

MI Curriculum Development

Sustainable and Smart Tourism Development in the Mekong Region"

The Work Plan includes three stages within the deadlines provided by Mekong Institute (MI):

1. Preparation of Modules description with curriculum outline and the five days sessions plan distribution
2. Preparation of module content, including handouts, PPTs, and case studies. Development of in-class activities for each module to enhance practical understanding of the theory.
3. Revision and improvement of content after receiving feedback from MI.

Curriculum TITLE and Outline:

Title: "Sustainable and Smart Tourism Development in the Mekong Region"

Curriculum and Training Outline:

The curriculum is designed to support the creation of "smart tourism cities and destinations" and to strengthen the five Mekong countries' capacities to become more competitive in global tourism market. Implemented by Mekong Institute with support from National Tourism Organizations and local destination It introduces important areas of cutting edge knowledge about sustainable tourism and digital transformation introducing important aspects like monitoring sustainability and gaining resilience. The training outcome from this curriculum will facilitate Smart Tourism Development in Mekong Countries and Enhance Korea-Mekong Hospitality Training and Mentoring
The curriculum also supports Capacity Building and tailored training for the participating individuals, companies, or organizations. Additionally, it will enhance innovation and efficient use of endogenous cultural and natural resources.

The overall training results will be towards

1. Higher quality hospitality and tourism services in Mekong countries
2. Increased tourism competitiveness among Mekong countries due to the wide and efficient utilization of smart technologies.

The training program will combine the most recent theoretical and practical approaches for sustainable and smart tourism, highlighting a holistic approach to various important aspects and fundamental values. Seeking to introduce an efficient pathway towards sustainable and digital transition in tourism, the training program and the related curriculum will focus on sociocultural, environmental, and economic pillars in an innovative and meaningful way to inspire those engaged in the five-day educational-training sessions.

Modules Descriptions:

MODULE 1

Module Title Understanding the Tourism Value Chain and the Tourism Ecosystem through System Thinking.	Module Code: MI-SSTD001	Module Training Time 5 sessions of 75' each
Reference Textbooks		Other References

<ol style="list-style-type: none"> 1. Partale, K. (2020). <i>The tourism value chain: Analysis and practical approaches for development cooperation projects</i>. Bonn, Germany: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). 2. Day, Jonathon & Morrison, Alastair M & Lehto, Xinran. (2018). <i>The Tourism System</i>, 8th edition. 	<p>Printed and Electronic material and notes will be distributed during the training session to all participants.</p>	
Trainer - Instructor TBD	Phone No.	Email
<p>Module Description</p> <p>This module covers the concepts of Tourism Value Chain and Tourism Ecosystem, in an analytical way emphasizing in practical explanations and case examples. Additionally, the concept of System Thinking in Tourism is introduced in a way to provide a detailed view on the big picture and explain the importance of a holistic approach for tourism managers and practitioners. .</p>		
<p>Module Objective</p> <p>By the completion of the module the trainees will:</p> <ol style="list-style-type: none"> 1. become familiar with the concepts of Tourism Value Chain and Tourism Ecosystem. 2. be introduced to essential administrative and governance frameworks that allow innovative tourism development 3. be able to implement processes of System Thinking within the Tourism Ecosystem. 4. be able to develop methods and concepts for local and regional tourism destinations. 5. Be able to analyze complex tourism environments and apply holistic approach on the field 		
<p>Module Assessments</p> <p>Structured 30 minute quiz to reflect the knowledge delivered during the training will be applied at the end of the last session.</p> <p>The quiz will be a combination of</p> <ul style="list-style-type: none"> - True/False Questions - Multiple Choice Questions - Short Open Questions 	<p>Trainer-Instructor Engagement</p> <p>The trainer-educator will be equipped and prepared with specific typed notes, reference texts, presentations and analyzed case studies. Additionally, a few in class activities will be proposed in detail.</p>	

MODULE 1 SCHEDULE

Session	Subject	Subject Contents
<p>1 (75')</p>	<p>Topic 1 – Introducing the Value Chain & Tourism (1)</p>	<ul style="list-style-type: none"> •Regional value added as a target •What you need to know about Value Chain •Tourism: What you need to know

2 (75')	Topic 2 – Introducing the Value Chain & Tourism (2)	<ul style="list-style-type: none"> • Tourism Services vs Tourism Experiences • Value-adding Strategies in the Tourism Sector • Innovation and Creativity in Tourism
3 (75')	Topic 3 – How to use Value Chain in the Tourism Sector	<ul style="list-style-type: none"> • Defining the Value Chain • Initiating Value Networks • Analyzing the Value Chain • Defining Objectives and Developing Solutions
4 (75')	Topic 4 – Developing Supply Chains	<ul style="list-style-type: none"> • DMO Development & stakeholders' integration • Circular Economy • Developing the supply chain in line with socio-cultural and environmental Criteria • Integrating Digital transformation
5 (75')	Topic 5 – Tourism System & System Thinking	<ul style="list-style-type: none"> • The Complexity of Tourism • Translating System Thinking into Tourism • Global vs Local Tourism Systems • The Glocal Tourism Systems Approach

MODULE 2

Module Title Introduction of Sustainable Tourism and the Need for a Regenerative approach.	Module Code: MI-SSTD002	Module Training Time 4 sessions of 75' each	
Reference Textbooks 1. An Introduction to Sustainable Tourism Alexandra Coghlan ISBN: 9781911396734 2. STUDY TO DEVELOP A FRAMEWORK ON SUSTAINABLE TOURISM DEVELOPMENT IN ASEAN IN THE POST COVID-19 ERA Economic Research Institute for ASEAN and East Asia (ERIA) 1 October 2022		Other References Printed and Electronic material and notes will be distributed during the training session to all participants.	
Trainer - Instructor TBD		Phone No.	Email
Module Description This module covers the concepts of Sustainable Tourism in an introductory but also analytical way emphasizing in practical explanations and global successful examples. Additionally, the concept of Regenerative Tourism is introduced in a way to explain the need of doing more than just protecting or preserving through sustainability but also restoring and healing damages that occurred to our planetary ecosystem.			

<p>Module Objective</p> <p>By the completion of the module the trainees will:</p> <ol style="list-style-type: none"> 1. become familiar with definitions, origins and challenges related with sustainable tourism. 2. Understand the ethical and social values presented through the sustainable tourism. 3. Explore the operational challenges for applying sustainable tourism policies. 4. Identify how green and digital transition can contribute towards sustainability. 5. Analyze the reasons for a regenerative approach ahead of a usual sustainable tourism efforts. 	
<p>Module Assessments</p> <p>Structured 30 minute quiz to reflect the knowledge delivered during the training will be applied at the end of the last session.</p> <p>The quiz will be a combination of</p> <ul style="list-style-type: none"> - True/False Questions - Multiple Choice Questions - Short Open Questions 	<p>Trainer-Instructor Engagement</p> <p>The trainer-educator will be equipped and prepared with specific typed notes, reference texts, presentations and analyzed case studies. Additionally, a few in class activities will be proposed in detail.</p>

MODULE 2 SCHEDULE

Session	Subject	Subject Contents
1 (75')	Topic 1 – Introducing Sustainable Tourism (1)	<ul style="list-style-type: none"> • Definitions and background for sustainable tourism • Sustainable Tourism strategies and policies. • Operating Sustainable Tourism
2 (75')	Topic 2 – Introducing Sustainable Tourism (2)	<ul style="list-style-type: none"> • The Sociocultural and Environmental sustainability pillars • Integrating sustainability in the local and regional tourism ecosystems. • Innovation and Creativity as a catalyst for developing Sustainable Tourism
4 (75')	Topic 3 – Regenerative Tourism (1)	<ul style="list-style-type: none"> • Meaning and why it is a step forward from Sustainability • The issue of Ecological Restoration • Protecting sociocultural values • Thriving local communities
5 (75')	Topic 4 – Regenerative Tourism (2)	<ul style="list-style-type: none"> • Inclusivity in Tourism Industry • Bridging social and economic gaps • Social well-being as a goal for tourism • Empowering local communities and SMEs by providing regenerative focused training.

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MODULE 3

Module Title Sustainable Tourism Governance and Strategic Planning	Module Code: MI-SSTD003	Module Training Time 4 sessions of 75' each	
Reference Textbooks 1. Governance, Stewardship and Sustainability: Theory, Practice and Evidence Dallas, Lubrano (2022)		Other References Printed and Electronic material and notes will be distributed during the training session to all participants.	
Trainer - Instructor TBD		Phone No.	Email
Module Description This module explores the concepts of Governance for Sustainable Tourism and the processes towards Strategic Planning. It offers an interesting journey through the UN SDGs and ESG strategies for public and private sector. It also presents Stewardship in Sustainability through Ethics and Economics. Finally, it analyzes the Strategic planning process resulting to Decision Making, Monitoring and Reporting.			
Module Objective By the completion of the module the trainees will: <ol style="list-style-type: none"> 1. Explore the insights of Sustainable Tourism Governance 2. Understand Stewardship as an essential element of Governance. 3. Analyze Sources for ESG with Data and Standards. 4. Compare Governance in Public and Private Sectors 5. Identify methods for contributing to Sustainable Governance Through Reporting 6. Design Strategic Planning steps for Sustainable Governance 			
Module Assessments Structured 30 minute quiz to reflect the knowledge delivered during the training will be applied at the end of the last session. The quiz will be a combination of <ul style="list-style-type: none"> - True/False Questions - Multiple Choice Questions - Short Open Questions 		Trainer-Instructor Engagement The trainer-educator will be equipped and prepared with specific typed notes, reference texts, presentations and analyzed case studies. Additionally, a few in class activities will be proposed in detail.	

MODULE 3 SCHEDULE

Session	Subject	Subject Contents
1 (75')	Topic 1 – Introducing Sustainable Tourism Governance (1)	<ul style="list-style-type: none"> • Local and Regional Governance models • Participatory bodies and Associations • NGOs and other stakeholders
2 (75')	Topic 2 – Introducing Sustainable Tourism Governance (2)	<ul style="list-style-type: none"> • The need for common vision among local and regional stakeholders • Leadership skills and Governance • Integrated governance structure
3 (75')	Topic 3 – Presenting Strategic Planning	<ul style="list-style-type: none"> • Setting realistic goals and objectives • Strategy as a skill • The Planning processes
4 (75')	Topic 4 – Strategic Planning and Policies Implementation	<ul style="list-style-type: none"> • Planning towards specified results • From planning to implementing policies • Measuring policy outcomes and modifying the processes

MODULE 4

Module Title Frameworks for Monitoring Sustainable Tourism.	Module Code: MI-SSTD004	Module Training Time 4 sessions of 75' each	
Reference Textbooks 1. Measuring the Sustainability of Tourism – Learning from Pilots (UNWTO 2022) 2. Carrying Capacity Methodology for Tourism – Targeted Analysis (EU – 2020)		Other References Printed and Electronic material and notes will be distributed during the training session to all participants.	
Trainer - Instructor TBD		Phone No.	Email
Module Description This module explores the concepts of Monitoring Sustainable Tourism not only theoretically but mainly analyzing specific successful pilot cases around the world. It also describes the unique characteristics and criteria that differentiate the measuring methodologies according to the local or regional special sociocultural and environmental elements. Based on this approach the module introduces the carrying capacity framework and the various strategies used to approach this concept according to the tourism development model and the current status.			

<p>Module Objective</p> <p>By the completion of the module the trainees will:</p> <ol style="list-style-type: none"> 1. Identify the essential elements for monitoring sustainable tourism. 2. Understand the general methodologies used for monitoring sustainability. 3. Analyze key characteristics of successful cases in sustainability measurement 4. Explore the processes to approach the Carrying Capacity issues. 5. Recognize the unique local and regional tourism development elements to enter the carrying capacity discussion. 6. Be able to structure a reasonable reporting based on the sustainability measurement outcomes. 	
<p>Module Assessments</p> <p>Structured 30 minute quiz to reflect the knowledge delivered during the training will be applied at the end of the last session.</p> <p>The quiz will be a combination of</p> <ul style="list-style-type: none"> - True/False Questions - Multiple Choice Questions - Short Open Questions 	<p>Trainer-Instructor Engagement</p> <p>The trainer-educator will be equipped and prepared with specific typed notes, reference texts, presentations and analyzed case studies. Additionally, a few in class activities will be proposed in detail.</p>

MODULE 4 SCHEDULE

Session	Subject	Subject Contents
1 (75')	Topic 1 – Monitoring Sustainable Tourism	<ul style="list-style-type: none"> •Reasons for Monitoring Sustainability • Methodological Approaches for Monitoring Sustainability • What we need to Measure to keep aligned with Sustainability values.
2 (75')	Topic 2 – Existing tools for Measuring Sustainable Tourism	<ul style="list-style-type: none"> • Understanding Sustainability Indicators • Introduction of Various Organizations supporting Sustainability measurement and reporting • The process of selecting indicators for measuring sustainable Tourism
3 (75')	Topic 3 – UNWTO and the International Network for Sustainable Tourism Observatories	<ul style="list-style-type: none"> • The concept of Sustainable Tourism Observatories •Developing Measurement processes and securing accuracy and relativity of data collected •Reporting Measurement outcomes for the public and for the key stakeholders
4 (75')		<ul style="list-style-type: none"> •Carrying capacity concept and approach • Successful Examples for Monitoring Sustainability

	Topic 4 – Carrying Capacity concept & Successful Examples for Sustainability Measurement	<ul style="list-style-type: none"> • Comparisons between measurement processes and reporting methods •
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MODULE 5

Module Title Smart Tourism & Sustainability	Module Code: MI-SSTD005	Module Training Time 4 sessions of 75' each	
Reference Textbooks 1. Smart Tourism as a Driver for Culture and Sustainability. Vicky Katsoni 2019 2. Smart Tourism Destination Governance Technology and Design-Based Approach By Tomáš Gajdošík Copyright 2022		Other References Printed and Electronic material and notes will be distributed during the training session to all participants.	
Trainer - Instructor TBD		Phone No.	Email
Module Description This module analyzes the concept of smart tourism and describes the benefits delivered to all destination stakeholders (community, visitors, policy makers, business owners etc.) It also explores how smart technologies can work as a catalyst for efficient implementation of sustainability policies. It is explained also how some fundamental local and regional values (history, heritage, tradition etc.) are enriched through smart technologies, in a way to provide quality experiences for visitors and to add value for the residents' wellbeing. Finally, during the module session, the smart application " Introduce Heritage Mekong " is presented with all its functions and benefits analyzed to the participants.			
Module Objective By the completion of the module the trainees will: 1. Understand the concept and the importance of smart tourism. 2. Explore the strong positive impact of smart tourism to sustainability. 3. Analyze how smart technologies can create new attractive experiences for visitors. 4. Identify the catalytic role of smart tourism for social wellbeing and cultural enhancements. 5. Become familiar with the smart application " Introduce Heritage Mekong ".			
Module Assessments		Trainer-Instructor Engagement The trainer-educator will be equipped and prepared with specific typed notes, reference texts,	

<p>Structured 30 minute quiz to reflect the knowledge delivered during the training will be applied at the end of the last session.</p> <p>The quiz will be a combination of</p> <ul style="list-style-type: none"> - True/False Questions - Multiple Choice Questions - Short Open Questions 	<p>presentations and analyzed case studies. Additionally, a few in class activities will be proposed in detail.</p>
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MODULE 5 SCHEDULE

Session	Subject	Subject Contents
1 (75')	Topic 1 – Introduction to Smart Tourism	<ul style="list-style-type: none"> • Understanding how technology can support tourism operations in a smart and efficient way • Where and how we can apply smart tourism policies? • Innovation and Creativity are essential for the implementation of Smart Tourism
2 (75')	Topic 2 – Benefits from Smart Tourism to communities, companies, and visitors.	<ul style="list-style-type: none"> • What practical changes can Smart Tourism bring. • Improving the well-being of local communities through smart technology applications. • Designing unique and attractive experiences for visitors using smart technologies.
3 (75')	Topic 3 – How Smart Tourism contributes to Sustainable Tourism.	<ul style="list-style-type: none"> • Accelerating sustainability policies through smart tourism. • Using digital information and big data to manage sustainability efficiently • Disseminating sustainability information easier to all stakeholders, through smart communications.
4 (75')	Topic 4 – Introduction and Practical training on the smart application “Introduce Heritage Mekong”	<ul style="list-style-type: none"> • Introducing the Smart Application • Explaining all functions of the Application • Using the Application in real time. • Analyzing the benefits of using the Mekong smart Application.

MODULE 6

Module Title	Module Code: MI-SSTD006	Module Training Time 4 sessions of 75' each
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Developing Adaptive Capacities for Resilient Tourism Ecosystems.		
Reference Textbooks 1. Tourism and Resilience Edited by Richard W. Butler (2017) 2. Tourism, Resilience and Sustainability Adapting Social, Political and Economic Change (2018)	Other References Printed and Electronic material and notes will be distributed during the training session to all participants.	
Trainer - Instructor TBD	Phone No.	Email
Module Description This module explores developments on sustainability as it has been enhanced with the practical application of resilience planning. It approaches critically sustainability and resilience and the relationship between the two. Additionally, the module examines social and business change and sustainability in tourism through a resilience lens. It also demonstrates CHANGE and Adaptation needs and the strategies towards adaptive capacity. Finally, it analyzes the complexity of addressing social and business change with resilience planning and policies.		
Module Objective By the completion of the module the trainees will: <ol style="list-style-type: none"> 1. Explore the relationship between Sustainability and Resilience 2. Understand the importance of proactivity and risk assessment and risk management in destination and business level. 3. Analyze the abilities for Change and Adaptation on social and economic level. 4. Identify why Adaptive Capacity is critical to Resilience. 5. Recognize the current and future challenges that require applied resilience in various levels. 		
Module Assessments Structured 30 minute quiz to reflect the knowledge delivered during the training will be applied at the end of the last session. The quiz will be a combination of <ul style="list-style-type: none"> - True/False Questions - Multiple Choice Questions - Short Open Questions 	Trainer-Instructor Engagement The trainer-educator will be equipped and prepared with specific typed notes, reference texts, presentations and analyzed case studies. Additionally, a few in class activities will be proposed in detail.	

MODULE 6 SCHEDULE

Session	Subject	Subject Contents
1 (75')		

	Topic 1 – Resilience and Sustainability explained	<ul style="list-style-type: none"> • Understanding the strong bonds between Sustainability and Resilience • Why and How Resilience can be considered within business environment and SMEs • Exploring destination resilience
2 (75')	Topic 2 – Challenges in various scales that require Resilient companies and destinations	<ul style="list-style-type: none"> • Why and How Resilience must be considered seriously within business environment and SMEs • Understanding current and future challenges on global and regional-local scale • Analysis of the impacts from those challenges and potential threats
3 (75')	Topic 3 – Proactivity for Business and Governance. CHANGE and Adaptive capacity	<ul style="list-style-type: none"> • Proactivity as a strategic element • Risk Assessment, Risk Management & preparations for CHANGE • Practical matters about Adaptive capacity for companies and destinations
4 (75')	Topic 4 – Social Change and Resilience. Application Difficulties and Solutions	<ul style="list-style-type: none"> • Applying CHANGE and adaptive capacities on social level. • Resistance to CHANGE within society and companies • Motivation and Inspiration as tools for CHANGE application • Resilience as a defense system for smaller and bigger ecosystems

TRAINING WEEKLY SCHEDULE

The six modules will be delivered in five days with five 75 minutes sessions per day.

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
09.00-10.15	MI-SSTD001 (S1)	MI-SSTD002(S1)	MI-SSTD003(S2)	MI-SSTD004(S3)	MI-SSTD005(S4)
10.30-11.45	MI-SSTD001 (S2)	MI-SSTD002(S2)	MI-SSTD003(S3)	MI-SSTD004(S4)	MI-SSTD006(S1)
12.00-13.15	MI-SSTD001 (S3)	MI-SSTD002(S3)	MI-SSTD003(S4)	MI-SSTD005(S1)	MI-SSTD006(S2)
BREAK	BREAK	BREAK	BREAK	BREAK	BREAK
14.30-15.45	MI-SSTD001 (S4)	MI-SSTD002(S4)	MI-SSTD004(S1)	MI-SSTD005(S2)	MI-SSTD006(S3)
16.00-17.15	MI-SSTD001 (S5)	MI-SSTD003(S1)	MI-SSTD004(S2)	MI-SSTD005(S3)	MI-SSTD006(S4)

MI-SSTD001: Understanding the Tourism Value Chain and the Tourism Ecosystem through System Thinking.

MI-SSTD002: Introduction of Sustainable Tourism and the Need for a Regenerative approach.

MI-SSTD003: Sustainable Tourism Governance and Strategic Planning.

MI-SSTD004: Frameworks for Monitoring Sustainable Tourism.

MI-SSTD005: Smart Tourism & Sustainability

MI-SSTD006: Developing Adaptive Capacities for Resilient Tourism Ecosystems.

Additional Notes provided to trainees will be available through the following open resources.

- UNWTO Sustainable Tourism Guidelines and Methodologies
<https://www.unwto.org/sustainable-development>
- Global Sustainable Tourism Council (GSTC) Destination Criteria
<https://www.gstcouncil.org/gstc-criteria/gstc-destination-criteria/>
- One Planet Network / Sustainable Tourism
<https://www.oneplanetnetwork.org/programmes/sustainable-tourism>
- SWITC Asia – Tourism and the SDGs in Southeast Asia
<https://www.switch-asia.eu/resource/tourism-and-the-sdgs-in-southeast-asia/>
- Destinations International / Research & Resources
<https://destinationsinternational.org/research-resources>
- The Travel Foundation Resources for Sustainable Destinations
<https://www.thetravelfoundation.org.uk/resources/>
- Future of Tourism Toolkit
<https://toolkit.futureoftourism.org/selector>
- Leading Examples of Smart Tourism Practices in Europe
https://smart-tourism-capital.ec.europa.eu/leading-examples-smart-tourism-practices-europe_en
- EU Green and Digital Transition in Tourism
<https://www.intelligentcitieschallenge.eu/themes/green-and-digital-transition-tourism>
- Smart Tourism Destinations
<https://smarttourismdestinations.eu/>
- ADB Southeast Asia Tourism Hub
<https://seads.adb.org/tourism-hub>