



LUANG PRABANG ROADSHOW

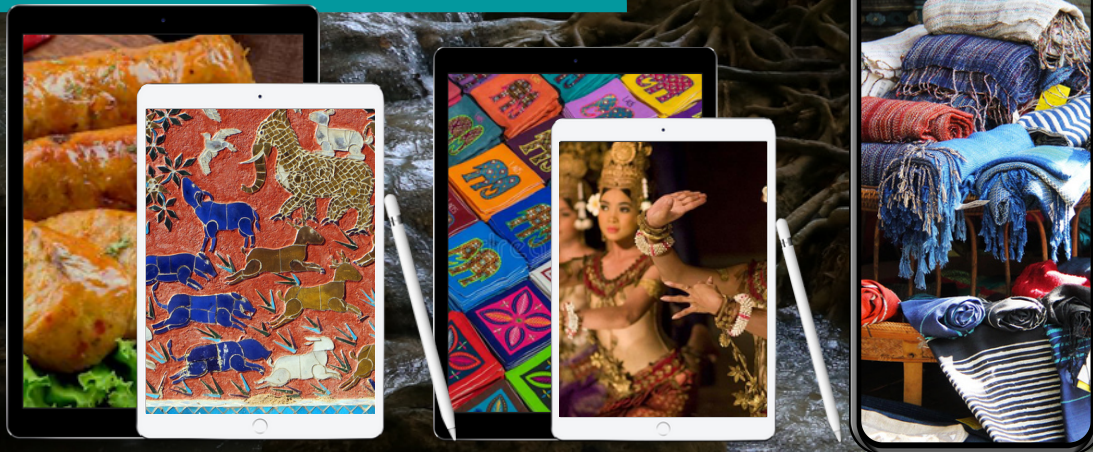
9:00 AM – 12:00 PM, 12 January 2023

DOK CHAMPA MEETING ROOM, SOUPHATTRA HOTEL, LUANG PRABANG

Exhibition Features:

Showcasing and celebrating local products and food, culture and traditional arts.

visual arts, and eco-friendly, community-driven tourism experiences and activities in Luang Prabang.



**Sustainable and Smart Tourism Development
in Mekong Region**

PROGRAM AGENDA

Dok Champa Meeting room, Souphattra Hotel, Luang Prabang		
When	What	Who
9:00 – 9:10	Welcoming Remarks	Representative (TBC) Luang Prabang Dept. of Industry and Commerce
9:10 – 9:20	Opening Remarks	Representative (TBC) Luang Prabang Governor Office
9:20 – 9:50	Coffee Break and Exhibition Site Showcasing Local products, cultural arts, sustainable tourism services etc.	ALL
9:50 – 10:10	Project Overview and Roadshow Introduction	Mr. Madhurjya K. Dutta Mekong Institute
10:10 – 10:20	Cultural Dance and traditional Arts Performance	TBC
10:20 – 10:50	Introduction of Mobile Application System, Q&A	Dr. Sangwon Park Kyung Hee University
10:50 – 11:20	Introduction to POI data for the mobile app and creating attractive digital content, and how to fill the POI data collection form, Q&A	Ms. Catherine Germiel-Hamel Destination Mekong
11:20 – 11:30	Coffee Break	All
11:30 – 12:00	<ul style="list-style-type: none"> Understanding Korean travelers and Korea society for sustainable tourism Keys to Successful Sustainable Tourism 	Ms. Daisy Park , Mekong Institute & Dr. Kang Sungyong , Seoul National University Institute of Humanities
12:00 – 12:05	Closing Remarks	Representative (TBC) Luang Prabang Chamber of Commerce and Industry
12:05 – 13:30	Buffet Lunch	All

Note: All presentations will be interpreted consecutively in the local language

Project Background

Mekong Institute (MI), with support of Mekong-Republic of Korea Cooperation Fund (MKCF), is currently implementing “Sustainable and Smart Tourism Development in the Mekong Region”. The three-year project introduces smart tourism tools, techniques, and technologies through learning exchanges, structured learning visits, information-sharing, and adaption of best practices. Such investments are geared to expand small entrepreneurial businesses and deepen cultural interconnectedness and appreciation among and between cities of the Republic of Korea and the Mekong region countries.

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

Luang Prabang Roadshow

As part of the project, MI is organizing a half-day roadshow on Sustainable and Smart Tourism Development in five selected UNESCO heritage sites in Mekong Countries. These are **Ayutthaya** in Thailand, **Siem Reap** in Cambodia, **Luang Prabang** in Lao PDR, **Hue** in Vietnam, and **Bagan** in Myanmar. The five heritage sites have been identified due to their historical and cultural significance and their importance in each countries tourism industry.

To this end, the roadshow event in Luang Prabang is scheduled on January 12, 2023. 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 Luang Prabang.



The specific objectives of the roadshow are:

- To introduce a newly designed smartphone application with its functions to the local stakeholders and potential users.
- To confirm and validate the Points of Interest (PoI) data for the mobile application content such as community-based tourism actors, sustainable tourism social enterprises, relevant digital media and travel bloggers, and cultural tourism actors;
- To exchange local insights and experience in respect to sustainable and smart tourism;
- To promote local cooperation and integration of sustainable and smart tourism in heritage sites of Mekong countries;
- To showcase local products and services, traditional music, and cultural arts through exhibitions, performance, photo contest, and videography.

Target Stakeholders

The roadshow is targeted to the project's numerous stakeholders including local tourism authorities and associations, ecotourism and community-based tour operators, Luang Prabang's ODOP products and souvenirs hubs, Luang Prabang fine arts and musical instruments associations, and sustainable tourism promoters through online media.

Features of the Roadshow

1. **Validating POI by** key selected Points of Interest (PoI) from Luang Prabang tourism industry. The focus of this is on identifying and validating POI data in order to produce creative and inspiring application content and to introduce the true value of Luang Prabang as to improve the experience and quality of life of both visitors and resident.
2. **Luang Prabang photo and video contests** to promote sustainable and smart tourism by highlighting unique tourism attractions, practices, and potential in Siem Reap province across the categories of ecology, crafts, history, entertainment, healing, food, and culture.

3. **Smartphone Application system design** will be introduced to promote synergies amongst historical and heritage sites through sustainable and smart tourism. The aim is to transfer and develop sustainable tourism best practices while introducing smart solutions to address the environmental issues due to increasing tourist arrivals in these historical sites in the Mekong countries.

4. **Performing Arts** by selected group through Laos musical instruments or traditional dance.

5. **Exhibition Site** to showcase local products and food, culture and traditional arts, visual arts, and community-based tourism experiences and activities that Luang Prabang offers.

6. **Interactive session** between local tourism enterprises and sustainable tourism experts.

7. **Consultative session** on how to penetrate the Korean tourism market through partnerships with Korean businesses and how to attract Korean travelers to Luang Prabang.

Contacts

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