000 years	<u>2 천 년의 세월이 담긴,</u> <u>항구 도시 호이안</u>	53
64	Vietnam	The oldest market in Hue	<u>후에에서 가장 오래된 시장</u>	10
63	Myanmar	Even a temple floats on the water	<u>사원마저 물 위에 띄우다</u>	47
62	Myanmar	Could it be so perfect, the Ananda Temple	<u>이토록 완벽할 수 있을까,</u> <u>아난다 사원</u>	45
61	Vietnam	The decline of Emperor Kai Dinh and the Nguyen Dynasty	<u>카이딘 황제와 응우옌</u> <u>왕조의 쇠퇴</u>	15
60	Thailand	Queen Suriyota, who threw herself to save the kingdom of Ayutthaya	<u>몸을 던져 아유타야 왕국을</u> <u>구했던 수리요타이 왕후</u>	20
59	Thailand	Softly melts in your mouth, Ayutthaya's cotton candy "Roti Saimai"	<u>입에서 살살 녹는다,</u> <u>아유타야의 솜사탕 "로티</u> <u>사이마이"</u>	10
58	Thailand	Juicy popping, giant freshwater prawn "King River Front"	<u>육즙이 팡팡 터진다,</u> <u>거대한 민물 새우 "킹 리버</u> <u>프론"</u>	15
57	Cambodia	Bon Om Tuk, a festival boasting 800 years of history	<u>800 년의 역사를 자랑하는</u> <u>축제, 본옴툽</u>	25
56	Myanmar	The building itself is a work of art, Yokesone Monastery	<u>건물 자체가 하나의 예술</u> <u>작품, 요케소네 수도원</u>	60
55	Cambodia	Angkor Thom, the confidence of the kingdom of Angkor	<u>앙코르 왕국의 자신감,</u> <u>앙코르 톰</u>	41
54	Myanmar	Where did the Shan come from	<u>샨족은 어디에서 온 것일까</u>	14
53	Myanmar	Cheonggukjang is also eaten in Myanmar	<u>미얀마에서도 청국장</u> <u>먹는다</u>	51
52	Myanmar	Traditional lacquer ware crafted with the hands of Myanmar	<u>미얀마의 손길로 빚어내는</u> <u>전통 칠기 공예</u>	42

51	Cambodia	Not knowing Prahok in Cambodia	<u>캄보디아에서 뿌라혹을</u> <u>모른다는 것은</u>	150
50	Vietnam	How to explore the world's largest cave	<u>세계에서 가장 큰 동굴을</u> <u>탐험하는 법</u>	58
49	Mekong	Korea-Mekong Sustainable & Smart Tourism Online Education	<u>한-메콩 지속가능&스마트</u> <u>관광 온라인 교육</u>	54
48	Thailand	Do you know the bridge on the river Kwai?	<u>콰이강의 다리를</u> <u>아시나요?</u>	25
47	Thailand	Pat Thai, the representative food in Thailand, is the food made?	<u>태국 대표 음식, 팟타이는</u> <u>만들어진 음식이다?</u>	45
46	Thailand	Noodles made on the boat	<u>배 위에서 만드는 국수</u>	22
45	Laos	Swim in the emerald waterfall	<u>에메랄드빛 폭포에서</u> <u>수영을 즐기다</u>	63
44	Laos	If you're traveling to Vang Vieng, leave your body on the Nam Song River.	<u>방비엥을 여행 중이라면</u> <u>남송 강에 몸을 맡겨볼 것</u>	50
43	Thailand	Gift from Chao Phraya River	<u>차오프라야강의 선물</u>	45
42	Myanmar	People living in the lake	<u>호수에서 살아가는 사람들</u>	55
41	Myanmar	Myanmar's first unified dynasty, the Bagan dynasty	<u>미얀마 최초의 통일 왕조,</u> <u>바간 왕조</u>	40
40	Vietnam	Explore Phong Nha Kebang National Park	<u>풍나깨방 국립공원</u> <u>탐험하기</u>	14
39	Vietnam	Secret Forest, Phong Nha Kebang National Park	<u>비밀의 숲, 풍나깨방</u> <u>국립공원</u>	55
38	Vietnam	Nguyen dynasty palace modeled after the Forbidden City	<u>자금성을 본떠 만든 응우옌</u> <u>왕조의 궁궐</u>	52
37	Laos	Vang Vieng by bicycle	<u>자전거로 즐기는 방비엥</u>	46
36	Cambodia	Angkor wat, heritage of the kingdom of Angkor	<u>앙코르 왕국의 유산,</u> <u>앙코르 와트</u>	36
35	Laos	For more beautiful Vang Vieng, SAE LAO Project	<u>더 아름다운 방비엥을</u> <u>위하여, SAE LAO Project</u>	70
34	Cambodia	Why Kampot Pepper is Unique	<u>캄팟 후추가 남다른 이유</u>	60
33	Cambodia	Tonle Sap Lake, Cambodia's Lifeline	<u>캄보디아의 젓줄, 톤레삽</u> <u>호수</u>	55

32	Cambodia	Siem Reap's never-ending night	<u>씨엠립의 끝나지 않는 밤</u>	30
31	Myanmar	Tomatoes grow on water?	<u>물 위에서 토마토가 자란다고?</u>	150
30	Myanmar	A world where the gods live	<u>신들이 사는 세상</u>	40
29	Vietnam	Japan in Vietnamese currency	<u>베트남 화폐에 담긴 일본</u>	60
28	Thailand	Meet the sunset light permeating the kingdom	<u>왕국에 스며드는 노을빛을 만나다</u>	50
27	Thailand	Bodhi tree bears Buddha	<u>보리수나무, 부처를 품다</u>	45
26	Thailand	The secret space of the Ayutthaya royal family	<u>아유타야 왕가의 비밀스러운 공간</u>	36
25	Thailand	Thailand, a massage paradise where prices and atmospheres vary	<u>가격도 분위기도 천차만별인 마사지의 천국, 태국</u>	65
24	Thailand	"Have you eaten?" The world of Thai cuisine through noodles	<u>"식사 하셨습니까?" 국수로 보는 태국 요리의 세계</u>	36
23	Thailand	The 200-year-old Thai dynasty, the Chakri dynasty	<u>200년 역사의 태국 왕조, 짜끄리 왕조</u>	75
22	Thailand	Elephant country thailand	<u>코끼리의 나라 태국</u>	52
21	Thailand	The relaxed culture of Thailand with conflicting words such as 'It's okay' and 'Enjoy'	<u>'괜찮다'와 '즐거라', 어쩌면 상반된 단어가 품은 태국의 여유로운 문화</u>	60
20	Cambodia	A romantic country of light	<u>낭만적인 빛의 나라</u>	45
19	Cambodia	Riel, a gift from the Mekong River	<u>메콩강의 선물, 리엘</u>	35
18	Cambodia	A glorious Khmer dynasty sculpture	<u>찬란했던 크메르 왕조의 조각</u>	32
17	Cambodia	Tonle Sap, the lake that embraces Cambodia	<u>캄보디아를 품은 호수 톤레사프</u>	45
16	Cambodia	The story of a mythical dancer	<u>신화 속 무희가 펼쳐내는 이야기</u>	20
15	Vietnam	"What makes Vietnamese coffee so special"	<u>"베트남 커피가 특별한 이유"</u>	20

14	Vietnam	“A bowl of delicious noodles”	<u>“맛있는 국수 한 그릇”</u>	25
13	Vietnam	“Attitude to accept the Vietnam War”	<u>“베트남 전쟁을 받아들이는 자세”</u>	35
12	Vietnam	“Living River Cities”	<u>“살아 있는 강의 도시들”</u>	42
11	Vietnam	“Behind the white Ao Dai”	<u>“하얀 아오자이 뒤에는”</u>	30
10	Myanmar	Unexpected happiness found in a huge lake	<u>거대한 호수에서 찾은 뜻밖의 행복</u>	18
9	Myanmar	To a hopeful future beyond the painful past	<u>아픈 과거를 넘어 희망찬 미래로</u>	35
8	Myanmar	Three must-try in Myanmar	<u>미얀마에서 꼭 먹어봐야 할 세 가지</u>	29
7	Myanmar	Beautiful country road walking through a fairy tale	<u>동화 속을 걷는 아름다운 시골길</u>	15
6	Myanmar	A devout Buddhist culture in everyday life	<u>일상에 깃든 독실한 불교 문화</u>	25
5	Laos	History inscribed where water flows	<u>물이 흐르는 곳에 새겨진 역사</u>	86
4	Laos	Laos, the descendant of glutinous rice	<u>찰쌀의 자손, 라오스</u>	36
3	Laos	Traces of Fra Kaew, Lanssang Kingdom	<u>프라깨우의 흔적, 란쌍 왕국</u>	56
2	Laos	Islands that bring life to life	<u>생명을 살게 하는 섬들</u>	40
1	Laos	Million elephants guarding Laos	<u>라오스를 지키는 백만 마리의 코끼리</u>	34

Appendix 3: Mekong sustainable tourism blog contents update				
No.	English Title	Korea Title (Click the article to view online)	CTR	Upload Date
Thailand				
1	Thailand's leading market	<u>태국의 대표 시장, 치앙마이 선데이 마켓 vs 방콕 짜뚜짝</u>	<u>15</u>	2020. 12. 9.
2	Thailand's best 20 dishes	<u>CLMVT, 태국의 대표 요리 Best 20</u>	<u>14</u>	2020. 12. 1.
3	Thailand travel, about the meaning of elephants and ecotourism	<u>태국 여행, 코끼리의 의미와 에코투어리즘에 대해</u>	<u>20</u>	2020. 11. 12.
4	Ayutthaya, Thailand, recommended places to visit	<u>태국 आयुताया 여행, 가볼 만한 곳 총정리</u>	<u>10</u>	2020. 10. 23.
5	(3) World Heritage Trip along the Mekong River, Ayutthaya Thailand 1	<u>(3) 메콩강 따라 세계문화유산 여행, 태국 आयुताया 1</u>	<u>36</u>	2020. 10. 12.
6	(4) The relaxed culture and customs of Thailand in the five Mekong Rivers	<u>(4) 메콩강 5 개국 태국의 여유로운 문화와 관습</u>	<u>31</u>	2020. 9. 30.
Vietnam				
1	Vietnam's leading market, Hanoi Dong Xuan vs Ho Chi Minh Ben Thanh	<u>베트남의 대표 시장, 하노이 동쑤언 vs 호치민 벤틀안</u>	<u>10</u>	2020. 12. 15.
2	Vietnam's best 7 dishes	<u>CLMVT, 베트남의 대표 요리 Best 7</u>	<u>30</u>	2020. 11. 24.
3	(1) 4 rivers you will encounter while traveling in Vietnam	<u>(1) 베트남을 여행하다 보면 만나게 되는 강 4 곳</u>	<u>22</u>	2020. 11. 3.
4	Vietnam Hue, the history and culture of the Nguyen dynasty	<u>베트남 후에, 응우옌 왕조가 꽃피운 역사와 문화</u>	<u>14</u>	2020. 10. 19.
5	(1) Mekong River 5 Countries, Vietnam, Ao Dai Coffee Culture seen as rice noodles	<u>(1) 메콩강 5 개국 베트남, 아오자이 커피 쌀국수로 보는 문화</u>	<u>94</u>	2020. 10. 5.
Lao PDR				
1	"Youth over Flowers", Laos, let's explore the travel courses on TV	<u>꽃보다 청춘 라오스, 코스</u>	<u>36</u>	2020. 11. 19.

	Shows!	<u>총정리해서 알려드려요!</u>		
2	(1) Culture seen as food of Laos in the Mekong River 5 countries	<u>(1) 메콩강 5 개국 라오스의 음식으로 보는 문화</u>	<u>31</u>	2020. 11. 5.
3	Luang Prabang, Laos, history and 5 must-visit places	<u>라오스 루앙프라방, 역사와 꼭 들러야 할 곳 5</u>	<u>17</u>	2020. 10. 14.
4	Culture seen as Buddhism in Laos, five countries of the Mekong	<u>메콩강 5 개국 라오스의 불교로 보는 문화</u>	<u>16</u>	2020. 10. 2.
Myanmar				
1	Myanmar's Representative Market, Yangon Bo Market vs Bagan Nangwu	<u>미얀마의 대표 시장, 양곤 보족 시장 vs 바간 낭우</u>	<u>10</u>	2020. 12. 11.
2	Myanmar's best 7 dishes	<u>CLMVT, 미얀마 대표 요리 Best 7</u>	<u>27</u>	2020. 12. 3.
3	(2) Travel to Myanmar in 5 countries on the Mekong River, Lake Inle and Pyin Oo Lwin	<u>(2) 메콩강 5 개국 미얀마 여행, 인레 호수와 뻘우린</u>	<u>27</u>	2020. 11. 10.
4	Pagoda hometown Myanmar Bagan history and representative ruins 5	<u>파고다의 고향 미얀마 바간의 역사와 대표 유적 5</u>	<u>25</u>	2020. 10. 21.
5	Culture seen as Myanmar, Pagoda, and temples in 5 countries of the Mekong River	<u>메콩강 5 개국 미얀마, 파고다와 사원으로 보는 문화</u>	<u>22</u>	2020. 10. 7.
Cambodia				
1	Cambodia's best 10 cuisines	<u>CLMVT, 캄보디아의 대표 요리 Best 10</u>	<u>26</u>	2020. 11. 26.
2	All that Tonle Sap Lake, Cambodia, in Mekong 5 countries	<u>메콩 5 개국 캄보디아 톤레삽 호수의 모든 것</u>	<u>9</u>	2020. 11. 17.
3	History of Siem Reap, Cambodia and major historical sites including Angkor Wat 3	<u>캄보디아 씨엠립의 역사와 앙코르와트 등 주요 유적지 3</u>	<u>21</u>	2020. 10. 16.
4	Cambodia in Mekong 5 countries, culture seen through traditional dance Apsara	<u>메콩 5 개국 캄보디아, 전통 무용 아사라로 보는 문화</u>	<u>20</u>	2020. 10. 9.